

Bottled Water in the Netherlands

December 2023

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2023 DEVELOPMENTS

Off-trade bottled water consumption picks up as pricing pressures ease
Use of home carbonation systems restricts demand for carbonated bottled water
Spadel and Vrumona remain the top two players

PROSPECTS AND OPPORTUNITIES

Rising health awareness will continue to boost off- and on-trade consumption
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Overall leadership of Spadel unlikely to be challenged

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