

Rtds in the Netherlands

June 2024

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2023 DEVELOPMENTS

RTDs outperform other alcoholic drinks categories in 2023

Hard seltzers continue to perform well, but are not a mainstream success

Soft drinks manufacturer Vrumona enters non-alcoholic RTDs in 2023

PROSPECTS AND OPPORTUNITIES

Positive outlook for RTDs, but wine-based RTDs will see a further decline

STËLZ and GiG brands will continue to appeal to younger Dutch consumers

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