

## **Juice in the Netherlands**

Market Direction | 2023-12-07 | 30 pages | Euromonitor

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### **Report description:**

Juice is set to register a negative performance in off-trade volume terms for the third year in a row in 2023. As with carbonates, this is partly because the cost-of-living crisis has led Dutch consumers to rein in discretionary spending, but mainly the result of rising health awareness. While juice products have traditionally had a more wholesome image than many other types of soft drinks, in recent years people have become increasingly conscious that they are naturally high in sugar, with info...

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 (2018-2022), 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 2027 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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