



Carbonates in the Netherlands

December 2023

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Carbonates in the Netherlands - Category analysis

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2023 DEVELOPMENTS

Health concerns and rising cost of living subdue demand for carbonates
Mandatory deposit system for metal beverage cans has little impact on sales
Coca-Cola and Vrumona remain the clear leaders

PROSPECTS AND OPPORTUNITIES

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Tonic water/mixers/other bitters set to grow fastest in off-trade volume terms

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