

Sports Drinks in the Netherlands

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

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Report description:

Sports drinks in the Netherlands has been under pressure from competing soft drinks categories for many years. Energy drinks has taken share from sports drinks as it is considered a more fashionable product, and favoured by people seeking beverages that can provide refreshment and stave off fatigue while on-the-go or at work. The decline in sports drinks volume sales deepened in 2024, in line with the increase in consumption tax, which came into effect on January 1st 2024. The sizeable increase...

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

Product coverage: Reduced Sugar Sports Drinks, Regular 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 Sports 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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Major players diversify their brand portfolios

Coca-Cola Enterprises Nederland BV injects much needed investment

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