

## **Juice in the Netherlands**

Market Direction | 2022-11-29 | 31 pages | Euromonitor

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### **Report description:**

In the early review period, off-trade volume sales for juice were recording a steady decline. However, upon the onset of the pandemic in 2020 the category resumed growth as consumers sought healthier beverages. Those with a high vitamin content proved particularly popular in that as consumers aimed to improve their immunity to the COVID-19 virus. The high sales of 2020 proved to be unsustainable, with a small volume decline registered in 2021. Nevertheless, with the pandemic continuing, sales re...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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.

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Juice drinks under pressure as parents look for cheaper and healthier alternatives

Riedel remains the leading player in juice thanks to its wide brand portfolio and regularly launches

##### PROSPECTS AND OPPORTUNITIES

Minor growth for very mature category expected

Quality and high sugar content will create a decline in reconstituted 100% juice and nectars

Riedel will remain dominant thanks to expected innovations and premium offerings

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