



Euromonitor
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Hot Drinks in the Netherlands

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DISCLAIMER

SOURCES

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2024 DEVELOPMENTS

- Long term trend towards beans and hard pods continues to hurt fresh ground coffee
- Nestlé Nederland BV attempts to revive instant coffee with new Starbucks range
- Flavoured coffee is a high growth niche

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KEY DATA FINDINGS

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Nestlé Nederland BV leads the way with Nesquik brand

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