



Euromonitor
International

Energy Drinks in the Netherlands

November 2025

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Energy Drinks in the Netherlands - Category analysis

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Consumers becoming more accepting of functional products

INDUSTRY PERFORMANCE

Energy drinks continues to perform well

Strong growth for reduced sugar variants

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Positive outlook for energy drinks

Energy drinks will profit from general interest in functional products

Stricter legislation on energy drinks remains a threat

COMPETITIVE LANDSCAPE

Red Bull remains dominant

Monster Energy benefits from new launches and expanded distribution

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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

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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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