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## Netherlands

### Product Brief

## The Dutch Snack and Confectionery Industry 2006

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**Report Highlights:**

The focus of this Product Brief is the Dutch snacks and confectionery market, including a brief market overview, import regulations and some key trade figures.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
The Hague [NL1]  
[NL]

### Market Overview:

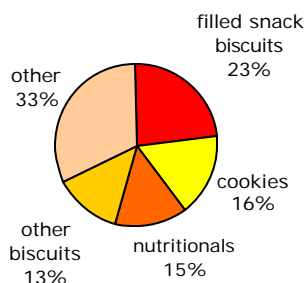
The Dutch spend annually almost €2.8 billion on snacks and confectionary products. This represents about 9% of total spending on food and beverages (€32 billion). The Dutch market is saturated with a per capita consumption that ranks among the highest in Europe (32 kgs/year). A slight increase in population has generated some consumption growth in recent years.

The Dutch snacks and confectionery market is made up of the following 4 categories, in order of importance: 1) biscuits & cakes, 2) sugar confectionery, 3) savoury snacks, and 4) chocolate confectionery.

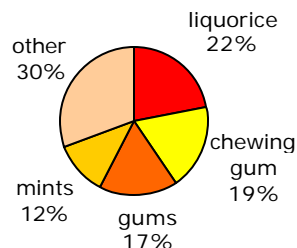
Over 75% of the snack and confectionary products are sold via the retail channel. Retail is expected to gain further market share at the expense of more traditional foodservice outlets.

**Figure 1: Consumer spending on snacks and confectionery products, 2005**

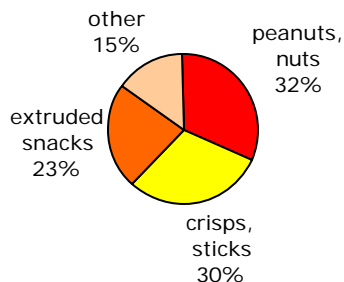
Consumers spend €876 million on biscuits and cakes:



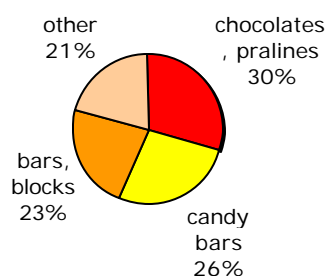
Consumers spend €695 million on sugar confectionery:



Consumers spend €662 million on savoury snacks:



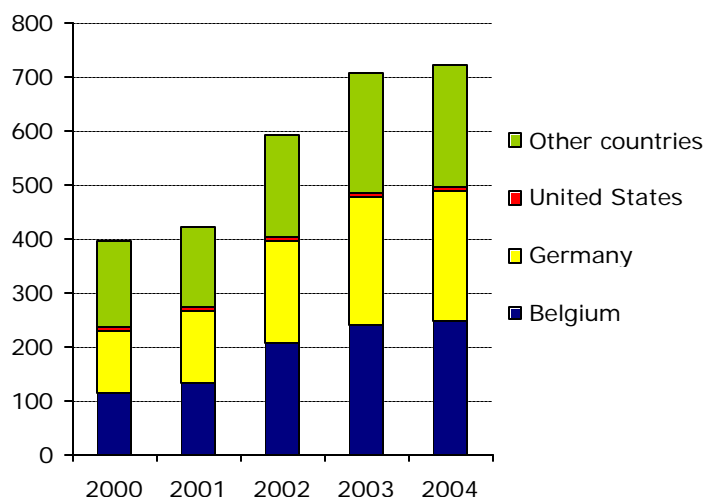
Consumers spend €543 million on chocolate:



In addition to selling branded products, retailers are increasingly selling private label products. According to industry sources, private label has a 30% market share. For more information on the Dutch food retail industry visit the [FAS website](#) and search for report NL5035.

## Trade Statistics:

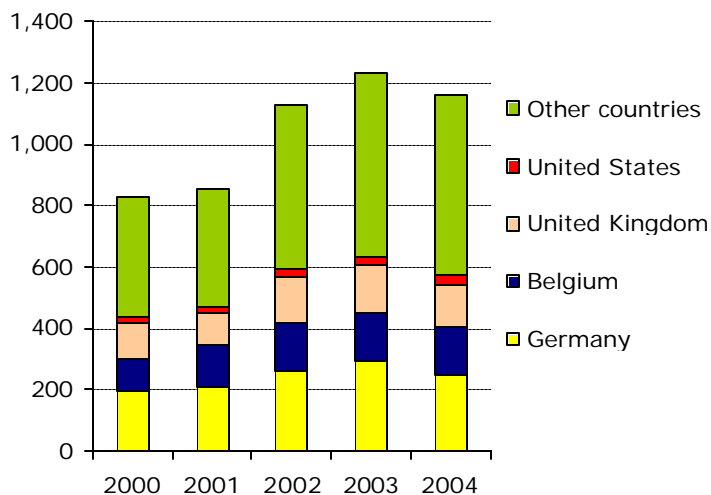
Dutch imports of snacks and confectionery, million €



Source: World Trade Atlas

Dutch imports of snacks and confectionery products have almost doubled over the past 5 years. The main market drivers have been the movement of production to neighboring countries and the growing market for German discounters. The competitiveness of US snacks and confectionery products on the Dutch market is constrained by a strong manufacturing industry in the Benelux, exchange rate and high transport costs and import tariffs for US products. The US market share, a mere 1% (or €7 million), has been the same for the past 5 years.

Dutch exports of snacks and confectionery, million €



Source: World Trade Atlas

## Consumer Trends:

- Demand for 'sugar-free' and 'light' products
- but not at the expense of taste
- natural ingredients
- smaller portions
- awareness of obesity
- a healthier diet and more exercise for children

## Four Sub Sectors Within The Snack And Confectionery Industry And The Respective EU HS codes:

### I Sugar Confectionery

170410	17049061	17049075
17041099	17049065	17049081
17049055	17049071	17049099

### II Chocolate Confectionery

17049030	18069011	18069039
180631	18069019	18069050
180632	18069031	

### III Biscuits & Cakes

190510	190540
190520	19059040
190531	19059010
190532	19059020

### IV Savoury Snacks

19059045	20081196	20081951	20081995
19059055	20081198	20081959	20081999
20052020	20081991	20081993	

## Regulatory Issues:

### Import Duties:

The EU applies different import duties for the different snack and confectionery products. For more information on the import duties for the various products, go to the [customs](#) website and select the product code (for HS codes, see above).

### Allergen Labeling:

In September 2003, the Council and the European Parliament adopted an important amendment to the general food labeling directive. As of November 2005, listing all sub-ingredients of compound ingredients on the label has become mandatory to enable consumers to identify any allergenic ingredients. Guidelines for the implementation of this amendment to the general food labeling directive are available on the Commission website. For more information go to the [website](#) of the US mission to the EU.

### Biotechnology:

Detailed and updated information on: genetically modified food, EU legislation on traceability, how to label, etc. can be found on the [website](#) of the US mission to the EU.

**Nutritional Labeling:**

Nutritional labeling rules are laid down in [Council Directive 90/496/EEC](#). Nutritional labeling is not mandatory in the EU unless a nutritional claim is made on the label or in advertising messages. Nutritional labeling means any information on the label that relates to energy value and to the following nutrients: protein, carbohydrate, fat, fiber, sodium, vitamins and minerals present in significant amounts. For more information about this subject go to the [website](#) of the US mission to the EU.

A nutritional claim means any representation or advertising that claims that a foodstuff has particular nutritional properties and is only allowed if it relates to the energy value and/or nutrients referred to above (Dutch law: warenwetbesluit voedingswaarde-informatie besluit, §3).

**Health Claims:**

The directive [European Parliament and Council Directive 2000/13/EC + corrigendum \(English version of Annex III\)](#) does not provide any guidance on which health claims are allowed and which not. U.S. exporters and/or Dutch importers can send the text (health claim on the label or in advertising messages) to [KoagKag](#) for approval in the Netherlands. Medical claims, attributing to a foodstuff the property of preventing, treating or curing human diseases, are explicitly prohibited in the EU general labeling directive.

**Industry Contacts:**

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[www.vbz.nl](http://www.vbz.nl)

## Marketing:

### Trade Shows

The following trade shows in Europe include snack and confectionary products. For more information on each of these trade shows, just click on their name.



Cologne,  
Germany

**SIAL**

Paris,  
France



Amsterdam,  
The Netherlands

**HORECAVA**

Amsterdam,  
The Netherlands



Cologne, Germany

### Related Reports from FAS/The Hague

Report Number	Report Title	Date Released
NL5005	HRI Industry	03/2005
NL5010	Food Processing Industry	03/2005
NL5024	FAIRS	08/2005
BE5008	FAIRS	08/2005
NL5025	Export Certificate Report	09/2005
BE5009	Export Certificate Report	09/2005
NL5029	Exporter Guide	09/2005
NL5035	Food Retail Industry	11/2005

For more information on this industry, please contact at [AgTheHague@usda.gov](mailto:AgTheHague@usda.gov) or +31.(0)70.3102.299