

Other Hot Drinks in the Netherlands

Market Direction | 2024-11-14 | 20 pages | Euromonitor

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Report description:

The other hot drinks category in the Netherlands remains very mature with limited scope to growth volume sales. Chocolate-based flavoured powder drinks is the dominant product type, but these are increasingly perceived as an unhealthy choice because they tend to be high in sugar. Malt-based hot drinks and other plant-based hot drinks meanwhile have something of an outdated image, and struggle to attract consumers beyond a core base that mainly comprises older adults. The increasing popularity of...

Euromonitor International's Other Hot 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 2019-2023, 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2024 DEVELOPMENTS

Other hot drinks volume sales remain stagnant

Rising costs across the value chain will lead to an increase in average unit prices

Nestle Nederland BV leads the way with Nesquik brand

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Strong competition from RTD alternatives

E-commerce will likely take further share of distribution

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