



**Euromonitor
International**

Soft Drinks in the Netherlands

November 2025

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EXECUTIVE SUMMARY

Soft drinks seeing an upturn

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Weather conditions boost demand, but price rises constrain growth

Shift towards healthier products and marketing tie-ins

WHAT'S NEXT?

Manufacturers need to focus on value

Health and wellness to remain key

Red Bull challenging Coca-Cola for top spot

COMPETITIVE LANDSCAPE

Coca-Cola holds presence across soft drinks

Smaller local companies benefit from clean, modern design and transparency

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Functional bottled water spurs growth

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COMPETITIVE LANDSCAPE

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[RTD Coffee in the Netherlands](#)

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WHAT'S NEXT?

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RTD Tea in the Netherlands

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Energy drinks continues to perform well

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Positive outlook for energy drinks

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