



Euromonitor
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Juice in the Netherlands

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice affected by price rises and high sugar content

INDUSTRY PERFORMANCE

Juice suffering from a spike in the cost of fruit

Premium and health-orientated products more resilient

WHAT'S NEXT?

Juice set to continue to struggle

Functional products could help to revitalise the category

Dutch Government intends to close tax loophole

COMPETITIVE LANDSCAPE

Riedel continues to struggle with a decline in juice consumption

Innocent proves resilient despite price increases

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Supermarkets remains the main channel for juice

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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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Supermarkets dominates distribution of soft drinks

Retail e-commerce proving popular amongst large, busy households

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