

Coffee in the Netherlands

December 2023

Table of Contents

Coffee in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales remain in negative territory but rate of decline slows

Consumers show growing preference for single-serve formats

De Koffiejongens continues to win over eco-conscious coffee drinkers

PROSPECTS AND OPPORTUNITIES

Overall retail volume sales expected to pick up as recent spike in inflation recedes

Fresh coffee beans and hard pods will profit from increasing consumer sophistication

E-commerce likely to make further distribution gains

CATEGORY DATA

- Table 1 Retail Sales of Coffee by Category: Volume 2018-2023
- Table 2 Retail Sales of Coffee by Category: Value 2018-2023
- Table 3 Retail Sales of Coffee by Category: % Volume Growth 2018-2023
- Table 4 Retail Sales of Coffee by Category: % Value Growth 2018-2023
- Table 5 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023
- Table 6 NBO Company Shares of Coffee: % Retail Value 2019-2023
- Table 7 LBN Brand Shares of Coffee: % Retail Value 2020-2023
- Table 8 Forecast Retail Sales of Coffee by Category: Volume 2023-2028
- Table 9 Forecast Retail Sales of Coffee by Category: Value 2023-2028
- Table 10 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
- Table 11 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Hot Drinks in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 13 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 14 Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 15 Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 16 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 17 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 18 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 19 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 20 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 21 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 22 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 23 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 24 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 25 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 26 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

- Table 28 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
- Table 30 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 32 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
- Table 34 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 35 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
- Table 36 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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