



HW Hot Drinks in the Netherlands

December 2025

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HW Hot Drinks in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified/functional, organic, and premium trends drive growth in hot drinks

INDUSTRY PERFORMANCE

Health and wellness claims impact coffee and tea as consumers shift towards functional and premium products

Rising health consciousness drives ongoing demand for no caffeine hot drinks

Natural and functional claims maintain relevance in tea while health-focused innovations in coffee remain limited

WHAT'S NEXT

Consumers will continue to perceive the organic claim to offer superior quality and sustainability

The no caffeine claim is set to drive growth amid rising demand for natural and organic options

The natural claim is expected to grow as consumers shift from basic to premium coffee and tea products

CATEGORY DATA

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Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Low sugar, plant-based, and fortified/functional foods driving health and wellness in the Netherlands

INDUSTRY PERFORMANCE

Low sugar and fortified/function innovations reshape health and wellness in the Netherlands

Plant based, organic, and gluten free claims drive preventative health choices

WHAT'S NEXT

Organic and fortified/functional food claims are set to drive growth for health and wellness products

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