Euromonitor International

Energy Drinks in the Netherlands

November 2025

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Energy Drinks in the Netherlands - Category analysis

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Consumers becoming more accepting of functional products

INDUSTRY PERFORMANCE

Energy drinks continues to perform well

Strong growth for reduced sugar variants

WHAT'S NEXT?

Positive outlook for energy drinks

Energy drinks will profit from general interest in functional products

Stricter legislation on energy drinks remains a threat

COMPETITIVE LANDSCAPE

Red Bull remains dominant

Monster Energy benefits from new launches and expanded distribution

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Soft drinks seeing an upturn

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Weather conditions boost demand, but price rises constrain growth

Shift towards healthier products and marketing tie-ins

WHAT'S NEXT?

Manufacturers need to focus on value

Health and wellness to remain key

Red Bull challenging Coca-Cola for top spot

COMPETITIVE LANDSCAPE

Coca-Cola holds presence across soft drinks

Smaller local companies benefit from clean, modern design and transparency

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