

## **Carbonates in the Netherlands**

Market Direction | 2022-11-29 | 33 pages | Euromonitor

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### **Report description:**

Off-trade volume sales of carbonates will witness a minor decline in 2022 as the category faces pressure from rapidly rising unit prices. This is occurring concurrently with the rise of energy prices and inflation, leaving people with less disposable income. As such, less affluent consumers are buying carbonates less frequently as such beverages are taking up too much of their grocery budget. In addition, the normalising shift from off-trade to on-trade is having a further negative impact on off...

Euromonitor International's Carbonates 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.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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.

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November 2022

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Off-trade volume sales under pressure as prices rise, with regular variants seeing a much worse performance than their reduced sugar alternatives

Tonic water/mixers/other bitters outperform other carbonates

No major launch for leader Coca-Cola as it invests instead in promotion activities

#### PROSPECTS AND OPPORTUNITIES

Total volume to see limited prospects, leading manufacturers to focus on value growth

Reduced sugar carbonates growth will largely compensate for loss in regular carbonates

E-commerce will see further growth as consumers turn to home delivery for heavy items and convenience

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