



**Euromonitor
International**

Hot Drinks in the Netherlands

December 2025

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EXECUTIVE SUMMARY

Price increases reshaping consumption patterns

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volumes falling

Price rises limiting growth potential of premium products

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Changing consumption habits

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Growing focus on sustainability

COMPETITIVE LANDSCAPE

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Smaller players seeing strong growth

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

General price level of coffee will remain high

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[Tea in the Netherlands](#)

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[Other Hot Drinks in the Netherlands](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Spike in costs of cocoa impacts other hot drinks
Chocolate-based flavoured powder drinks faces stiff competition from RTD products

WHAT'S NEXT?

Value sales to grow, but volume to continue to see a steady decline
Hard pods might be the only viable route for product development
Popularity sports nutrition could help and hinder other hot drinks

COMPETITIVE LANDSCAPE

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