

Health and Wellness in the Netherlands

November 2023

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DISCLAIMER

HW Hot Drinks in the Netherlands

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2022 DEVELOPMENTS

Decline in retail value sales of organic hot drinks in 2022 as consumers resume their pre-pandemic lifestyles and return to their places of work
Vegan is the most popular health and wellness claim in health and wellness hot drinks in 2022
Low sugar increasingly important to consumers in health and wellness hot drinks in 2022

PROSPECTS AND OPPORTUNITIES

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