

# Fortified/Functional Beverages in the Netherlands

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## Abstracts

Traditionally, Dutch consumers are suspicious about soft drinks brands making bold claims about their health benefits. Consumers also tend to be suspicious about beverages which are fortified as they see these as unnatural and therefore unhealthy. Many consumers tend to prefer naturally healthy beverages over fortified/functional alternatives. However, it seems that the COVID-19 crisis has caused a change in attitude with regard to fortified/functional beverages. During the pandemic, Dutch consu...

Euromonitor International's Fortified/Functional 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:** FF Hot Drinks, FF Soft 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 Fortified/Functional 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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#### 2021 DEVELOPMENTS

Due to COVID-19, consumers continue to seek products with specific immunity-boosting benefits

FF tea witnesses the strongest growth rates with FF fruit/herbal tea gaining further popularity for its flavours and ingredients that can aid the immune system

FF energy drinks and sports drinks achieve positive sales growth as players make marketing efforts to appeal to a wider base

#### PROSPECTS AND OPPORTUNITIES

FF energy drinks set to be an important driver of fortified/functional beverages' growth but with its contribution limited by Dutch consumers' slow return to work

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