

# Naturally Healthy Beverages in the Netherlands

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## Abstracts

NH tea is a major category within naturally healthy beverages and accounts for the overwhelming majority of retail sales in NH hot drinks in the Netherlands. NH tea has become a mainstream category and the fact that the main supermarket chains such as Albert Heijn and Jumbo have a wide private label range of NH green tea and NH fruit/herbal tea illustrates the popularity of this type of product. There are consumers who believe that the pandemic is a symptom of a society which has drifted too far aw...

Euromonitor International's Naturally Healthy 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:** NH Hot Drinks, NH 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 Naturally Healthy 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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NH other tea performs best in 2021 as consumers seek novelty as well as ingredients that are beneficial to health

NH flavoured bottled water benefits from consumers' search for a healthier soft drink and a beverage to take with them as their mobility increases post-lockdown

Pandemic lockdown and restrictions limit on-the-go consumption and therefore the growth of naturally healthy beverages in smaller formats

#### PROSPECTS AND OPPORTUNITIES

Health awareness will keep naturally healthy beverages at the forefront of consumers' minds despite competition from other types of HW beverages

Competition from organic beverages, notably in tea, will limit the forecast period performance of naturally healthy beverages

Maturity expected to continue limiting the performance of NH bottled water

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