

# Tea in the Netherlands

December 2023

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## Tea in the Netherlands - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Pace of decline in off-trade consumption eases as inflationary pressures recede Outdated image and commoditisation continue to erode appeal of black tea Douwe Egberts launches new variety box in fruit/herbal tea

## PROSPECTS AND OPPORTUNITIES

Decline in retail volume sales set to persist but outlook is brighter in value terms Fruit/herbal tea expected to be the most dynamic category Loose black tea anticipated to fare better than black tea bags

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### **DISCLAIMER**

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