

# Energy Drinks in the Netherlands

December 2023

**Table of Contents** 

## Energy Drinks in the Netherlands - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Off-trade volume growth picks up despite further price increases Reduced sugar energy drinks outperforms the regular category Red Bull maintains commanding lead but faces legal difficulties

### PROSPECTS AND OPPORTUNITIES

Outlook remains broadly favourable despite increasing maturity

Reduced sugar category will continue to grow fastest in off-trade volume terms

Calls to curb sale of energy drinks to minors likely to intensify

#### **CATEGORY DATA**

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

## Soft Drinks in the Netherlands - Industry Overview

## **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

#### **APPENDIX**

Fountain sales in the Netherlands

## DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/energy-drinks-in-the-netherlands/report.