

**Soft Drinks in the Netherlands**

Market Direction | 2023-12-07 | 84 pages | Euromonitor

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**Report description:**

Following two years of decline, soft drinks in the Netherlands has seen off-trade volume sales tip back into positive territory in 2023, with most categories set to record improved results in this respect. Given the importance of impulse purchases and on-the-go consumption occasions in the market, the return to regular routines facilitated by the easing of the pandemic and the ending of associated restrictions has played a key role in boosting demand at the retail level. Additionally, although i...

Euromonitor International's Soft 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 (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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

**Why buy this report?**

- \* Get a detailed picture of the Soft 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.

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Reduced sugar still RTD tea remains the largest and most dynamic category

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