



Euromonitor
International

HW Hot Drinks in the Netherlands

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

No caffeine coffee drives the strongest growth as consumers seek convenient ways to improve health

Low fat hot drinks gain ground as concerns surrounding obesity and diabetes rise

A good source of minerals coffee records a strong performance as consumers appreciate fortified goods

PROSPECTS AND OPPORTUNITIES

Vegan hot drinks drive growth as diets that avoid animal products rise

Organic hot drinks benefit from improved disposable incomes across the forecast period

Natural options gain ground, driven by negative discussions around ultra-processed food

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

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Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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