

# HW Soft Drinks in the Netherlands

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Much of the retail volume sales gained during the pandemic flow back to the on-trade in 2022

No sugar is the leading claim in health and wellness soft drinks in 2022

Weight management registers positive growth following obesity concerns

### PROSPECTS AND OPPORTUNITIES

Major players in health and wellness soft drinks adopt low sugar strategies for continued success

No sugar likely to show most promise in health and wellness soft drinks during the forecast period

High fibre a good source of potential growth

### CATEGORY DATA

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Overview

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