



Sports Drinks in the Netherlands

November 2025

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[Sports Drinks in the Netherlands - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks benefits from growing interest in sports nutrition generally

INDUSTRY PERFORMANCE

Sports drinks appears to be turning corner

Sports drinks benefiting from broader interest in functional food and drink

WHAT'S NEXT?

Very positive outlook for sports drinks

The success of related categories will bring new opportunities for sports drinks

Growing interest in preventative health will help the growth of sports drinks

COMPETITIVE LANDSCAPE

United Soft Drinks leads the way

but Coca-Cola challenges for the number one position

CHANNELS

Supermarkets dominate, but on-the-go consumers also visit other types of outlets

Discounters displaying growing interest in sports nutrition

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[Soft Drinks in the Netherlands - Industry Overview](#)

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

CHANNELS

Supermarkets dominates distribution of soft drinks

Retail e-commerce proving popular amongst large, busy households

Foodservice vs retail split

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