

INSECT MARKET IN THE NETHERLANDS AND NORTH RHINE-WESTPHALIA (GERMANY)



CURRENT MARKET:

- Insect producers in NL and NRW sell to businesses in two main sectors: feed and food.
- Feed sector:
 - Livestock in NL, and petfood in NRW have the most buyers in the insect market.
- Food sector: Developing, three types of food products made: whole insects, processed insects in food, insect flour in food. Trends regarding insect protein are seen.
- Most sold insects: mealworms and Black Soldier Fly
- Prices for insects are fixed at 4 to 5 euros per kilo, based on production and raw goods costs
- Important conditions for selling insects: hygiene and nutritional value

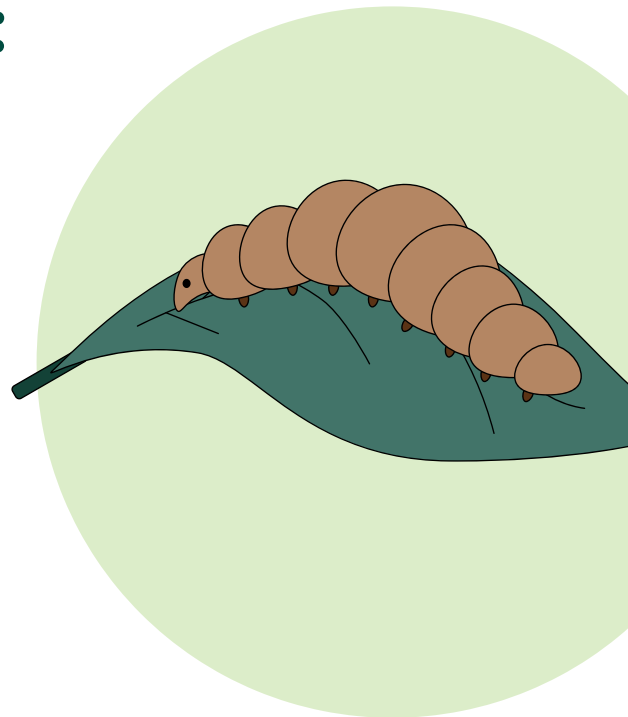
CHANGES IN THE LAST 3 YEARS:

Netherlands:

- Political: Regulated production and retail of insects
- Economic: Impact of inflation and economic growth
- Sociological: Changing values and beliefs towards insects
- Technological: Improved production efficiency and new technologies
- Legal: Regulation and laws for insect industry
- Environmental: Circular production using waste from agriculture

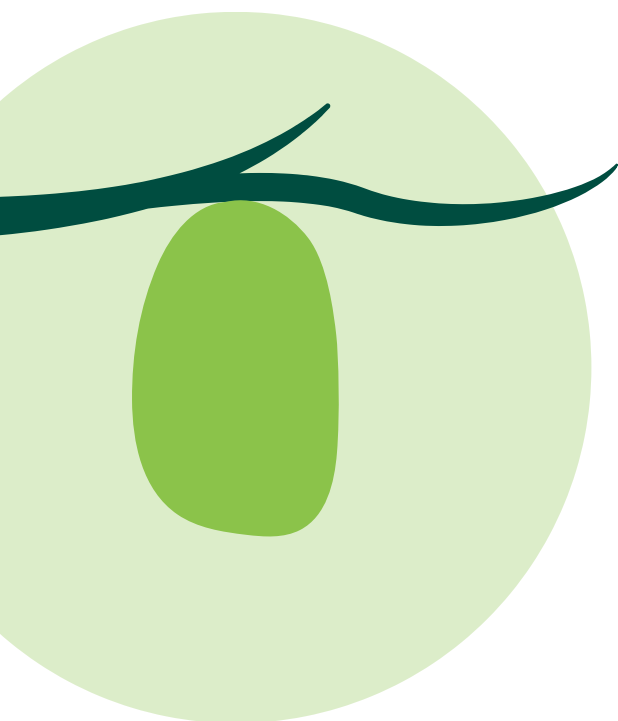
NRW:

- Political: Stricter regulations on chemicals and pesticides
- Economic: Influence of pandemic on demand and availability
- Sociological: Increased focus on organic, sustainable farming, and animal welfare
- Technological: New insect-farming techniques and biotechnology
- Legal: Regulation and laws for sustainable farming practices
- Environmental: Decreased pesticide use, increased sustainability awareness



POTENTIAL CUSTOMERS:

- 30 insect producers active in the Netherlands, for list of producers see full market report - Link found at the bottom.
- Less than 10 in NRW
- Almost no competition in the insect industry in North Rhine-Westphalia, not much competition in the Netherlands
- Potential customers:
 - Retailers: Supermarkets, specialty stores, online shops
 - Wholesalers: Distributors, importers, exporters
 - Food industry: Food manufacturers, caterers, restaurants
 - Feed industry: Livestock, fishbreeders and pet food producers
 - End consumers: Individual consumers, families



MOST PRODUCED INSECT PRODUCTS:

- Mealworms and Black Soldier Fly are the most produced insects
- Types of products: Whole insects, processed insects in food, insect flour in food



Marketing and Developments

"Discover the Buzz Behind the Future of Insects: Get Ahead of the Game with Key Marketing Channels and Upcoming Trends"

01.

Important Marketing Channels:

- Online: e-commerce platforms, websites, social media
- Trade shows and exhibitions
- Direct selling to retailers, wholesalers, food industry, feed industry
- Public relations and advertising

02.

Developments/Trends in the Next 5 Years:

- Growing demand for insect products as a sustainable source of protein
- Increased public awareness and interest in insect consumption
- Development of new insect-farming techniques and technologies
- Expansion of the insect industry globally
- Increase in regulations and laws governing the insect industry, with a focus on sustainability and ethical practices.

03.

Potential producers

- Wadudu (Mealworms)
- Entobreed (Meal worms)
- Protix (Black soldier fly)
- Illucens (Black soldier fly)
- Ynsect

At Entobreed and EntoFarm a kilo of mealworm larva costs 4.50 euro. At Illucens, a kilo of processed BSF flour costs 5 euros.

Some of the major customers in the Netherlands include ForFarmers, De Heus, and Agrifirm, while in NRW, companies such as Cargill, Fressnapf, and Aller Aqua are major buyers.