

# Juice in the Netherlands

December 2023

Table of Contents

## Juice in the Netherlands - Category analysis

### 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 1 - Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## Soft Drinks in the Netherlands - Industry Overview

### 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 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in the Netherlands

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## SOURCES

Summary 1 - Research Sources

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