Alternative protein: Plant-based | Region: Netherlands | June 2025

2022 to 2024

# Netherlands plant-based food retail market insights

Meat, milk and drinks, cheese, yoghurt and cream.

Image credit: Vivera

gfi / Europe

## Executive summary

*This report shows the trends in retail sales across five plant-based product categories (meat, milk and drinks, cheese, yoghurt and cream) in the Netherlands between 2022 and 2024, based on data from Circana.*

| | | |
|---|---|---|
| The Dutch retail market across **five categories** of plant-based food was valued at **€288 million in 2024**. | Total annual sales **value** of plant-based foods across five categories in the Netherlands **fell by 4.8%** between 2022 and 2024. | Total annual **unit sales** across five categories of plant-based foods in the Netherlands **fell by 9.3%** between 2022 and 2024. |

In 2024, the Netherlands had the second-highest spend per person on plant-based foods out of the six European countries covered in this series of reports, behind only Germany. Meanwhile, the Dutch government, at least 11 retailers and major caterers have set targets to increase the proportion of plant-based protein sold and consumed.

Nevertheless, retail sales across five plant-based categories in the Netherlands were worth €288 million in 2024, down from a peak of €306 million in 2023. Unit sales and sales volume[1] fell steadily between 2022 and 2024, down by 9.3% and 7.7% respectively.

While all five categories fell in sales value between 2023 and 2024, unit sales and sales volume for plant-based yoghurt rebounded, possibly driven by improved affordability relative to animal-based yoghurt.

In the plant-based milk and drinks category, which accounted for over two-thirds of the overall fall in plant-based sales volume between 2023 and 2024, the decline was driven largely by a significant fall in the sales of chilled products, which jumped in price compared to ambient products.

Plant-based cream achieved price parity with animal-based cream in 2023 but became more expensive again in 2024. This reopened price gap likely drove some consumers away from the category, as plant-based cream's sales volume dipped in 2024 following a peak in 2023.

[1] Excluding plant-based cheese, for which sales volume is not available.

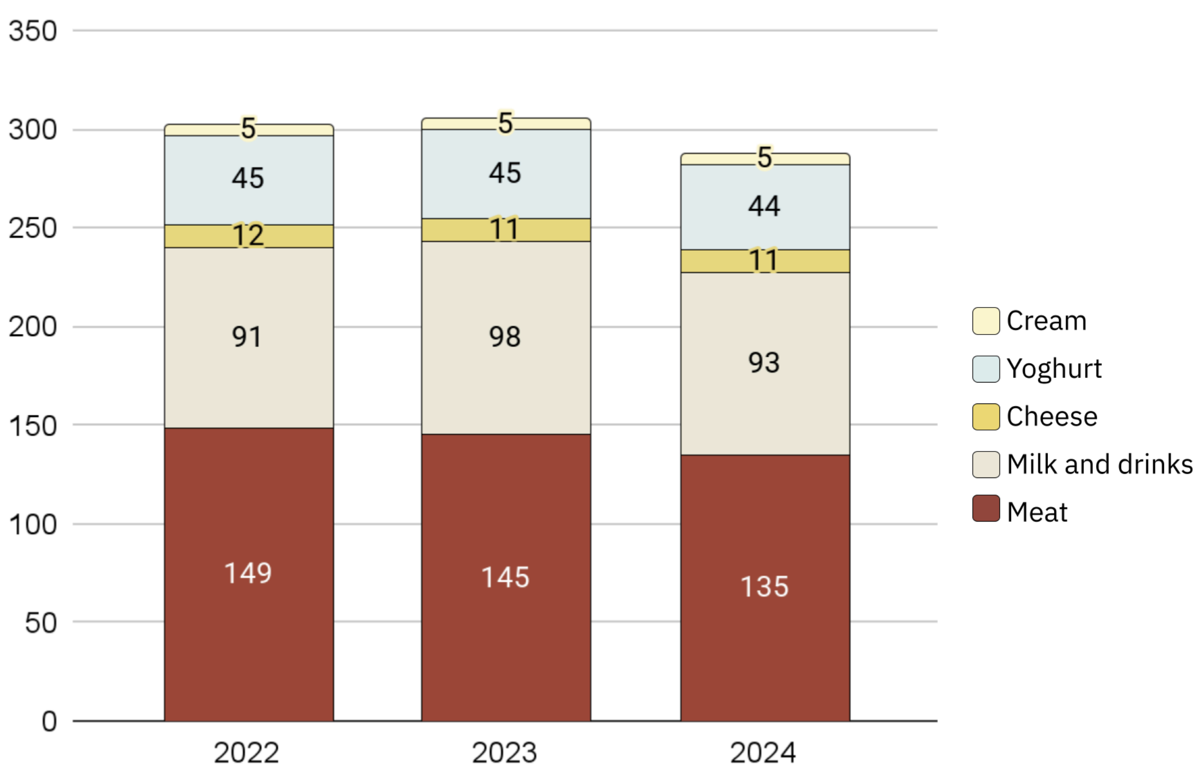
## Overview of plant-based food sales by category in the Netherlands, 2022-2024

| | Sales value | | | Unit sales | | | Sales volume | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2024, € millions | 2023-24 change | 2022-24 change | 2024, millions of units | 2023-24 change | 2022-24 change | 2024, millions of kg | 2023-24 change | 2022-24 change |
| Meat | 135.2 | -7.0% | -9.4% | 52.4 | -6.9% | -14.9% | 10.2 | -6.2% | -13.3% |
| Milk and drinks | 92.7 | -5.6% | 2.1% | 49.4 | -6.1% | -7.4% | 47.1 | -6.1% | -8.3% |
| Cheese* | 10.7 | -6.3% | -9.9% | 4.9 | -2.1% | 1.3% | - | - | - |
| Yoghurt | 43.9 | -2.9% | -3.5% | 22.7 | 7.6% | -1.3% | 12.6 | 4.9% | -0.5% |
| Cream | 5.3 | -3.9% | 4.6% | 3.6 | -10.1% | -7.4% | 0.8 | -7.0% | -1.9% |
| **Total** | **287.7** | **-5.9%** | **-4.8%** | **133.0** | **-4.3%** | **-9.3%** | **70.8** | **-4.4%** | **-7.7%** |

*Sales volume not available for plant-based cheese*

## Plant-based food sales value by category in Netherlands, 2022-2024

(€ millions)



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# About the data

This report is based on sales data gathered by Circana from retailers in the Netherlands. The data has been analysed by the Good Food Institute Europe.

The data for the Netherlands covers retail sales in supermarkets and discounter stores, including Aldi and Lidl. It does not include food service sales, such as from restaurants or fast-food outlets.

The data covers both branded and private-label products, ie, those sold under the brand of a retailer, but does not provide the relative proportions of each.

Sales value figures include taxes.

Data for 2022, 2023 and 2024 covers 52-week periods beginning with the first calendar week of each year.

Note that GFI Europe's previous publication *Netherlands plant-based foods retail market insights: 2021 to 2023 with initial insights into the 2024 market,* which is also based on Circana data, **covered six plant-based categories (including desserts),** whereas the current report covers only five categories. Caution should therefore be taken when comparing sales totals from that report to figures from this report.

Note also that since a different data provider has been used, with different product category definitions and coverage, the numbers in this report are not directly comparable to those in GFI Europe's previous publication, Market insights on European plant-based sales 2020-2022.

# Key terms

**Plant-based:** foods that are made from plants. Where data permits, we have focused specifically on plant-based products that aim to mimic the taste and texture of animal products. In some categories, non-analogue products such as those based on beans or lentils are also included because the data does not permit further subcategorisation.

**Animal-based:** food derived from animals, such as meat from pigs or milk from cows.

**Plant-based meat:** foods made from plants or fungi that are designed to be similar to animal-based meat in taste and texture. The Circana data for plant-based meat may include some products that are not direct substitutes for meat, such as bean burgers, because it was not possible to fully separate out these products. Plant-based meat products may contain small amounts of egg or dairy, but plant-based ingredients like soy or pea are the main protein sources. Plant-based meat does not include tofu, tempeh or seitan – these categories have been reported separately.

**Plant-based milk and drinks:** drinks made from plants such as soy or oat that are intended to mimic the taste and performance of animal-based dairy milk. The plant-based milk and drinks category includes plain and flavoured plant-based milks as well as some other drinks containing a dairy alternative component, such as coffee drinks. It does not include fruit juices or other drinks not designed to replicate dairy.

**Market share:** the proportion of all sales in a wider product category (comprising both plant-based and animal-based versions) that is plant-based. This is calculated by dividing plant-based sales by the sum of plant-based and animal-based sales. Market share can be calculated on the basis of sales volume or sales value. Note that in this report, market share is calculated based only on retail sales of pre-packaged products.

**Sales value:** the total value of sales measured in euros (€).

**Sales volume:** the total quantity of products sold measured in kilograms (kg) or litres (l), depending on the product category.

**Unit sales:** the total number of units of a product sold. A unit can refer to a pack, carton or tub, for instance.

# Overall plant-based food market

## Total Dutch plant-based market

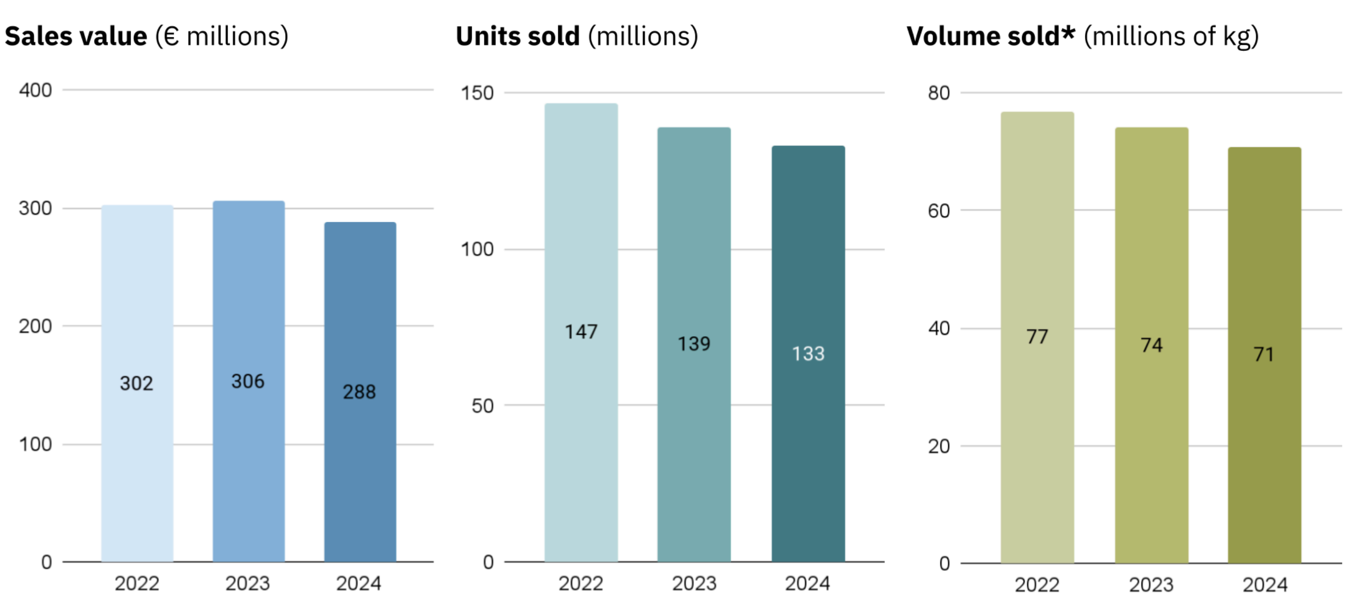
The retail market for plant-based foods in the Netherlands is getting smaller.

After some growth between 2022 and 2023, overall annual sales value across five plant-based categories[2] (meat, milk and drinks, cheese, yoghurt and cream) fell to €288 million in 2024. This was 5.9% lower than in 2023 and 4.8% lower than in 2022.

Unit sales were 133 million in 2024, a decrease of 4.3% relative to 2023 and 9.3% relative to 2022. Similarly, sales volume (excluding plant-based cheese) was 71 million kg in 2024, a fall of 4.4% compared to 2023 and 7.7% compared to 2022.

The difference in trends between sales value and sales volume can be attributed to rising prices between 2022 and 2023. This is in line with the inflation experienced across the wider Dutch food sector, which reached a record high of 17.9% in February 2023 before falling again.

### Plant-based food sales across five categories in Netherlands, 2022-2024




**Sales volume was reported by Circana in litres for milk and drinks and in kg for all other categories. For the total sales volume, the data has been combined by assuming that 1 litre weighs approximately 1kg. Sales volume is available for plant-based cheese.*

[2] Note that the previous edition of this report covered one additional category (plant-based desserts), which means that the total market value reported there is not directly comparable to the figures reported here.

## Categories

The plant-based category closest to achieving mainstream status is milk and drinks, which in 2024 accounted for 9.7% of the retail sales value and 7.7% of the retail sales volume of all plant- and animal-based products.[3]

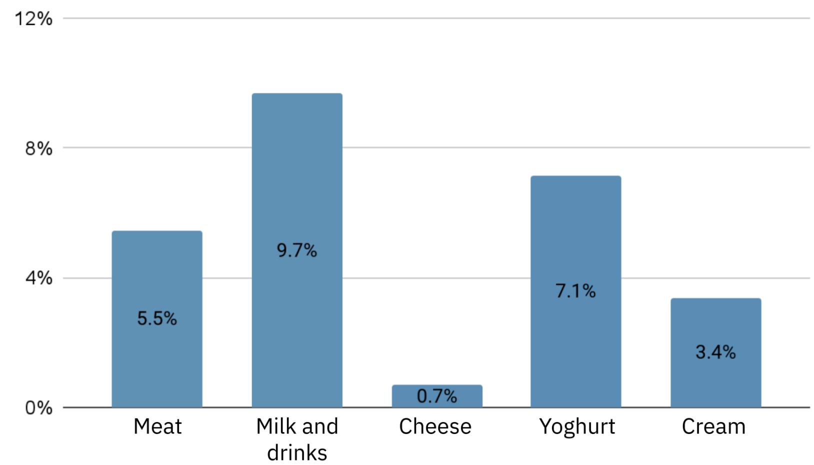
Plant-based cheese remains a small category, with a market share of just 0.7% of sales value in 2024.

Falling between these two categories, plant-based yoghurt, meat and cream have achieved relatively moderate market shares.

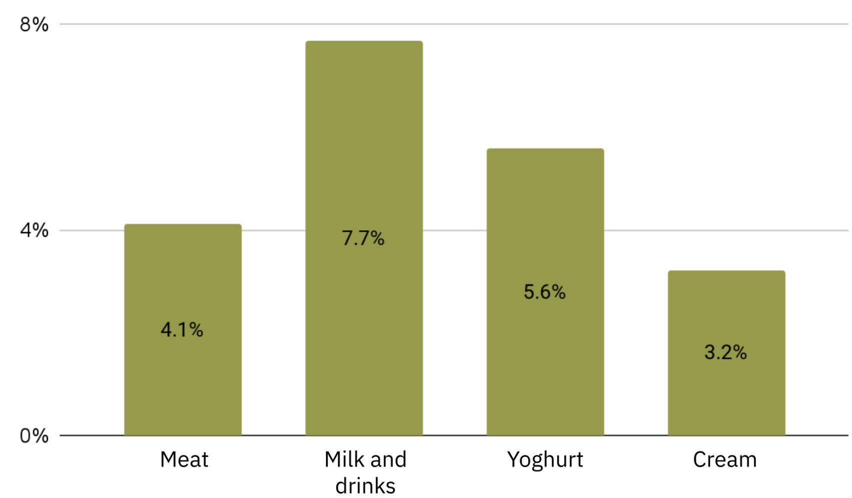
The largest product categories in 2024 were plant-based meat (at 47% of overall plant-based sales value) and plant-based milk and drinks (at 32%).

The sales value of all five product categories covered in this report fell between 2023 and 2024, although unit sales of yoghurt rose.

**Plant-based food: share of the Netherlands' total pre-packaged (plant- and animal-based) sales for each category, 2024** (% of sales value)



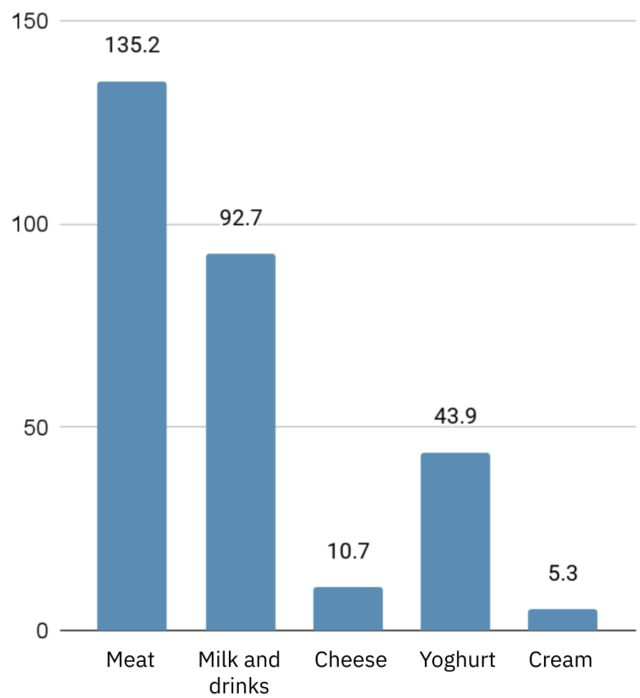

**Plant-based food: share of the Netherlands' total pre-packaged (plant- and animal-based) sales for each category, 2024** (% of sales volume)



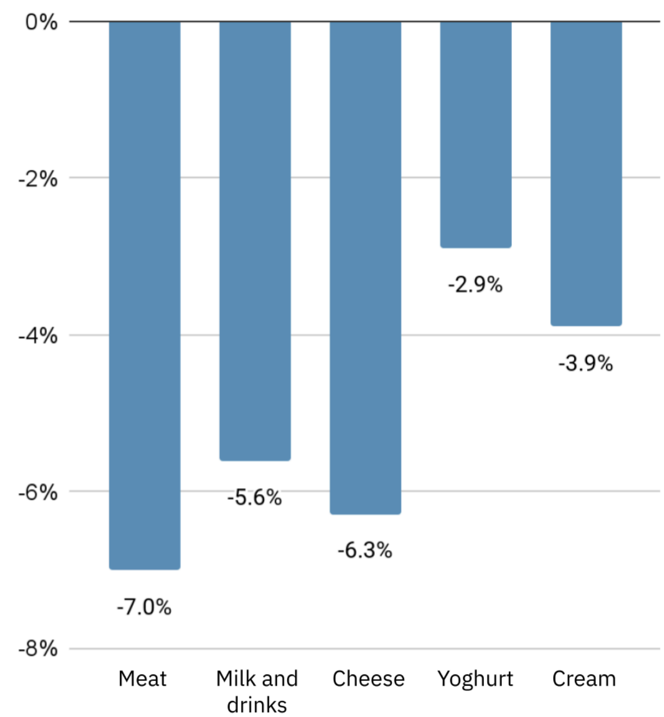

The decline in plant-based retail sales volume contrasts with a rising sales volume of plant-based meat and dairy in the Dutch food service sector between 2021 and 2023, reported by ProVeg Netherlands.

[3] Including both milk and flavoured dairy drinks.

**Plant-based food sales value by category in the Netherlands, 2024** (€ million)




**Change in the sales value of plant-based foods in the Netherlands, 2023-2024** (%)



## Comparison to animal-based foods

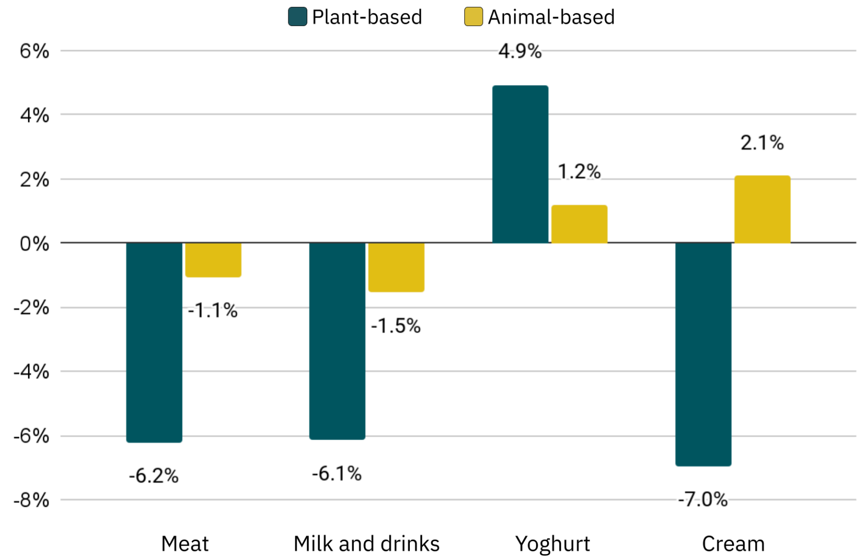
Among the four categories for which sales volume data was available, the animal-based equivalent outperformed the plant-based products for meat, milk and drinks, and cream between 2023 and 2024.

The exception is yoghurt, where the plant-based sales volume rose more than that of animal-based yoghurt.

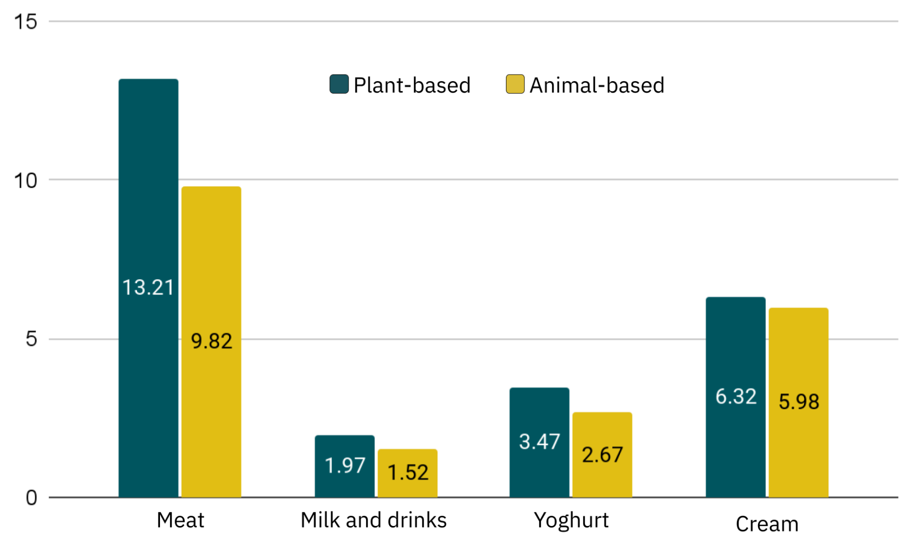
Plant-based products were, on average, more expensive per kg than animal-based products, though the gap was smallest for plant-based cream.

However, a separate [report](report) commissioned by ProVeg Netherlands found that a shopping basket containing the cheapest plant-based versions of 12 common product types was cheaper in most Dutch supermarkets than a basket containing the cheapest animal-based equivalents. This is partly due to commitments from several retailers to offer private-label (supermarket own-brand) products at the same price as animal-based equivalents or lower.

**Change in the sales volume of pre-packaged plant- and animal-based foods in the Netherlands, 2023-2024** (%)




**Average price per kg or litre of plant- and animal-based foods in the Netherlands, 2024** (€ per kg or l)



# Plant-based meat

## Total market

The Netherlands has one of the highest per capita spends on plant-based meat, second only to Germany out of the six countries covered in this series of reports. However, overall retail sales of plant-based meat in the Netherlands have been falling from the peak they experienced in 2021.

In 2024, the annual sales value of plant-based meat was €135 million, which was 7.0% lower than in 2023 and 9.4% lower than in 2022. Unit sales were 52.4 million in 2024 – a 6.9% drop on 2023 and 14.9% lower than in 2022. Similarly, sales volume was 10.2 million kg in 2024, marking a 6.2% decline since 2023 and a fall of 13.3% since 2022.

While the decrease in unit sales and sales volume is steady, the fall in sales value has accelerated. This is because of a rise in the average price of plant-based meat between 2022 and 2023, which levelled out between 2023 and 2024 following a drop in inflation across the food sector.

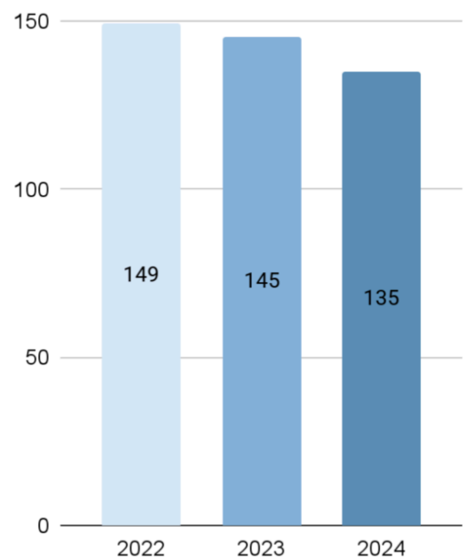
While retail sales have fallen, a recent report from ProVeg Netherlands found that the sales volume of plant-based meat in the Dutch food service sector more than doubled between 2021 and 2023.

Plant-based meat, as defined in this report, encompasses products intended to replicate the taste, texture or format of meat, such as plant-based burgers, sausages and meatballs. Tofu and tempeh are not classed as plant-based meat but are reported here separately for comparison.

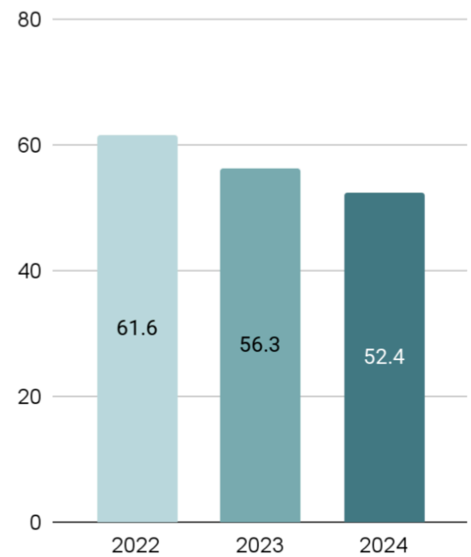
The combined annual sales volume of tofu and tempeh reached 1.63 million kg in 2024, up 5.3% on 2023 and up 19.2% on 2022. This means that in 2024, more than six times as much plant-based meat was sold compared to tofu and tempeh. The ongoing growth in the tofu and tempeh market is likely to be due to its price, which at an average of €5.24/kg in 2024 was considerably lower than that of both plant-based meat (€13.21/kg) and animal-based meat (€9.82/kg).

## Plant-based meat sales in the Netherlands, 2022-2024

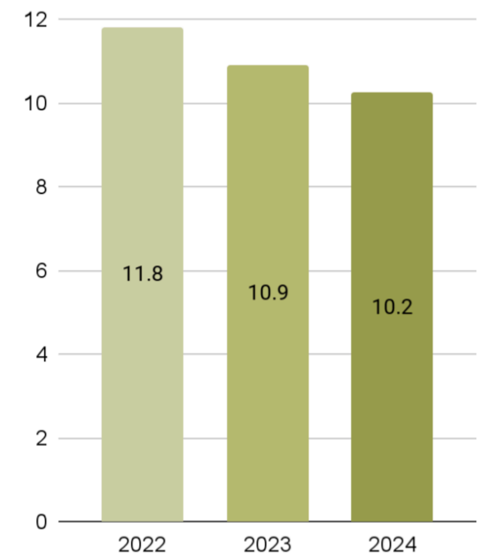
**Sales value** (€ millions)




**Units sold** (millions)

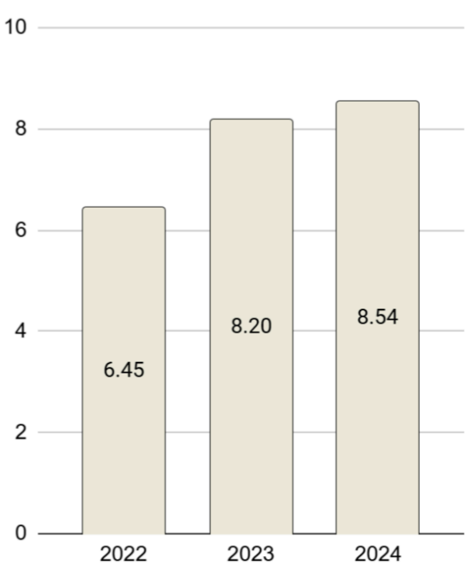



**Volume sold** (millions of kg)

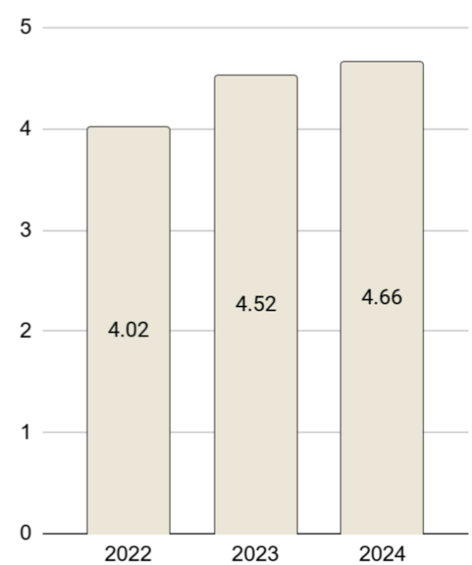



## Tofu and tempeh sales in the Netherlands, 2022-2024

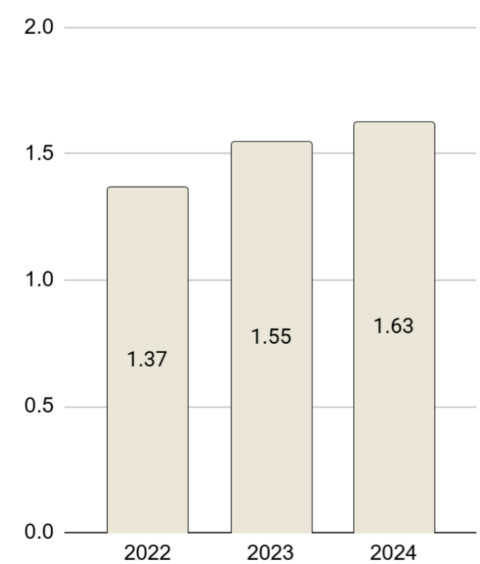
**Sales value** (€ millions)




**Units sold** (millions)



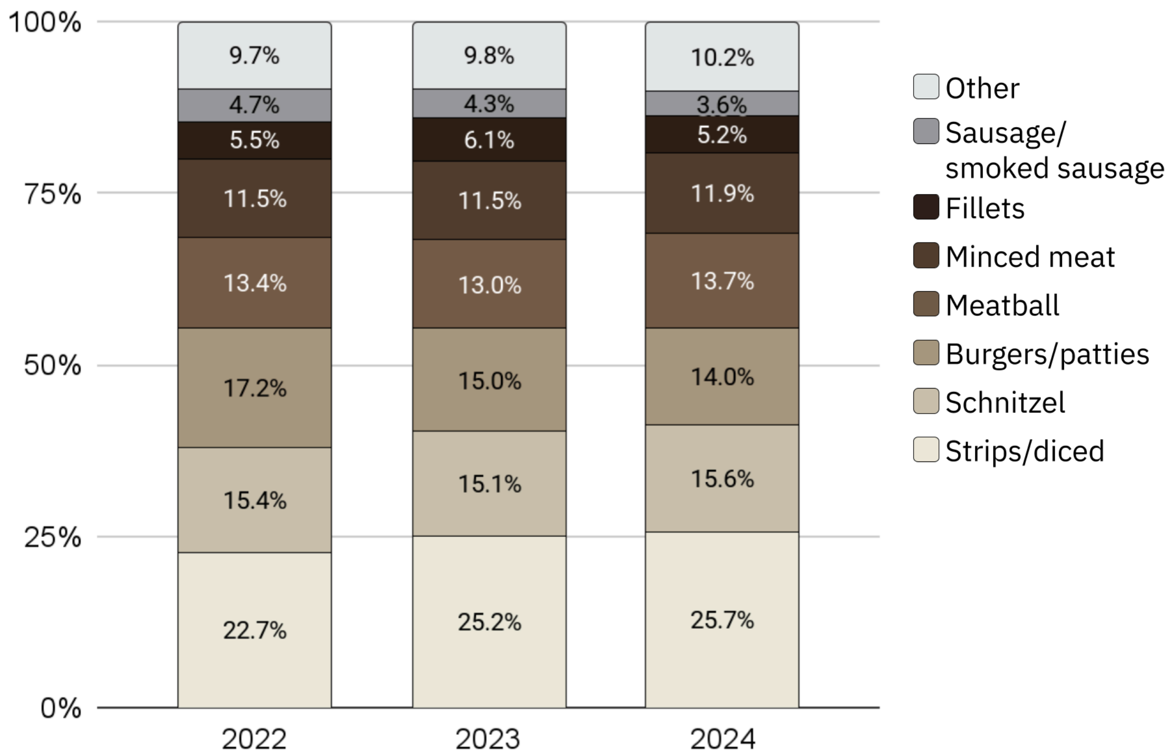

**Volume sold** (millions of kg)



## Product format breakdown

A diverse range of plant-based meat product formats is available in the Netherlands, reflecting a mature market. The largest segment is strips/diced, which grew from 22.7% of sales volume in 2022 to 25.7% in 2024. Burgers and patties have fallen in market share, from 17.2% in 2022 to 14.0% in 2024.

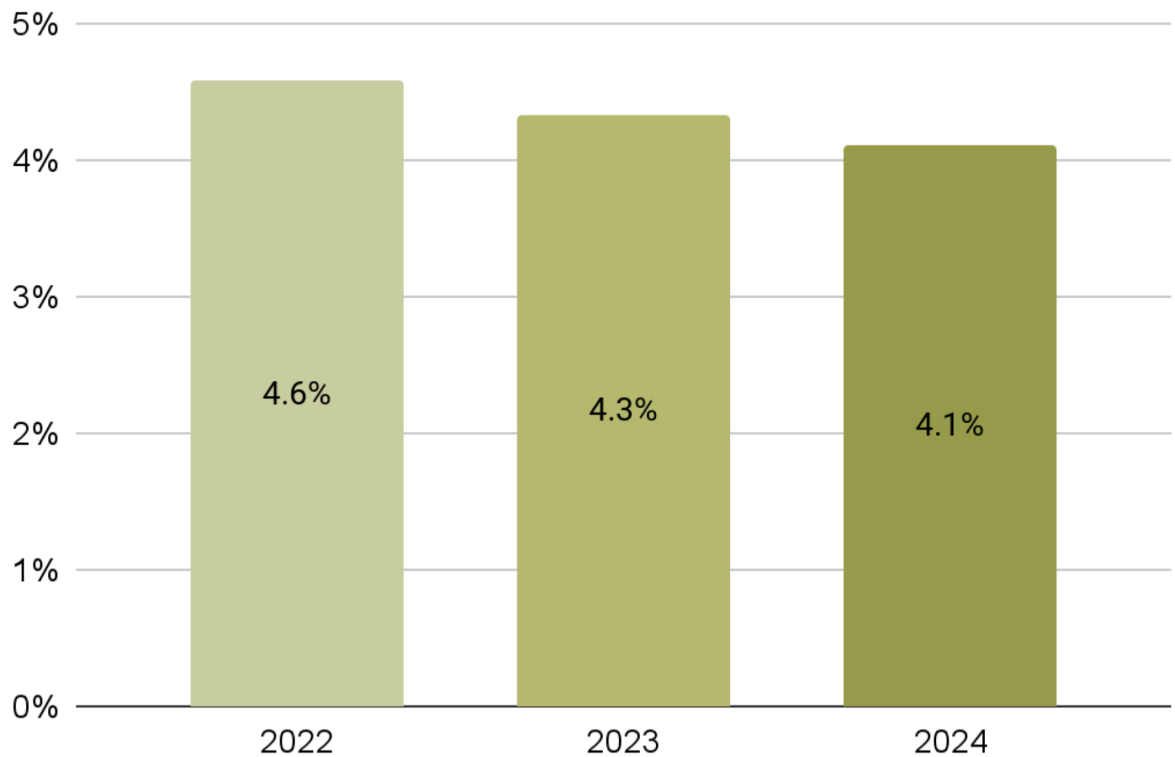
**Netherlands plant-based meat sales by type, 2022-2024**
(% of sales volume)



## Market share

The market share of plant-based meat, as a proportion of overall sales volume of both plant- and animal-based pre-packaged meat products, fell slightly from 4.6% in 2022 to 4.1% in 2024. The absolute sales volume of both plant- and animal-based meat has fallen in that time, by 1.6 million kg for plant-based meat and by 7.4 million kg for animal-based meat.

**Plant-based meat: share of the Netherlands' total (plant- and animal-based) pre-packaged meat market, 2022-2024** (% of sales volume)

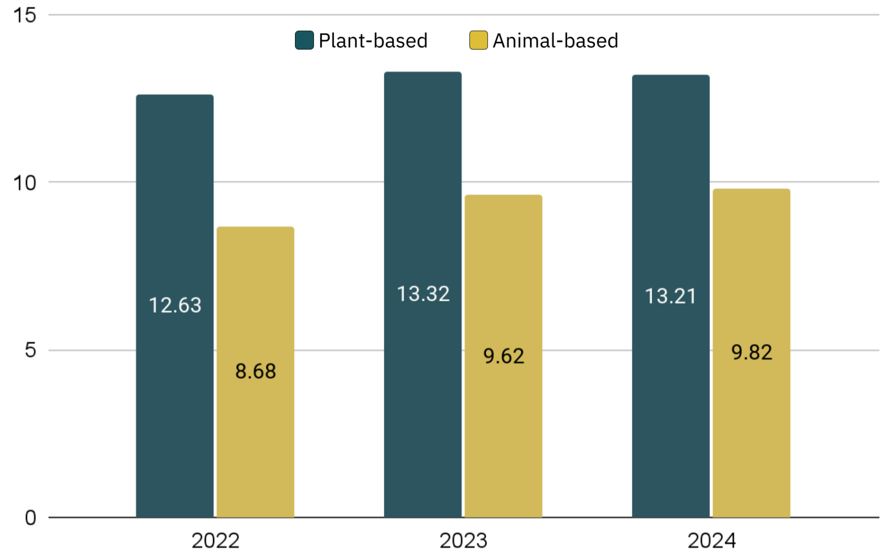


## Price trends relative to animal equivalent

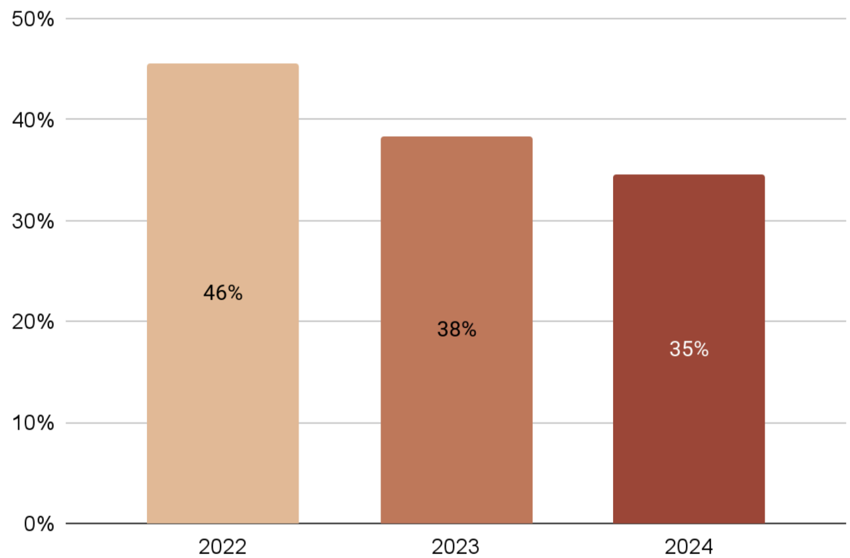
In 2022, plant-based meat was 46% more expensive per kg, on average, than animal-based meat. By 2024, this gap had fallen to 35%.

While both rose in price between 2022 and 2023, in line with inflation in the wider food sector, the price of plant-based meat has since come down slightly, while that of animal-based meat has continued to rise slightly.

**Average price per kg for plant-based and animal-based meat in the Netherlands, 2022-2024** (€/kg)




**Price difference for plant-based meat compared to animal-based meat in the Netherlands, 2022-2024** (% difference based on €/kg)



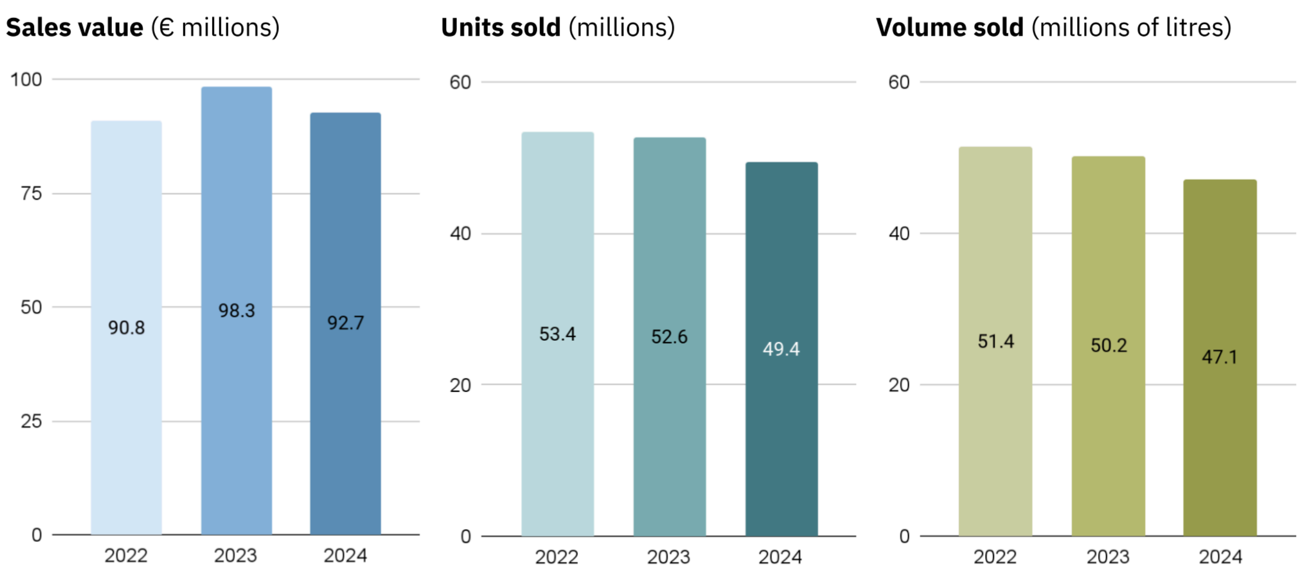
# Plant-based milk and drinks

## Total market

Following growth[4] between 2020 and 2022, the retail market for plant-based milk and drinks in the Netherlands has shrunk over the past two years, driven mostly by a fall in the sales of chilled products. The market may also have been influenced by rising taxes on some plant-based milks.

Annual sales value peaked in 2023 at €98.3 million, before falling by 5.6% to €92.7 million in 2024 – still higher than in 2022. Unit sales were 49.4 million in 2024 – 6.1% lower than in 2023 and 7.4% lower than in 2022. Sales volume was 47.1 million litres in 2024, a fall of 6.1% relative to 2023 and 8.3% lower than in 2022.

### Plant-based milk and drinks sales in the Netherlands, 2022-2024




[4] Market sizes in that report are based on data from Nielsen, and are therefore not directly comparable to the Circana data reported here.

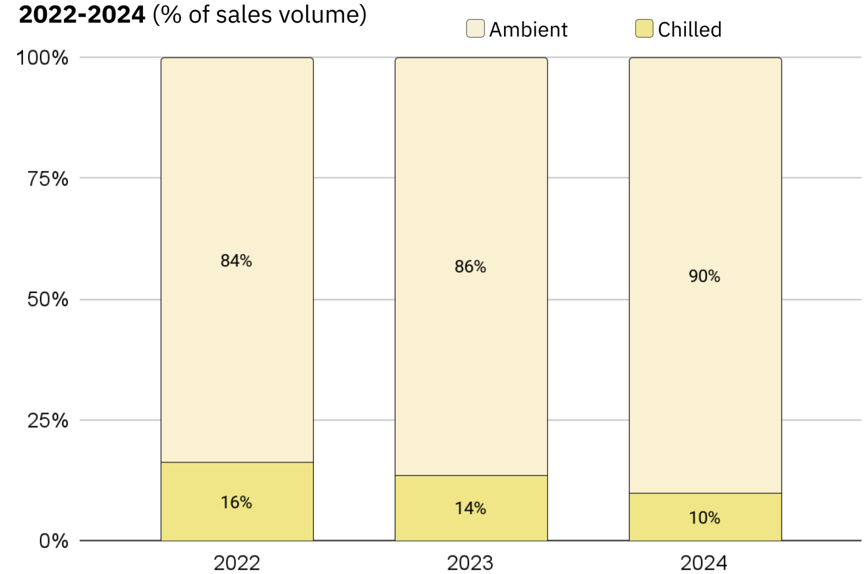
## Product format breakdown

Most plant-based milk and drinks for which data is available are ambient, making up 90% of sales volume in 2024. The market share of chilled products has fallen from 16% in 2022 to 10% in 2024.

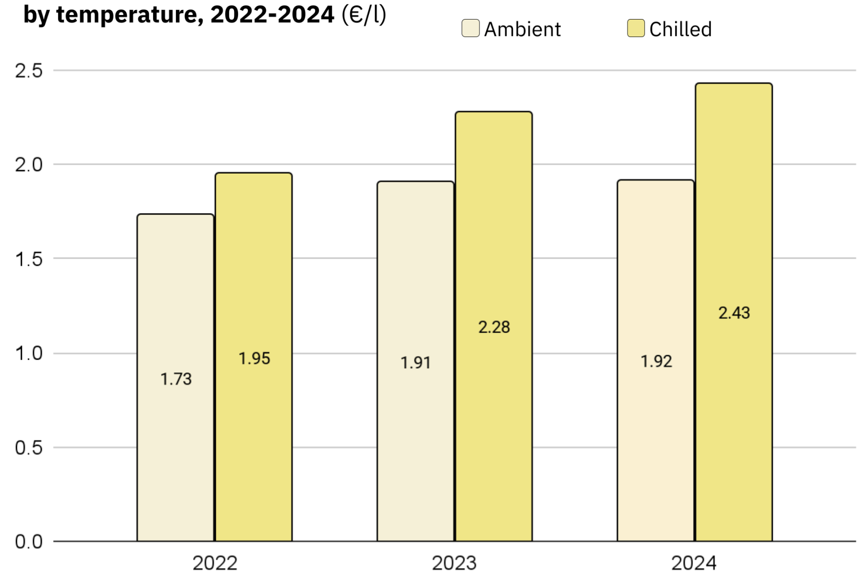
By absolute volume, sales of ambient plant-based milk and drinks have fallen by only 600,000 litres – ie, they have remained almost level, given ambient sales were 43 million litres. Chilled products, in contrast, have fallen by 3.7 million litres from a starting point of 8.3 million litres – a fall of 45%. This means that 87% of the decline in overall sales volume of plant-based milk and drinks from 2022 to 2024 has come from falling sales of chilled products.

Falling sales of chilled plant-based milk and drinks have likely been driven by an ongoing increase in their average price per litre, while the price of ambient products remained level between 2023 and 2024.

**Netherlands plant-based milk and drinks sales by temperature, 2022-2024** (% of sales volume)



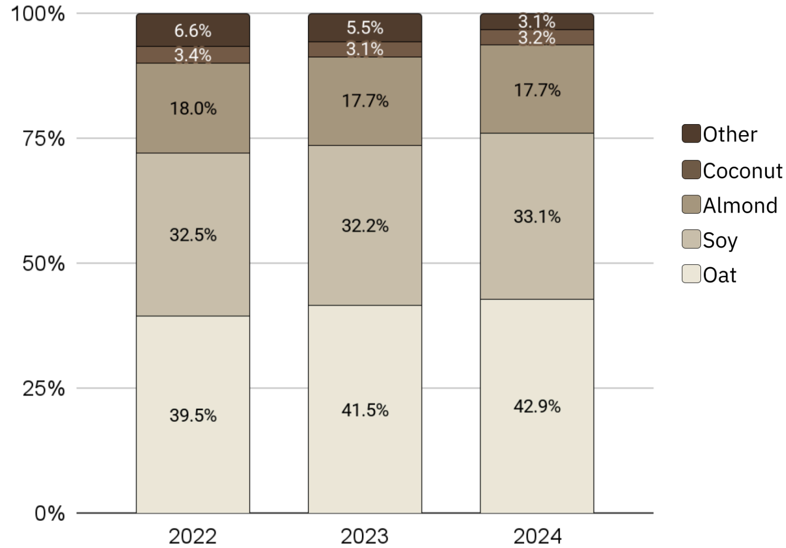

**Average price per litre of plant-based milk and drinks in the Netherlands by temperature, 2022-2024** (€/l)



Oat and soy milk are the leading types, with both having increased their market share between 2022 and 2024, although the sales volume of oat milk stayed roughly level over that time period, while that of soy milk fell.

In 2024, 89% of the sales volume consisted of milk, 4% were chocolate drinks, 1% were coffee drinks, and 6% were other flavoured drinks. These proportions did not change between 2022 and 2024.

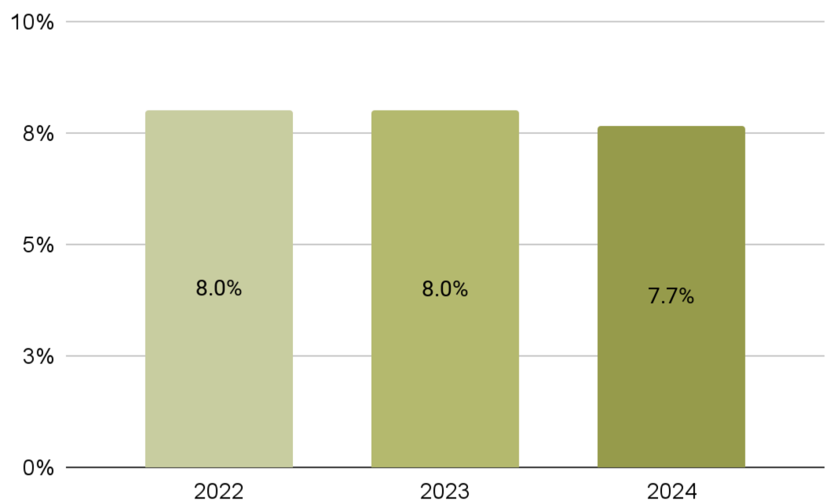
**Netherlands plant-based milk and drinks sales by base ingredient, 2022-2024** (% of sales volume)




## Market share

The market share of plant-based milk and drinks, as a percentage of the overall sales volume of plant-based milk and drinks and animal-based milk[5], fell slightly from 8.0% in 2022 and 2023 to 7.7% in 2024.

**Plant-based milk and drinks: share of the Netherlands' total (plant- and animal-based) milk and drinks market, 2022-2024** (% of sales volume)




[5] Including milk and flavoured milk drinks.

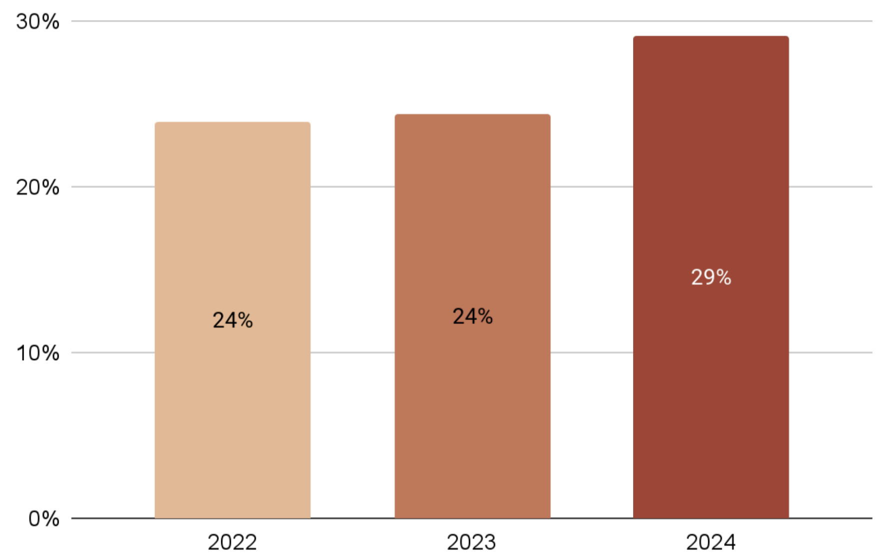
## Price trends relative to animal equivalent

Plant-based milk and drinks are becoming more expensive per litre relative to animal-based milk and flavoured dairy drinks, with the price gap rising from 24% in 2022 to 29% in 2024.

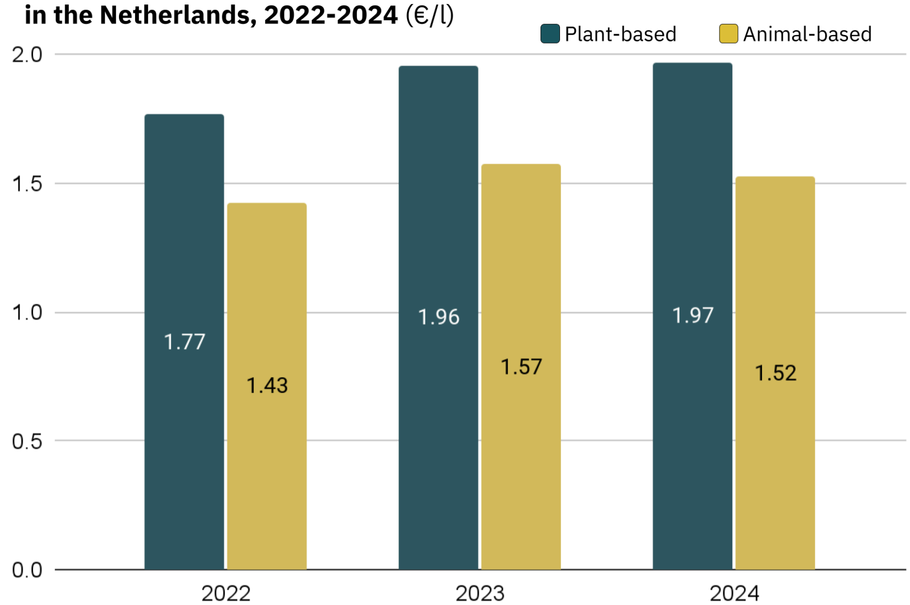
While the price of both rose between 2022 and 2023, in line with wider inflation in the food sector, animal-based milk got slightly cheaper in 2024, while the price of plant-based milk has levelled out.

As of 1 January 2024, the rate of sales tax on most types of plant-based milk rose from €0.09 to €0.26 per litre. Cow's milk and soy milk were exempt from this tax increase. According to a report from June 2024, this change in taxation was followed by an increase in the average price of plant-based milk and a decrease in the price of cow's milk, alongside a fall in plant-based milk sales.

**Price difference for plant-based milk and drinks compared to animal-based milk and drinks in the Netherlands, 2022-2024** (% difference based on €/l)




**Average price per litre for plant-based and animal-based milk and drinks in the Netherlands, 2022-2024** (€/l)

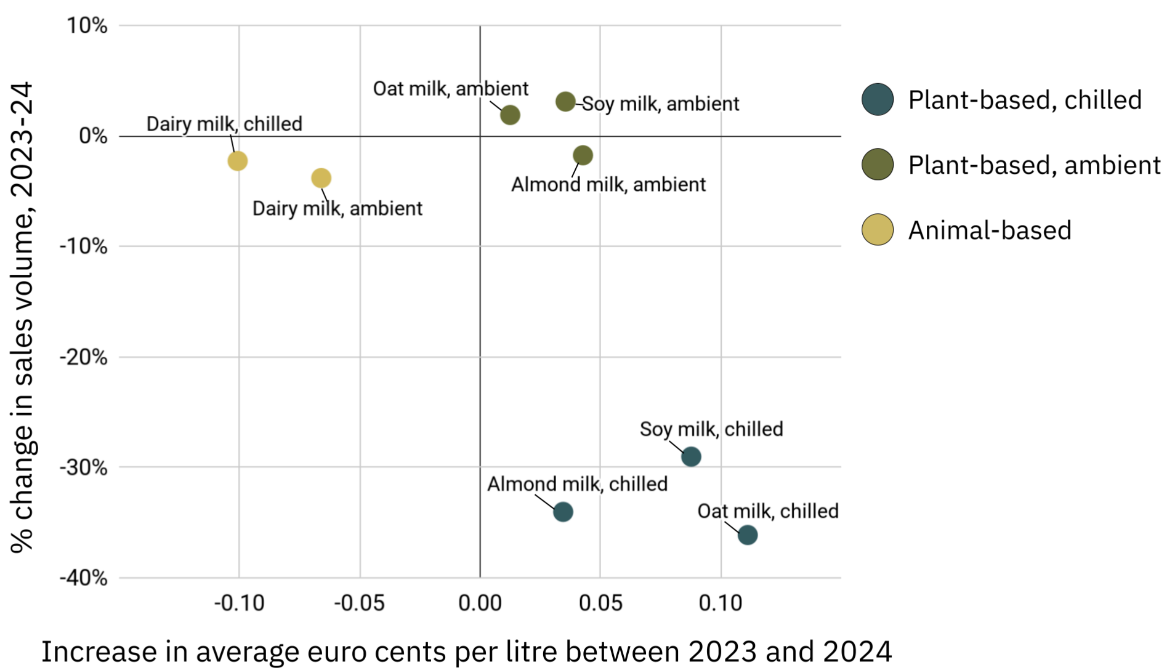



The Circana data analysed in this report includes sales taxes. It shows that between 2023 and 2024 (ie, before and after the change in taxation), the average price per litre of almond, oat and soy milk[6] rose by €0.03, €0.02 and €0.01, respectively, while that of cow's milk[7] fell by €0.09.

A different pattern emerges when the data is divided into ambient and chilled products. Chilled soy and oat milk both rose in price more than their ambient equivalents, and both experienced significant falls in sales volume. Almond milk did not increase in price as much, but also saw a fall in sales volume. Ambient soy, oat and almond milk prices all rose by less than €0.05/l, and their sales volume either remained roughly steady or rose (by 3% for soy). Both chilled and ambient cow's milk fell in price, with sales volume remaining roughly steady or falling (by 4% for ambient dairy milk).

It is not possible to tell from the data how much of the change in price was caused by the tax being passed on to consumers versus changes in production costs (such as energy costs) or pricing strategies. However, if taxation were the primary driver, then we might expect soy milk (which was exempt) to have also fallen in price, suggesting that there are other factors at play.

**Average increase in price per litre versus changes in sales volume between 2023 and 2024 for selected plant-based and animal-based milk segments, Netherlands** (€/l versus % change in sales volume)



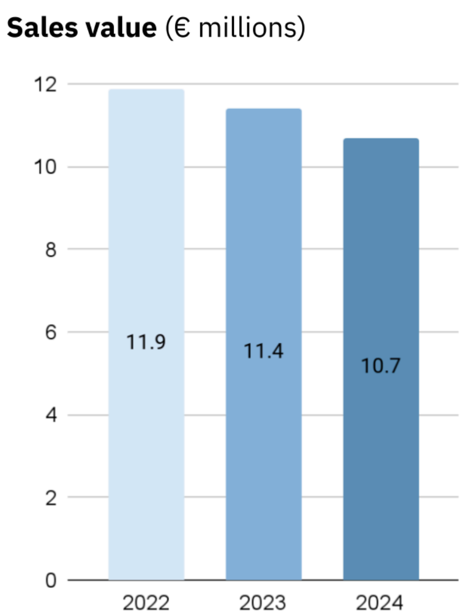

[6] Excluding flavoured drinks.
[7] Excluding flavoured dairy drinks, goat's milk and lactose-free milk.

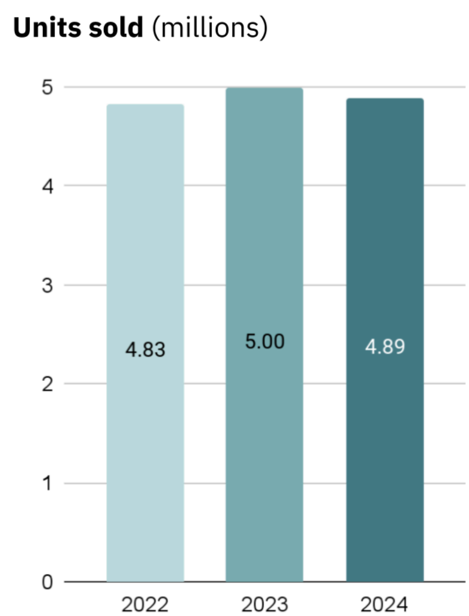
# Plant-based cheese

## Total market

Unit sales of plant-based cheese in the Netherlands were 4.89 million in 2024 – a 2.1% fall compared to 2023, but 1.3% higher than in 2022. Annual sales value was €10.7 million in 2024, which was 6.3% lower than in 2023 and 9.9% lower than in 2022. The greater fall in sales value, compared to unit sales, reflects falling prices per unit. Sales volume data is not available for plant-based cheese in the Netherlands.

### Plant-based cheese sales in the Netherlands, 2022-2024

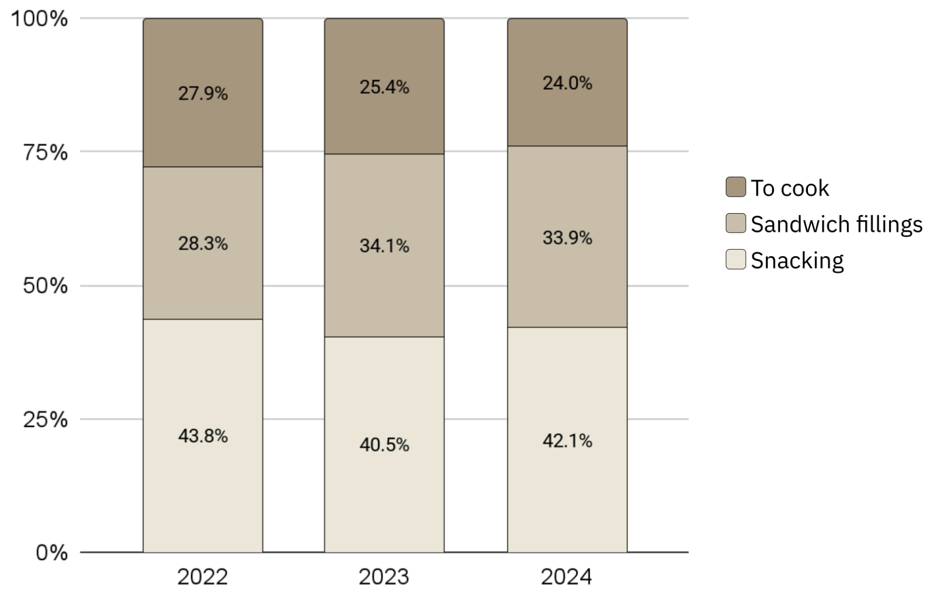


## Product format breakdown

Cheese for snacking (as categorised by Circana) was the largest market segment in 2024. Sandwich fillings have grown in market share, while cheese to cook has fallen.

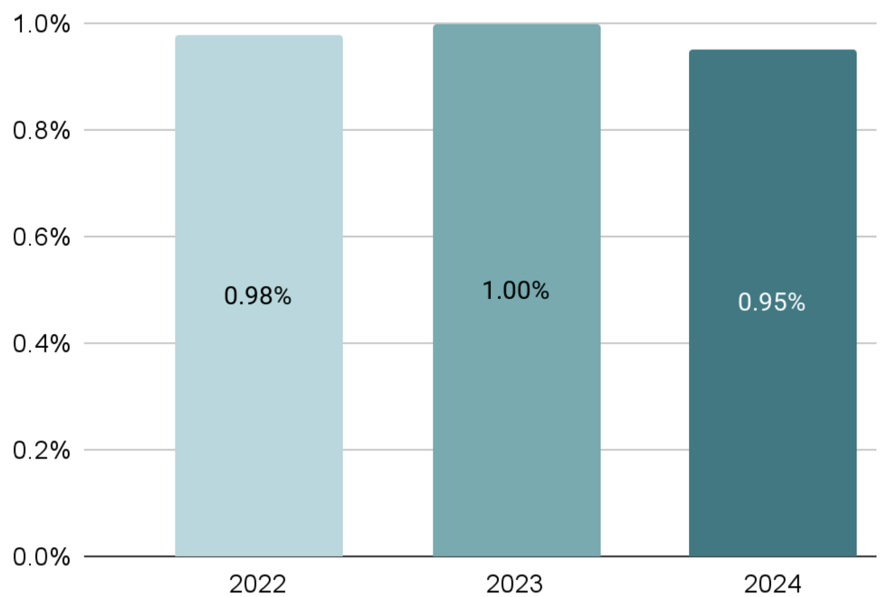
**Netherlands plant-based cheese sales by type, 2022-2024**
(% of sales value)




## Market share

Plant-based cheese's share of total pre-packaged plant- and animal-based cheese sales in the Netherlands is less than 1% and dipped slightly in 2024, showing that this remains a niche category. To reach a wider market, further investment is needed to continue improving product performance, for example on taste and texture.

**Plant-based cheese: share of the Netherlands' total (plant- and animal-based) cheese market, 2022-2024** (% of unit sales)

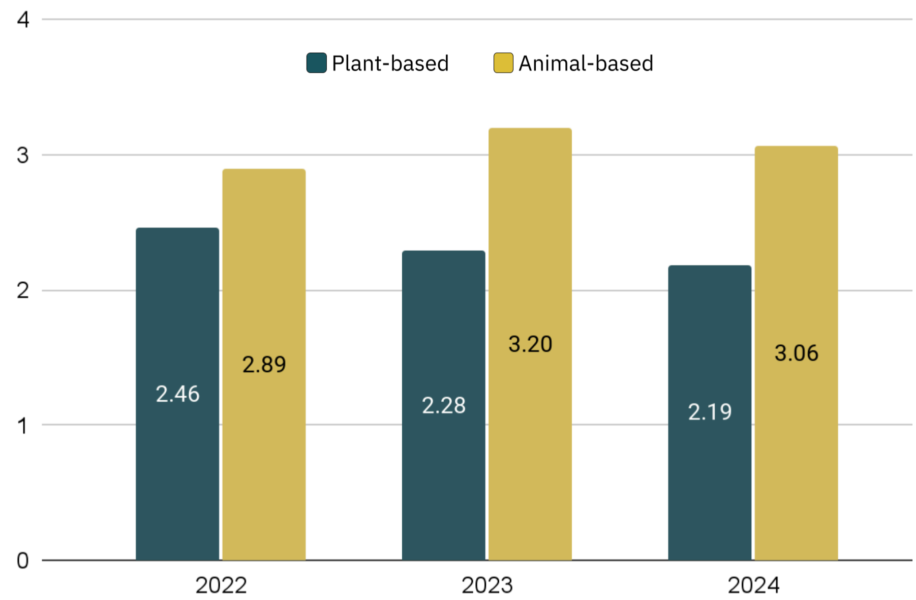


## Price trends relative to animal equivalent

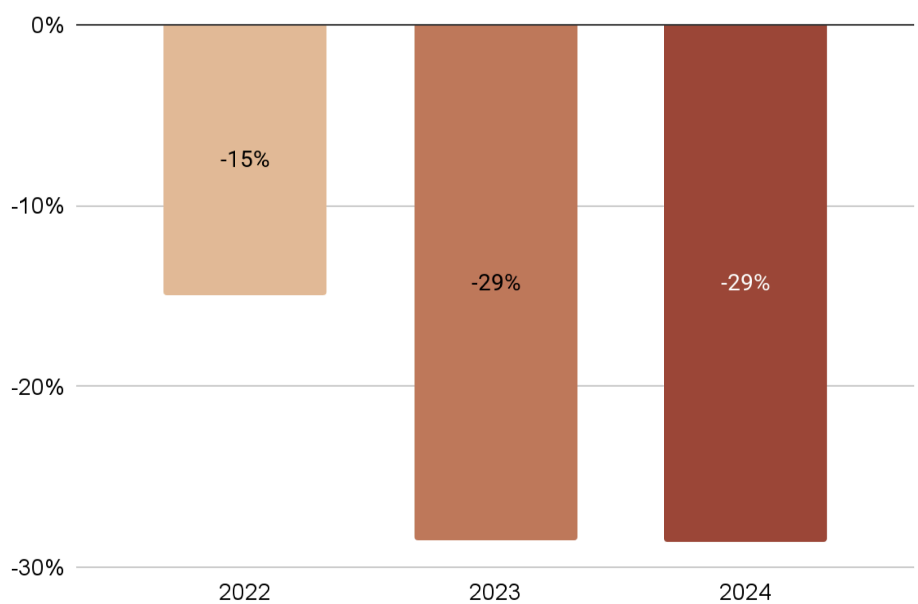
The price per unit for plant-based cheese fell between 2022 and 2024, while that of animal-based cheese peaked in 2023. Plant-based cheese is cheaper per unit, and the gap has grown.

As it is not possible to calculate the average price per kg from the data available from Circana, it is not possible to establish whether the falling price per unit was caused by shrinking pack sizes or by a decrease in the cost per kg. However, data from the other five countries in this series of reports shows that plant-based cheese remains significantly more expensive per kg than animal-based cheese, so the same is likely to be true in the Netherlands.

**Average price per unit for plant-based and animal-based cheese in the Netherlands, 2022-2024** (€/unit)




**Price difference for plant-based cheese compared to animal-based cheese in the Netherlands, 2022-2024** (% difference based on €/unit)



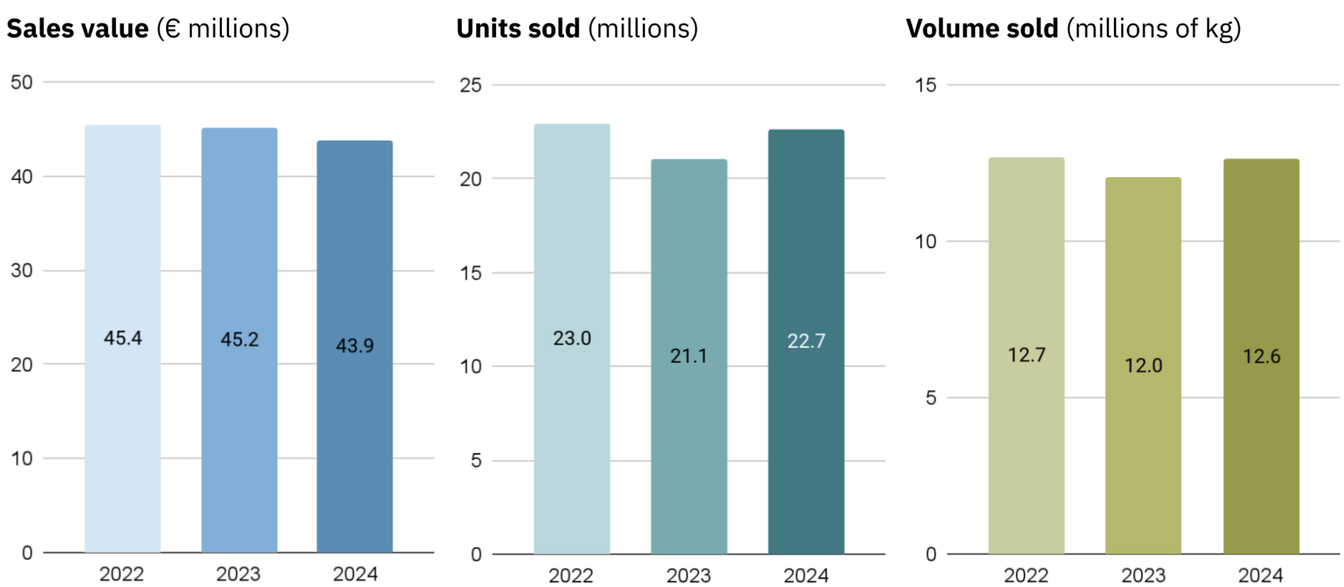
# Plant-based yoghurt

## Total market

Demand for plant-based yoghurt in the Netherlands has rebounded as prices have fallen.

The annual sales value was €43.9 million in 2024 – 2.9% lower than in 2023 and 3.5% lower than in 2022. Unit sales, however, rebounded after a dip in 2023, growing by 7.6% to reach 22.7 million units in 2024. Similarly, sales volume rose again by 4.9% following a dip in 2023, reaching 12.6 million kg.

### Plant-based yoghurt sales in the Netherlands, 2022-2024

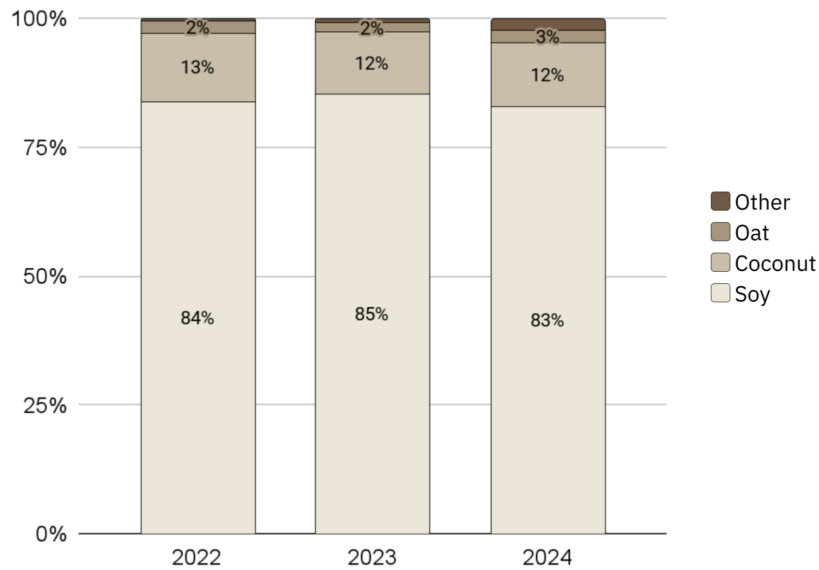


## Product format breakdown

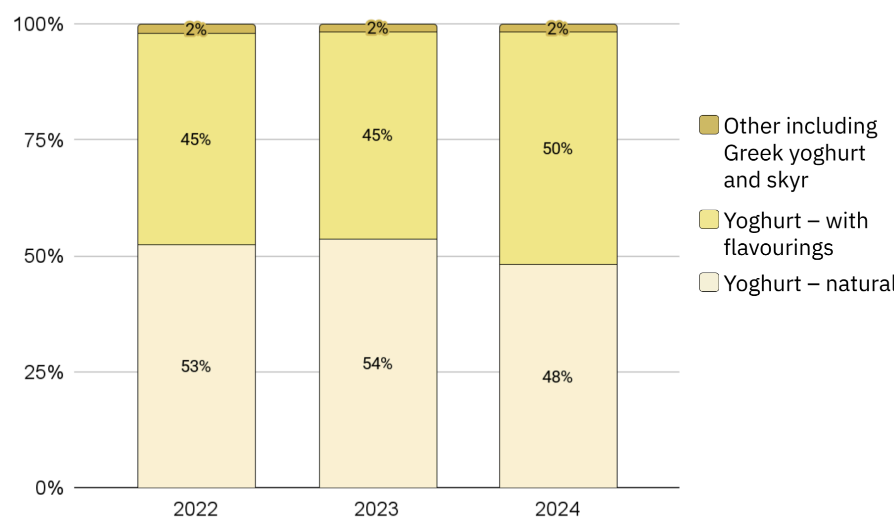
The market is dominated by soy products, at 83% of sales volume in 2024, although there was slight growth in oat and other ingredients between 2023 and 2024.

Yoghurt with flavourings has grown from 45% of sales volume in 2022 to 50% in 2024.

**Netherlands plant-based yoghurt sales by ingredient base, 2022-2024**
(% of sales volume)




**Netherlands plant-based yoghurt sales by type, 2022-2024**
(% of sales volume)

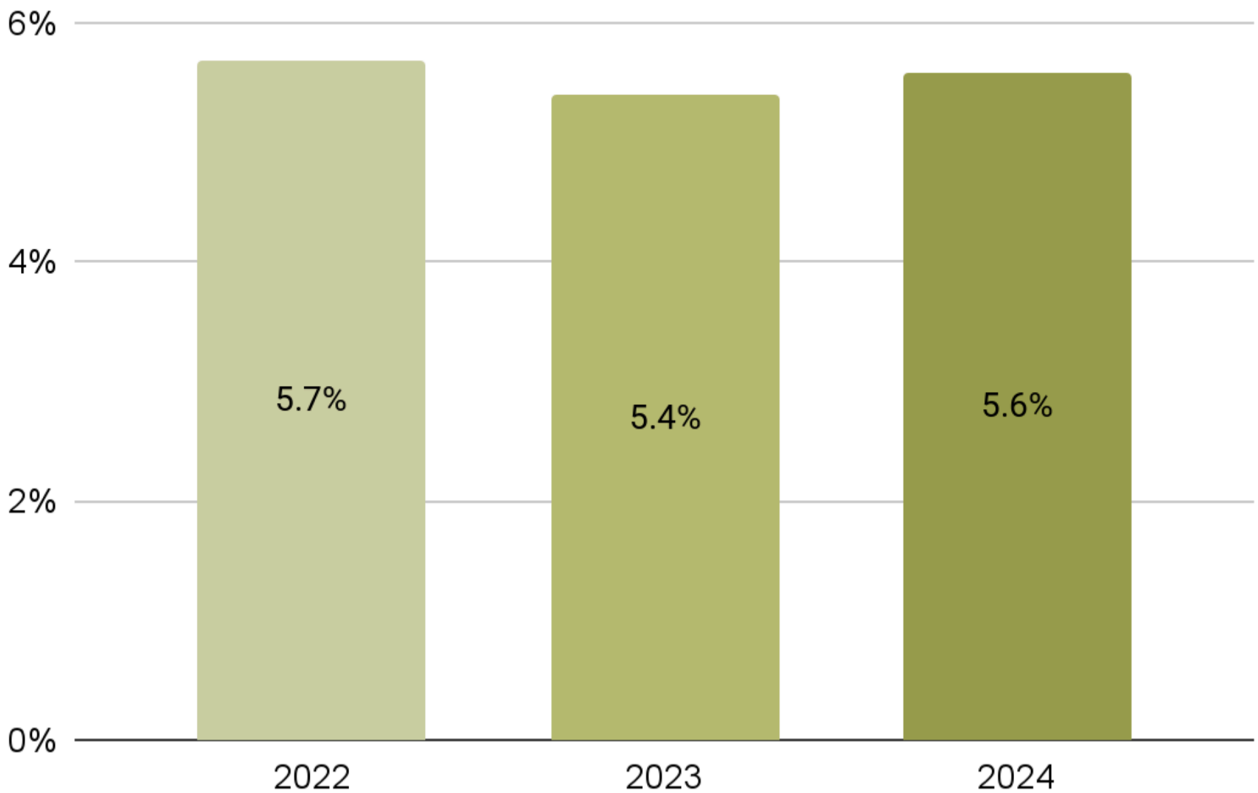


## Market share

The market share of plant-based yoghurt, as a percentage of total plant- and animal-based yoghurt sales volume, rose slightly between 2023 and 2024. At 5.6% in 2024, the category is better established than some other categories, such as plant-based cheese, but is not yet as mainstream as plant-based milk and drinks.

Sales of animal-based yoghurt remained roughly steady between 2022 and 2024.

**Plant-based yoghurt: share of the Netherlands' total (plant- and animal-based) yoghurt market, 2022-2024** (% of sales volume)



## Price trends relative to animal equivalent

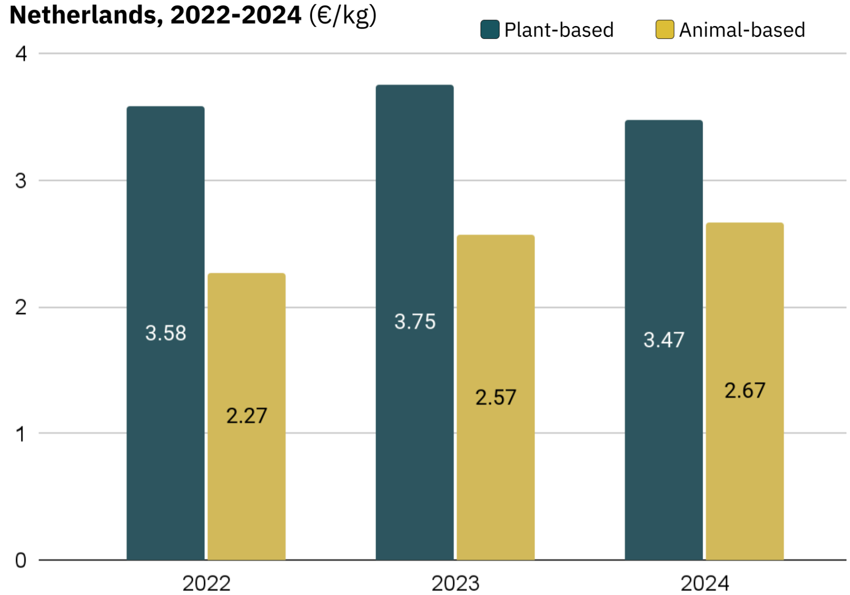
Plant-based yoghurt is more expensive per kg than animal-based yoghurt, but the gap fell from 58% in 2022 to 30% in 2024.

This was caused partly by ongoing rises in the price of animal-based yoghurt, and partly by a decrease in plant-based yoghurt prices between 2023 and 2024.

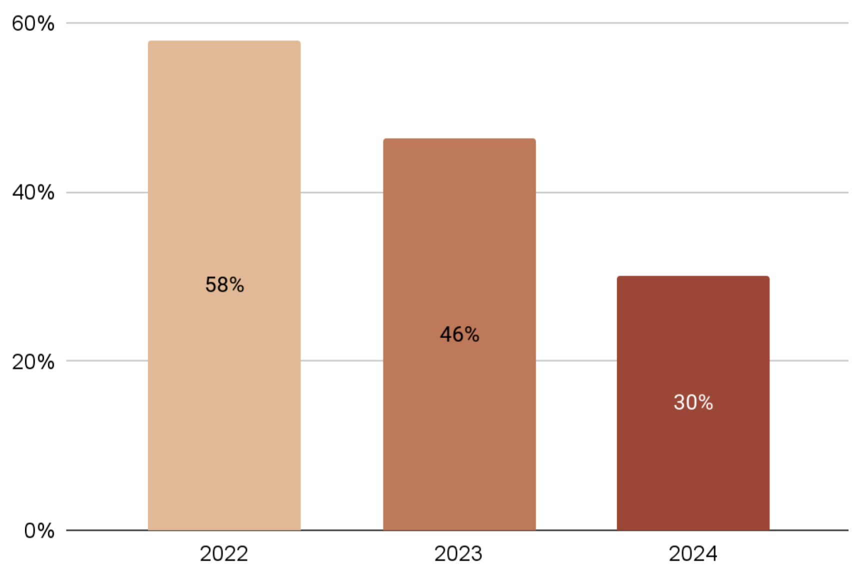
Although the proportion of private-label versus branded products is not available in the dataset from Circana, it is possible that the decrease in the average price of plant-based yoghurt could have been caused by the launch of new private-label products, such as the soy and coconut yoghurts launched by discounter store Aldi in 2024.

However, as the 7.5% fall in the average price of plant-based yoghurt was only accompanied by a 4.9% rise in sales volume between 2023 and 2024, it is important that manufacturers continue to meet consumers' expectations around taste and quality, balancing these aspects with affordability.

**Average price per kg for plant-based and animal-based yoghurt in the Netherlands, 2022-2024** (€/kg)




**Price difference for plant-based yoghurt compared to animal-based yoghurt in the Netherlands, 2022-2024** (% difference based on €/kg)



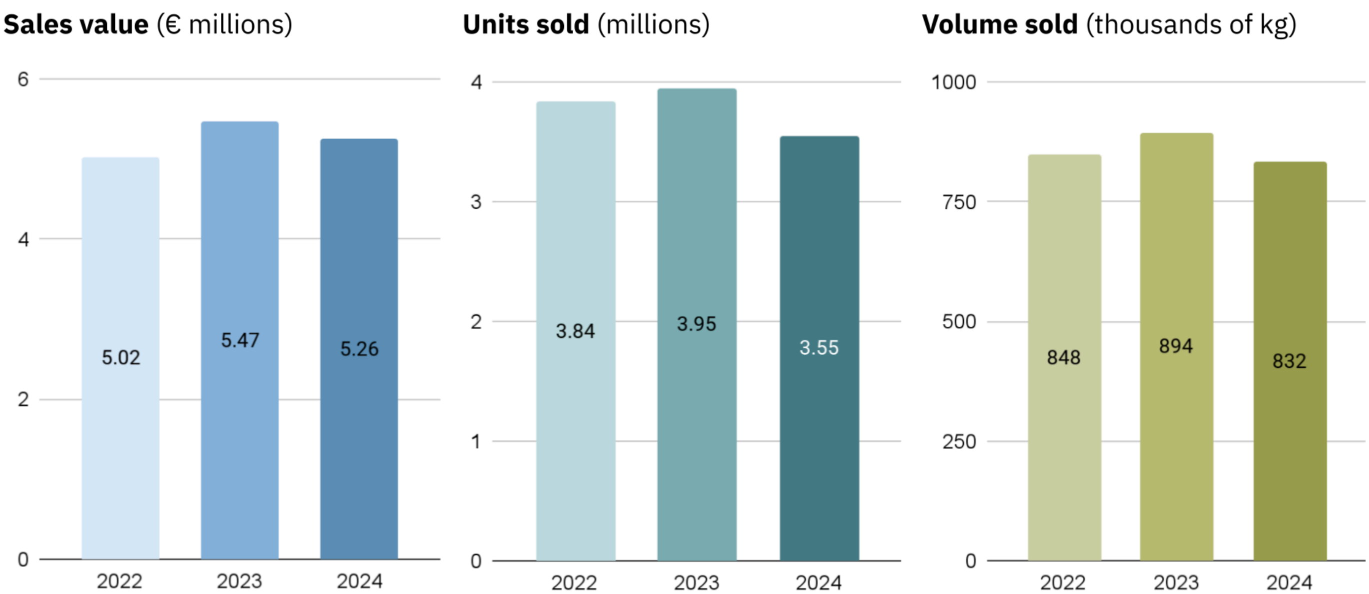
# Plant-based cream

## Total market

The market for plant-based cream in the Netherlands is decreasing, following a peak in 2023.

Annual sales value was €5.26 million in 2024, which was 3.9% lower than in 2023 but 4.6% higher than in 2022. Unit sales fell by 10.1% to 3.55 million units between 2023 and 2024, following a 3.0% rise between 2022 and 2023. Similarly, sales volume fell by 7.0% to 832,000kg between 2023 and 2024, following an increase of 5.4% between 2022 and 2023.

### Plant-based cream sales in the Netherlands, 2022-2024

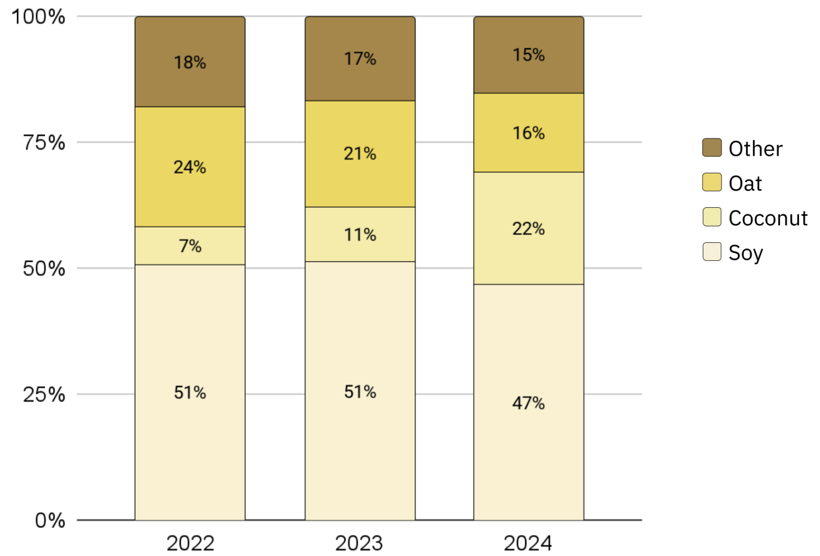


## Product format breakdown

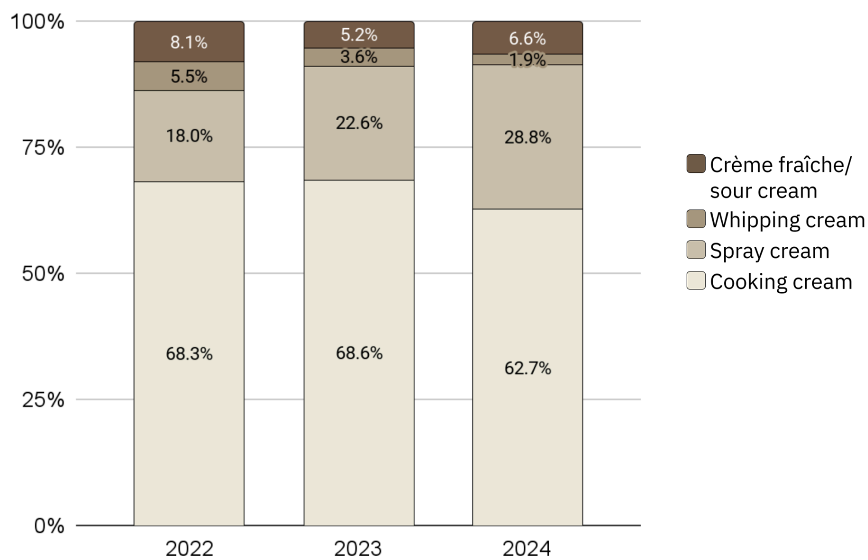
Although the best-selling type of plant-based cream was soy, at 47% of sales volume in 2024, coconut-based cream's market share rose rapidly from 7% in 2022 to 22% in 2024.

There was also growth in the market share of spray cream, while that of crème fraîche/sour cream, whipping cream and cooking cream (as categorised by Circana) fell.

**Netherlands plant-based cream sales by ingredient base, 2022-2024**
(% of sales volume)



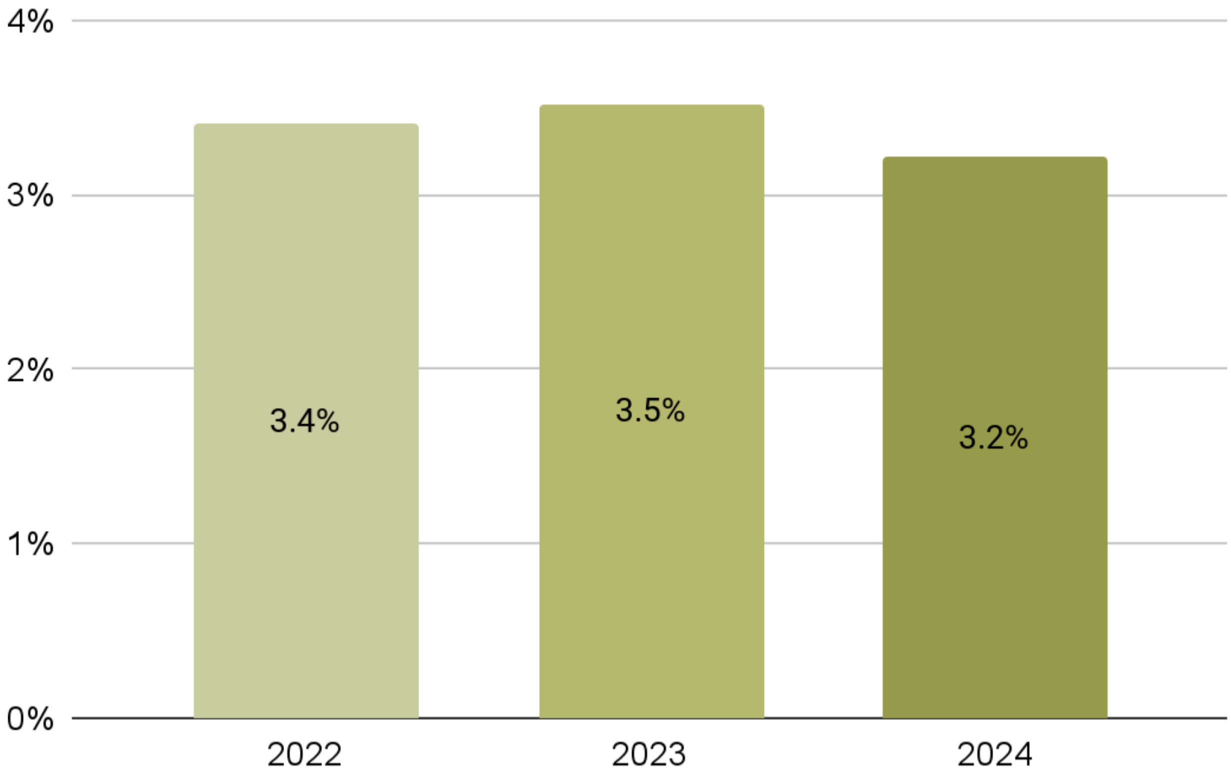

**Netherlands plant-based cream sales by type, 2022-2024**
(% of sales volume)



## Market share

The market share of plant-based cream, relative to the total sales volume of plant- and animal-based cream, dipped from 3.5% in 2023 to 3.2% in 2024, driven mostly by falling sales of plant-based cream.

**Plant-based cream: share of the Netherlands' total (plant- and animal-based) cream market, 2022-2024** (% of sales volume)

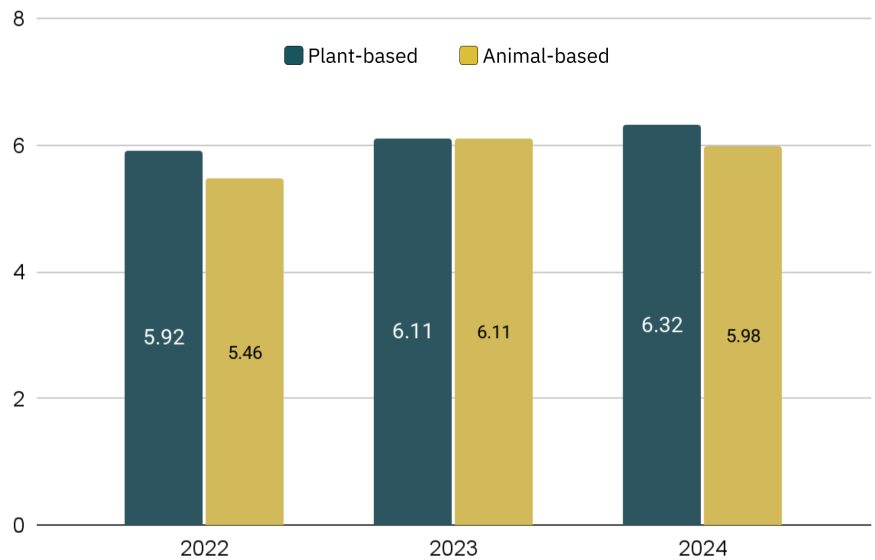


## Price trends relative to animal equivalent

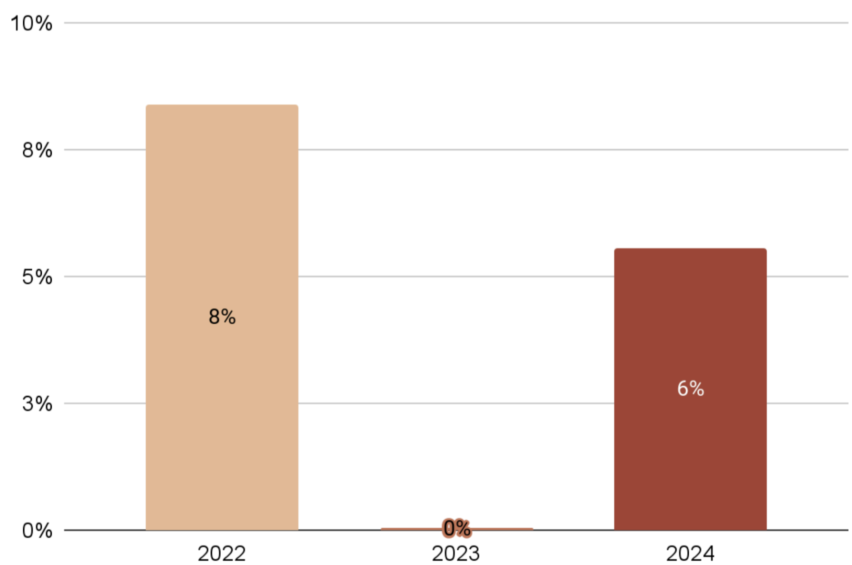
Plant-based cream achieved price parity with animal-based cream in 2023, but the price gap reopened in 2024 as plant-based cream prices increased and those of animal-based cream fell slightly.

This price trend correlates inversely with plant-based sales, suggesting that price may be at least partially responsible for falling sales.

**Average price per kg for plant-based and animal-based cream in the Netherlands, 2022-2024** (€/kg)




**Price difference for plant-based cream compared to animal-based cream in the Netherlands, 2022-2024** (% difference based on €/kg)



# Closing remarks

The downward trend in the Dutch plant-based market appears to be at least partly driven by price, with steep drops in demand for chilled plant-based milk and drinks, which have become less affordable compared to ambient products and animal-based milk.

However, price is not the only factor, as demand for plant-based meat is dropping despite it becoming more affordable relative to animal-based meat.

To win back consumers, it is important that manufacturers and retailers continue to balance both affordability and taste. The government should also level the playing field so that plant-based milks (other than soy) are no longer penalised relative to cow's and soy milk.

***Helen Breewood,***

*Senior Market and Consumer Insights Manager at the Good Food Institute Europe*

While plant-based food retail sales have slowed, Dutch retailers continue to see the plant-based category as a priority. Eleven Dutch supermarkets have committed to selling 60% plant-based proteins by 2030, and both Lidl and Jumbo have reduced the price of plant-based meat to be on par with its animal equivalents. These types of ambitious actions to increase the availability and reduce the price of plant-based foods are key to making the category more appealing and Dutch consumers will benefit from this over the coming years.

***Carlotte Lucas,***

*Head of Industry at the Good Food Institute Europe*

## About the Good Food Institute Europe

The Good Food Institute Europe is a nonprofit and think tank helping to build a more sustainable, secure and just food system by diversifying protein production.

We champion the science, policies and investment needed to make alternative proteins delicious, affordable and accessible across Europe.

By advancing plant-based foods, cultivating meat from cells and producing ingredients through fermentation, we can boost food security, meet our climate targets and support nature-friendly farming. GFI Europe is powered by philanthropy.

## Contact

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