

Soft Drinks in the Netherlands

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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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Concentrates Conversions

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Off-trade volume growth expected to slow but outlook remains bright overall

Health concerns will encourage new launches and reformulation of existing products

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