

Hot Drinks in the Netherlands

December 2025

Table of Contents

Hot Drinks in the Netherlands

EXECUTIVE SUMMARY

Price increases reshaping consumption patterns

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volumes falling

Price rises limiting growth potential of premium products

WHAT'S NEXT?

Changing consumption habits

Douwe Egberts likely to retain lead, but faces growing competition

Growing focus on sustainability

COMPETITIVE LANDSCAPE

Douwe Egberts faces ongoing issues due to its relationship with major retailers

Smaller players seeing strong growth

CHANNELS

Supermarkets dominant, but suffering from changing market dynamics

Discounters registering increase in share

Foodservice vs retail split

MARKET DATA

- Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
- Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
- Table 3 Retail Sales of Hot Drinks by Category: Volume 2020-2025
- Table 4 Retail Sales of Hot Drinks by Category: Value 2020-2025
- Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
- Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
- Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 9 Total Sales of Hot Drinks by Category: Total Volume 2020-2025
- Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
- Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
- Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
- Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
- Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
- Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
- Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
- Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
- Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
- Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
- Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
- Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
- Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
- Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Coffee in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sharp price increases affect consumer behaviour

INDUSTRY PERFORMANCE

Producers increase the use of Robusta beans to curb price increases

Fresh coffee beans bucks trend of volume decline

WHAT'S NEXT?

General price level of coffee will remain high

Technological developments in coffee machines and hard pods will influence the development of the coffee category Producers will have to be more open about the sourcing of coffee beans

COMPETITIVE LANDSCAPE

Conflicts with Jumbo and Picnic take their toll on Douwe Egberts

De Koffiejongens benefits from environmentally and socially sustainable positioning

CHANNELS

Dutch consumers become more sophisticated when it comes to coffee

Discounters gaining share

CATEGORY DATA

- Table 26 Retail Sales of Coffee by Category: Volume 2020-2025
- Table 27 Retail Sales of Coffee by Category: Value 2020-2025
- Table 28 Retail Sales of Coffee by Category: % Volume Growth 2020-2025
- Table 29 Retail Sales of Coffee by Category: % Value Growth 2020-2025
- Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2020-2025
- Table 31 NBO Company Shares of Coffee: % Retail Value 2021-2025
- Table 32 LBN Brand Shares of Coffee: % Retail Value 2022-2025
- Table 33 Forecast Retail Sales of Coffee by Category: Volume 2025-2030
- Table 34 Forecast Retail Sales of Coffee by Category: Value 2025-2030
- Table 35 Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030
- Table 36 Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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Tea in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting consumption habits in tea

INDUSTRY PERFORMANCE

Modest decline in volume sales, but rise in value

Green tea seeing decline, though matcha continues to gain in popularity

WHAT'S NEXT?

Positive outlook for tea

Social media will play a major role in shaping trends in tea

Consumers will demand products that help them to achieve their wellness and fitness goals

COMPETITIVE LANDSCAPE

Douwe Egberts and grocery retailers lock horns over prices

Strong performance from brands with natural or sustainable positioning

CHANNELS

Supermarkets dominates distribution of tea, but share is being eroded Health and beauty specialists benefiting from evolving demand trends

CATEGORY DATA

Table 37 - Retail Sales of Tea by Category: Volume 2020-2025

Table 38 - Retail Sales of Tea by Category: Value 2020-2025

Table 39 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 40 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 41 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 42 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 43 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 46 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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Other Hot Drinks in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increase in the cost of cocoa undermines volumes and boosts interest in private label products

INDUSTRY PERFORMANCE

Spike in costs of cocoa impacts other hot drinks

Chocolate-based flavoured powder drinks faces stiff competition from RTD products

WHAT'S NEXT?

Value sales to grow, but volume to continue to see a steady decline

Hard pods might be the only viable route for product development

Popularity sports nutrition could help and hinder other hot drinks

COMPETITIVE LANDSCAPE

Nestlé holds clear lead in other hot drinks

Private label attracting price-conscious consumers

CHANNELS

Supermarkets remains the dominant retail channel, but offer is limited

Discounters gains share as prices rise

CATEGORY DATA

Table 47 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 50 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 51 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

- Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030
- Table 56 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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