

# Juice in the Netherlands

December 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rising health awareness continues to weaken off-trade demand for juice  
Juice shots prove increasingly popular with Dutch consumers  
Hero enters juice drinks with Hero Cassis No Bubbles

### PROSPECTS AND OPPORTUNITIES

Consumption of reconstituted 100% juice and nectars set to decline steadily  
Not from concentrate 100% juice will continue to profit from healthier image  
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