

# Juice in the Netherlands

November 2024

**Table of Contents** 

## Juice in the Netherlands - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

High sugar content curbs appetite for juice

Strong decline in volume as producers struggle to deal with new tax

Riedel launches Appelsientje juice range with added dairy thereby avoiding sugar tax

## PROSPECTS AND OPPORTUNITIES

Outlook for juice remains broadly negative

Positive outlook for not from concentrate 100% juice

Riedel Drankenindustrie BV will remain dominant

#### **CATEGORY DATA**

- Table 1 Off-trade Sales of Juice by Category: Volume 2019-2024
- Table 2 Off-trade Sales of Juice by Category: Value 2019-2024
- Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024
- Table 4 Off-trade Sales of Juice by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Off-trade Juice: % Volume 2020-2024
- Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024
- Table 7 NBO Company Shares of Off-trade Juice: % Value 2020-2024
- Table 8 LBN Brand Shares of Off-trade Juice: % Value 2021-2024
- Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029
- Table 10 Forecast Off-trade Sales of Juice by Category: Value 2024-2029
- Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029
- Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

## Soft Drinks in the Netherlands - Industry Overview

## **EXECUTIVE SUMMARY**

Soft drinks in 2024: The big picture

2024 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 2019-2024
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

- Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
- Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

#### **APPENDIX**

Fountain sales in the Netherlands

## **DISCLAIMER**

## **SOURCES**

Summary 1 - Research Sources

## **About Euromonitor International**

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/juice-in-the-netherlands/report.