

## **Asian Speciality Drinks in the Netherlands**

Market Direction | 2022-11-29 | 27 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Asian speciality drinks remains a niche category with very limited sales in the Dutch market. With little investment in innovation and marketing, the category remains reliant on a small base of specific consumer groups and has experienced a relatively minor impact from the COVID-19 crisis. In supermarkets these products are often displayed in the section with ethnic foods rather than being part of the soft drinks sections. As such, consumer awareness remains limited. The category will record a d...

Euromonitor International's Asian Speciality Drinks in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Asian Speciality Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

ASIAN SPECIALITY DRINKS IN THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Asian speciality drinks have minimal presence and decline further in 2022

Limited brand activity led by Mogu Mogu by Real Tropical Food

Category reliant on specific consumer groups

PROSPECTS AND OPPORTUNITIES

Unexciting prospects for Asian speciality drinks over the forecast period

Potential comes from consumer demand for novel and interesting flavours

Supermarket chains adapt their product ranges to cater to an increasingly diverse audience

CATEGORY DATA

Table 1 Off-trade Sales of Asian Speciality Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Asian Speciality Drinks: Value 2017-2022

Table 3 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2022-2027

SOFT DRINKS IN THE NETHERLANDS

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 30 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 31 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 32 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 33 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 34 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 35 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 36 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 37 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 38 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 39 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 40 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 41 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 42 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 43 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 44 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in the Netherlands

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Asian Speciality Drinks in the Netherlands

Market Direction | 2022-11-29 | 27 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com