

HW Hot Drinks in the Netherlands

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

Organic claims are significant in both the tea and coffee categories in the hot drinks market in the Netherlands. However, in 2022, there was a sharp decline in retail value sales of the organic claim. While organic remains one of the smaller categories in health and wellness hot drinks, it has been relatively successful compared to other categories. During the pandemic, there was exceptional growth in retail sales of organic hot drinks, as consumers spent considerable time at home and sought to...

Euromonitor International's HW Hot Drinks in Netherlands report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

- * Get a detailed picture of the HW Hot 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
January 2024

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HW HOT DRINKS IN THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Decline in retail value sales of organic hot drinks in 2022 as consumers resume their pre-pandemic lifestyles and return to their places of work

Vegan is the most popular health and wellness claim in health and wellness hot drinks in 2022

Low sugar increasingly important to consumers in health and wellness hot drinks in 2022

PROSPECTS AND OPPORTUNITIES

Rise of single-serve coffee methods leads to contracting sales of no caffeine coffee

Plant-based most promising claim in health and wellness hot drinks over the forecast period

Good source of minerals has strong potential during the forecast period

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HEALTH AND WELLNESS IN THE NETHERLANDS

EXECUTIVE SUMMARY

Overview

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