

Soft Drinks in the Netherlands

<https://marketpublishers.com/r/S03F83BCCBCEN.html>

Date: December 2023

Pages: 85

Price: US\$ 2,100.00 (Single User License)

ID: S03F83BCCBCEN

Abstracts

Following two years of decline, soft drinks in the Netherlands has seen off-trade volume sales tip back into positive territory in 2023, with most categories set to record improved results in this respect. Given the importance of impulse purchases and on-the-go consumption occasions in the market, the return to regular routines facilitated by the easing of the pandemic and the ending of associated restrictions has played a key role in boosting demand at the retail level. Additionally, although i...

Euromonitor International's Soft 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 (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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 Soft 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.

Contents

Soft Drinks in the Netherlands
Euromonitor International
May 2024

LIST OF CONTENTS AND TABLES

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

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 32 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

CARBONATES IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health concerns and rising cost of living subdue demand for carbonates

Mandatory deposit system for metal beverage cans has little impact on sales
Coca-Cola and Vrumona remain the clear leaders

PROSPECTS AND OPPORTUNITIES

Reduced sugar and sugar-free options will remain a focal point for innovation

Pricing pressures likely to influence packaging strategies

Tonic water/mixers/other bitters set to grow fastest in off-trade volume terms

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 41 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 42 Total Sales of Carbonates by Fountain On-trade: % Volume Growth
2018-2023

Table 43 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 44 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 45 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 46 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 47 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 48 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 49 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth
2023-2028

Table 50 Forecast Off-trade Sales of Carbonates by Category: % Value Growth
2023-2028

Table 51 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 52 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth
2023-2028

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 53 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 54 Off-trade Sales of Juice by Category: Value 2018-2023

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 59 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 62 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 63 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 64 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade bottled water consumption picks up as pricing pressures ease
Use of home carbonation systems restricts demand for carbonated bottled water
Spadel and Vrumona remain the top two players

PROSPECTS AND OPPORTUNITIES

Rising health awareness will continue to boost off- and on-trade consumption
Still flavoured bottled water expected to post fastest growth in off-trade volume sales
Overall leadership of Spadel unlikely to be challenged

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 66 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 74 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 75 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 76 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing participation in sports and fitness activities continues to boost volume sales

Soaring sugar costs maintain upward pressure on average unit prices

Rehydration and stamina remain chief focal points in marketing campaigns

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales projected to increase steadily

On-trade availability of and demand for sports drinks expected to decline

United Soft Drinks likely to further consolidate its lead

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 78 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 86 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 87 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 88 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume growth picks up despite further price increases

Reduced sugar energy drinks outperforms the regular category

Red Bull maintains commanding lead but faces legal difficulties

PROSPECTS AND OPPORTUNITIES

Outlook remains broadly favourable despite increasing maturity
Reduced sugar category will continue to grow fastest in off-trade volume terms
Calls to curb sale of energy drinks to minors likely to intensify

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 90 Off-trade Sales of Energy Drinks: Value 2018-2023
Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 98 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 99 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 100 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices and shrinkflation weaken value-for-money appeal of concentrates
Return to pre-pandemic routines further inhibits consumption
Major brands from other soft drinks categories continue to enter concentrates

PROSPECTS AND OPPORTUNITIES

Multiple factors set to restrict volume growth potential
Offer of reduced sugar and sugar-free concentrates will continue to expand
United Soft Drinks likely to further consolidate its lead in volume terms

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
Table 102 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
Table 103 Off-trade Sales of Concentrates by Category: Value 2018-2023
Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
Table 105 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
Table 106 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
Table 107 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 108 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 109 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 110 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 111 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 112 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 113 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea continues to profit from comparatively healthy image

Reduced sugar still RTD tea remains the largest and most dynamic category

Unilever and Coca-Cola introduce new sugar-free variants

PROSPECTS AND OPPORTUNITIES

Perception of RTD tea as a healthier alternative will remain key demand driver

Carbonated RTD tea and kombucha should continue to win over new consumers

Unilever likely to maintain overall lead despite increasing competition

CATEGORY DATA

Table 114 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 115 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 116 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 117 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 118 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 119 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 120 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 121 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 123 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 124 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 125 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 126 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mix of indulgence and functionality continues to widen appeal of RTD coffee

Improvements in distribution and flavour diversification boost volume sales

Arla targets at-home consumption with launch of larger packaging format

PROSPECTS AND OPPORTUNITIES

Off-trade volume growth expected to slow but outlook remains bright overall

Health concerns will encourage new launches and reformulation of existing products

Competition between Arla Foods and Douwe Egberts likely to intensify

CATEGORY DATA

Table 127 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 128 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 129 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 130 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 131 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 132 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 135 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 136 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 137 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 138 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

I would like to order

Product name: Soft Drinks in the Netherlands

Product link: <https://marketpublishers.com/r/S03F83BCCBCEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S03F83BCCBCEN.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