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MARKET ACCESS SECRETARIAT
Global Analysis Report

Health and Wellness Series

Organic Packaged Foods and Beverages

In the Netherlands

Decembre 2016

EXECUTIVE SUMMARY

The Netherlands' central location within the European market and excellent sea and airport facilities make it an ideal gateway to the European market. The Netherlands also offers taxation advantages, warehouses and logistics service providers specialized in perishables, and an internationally oriented business community.

Additionally, the organic packaged food and beverage market in the Netherlands has been growing steadily with consumer awareness of issues surrounding animal welfare, food quality and the environment. Organic packaged food in the Netherlands had a retail value of US$ 577.5 million in 2015, a 41.8% increase from the US$ 407.3 million retail value in 2011. It is expected that organic beverages will also continue to experience modest growth over the forecast period (2016-2020).

Although, the top three segments in the organic packaged foods sector for 2015 were organic dairy, organic baked goods, and organic chilled processed meat and seafood; organic ice cream and frozen desserts was the segment that saw the most growth, with a 125.9% increase in retail sales over the last five years.

The top three segments for the organic beverages sector in 2015 were organic fruit/vegetable juice, organic non-cola carbonates, and organic coffee. Organic tea experienced the most growth, increasing 152.7% in retail sales from 2011 to 2015.

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INTRODUCTION

In recent years, organic packaged foods and beverages have gained popularity due to consumers' changing perception of health and environmental issues, as well as increasing distrust in the food industry. While organic foods used to be perceived as traditional, these products are now seen as being environmentally responsible and fashionable. Additionally, the increasing availability of organic food products has also contributed to the growth of the sector. However, although organic packaged food is growing in popularity, it is doing so at a slower rate than at the beginning of the review period (2011-2015). This may be due to the fact that there is no scientific consensus stating that organic food is more nutritious than standard food. While organic processed food does not allow artificial colours, additives, or waxes, skepticism surrounding processed foods and beverages is leading consumers toward fresh food, instead of processed products.

Canada and the European Union (E.U.) have an Organic Equivalency Arrangement that allows for recognition of each other's organic certification systems. This means that Canadian organic product certified by a Canadian Food Inspection Agency (CFIA) accredited certification body can be exported to E.U. member states, including the Netherlands, without the need for re-certification by a European body. The arrangement applies to all Canadian certified organic products, including processed products with imported ingredients. All other E.U. sanitary and phytosanitary certification requirements for imported products continue to apply. For further information, please see CFIA's website and the Joint Statement on the scope extension of the EU-Canada Organic Equivalence Arrangement.

MARKET CHARACTERISTICS

The population of the Netherlands was 16.9 million in 2015, a 1.5% increase from 2011. The population is expected to grow by 2.2% over the next five years, reaching 17.3 million by 2020. In 2015, the Netherlands had a GDP growth rate of 2%, the highest it has seen in seven years.

According to Euromonitor International, food products labelled organic in the Netherlands must be produced without chemical pesticides, synthetic fertilizers, or preventative antibiotics. Organic packaged food in the Netherlands had a retail value of US$ 577.5 million in 2015, a 41.8% increase from the US$ 407.3 million retail value in 2011. Consumer trends such as increased awareness surrounding food production practices and increased importance placed on health have positively impacted the organic beverages category with high growth at the beginning of the review period. Growth in this sector has continued, however at a slower rate, allowing it to remain the second largest organic market in the E.U., behind Germany.

Over the past five years, organic packaged food retail sales have been increasing at a compound annual growth rate of 9.1%, however as the category has begun to mature it has been growing at a slower rate. From 2014 to 2015, organic packaged food sales increased by 6.5%, which is significantly slower than the growth seen in 2011 (15%). The deceleration in retail value growth may be due to the declining average unit price of organic packaged food products. This deceleration is expected to continue throughout the forecast period (2016-2020) health conscious consumers are becoming skeptical of the healthfulness of organic packaged food and instead moving toward fresh food.

It is expected that organic beverages will continue to experience modest growth over the forecast period (2016-2020), as consumers become more aware of environmental and food production issues. However, Canadian companies should be aware that organic beverages that are also functional are not common in the Netherlands because consumers seeking organic beverages want 100% natural products. Adding functional ingredients is perceived to be more processed and, as a result, less in line with their pure organic ideal.

RETAIL SALES

Historic Retail Sales of Organic Packaged Foods in the Netherlands, by Segment, in US$ Millions Current Prices – Fixed 2015 Exchange Rates

Category	2011	2012	2013	2014	2015	*CAGR % 2011-15	Growth %
Organic Dairy	141.1	158.5	175.3	191.5	207.1	10.1	46.8
Organic Baked Goods	81.2	91.2	96.7	102.1	107.0	7.1	31.8
Organic Chilled Processed Meat and Seafood	39.8	43.5	46.2	45.3	45.9	3.6	15.3
Organic Sweet and Savoury Snacks	19.0	24.2	30.9	36.0	38.4	19.2	102.1
Organic Confectionery	19.4	22.1	24.5	26.7	28.6	10.2	47.4
Organic Breakfast Cereals	16.1	20.1	21.6	22.8	24.5	11.1	52.2
Organic Oils and Fats	12.2	13.6	15.9	18.2	20.4	13.7	67.2
Organic Biscuits and Snack Bars	13.0	13.6	14.5	15.4	16.4	6.0	26.2
Organic Rice, Pasta, and Noodles	11.8	12.5	13.3	14.2	15.0	6.2	27.1
Organic Baby Food	12.1	12.4	12.8	13.2	13.7	3.2	13.2
Organic Shelf Stable Meat, Seafood, Fruit and Vegetables	8.2	10.0	11.2	12.3	13.5	13.3	64.6
Organic Soup	11.4	13.1	13.0	12.8	12.7	2.7	11.4
Organic Frozen Meat, Seafood, Fruit and Vegetables	6.1	7.6	9.2	10.8	12.4	19.4	103.3
Organic Spreads	5.6	5.8	6.1	6.4	6.6	4.2	17.9
Organic Ice Cream and Frozen Desserts	2.7	3.5	4.4	5.7	6.1	22.6	125.9
Organic Sauces, Dressings, and Condiments	3.1	3.7	4.5	5.1	5.6	15.9	80.6
Organic Ready Meals	4.5	4.0	3.8	3.7	3.6	-5.4	-20.0
Total Organic Packaged Food	**407.3**	**459.4**	**503.9**	**542.3**	**577.5**	**9.1**	**41.8**

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Historic Retail Sales of Organic Beverages in the Netherlands, by Segment, in US$ Millions Current Prices – Fixed 2015 Exchange Rates

Category	2011	2012	2013	2014	2015	*CAGR % 2011-15	Growth %
Organic Fruit/Vegetable Juice	21.5	26.5	31.0	34.5	38.0	15.3	76.7
Organic Non-Cola Carbonates	26.7	31.7	32.1	33.5	36.5	8.1	36.7
Organic Coffee	22.9	24.2	25.4	26.2	26.7	3.9	16.6
Organic Tea	7.4	13.1	14.3	16.4	18.7	26.1	152.7
Organic Concentrates	3.7	3.9	4.0	4.1	4.2	3.2	13.5
Total	**82.2**	**99.3**	**106.9**	**114.8**	**124.0**	**10.8**	**50.9**

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales of Organic Packaged Foods in the Netherlands, by Segment, in US$ Millions Current Prices – Fixed 2015 Exchange Rates

Category	2016	2017	2018	2019	2020	*CAGR % 2016-20	Growth %
Organic Dairy	*222.9*	*239.2*	*256.1*	*273.3*	*290.6*	*6.9*	*30.4*
Organic Baked Goods	*113.3*	*119.8*	*126.7*	*133.7*	*140.7*	*5.6*	*24.2*
Organic Chilled Processed Meat and Seafood	*46.5*	*46.9*	*47.3*	*47.8*	*48.3*	*1.0*	*3.9*
Organic Sweet and Savoury Snacks	*40.0*	*41.3*	*42.7*	*43.9*	*45.1*	*3.0*	*12.8*
Organic Confectionery	*30.5*	*32.3*	*34.1*	*35.8*	*37.6*	*5.4*	*23.3*
Organic Breakfast Cereals	*26.3*	*28.1*	*29.9*	*31.4*	*32.7*	*5.6*	*24.3*
Organic Oils and Fats	*22.4*	*24.4*	*26.0*	*27.4*	*28.8*	*6.5*	*28.6*
Organic Biscuits and Snack Bars	*17.6*	*18.7*	*19.8*	*21.0*	*22.2*	*6.0*	*26.1*
Organic Rice, Pasta, and Noodles	*16.1*	*17.3*	*18.5*	*19.8*	*21.1*	*7.0*	*31.1*
Organic Baby Food	*14.2*	*14.8*	*15.4*	*16.2*	*16.9*	*4.4*	*19.0*
Organic Shelf Stable Meat, Seafood, Fruit and Vegetables	*14.0*	*15.5*	*17.0*	*18.4*	*19.9*	*9.2*	*42.1*
Organic Soup	*13.1*	*13.4*	*13.8*	*14.2*	*14.6*	*2.7*	*11.5*
Organic Frozen Meat, Seafood, Fruit and Vegetables	*14.0*	*15.5*	*17.0*	*18.4*	*19.9*	*9.2*	*42.1*
Organic Spreads	*6.9*	*7.2*	*7.6*	*8.0*	*8.5*	*5.4*	*23.2*
Organic Ice Cream and Frozen Desserts	*6.4*	*6.7*	*7.0*	*7.3*	*7.7*	*4.7*	*20.3*
Organic Sauces, Dressings, and Condiments	*6.0*	*6.6*	*7.3*	*7.9*	*8.5*	*9.1*	*41.7*
Organic Ready Meals	*3.5*	*3.5*	*3.4*	*3.4*	*3.4*	*-0.7*	*-2.9*
Total	***614.3***	***651.6***	***689.7***	***727.7***	***765.7***	***5.7***	***24.6***

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales of Organic Beverages in the Netherlands, by Segment, in US$ Millions Current Prices – Fixed 2015 Exchange Rates

Category	2016	2017	2018	2019	2020	*CAGR % 2016-20	Growth %
Organic Fruit/Vegetable Juice	*41.8*	*46.2*	*51.0*	*56.3*	*62.1*	*10.4*	*48.6*
Organic Non-Cola Carbonates	*39.2*	*41.9*	*44.7*	*47.6*	*50.4*	*6.5*	*28.6*
Organic Coffee	*27.5*	*28.3*	*29.2*	*30.0*	*30.8*	*2.9*	*12.0*
Organic Tea	*20.9*	*22.6*	*23.9*	*24.9*	*25.8*	*5.4*	*23.4*
Organic Concentrates	*4.4*	*4.7*	*4.9*	*5.2*	*5.5*	*5.7*	*25.0*
Total	***133.8***	***143.7***	***153.7***	***164.0***	***174.5***	***6.9***	***30.4***

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

The top three segments in the organic packaged foods sector for 2015 were organic dairy, which also includes milk; organic baked goods, and organic chilled processed meat and seafood. Organic ice cream and frozen desserts was the segment that saw the most growth, with a 125.9% increase in retail sales over the last five years at a compound annual growth rate of 22.6%. It is expected that this growth will decelerate during the forecast period, with an expected 4.7% compound annual growth rate from 2015 to 2020. It is anticipated that both the organic frozen and the organic shelf stable meat, seafood, fruit and vegetables segments will be top performers during the forecast period, increasing by an expected 42.1% in retail sales from 2016 to 2020, at a compound annual growth rate of 9.2%.

The only segment within organic packaged foods to experience negative growth from 2011 to 2015 was organic ready meals. Retail sales for organic ready meals have declined 20% over the past five years, at a compound annual growth rate of -5.4%. The decreased popularity in organic ready meals may be due to consumers' perception that these products are not healthy. Consumers who are willing to pay a premium for organic products tend to also be health conscious and more likely to prepare their own meals from scratch.

The top three segments for the organic beverages sector in 2015 were organic fruit/vegetable juice, organic non-cola carbonates, and organic coffee. However, organic tea was the segment that experienced the most growth, increasing 152.7% in retail sales from 2011 to 2015. It is anticipated that the organic fruit/vegetable juice segment will see the largest increase in retail sales during the next five years, increasing by an expected 48.6% from 2016 to 2020.

KEY ORGANIC FOOD AND BEVERAGE CATEGORIES IN 2015

The following section provides information for the three largest categories within organic packaged food; organic dairy, organic baked goods, and organic chilled processed meat and seafood; as well as the three largest categories within organic beverages; organic fruit/vegetable juice, organic non-cola carbonates, and organic coffee. The information in this section has been sourced from Euromonitor International (2016).

Organic Dairy

Historical Retail Sales for the Organic Dairy Subcategory, $US Millions Current Prices, Fixed 2015 Exchange Rates

Product	2011	2012	2013	2014	2015	*CAGR% 2011-15	Growth %
Organic Milk	64.5	74.6	83.9	92.6	100.5	11.7	55.8
Organic Cheese	33.0	37.4	42.0	46.9	52.1	12.1	57.9
Organic Yoghurt	20.7	22.5	24.1	25.5	26.8	6.7	29.5
Organic Sour Milk Products	7.4	8.0	8.4	8.9	9.2	5.6	24.3
Organic Non-Dairy Milk Alternatives	4.2	4.3	4.9	5.4	5.7	7.9	35.7
Organic Cream	3.3	3.5	3.6	3.7	3.9	4.3	18.2
Organic Flavoured Milk Drinks	2.8	3.0	3.0	3.1	3.2	3.4	14.3
Organic Fromage Frais and Quark	2.3	2.4	2.5	2.5	2.6	3.1	13.0
Organic Condensed Milk	1.9	2.0	2.0	2.0	2.1	2.5	10.5
Organic Chilled Shelf Stable Desserts	0.9	0.9	0.9	0.9	0.9	0.0	0.0
Organic Powder Milk	--	--	--	--	--	--	--
Total	141.1	158.5	175.3	191.5	207.1	10.1	46.8

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales for the Organic Dairy Subcategory, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2016	2017	2018	2019	2020	*CAGR% 2016-20	Growth %
Organic Milk	108.4	116.2	124.2	132.3	140.3	6.7	29.4
Organic Cheese	57.7	63.8	70.2	77.0	84.1	9.9	45.8
Organic Yoghurt	28.0	29.3	30.5	31.5	32.5	3.8	16.1
Organic Sour Milk Products	9.7	10.1	10.6	11.1	11.5	4.3	18.6
Organic Non-Dairy Milk Alternatives	6.1	6.4	6.6	6.9	7.2	4.2	18.0
Organic Cream	4.1	4.3	4.5	4.7	5.0	5.1	22.0
Organic Flavoured Milk Drinks	3.3	3.3	3.4	3.5	3.6	2.2	9.1
Organic Fromage Frais and Quark	2.7	2.8	2.9	3.0	3.2	4.3	18.5
Organic Condensed Milk	2.1	2.2	2.2	2.3	2.4	3.4	14.3
Organic Chilled Shelf Stable Desserts	0.9	0.9	0.9	0.9	0.9	0.0	0.0
Organic Powder Milk	--	--	--	--	--	--	--
Total	222.9	239.2	256.1	273.3	290.6	6.9	30.4

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

In 2015, the organic dairy segment had US$ 207.1 million in retail sales. This represents about 4% of total dairy, including non-organic, in the Netherlands. It is expected that this category will continue to grow over the next five years at a compound annual growth rate of 6.9%, reaching a retail value of US$ 290.6 million by 2020.

Main Subcategories

- Organic milk was the subcategory with the most retail sales in 2015, representing 48.5% of the entire organic dairy segment. Retail sales of organic milk increased 8.6% from 2014 to 2015.
- Retail sales of organic cheese in 2015 were worth US$ 52.1 million.
- The organic yoghurt subcategory increased 5% from 2014 to 2015, reaching a retail value of US$ 26.8 million.

Main Brands

- The majority of organic dairy products fell under private label brands, which represented 56.1% market share in 2015. The Zuiver Zuivel brand had 9.2% market share, followed by Bio+ (8.8%).
- The Beemster brand saw the most growth from 2014 to 2015 with a 47.2% increase in retail sales, followed by Bastiaansen (24.6%), and Bio+ (19.9%).

Forecast for 2016-2020

- Retail sales of organic milk are expected to increase 29.4% from 2016 to 2020, reaching a value of US$ 140.3 million in 2020.
- Organic cheese is expected to experience the most growth during the next five years, reaching an anticipated US$ 84.1 million in retail sales by the year 2020.
- Retail sales for organic yoghurt are expected to increase 16.1% during the forecast period (2016-2020).

Organic Baked Goods

Historical Retail Sales for the Organic Baked Goods Subcategory, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2011	2012	2013	2014	2015	*CAGR% 2011-15	Growth %
Organic Bread	73.0	82.5	87.5	92.4	96.9	7.3	32.7
Organic Cakes	8.2	8.7	9.2	9.7	10.1	5.3	23.2
Organic Dessert Mixes	--	--	--	--	--	--	--
Organic Frozen Baked Goods	--	--	--	--	--	--	--
Total	**81.2**	**91.2**	**96.7**	**102.1**	**107.0**	**7.1**	**31.8**

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales for the Organic Baked Goods Subcategory, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2016	2017	2018	2019	2020	*CAGR% 2016-20	Growth %
Organic Bread	*102.7*	*108.7*	*115.1*	*121.5*	*128.1*	*5.7*	*24.7*
Organic Cakes	*10.6*	*11.1*	*11.6*	*12.1*	*12.7*	*4.6*	*19.8*
Organic Dessert Mixes	--	--	--	--	--	--	--
Organic Frozen Baked Goods	--	--	--	--	--	--	--
Total	***113.3***	***119.8***	***126.7***	***133.7***	***140.7***	***5.6***	***24.2***

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Retail sales for organic baked goods increased 4.8% from 2014 to 2015, reaching US$ 107 million. This segment is expected to experience an increase and reach a retail value of US$ 140.7 million in 2020.

Main Subcategories

- Organic bread represented the most significant subcategory with a retail value of US$ 96.9 million in 2015, followed by organic cakes with a retail value of US$ 10.1 million.
- Note that Euronominitor International does not have available data for organic dessert mixes, nor for organic frozen baked goods.

Main Brands

- The majority of organic baked goods belonged to private label brands in 2015 with 72.3% market share, followed by artisanal brands (9.9%), and the Molenaartje brand (6.6%).
- Retail sales for the Leev brand have increased the most, approximately 412% from 2012 to 2015 at a compound annual growth rate of 72.4%, and by 23.3% from 2014 to 2015.

Forecast for 2016-2020

- It is anticipated that organic bread will see the most growth during the forecast period, increasing 24.7% in retail sales from 2016 to 2020.
- The organic cakes subcategory is expected to increase 20.2% in retail sales over the next five years, at a compound annual growth rate of 4.7%.

Organic Chilled Processed Meat and Seafood

Historical Retail Sales for the Organic Chilled Meat and Seafood Subcategory, $US Millions, Current Prices, Fixed 2015 Exchange Rates

Product	2011	2012	2013	2014	2015	*CAGR% 2011-15	Growth %
Organic Chilled Meat and Seafood	39.8	43.5	46.2	45.3	45.9	3.6	15.3
Total	**39.8**	**43.5**	**46.2**	**45.3**	**45.9**	**3.6**	**15.3**

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales for the Organic Chilled Meat and Seafood Subcategory, $US Millions, Current Prices, Fixed 2015 Exchange Rates

Product	2016	2017	2018	2019	2020	*CAGR% 2016-20	Growth %
Organic Chilled Meat and Seafood	*46.5*	*46.9*	*47.3*	*47.8*	*48.3*	*1.0*	*3.9*
Total	***46.5***	***46.9***	***47.3***	***47.8***	***48.3***	***1.0***	***3.9***

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Although the organic chilled processed meat and seafood segment only increased 1.4% from 2014 to 2015, it remained the third most significant segment within organic packaged food in 2015.

Main Subcategories

- There are no subcategories available for this sector.

Main Brands

- The majority of products within the organic chilled processed meat and seafood segment fell under private label brands, representing 85% market share in 2015. The remaining 15% fell under the “other” category.

Forecast for 2016-2020

- It is expected that the organic chilled processed meat and seafood segment will continue to grow but at a decelerated compound annual growth rate of 1% during the forecast period. The total growth over the next five years is expected to be 3.9%, reaching US$ 48.3 million.

Organic Fruit/Vegetable Juice

Historical Retail Sales for the Organic Fruit/Vegetable Juice, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2011	2012	2013	2014	2015	*CAGR% 2011-15	Growth %
Organic 100% Juice	10.9	14.1	16.6	18.4	20.0	16.4	83.5
Organic Nectars (25-99% Juice)	10.6	12.4	14.4	16.1	17.9	14.0	68.9
Total	**21.5**	**26.5**	**31.0**	**34.5**	**38.0**	**15.3**	**76.7**

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales for the Organic Fruit/Vegetable Juice, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2016	2017	2018	2019	2020	*CAGR% 2016-20	Growth %
Organic 100% Juice	*21.9*	*24.1*	*26.5*	*29.3*	*32.5*	*10.4*	*48.4*
Organic Nectars (25-99% Juice)	*19.9*	*22.1*	*24.4*	*27.0*	*29.6*	*10.4*	*48.7*
Total	***41.8***	***46.2***	***51.0***	***56.3***	***62.1***	***10.4***	***48.6***

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Retail sales for organic fruit/vegetable juice in the Netherlands experienced 76.7% growth from 2011 to 2015. From 2014 to 2015, retail sales increased 10%, reaching US$ 38 million.

Main Subcategories

- Organic 100% juice represented 52.6% of the organic fruit/vegetable juice segment in 2015 with a retail value of US$ 20 million.
- Organic nectars saw an increase of 11.1% from 2014 to 2015, reaching US$ 17.9 million in retail sales.

Main Brands

- Private label brands led the organic fruit/vegetable juice category in 2015 with a 22.1% market share, followed by Ekoland (15.7%), and Bio+ (8.6%).
- Bio+ saw the most growth over the past five years, with a 112.7% in retail sales.

Forecast for 2016-2020

- Organic 100% juice is expected to experience growth at a slower compound annual growth rate of 10.4% from 2016 to 2020.
- Organic nectars are expected to increase at the same compound annual growth rate, reaching US$ 29.6 million by 2020.

Organic Non-Cola Carbonates

Historical Retail Sales for Organic Non-Cola Carbonates, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2011	2012	2013	2014	2015	*CAGR% 2011-15	Growth %
Organic Non-Cola Carbonates	26.7	31.7	32.1	33.5	36.5	8.1	36.7
Total	**26.7**	**31.7**	**32.1**	**33.5**	**36.5**	**8.1**	**36.7**

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales for Organic Non-Cola Carbonates, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2016	2017	2018	2019	2020	*CAGR% 2016-20	Growth %
Organic Non-Cola Carbonates	*39.2*	*41.9*	*44.7*	*47.6*	*50.4*	*6.5*	*28.6*
Total	***39.2***	***41.9***	***44.7***	***47.6***	***50.4***	***6.5***	***28.6***

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Retail sales for the organic non-cola segment increased 36.7% over the past five years, and 8.8% from 2014 to 2015 reaching US$ 36.5 million in 2015.

Main Subcategories

- This segment does not contain subcategories.

Main Brands

- The brands in the organic non-cola carbonates segment are very diverse, with 71.1% falling under the “other” category.
- The Höllinger brand led with 23.7% market share in 2015, followed by the Bionade brand (5.2%).

Forecast for 2016-2020

- The organic non-cola carbonates segment is expected to continue experiencing growth during the forecast period, although at a slower compound annual growth rate of 6.5%. It is anticipated that this segment will have retail sales worth US$ 50.4 million by the year 2020.

Organic Coffee

Historical Retail Sales for Organic Coffee, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2011	2012	2013	2014	2015	*CAGR% 2011-15	Growth %
Organic Fresh Coffee	22.9	24.2	25.4	26.2	26.7	3.9	16.6
Organic Instant Coffee	--	--	--	--	--	--	--
Total	**22.9**	**24.2**	**25.4**	**26.2**	**26.7**	**3.9**	**16.6**

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Forecast Retail Sales for Organic Coffee, $US Millions
Current Prices, Fixed 2015 Exchange Rates

Product	2016	2017	2018	2019	2020	*CAGR% 2016-20	Growth %
Organic Fresh Coffee	*27.5*	*28.3*	*29.2*	*30.0*	*30.8*	*2.9*	*12.0*
Organic Instant Coffee	--	--	--	--	--	--	--
Total	***27.5***	***28.3***	***29.2***	***30.0***	***30.8***	***2.9***	***12.0***

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Note that no data is available for organic instant coffee.

Main Subcategories

- Retail sales for organic fresh coffee have increased at a compound annual growth rate of 3.9% from 2011 to 2015, reaching US$ 26.7 million in 2015. From 2014 to 2015, this subcategory grew by 1.8%.

Main Brands

- Private labels led the organic coffee category with 54.5% market share in 2015, followed by Bio+ (19.4%), Australian (7.6%), and Simon Lévelt (4.8%).
- Retail sales for the Simon Lévelt brand declined 1.3% over the past five years, and 2% from 2014 to 2015.
- Retail sales for the Australian brand increased 19.8% over the past five years, at a compound annual growth rate of 4.6%
- Bio+ experienced the most growth over the past five years, with retail sales increasing 31.1% from 2011 to 2015 and 3.4% from 2014 to 2015.

Forecast for 2016-2020

- It is expected that organic fresh coffee will continue to grow at a slightly slower compound annual growth rate of 2.9%, to reach retail sales worth US$ 30.8 million by 2020.

NEW PRODUCT EXAMPLES

Dairy

Company: Alvis Brothers, UK
Brand: Lye Cross Farm
Storage: Chilled
Price: €5.37 / $5.86
Pack Size: 400.00 g / 400.00 g
Product Description: Hand crafted organic farmhouse cheddar, carefully matured for a full bodied strong lingering flavour. The vegetarian certified product is made using British organic milk, and retails in a 400g pack featuring the Organic Soil Association and EU Green Leaf logos.
Positioning Claims: Organic, Vegetarian

Company: Brown Cow Organics, UK
Brand: River Cottage
Storage: Chilled
Price: €2.75 / $3.00
Pack Size: 190.00 g / 190.00 g
Product Description: This naturally thick yoghurt sits on top of a tart-but-sweet purée made from organically-grown blackcurrants and unrefined organic sugar. The gluten-free product is suitable for vegetarians, and retails in a 190ml recyclable pack featuring the Organic Soil Association and EU Green Leaf logos.
Positioning Claims: Ethical - Environmentally Friendly Package, Gluten-Free, Low/No/Reduced Allergen, Organic, Vegetarian

Organic Baked Goods

Company: Groupe Ekibio, France
Brand: Priméal
Storage: Shelf stable
Price: €2.90 / $3.17
Pack Siz: 300.00 g / 300.00 g
Product Description: This chocolate cake mix is a 100% vegetable based mix that requires the addition of eggs, milk and fat. This product is made with 43% chocolate and retails in a 300g pack featuring the EU Green leaf logo.
Positioning Claims: Organic

Company: Deen Supermarkten, Netherlands
Brand: Deen Biologisch Private Label
Storage: Shelf stable
Price: €2.30 / $2.55
Pack Size: 300.00 g / 300.00 g
Product Description: These multigrain buns are pre-baked, rich in fiber, and organic certified. This product retails in a 300g pack containing six units and featuring the EU Green Leaf logo.
Positioning Claims: High/Added Fiber, Organic

Organic Chilled Processed Meat and Seafood

Company: Organic Food For You, Netherlands
Brand: Organic Food for You Private Label
Storage: Chilled
Price: €6.99 / $7.63
Pack Size: 0.10 kg / 100.00 g
Product Description: This smoked Arctic salmon is cultivated and produced according to stringent international rules. Filleting, marinating and smoking is done by hand according to a centuries-old recipe. This product retails in a 100g pack.
Positioning Claims: Organic

Company: Distrifresh, Netherlands
Brand: Mama Nature Biologisch Private Label
Storage: Chilled
Price: €1.89 / $2.09
Pack Size: 200.00 g / 200.00 g
Product Description: Mama Nature Biologisch Biologische Braadworst (Organic Sausages) are made with organic pork and beef, mild seasoned. The product retails in a 200g pack with two sausages, and featuring the EU Green Leaf logo and a QR code.
Positioning Claims: Organic

Organic Fruit/Vegetable Juice

Company: Jumbo Supermarkten, Netherlands
Brand: Biologisch Van Jumbo Private Label
Storage: Shelf stable
Price: €1.69 / $1.84
Pack Size: 1.00 litre / 1000.00 ml
Product Description: This organic red fruit juice is made with multi-fruit juice from concentrate, and retails in a 1L pack featuring EU Green Leaf logo.
Positioning Claims: Organic

Company: Coop. Agricola INSIEME, Bosnia and Herzegovina
Brand: Puur Smaak
Storage: Shelf stable
Price: €3.99 / $4.36
Pack Size: 500.00 ml / 500.00 ml
Product Description: This organic blueberry fruit juice is an organic pure fruit juice with only naturally occurring sugars. This product retails in a 500ml pack featuring the EU Green Leaf logo.
Positioning Claims: Organic

Organic Non-Cola Carbonates

Company: BerryWhite, UK
Brand: Berrywhite Organic
Storage: Shelf stable
Price: €0.50 / $0.55
Pack Size: 250.00 ml / 250.00 ml
Product Description: This cranberry and guava sparkling drink is a premium organic fruit drink that comprises sparkling spring water blended with cranberry, guava, elderberry, guarana, and white tea extract. This vegetarian product contains no added sugar, nothing artificial and no caffeine, and retails in a 250ml can, featuring the EU Green Leaf and Organic Soil Association logos. The manufacturer is proud to support its charity, the Berry White Foundation.
Positioning Claims: All Natural Product, Caffeine Free, Ethical - Charity, Low/No/Reduced Sugar, No Additives/Preservatives, Organic, Premium, Vegetarian

Organic Coffee

Company: DestinatiOn, France
Brand: DestinatiOn Premium
Storage: Shelf stable
Price: €2.89 / $3.15
Pack Size: 250.00 g / 250.00 g
Product Description: DestinatiOn Premium Stretto Italiano Coffee Blend is traditionally roasted and has a strength of eight out of ten. This ground coffee is certified organic by Ecocert and retails in a 250g pack featuring the EU Green Leaf and AB logos.
Positioning Claims: Organic, Premium

Company: Chocolate Experience, Netherlands
Brand: Australian
Storage: Shelf stable
Price: €7.49 / $8.18
Pack Size: 500.00 g / 500.00 g
Product Description: Australian Organic Slow Roasted Feel Good Premium Selection Coffee Beans are 100% organic coffee beans that have been roasted at a lower temperature for a better and unique slow roast flavour. The product consists of a blend of top quality beans with a nine out of twelve intensity level for a spicy full flavour and a pleasant aftertaste. It is recommended for a crèma, being especially suitable for espresso, ristretto and cappuccino. The product has been made without the use of pesticides, fertilizers and other chemicals and retails in a 500g pack featuring the EU Green Leaf logo.
Positioning Claims: Ethical - Environmentally Friendly Product, Organic, Premium

TOP COMPANIES

Many organic products in the Netherlands belong to private labels. According to Euromonitor International, the popularity of private label products with Dutch consumers, who are generally price-sensitive, may be due to the relatively low price of these products. Additionally, major companies who produce non-alcoholic beverages choose not to launch organic ranges because they are afraid it will hurt the image of their existing product line.

Excluding private labels, Stichting Merkartikel Bio+ was the leading company in organic beverages in 2015 with an 8% share of value sales. This company has a strong presence in Dutch supermarkets and has products in many categories, including organic coffee, organic tea, and organic fruit/vegetable juices. Of the top five organic beverage companies, Koninklijke Wessanen experienced the most growth in retail sales in 2015. The leading company in organic packaged foods, excluding private labels, was Roral FrieslandCampina, with 7.4% market share in 2015.

Organic Packaged Food Retail Sale Market Share (%) by Company

Company	2011	2012	2013	2014	2015	Sales Growth %	*CAGR % 2011-15
Royal FrieslandCampina NV	7.5	6.7	6.8	7.1	7.4	40.0	8.8
Stichting Merkartikel Bio+	4.7	5.5	5.9	6.7	7.1	113.5	20.9
Koninklijke Wessanen NV	6.2	6.2	6.3	6.2	6.1	39.7	8.7
Arla Foods Amba	1.7	1.6	1.6	2.2	2.3	90.7	17.5
Biorganic BV	1.8	1.9	1.9	1.9	1.9	53.6	11.3
Natudis BV	1.2	1.4	1.6	1.7	1.7	88.8	17.2
Joannusmolen BV	1.3	1.2	1.2	1.1	1.1	15.2	3.6
Unilever Group	1.2	1.3	1.1	0.9	0.8	1.7	0.4
WhiteWave Foods Co	-	-	0.7	0.8	0.8	-	-
Bio Kaas BV	0.4	0.5	0.5	0.6	0.7	112.1	20.7
CONO Kaasmakers	0.3	0.3	0.3	0.5	0.6	193.8	30.9
de Smaakspecialist	0.1	0.2	0.4	0.5	0.6	503.2	56.7
Lima Food	0.4	0.4	0.3	0.3	0.3	25.7	5.9
Go-Tan BV	-	0.1	0.1	0.2	0.3	-	-
Neerlands Glorie BV	-	0.2	0.2	0.2	0.3	-	-
TerraSana Natuurvoeding Leimuiden BV	0.5	0.4	0.3	0.3	0.2	-31.4	-9.0
Tony's Factory BV	-	0.1	0.1	0.2	0.2	-	-
Oerlemans Foods	0.2	0.2	0.2	0.2	0.1	-16.6	-4.4
Hipp GmbH & Co Vertrieb KG	0.1	0.1	0.1	0.1	0.1	11.5	2.8
Bioline Europe NV	0.1	0.1	0.1	0.1	0.1	21.8	5.0
Hakubaku Co Ltd	0.1	0.1	0.1	0.1	0.1	-10.0	-2.6
Loverendale BV	0.1	0.1	0.1	0.1	0.1	7.2	1.8
Artisanal	1.8	1.7	1.8	1.8	1.8	46.4	10.0
Private Label	50.1	51.5	52.1	51.8	52.0	47.4	10.2
Others	19.3	17.4	16.30	14.5	13.3	-1.9	-0.5

Source: Euromonitor International, 2016.
***CAGR:** compound annual growth rate

Organic Beverages Retail Sale Market Share (%) by Company

Company	2011	2012	2013	2014	2015	Sales Growth %	*CAGR % 2011-15
Stichting Merkartikel Bio+	7.2	7.4	7.6	7.8	7.7	61.6	12.7
IMS Höllinger GmbH	6.9	7.1	7.0	6.9	7.0	51.9	11.0
Maspex Wadowice Grupa	3.7	3.9	4.4	4.7	4.8	97.5	18.5
Koninklijke Wessanen NV	0.5	0.5	2.4	4.1	4.7	1,247.4	91.6
Simon Lévelt BV	2.7	2.4	2.2	2.0	1.8	0.8	0.2
Australian Homemade Corp	2.0	1.8	1.8	1.7	1.6	19.8	4.6
Oetker-Gruppe	-	0.5	0.9	1.0	1.5	-	-
Organic Flavour Co BV	1.7	1.6	1.6	1.6	1.3	19.1	4.5
Haus Rabenhorst O Lauffs GmbH & Co KG	1.0	0.8	0.8	0.8	0.7	11.5	2.8
Café OK	0.4	0.4	0.3	0.3	0.3	17.6	4.1
JJ Darboven Holding AG & Co	0.3	0.3	0.2	0.2	0.2	0.5	0.1
Organic India Pvt Ltd	0.1	0.1	0.1	0.0	0.0	-15.0	-4.0
Private Label	25.4	26.2	26.2	26.0	26.4	57.0	11.9
Others	45.6	46.1	43.7	42.7	41.8	38.4	8.5

Source: Euromonitor International, 2016
***CAGR:** compound annual growth rate

DISTRIBUTION CHANNELS

The Netherlands, often dubbed "Gateway to Europe", is the second largest exporter of agri-food products, following the United States. The Netherlands' strategic location on the North Sea, central within the European market, and in close proximity to major E.U. markets such as the United Kingdom, France, and Germany, has made it an ideal trading area. The country offers taxation advantages, extensive infrastructure with fast connections, trade supporting organizations, and excellent sea and airport facilities. The port of Rotterdam is Europe's main port with 450 million metric tonnes processed annually and Amsterdam airport is known for air cargo.

For introductions to certified organic logistics service providers, the Canadian Trade Commissioner in the Netherlands recommends that Canadian exporters contact the Holland International Distribution Council.

Major importers/distributors of processed organic products include:

Importer / Distributor	Contact	Notes
Tradin Organic Agriculture	Prins Hendrikkade 14 1012 TL Amsterdam The Netherlands Buyer: Mr. Wouter Floot Tel: +31 (0)20-407 44 99 Fax: +31 (0)20-497 21 00 E-mail: info@tradinorganic.com www.tradinorganic.com	Bulk Organic Food Ingredients
Dutch Organic International Trade (DO-IT)	Prins Hendrikweg 19 3771 AK Barneveld The Netherlands Buyer: Mr. Vincent Evers Tel: +31 342 429051 Fax: +31 342 423571 E-mail: Vincent@organic.nl www.organic.nl	Bulk Organic Food Ingredients

Importer / Distributor	Contact	Notes
Doens Food Ingredients B.V.	Oranjestraat 40A 4515 CA IJzendijke The Netherlands Buyer: Dennis Minnaards Tel: +31 117 30 20 20 General Fax: +31 117 30 18 11 Trade Fax: +31 117 30 11 66 E-mail: info@doensfood.com www.doensfood.com	Bulk Organic Food Ingredients
Ploegmakers BV	De Amert 401-403 5462 GH Veghel Tel: +31-413-373839 FAX: +31-413-363803 sales@ploegmakersfood.com	Bulk Organic Food Ingredients
Doens Food Ingredients B.V.	Oranjestraat 40A 4515 CA IJzendijke Buyer: Dennis Minnaards Phone: +31 117 30 20 20 General Fax: +31 117 30 18 11 Trade Fax: +31 117 30 11 66 E-mail: info@doensfood.com www.doensfood.com	Bulk Organic Food Ingredients
Greenfood International BV	Mr. A. v.d. Kraats P.O. Box 159 3880 AD Putten Phone: +31-341 411085 www.greenfood.nl	Organic Food
Udea BV	P.O. Box 244 5460 AE Veghel Phone: +31-413- 256700 Email:info@udea.com www.udea.com	Organic Fresh Food
De Nieuwe Band	Noorderringweg 12 9363 TC Marum Phone: +31 (0) 594 64 5353 Fax: +31 (0) 594 6433 85 Email: info@nieuweband.nl www.nieuweband.nl	Limited imports, wide range of organic consumer products
Eosta BV	Transportweg 7 NL 2742 RH Waddinxveen Buyer: Mr. Sander Dijkslag Postal address: Eosta B.V. Tel: +31 (0)180 63 55 00 Fax: +31 (0)180 63 83 43 E-mail: info@eosta.com	
Mr. William Gerretsen (assistant: Mr. Sassen)	Madal Bal BV H.N. Werkmanweg 17 2031 BA Haarlem The Netherlands tel. +31-23-5160360 fax +31-23-5160361 Inf gerretsen@madalbal.nl www.madalbal.nl	Organic / Natural Snacks
Terrasana BV	Mr. John Machielsen P.O. Box 70 2450 AB Waaier The Netherlands TEL: +31-172-503338 FAX: +31-172-503355 Email: john.machielsen@terrasana.nl	Organic value-added products

Importer / Distributor	Contact	Notes
Berrico	Mr. Bert Jan Bakker MBA Berrico PO Box 2296 8203 AG Lelystad The Netherlands TEL: +31-320-266055 email: bertjan@berricofood.com	Cranberries, dried/individually quick-frozen
Maple Abroad	Mrs. Sandra Van Rijn & Cornelis van Rijn Leiden, the Netherlands TEL: +31-71-5283233 email: catchall@mapleabroad.nl http://www.mapleabroad.nl	Importer and distributor of maple teas, different brands of maple syrup, and alcoholic beverages with maple syrup.
Maple and More	Mr. Rob de Zeeuw & Anita de Zeeuw Wdw 44b 2583EH Den Haag The Nederlands info@mapleandmore.nl www.mapleandmore.nl	

CONCLUSION

The Netherlands' central location within the European market, as well as its excellent sea and airport facilities and trade support organizations make it an ideal gateway to Europe. Furthermore, Dutch consumers' awareness of issues regarding food production, the environment, and animal welfare, indicate that it is a good market for these products.

The only organic packaged food category that has not performed well in recent years is organic ready meals, declining 20% in value from 2011 to 2015. This is most likely because of the characteristically unhealthy nature of ready meals, which is not in agreement with the typical values of consumers seeking organic products. However, it is anticipated that both the organic frozen and the organic shelf stable meat, seafood, fruit and vegetables segments will be top performers during the forecast period, increasing by an expected 42.1% in retail sales from 2016 to 2020.

Dutch consumers are generally price-sensitive, which may explain why private label brands hold the largest market share for organic packaged foods and beverages. Consumers in the Netherlands seem to appreciate the option of purchasing organic products at a relatively low cost.

FOR MORE INFORMATION

International Trade Commissioners can provide Canadian industry with on-the-ground expertise regarding market potential, current conditions and local business contacts, and are an excellent point of contact for export advice.

- **Overview of Trade Commissioner Services in the Netherlands**
  www.tradecommissioner.gc.ca/nl

- **Find a Trade Commissioner**
  www.tradecommissioner.gc.ca/eng/find-trade-contacts.jsp

For additional intelligence on this and other markets, the complete library of Global Analysis reports can be found under *Statistics and Market Information* at the following link, arranged by sector and region of interest:

- ats-sea.agr.gc.ca

For information on the Salon International de l'Alimentation (SIAL) 2016, please contact:

- **Ben Berry, Deputy Director**
  Trade Show Strategy and Delivery
  Agriculture and Agri-Food Canada
  ben.berry@agr.gc.ca

RESOURCES

Euromonitor International, 2016. *Digital Consumer – Landscape: Netherlands.*

Euromonitor International, 2016. *Netherlands: Country Profile.*

Euromonitor International, 2016. *Organic Beverages in the Netherlands.*

Euromonitor International, 2015. *Organic Packaged Food in the Netherlands.*

Health and Wellness Series

ORGANIC PACKAGED FOODS AND BEVERAGES IN THE NETHERLANDS

Global Analysis Report

Prepared by: Julie Acheson, Market Analyst

To join our distribution list or to suggest additional report topics or markets, please contact:
Agriculture and Agri-Food Canada, Global Analysis
1341 Baseline Road, Tower 5, 3rd floor
Ottawa, ON
Canada, K1A 0C5
E-mail: MAS-SAM@agr.gc.ca