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International

Soft Drinks in the Netherlands

November 2025

Table of Contents

EXECUTIVE SUMMARY

Soft drinks seeing an upturn

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

CHANNELS

Supermarkets dominates distribution of soft drinks

Retail e-commerce proving popular amongst large, busy households

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in the Netherlands

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SOURCES

Summary 1 - Research Sources

[Bottled Water in the Netherlands](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-driven growth, but alternatives provide notable competition

INDUSTRY PERFORMANCE

Warm summer weather boosts sales

Functional bottled water spurs growth

WHAT'S NEXT?

Changes in consumer habits will boost performance of bottled water

Systems for home carbonation will become an even more popular alternative to bottled water

Consumers will demand more transparency

COMPETITIVE LANDSCAPE

Spadel remains dominant in bottled water

Vitamin Well sees further dynamic growth

CHANNELS

Supermarkets dominates in bottled water

Retail e-commerce appeals to heavy users, but faces competition

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025
Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025
Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025
Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025
Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025
Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025
Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025
Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025
Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030
Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030
Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030
Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

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Carbonates in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasingly targeting adults

INDUSTRY PERFORMANCE

Warm weather in spring and summer helps category to achieve growth

Growing interest in reduced sugar orange carbonates

WHAT'S NEXT?

Very modest growth expected

Producers develop new concepts to steal consumers from alcoholic drinks category

Reduced sugar variants will see further growth, but regular variants will compete

COMPETITIVE LANDSCAPE

Coca-Cola launches new flavour variants for its popular carbonates brands

Kumasi Drinks offers ethical consumption, no added sugar and novel flavour to adult consumers

CHANNELS

Supermarkets continue to develop their carbonates ranges

E-commerce expanding its presence in carbonates

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

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Concentrates in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates appeals to budget-conscious consumers

INDUSTRY PERFORMANCE

Concentrates still seen as offering value for money

Liquid concentrates benefits from home carbonation

WHAT'S NEXT?

Maturity of liquid concentrates will limit volume growth

More opportunities for distribution through discounters

Development of new reduced sugar concentrates could be an opportunity to attract new consumers

COMPETITIVE LANDSCAPE

Consumers switch to Raak because of its affordability

D-Drinks appeals to health-conscious consumers

CHANNELS

Supermarkets is the main grocery channel for concentrates' core consumer group

Discounters an important alternative

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

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[Juice in the Netherlands](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice affected by price rises and high sugar content

INDUSTRY PERFORMANCE

Juice suffering from a spike in the cost of fruit

Premium and health-orientated products more resilient

WHAT'S NEXT?

Juice set to continue to struggle

Functional products could help to revitalise the category

Dutch Government intends to close tax loophole

COMPETITIVE LANDSCAPE

Riedel continues to struggle with a decline in juice consumption

Innocent proves resilient despite price increases

CHANNELS

Supermarkets remains the main channel for juice

Retail e-commerce appeals to heavy users of juice products

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

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[RTD Coffee in the Netherlands](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee thriving despite price increases

INDUSTRY PERFORMANCE

RTD coffee hit by price increases

RTD coffee is hot in the Netherlands

WHAT'S NEXT?

Strong growth expected for RTD coffee

Consumers more aware of sustainability issues around coffee

RTD coffee will grow into a mainstream category if it can reach consumers outside the major urban areas

COMPETITIVE LANDSCAPE

Starbucks leads the way

Nestlé looking to establish itself in RTD coffee with new Nescafé range

CHANNELS

Discounters has significant share in RTD coffee

Convenience retailers focused on building RTD coffee sales

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

- Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025
- Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025
- Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025
- Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030
- Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030
- Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030
- Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

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RTD Tea in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health exerts a strong influence on category development

INDUSTRY PERFORMANCE

Decline of carbonated products a constraint on overall category performance
Still takes share from carbonated, but kombucha continues to attract health-conscious consumers

WHAT'S NEXT?

RTD tea enters new phase in its development, kombucha can expand distribution
Reduced sugar options will outperform regular variants, but growth will be slower
Natural image of RTD tea could limit potential for functional innovation

COMPETITIVE LANDSCAPE

Consumers buy in bulk during promotions or switch to private label
Upfront aligning with prevailing demand trends

CHANNELS

Supermarkets remains dominant, but other channels gain ground
Retail e-commerce increases share

CATEGORY DATA

- Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025
- Table 109 - Off-trade Sales of RTD Tea by Category: Value 2020-2025
- Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
- Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
- Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025
- Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
- Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
- Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
- Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
- Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
- Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
- Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
- Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

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Energy Drinks in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

CHANNELS

Supermarkets remains the leading channel

Growth for supermarkets and retail e-commerce, while Action drives expansion of general merchandise stores

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

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[Sports Drinks in the Netherlands](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks benefits from growing interest in sports nutrition generally

INDUSTRY PERFORMANCE

Sports drinks appears to be turning corner

Sports drinks benefiting from broader interest in functional food and drink

WHAT'S NEXT?

Very positive outlook for sports drinks

The success of related categories will bring new opportunities for sports drinks

Growing interest in preventative health will help the growth of sports drinks

COMPETITIVE LANDSCAPE

United Soft Drinks leads the way

but Coca-Cola challenges for the number one position

CHANNELS

Supermarkets dominate, but on-the-go consumers also visit other types of outlets
Discounters displaying growing interest in sports nutrition

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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