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RTD Tea in the Netherlands

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Prices soar due to increase in consumption tax
- Reduced sugar still RTD tea outperforms regular still RTD tea
- Increased competition from new hybrid soft drinks containing RTD tea

PROSPECTS AND OPPORTUNITIES

- RTD Tea volumes expected to make recovery
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Soft Drinks in the Netherlands - Industry Overview

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Fountain sales in the Netherlands

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