



Euromonitor
International

RTD Tea in the Netherlands

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RTD Tea in the Netherlands - Category analysis

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

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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

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