

Staple Foods in the Netherlands

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Report description:

At the end of February 2022, all COVID-19 related restrictions were lifted in the country, including those imposed on foodservice establishments. As a result, in the course of the year, Dutch consumers have been spending less time at home preparing and cooking food from scratch, instead eating out more in cafes and restaurants, benefiting foodservice volume sales while retail volume sales of staple foods have slowed down.

Euromonitor International's Staple Foods in Netherlands report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Staple Foods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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BAKED GOODS IN THE NETHERLANDS

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Inflationary pressures contribute to value increase in baked goods in 2022, while volume sales record a decline

Growth for cakes with more sophisticated launches in line with consumer demand

Private label continues to gain retail value share from artisanal and branded rivals through the offer of healthy ranges at lower prices

PROSPECTS AND OPPORTUNITIES

Convenience, quality consideration and initiatives led by Albert Heijn to reduce food waste characterise the category over the forecast period

Wider distribution for ethnic breads such as pides in line with their growing popularity while protein-rich breads benefit from their health credentials

Seaweed and other grain-free wraps set to gain momentum over the forecast period

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Hot cereals benefits from strong health trend as consumers seek warm, nutritious and filling breakfast options to which new industry players are responding
 Granola benefits from broader consumption moments other than breakfast
 Healthy and fun new variants launched in children's breakfast cereals with the health trend also stimulating sales for Bolletje and Eat Natural

PROSPECTS AND OPPORTUNITIES

Despite demand for convenience the high sugar content in some breakfast cereals is forcing industry players to react
 Healthy developments in hot cereals with industry players highlighting these product attributes through changes in their packaging
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 Demand for sustainably produced food continues to grow
 Players in processed meat and seafood introduce alternatives to meat

PROSPECTS AND OPPORTUNITIES

Growing shift to meat substitutes as industry players improve and widen the offering as demand diminishes for processed meat
 Further development of alternatives to soy protein and tofu characterises the forecast period

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Private label witnesses strong demand including growing interest in sustainable products

Rice, pasta and noodles benefits from the internationalisation of food

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PROSPECTS AND OPPORTUNITIES

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