



# Soft Drinks in the Netherlands

November 2025

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Soft drinks seeing an upturn

### KEY DATA FINDINGS

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Weather conditions boost demand, but price rises constrain growth

Shift towards healthier products and marketing tie-ins

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Red Bull challenging Coca-Cola for top spot

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Warm summer weather boosts sales

Functional bottled water spurs growth

### WHAT'S NEXT?

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Consumers will demand more transparency

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## COUNTRY REPORTS DISCLAIMER

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Strong growth for reduced sugar variants

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Stricter legislation on energy drinks remains a threat

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[Sports Drinks in the Netherlands](#)

## KEY DATA FINDINGS

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Sports drinks benefiting from broader interest in functional food and drink

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Very positive outlook for sports drinks

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