

Carbonates in the Netherlands

November 2024

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Carbonates in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New consumption tax hits carbonates sales hard Zero sugar variants are now the flagship product for most brands Pepsi overhauls its brand alongside roll out of Pepsi Zero Sugar

PROSPECTS AND OPPORTUNITIES

Carbonates face limited growth prospects Shift towards reduced sugar carbonates continues International players dominate amid opportunities for premium products

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Soft Drinks in the Netherlands - Industry Overview

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