

## **HW Soft Drinks in the Netherlands**

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

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### **Report description:**

The transition to low sugar and no sugar products began a few years ago, although the pandemic accelerated the trend. The pandemic brought significant changes in the way consumers approached their health and wellness which led to a sudden and unexpected surge in the retail sales of health and wellness soft drinks at that time. The primary cause of this increase was the fact that the on-trade, such as bars and restaurants were largely closed for most of 2020 and some of 2021, which caused consume...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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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Much of the retail volume sales gained during the pandemic flow back to the on-trade in 2022

No sugar is the leading claim in health and wellness soft drinks in 2022

Weight management registers positive growth following obesity concerns

#### **PROSPECTS AND OPPORTUNITIES**

Major players in health and wellness soft drinks adopt low sugar strategies for continued success

No sugar likely to show most promise in health and wellness soft drinks during the forecast period

High fibre a good source of potential growth

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