



**Euromonitor
International**

Other Hot Drinks in the Netherlands

December 2025

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Other Hot Drinks in the Netherlands - Category analysis

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2025 DEVELOPMENTS

Increase in the cost of cocoa undermines volumes and boosts interest in private label products

INDUSTRY PERFORMANCE

Spike in costs of cocoa impacts other hot drinks

Chocolate-based flavoured powder drinks faces stiff competition from RTD products

WHAT'S NEXT?

Value sales to grow, but volume to continue to see a steady decline

Hard pods might be the only viable route for product development

Popularity sports nutrition could help and hinder other hot drinks

COMPETITIVE LANDSCAPE

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Private label attracting price-conscious consumers

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Volumes falling

Price rises limiting growth potential of premium products

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Changing consumption habits

Douwe Egberts likely to retain lead, but faces growing competition

Growing focus on sustainability

COMPETITIVE LANDSCAPE

Douwe Egberts faces ongoing issues due to its relationship with major retailers

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About Euromonitor International

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