

# Asian Speciality Drinks in the Netherlands

November 2022

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## Asian Speciality Drinks in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Asian speciality drinks have minimal presence and decline further in 2022  
Limited brand activity led by Mogu Mogu by Real Tropical Food  
Category reliant on specific consumer groups

#### PROSPECTS AND OPPORTUNITIES

Unexciting prospects for Asian speciality drinks over the forecast period  
Potential comes from consumer demand for novel and interesting flavours  
Supermarket chains adapt their product ranges to cater to an increasingly diverse audience

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