

## **HW Dairy Products and Alternatives in the Netherlands**

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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### **Report description:**

High protein products in the dairy category became increasingly popular as consumers prioritised their health and wellness in 2022. This trend was initially fuelled by the COVID-19 pandemic and heightened awareness of the connection between diet and overall health. As a result, Dutch consumers sought out food options that offered high protein, fibre, and omega-3, leading to an increase in sales of high protein dairy products. However, in 2022 there were some initial signs that the high protein t...

Euromonitor International's HW Dairy Products and Alternatives in Netherlands report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- \* Get a detailed picture of the HW Dairy Products and Alternatives 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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