



Cooking Ingredients and Meals in the Netherlands

November 2025

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Cooking Ingredients and Meals in the Netherlands

EXECUTIVE SUMMARY

Price increases boost value sales but so does premiumisation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers are increasingly interested in health and wellness

Convergence of trends

WHAT'S NEXT?

Positive outlook supported by demand for convenience

Health and wellness trend to exert growing influence

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Edible Oils in the Netherlands

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Premiumisation boosts sales but price rises remain challenging

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Olive oil volume sales return to growth

WHAT'S NEXT?

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Health trends will shape developments in edible oil
Rapeseed oil presents more sustainable alternative

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[Meals and Soups in the Netherlands](#)

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INDUSTRY PERFORMANCE

Categories which are seen as fresh and high quality record the strongest performance
Chilled soup sees strong growth

WHAT'S NEXT?

The outlook for meals and soups is positive
Dutch consumers become more open-minded about meals and soups with functional benefits
Improved quality at lower price levels will drive consumers from foodservice to retail

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[Sauces, Dips and Condiments in the Netherlands](#)

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Younger consumers' love of South Korean cuisine opens up opportunities

INDUSTRY PERFORMANCE

Sales volume remains stable, while category shows value growth

Mayonnaise benefits from new flavours

WHAT'S NEXT?

New uses of mayonnaise will help to drive sales volume growth

Consumers will be interested in products with a more natural functionality

Raised awareness of sustainability issues will shape the category

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Supermarkets dominates, but its share is falling

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INDUSTRY PERFORMANCE

Shifting consumption patterns

Expansion of chocolate spreads

WHAT'S NEXT?

Volatility will lead to higher costs and higher consumer prices

Development of sweet spreads will be shaped by two opposing trends

Consumers will avoid products that they consider to be harmful to the planet or harmful to their health

COMPETITIVE LANDSCAPE

Unilever leads the way because of its dominance in peanut butter

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Larger households with children appreciate the convenience of ordering sweet spreads online

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