

# Carbonates in the Netherlands

December 2023

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## Carbonates in the Netherlands - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Health concerns and rising cost of living subdue demand for carbonates

Mandatory deposit system for metal beverage cans has little impact on sales

Coca-Cola and Vrumona remain the clear leaders

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar and sugar-free options will remain a focal point for innovation Pricing pressures likely to influence packaging strategies

Tonic water/mixers/other bitters set to grow fastest in off-trade volume terms

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#### **DISCLAIMER**

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