



Euromonitor
International

Concentrates in the Netherlands

November 2025

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Concentrates in the Netherlands - Category analysis

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2025 DEVELOPMENTS

Concentrates appeals to budget-conscious consumers

INDUSTRY PERFORMANCE

Concentrates still seen as offering value for money

Liquid concentrates benefits from home carbonation

WHAT'S NEXT?

Maturity of liquid concentrates will limit volume growth

More opportunities for distribution through discounters

Development of new reduced sugar concentrates could be an opportunity to attract new consumers

COMPETITIVE LANDSCAPE

Consumers switch to Raak because of its affordability

D-Drinks appeals to health-conscious consumers

CHANNELS

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Soft drinks seeing an upturn

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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

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