



Euromonitor  
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# RTD Coffee in the Netherlands

November 2025

Table of Contents

## [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

Convenience retailers focused on building RTD coffee sales

#### CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

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

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

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

## APPENDIX

Fountain sales in the Netherlands

## COUNTRY REPORTS DISCLAIMER

## SOURCES

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-the-netherlands/report](http://www.euromonitor.com/rtd-coffee-in-the-netherlands/report).