

# Sports Drinks in the Netherlands

December 2023

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## Sports Drinks in the Netherlands - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Growing participation in sports and fitness activities continues to boost volume sales Soaring sugar costs maintain upward pressure on average unit prices Rehydration and stamina remain chief focal points in marketing campaigns

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Off-trade volume sales projected to increase steadily

On-trade availability of and demand for sports drinks expected to decline

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