

HW Hot Drinks in the Netherlands

November 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Decline in retail value sales of organic hot drinks in 2022 as consumers resume their pre-pandemic lifestyles and return to their places of work

Vegan is the most popular health and wellness claim in health and wellness hot drinks in 2022

Low sugar increasingly important to consumers in health and wellness hot drinks in 2022

PROSPECTS AND OPPORTUNITIES

Rise of single-serve coffee methods leads to contracting sales of no caffeine coffee

Plant-based most promising claim in health and wellness hot drinks over the forecast period

Good source of minerals has strong potential during the forecast period

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Overview

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