

Asian Speciality Drinks in the Netherlands

November 2022

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Asian Speciality Drinks in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Asian speciality drinks have minimal presence and decline further in 2022 Limited brand activity led by Mogu Mogu by Real Tropical Food Category reliant on specific consumer groups

PROSPECTS AND OPPORTUNITIES

Unexciting prospects for Asian speciality drinks over the forecast period

Potential comes from consumer demand for novel and interesting flavours

Supermarket chains adapt their product ranges to cater to an increasingly diverse audience

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