

RTD Coffee in the Netherlands

Market Direction | 2024-11-19 | 27 pages | Euromonitor

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Report description:

RTD coffee continues to thrive in the Netherlands with retail volume sales rising moderately in 2024. In the retail channel, RTD coffee was the best performing category in soft drinks. Since RTD coffee has a high dairy content, it is therefore considered a dairy product, and so most products are exempt from the soft drinks' consumption tax. This gave the category a strong advantage over other soft drinks categories in 2024. Consumers are still discovering this relatively underdeveloped beverage...

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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