



RTD Coffee in the Netherlands

November 2025

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[RTD Coffee in the Netherlands - Category analysis](#)

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

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[Soft Drinks in the Netherlands - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks seeing an upturn

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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

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