

RTD Coffee in the Netherlands

December 2023

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2023 DEVELOPMENTS

Mix of indulgence and functionality continues to widen appeal of RTD coffee

Improvements in distribution and flavour diversification boost volume sales

Arla targets at-home consumption with launch of larger packaging format

PROSPECTS AND OPPORTUNITIES

Off-trade volume growth expected to slow but outlook remains bright overall

Health concerns will encourage new launches and reformulation of existing products

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