

# Better For You Beverages in the Netherlands

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## Abstracts

Better for you beverages witnessed further growth in 2021, driven by the positive growth in BFY reduced sugar beverages, the dominant category. Despite a recovery of the on-trade, BFY reduced sugar beverages still managed to achieve strong growth in 2021. The COVID-19 crisis was certainly a contributing factor to the growth of BFY reduced sugar soft drinks in 2021. During the various lockdowns, consumers spent less time outdoors, were less active and were more inclined to eat unhealthy foods. Th...

Euromonitor International's Better For You Beverages 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

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

## Why buy this report?

Get a detailed picture of the Better For You Beverages 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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More consumers taking steps towards healthier living to better resist the impacts of COVID-19 prompts further growth in BFY reduced sugar beverages

Major carbonates players promote their reduced sugar brands aggressively using “in and out” flavour strategy

Other types of soft drinks also have stronger prospects in reduced sugar variants encouraging new launches from players

#### PROSPECTS AND OPPORTUNITIES

Positive but slightly decelerating growth rates forecast for better for you beverages in retail as the on-trade recovers and at-home consumption occasions reduce

Maturity of reduced sugar beverages will require strategies to drive further growth of zero and light products

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