

# Juice in the Netherlands

<https://marketpublishers.com/r/J1DB7C88A44EN.html>

Date: December 2023

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: J1DB7C88A44EN

## Abstracts

Juice is set to register a negative performance in off-trade volume terms for the third year in a row in 2023. As with carbonates, this is partly because the cost-of-living crisis has led Dutch consumers to rein in discretionary spending, but mainly the result of rising health awareness. While juice products have traditionally had a more wholesome image than many other types of soft drinks, in recent years people have become increasingly conscious that they are naturally high in sugar, with info...

Euromonitor International's Juice 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

Get a detailed picture of the Juice 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.

## Contents

Juice in the Netherlands  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

JUICE IN THE NETHERLANDS  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rising health awareness continues to weaken off-trade demand for juice  
Juice shots prove increasingly popular with Dutch consumers  
Hero enters juice drinks with Hero Cassis No Bubbles

### PROSPECTS AND OPPORTUNITIES

Consumption of reconstituted 100% juice and nectars set to decline steadily  
Not from concentrate 100% juice will continue to profit from healthier image  
Riedel expected to remain the outright leader in juice despite growing competition

### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023  
Table 2 Off-trade Sales of Juice by Category: Value 2018-2023  
Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023  
Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023  
Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023  
Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023  
Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023  
Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028  
Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028  
Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028  
Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

### SOFT DRINKS IN THE NETHERLANDS

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value  
2023-2028

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value  
Growth 2023-2028

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume  
2023-2028

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth  
2023-2028

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth  
2023-2028

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth  
2023-2028

## APPENDIX

Fountain sales in the Netherlands

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Juice in the Netherlands

Product link: <https://marketpublishers.com/r/J1DB7C88A44EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/J1DB7C88A44EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970