

HW Soft Drinks in the Netherlands

Market Direction | 2024-07-31 | 14 pages | Euromonitor

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Report description:

Health and wellness trends continued to rise on the soft drinks landscape in 2023, having been bolstered by concerns surrounding COVID-19, which reinvigorated focus on health and preventing long-term illnesses. Health concerns have, therefore, continued to shape buying habits and innovations in soft drinks in the Netherlands, driving demand for reduced sugar and sugar-free options. These products have performed well in categories that have historically had negative perceptions, including carbona...

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 2019-2023, 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 2028 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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HW SOFT DRINKS IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar is the leading claim as consumers migrate away from sugar-filled beverages

Rising health awareness drives growth for a good source of vitamins in juice

Weight management registers positive growth following obesity concerns

PROSPECTS AND OPPORTUNITIES

Soft drinks players offer low and no sugar innovations to drive growth

The natural claim drives sales as the focus on ultra-process food and drinks intensifies

High fibre claims are a strong source of growth for soft drinks in the Netherlands

CATEGORY DATA

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HEALTH AND WELLNESS IN THE NETHERLANDS

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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