



HW Soft Drinks in the Netherlands

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Low sugar and fortified/functional benefits shape growth and consumer trends in soft drinks

INDUSTRY PERFORMANCE

Low sugar and fortified/functional claims support health driven innovation

No sugar drives growth as consumer preferences shift and government pressures intensify

Energy boosting expands beyond energy drinks to support everyday performance and mental focus

WHAT'S NEXT

Fortified/functional claims in soft drinks are set to outperform as health driven demand drives dynamics

No sugar soft drinks are set to drive growth as consumer health preferences continue to shift

The energy boosting claim is poised for growth, supported by ongoing innovation

CATEGORY DATA

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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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