



Juice in the Netherlands

December 2023

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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

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Soft Drinks in the Netherlands - Industry Overview

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