



# Bottled Water in the Netherlands

December 2023

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## Bottled Water in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Off-trade bottled water consumption picks up as pricing pressures ease  
Use of home carbonation systems restricts demand for carbonated bottled water  
Spadel and Vrumona remain the top two players

#### PROSPECTS AND OPPORTUNITIES

Rising health awareness will continue to boost off- and on-trade consumption  
Still flavoured bottled water expected to post fastest growth in off-trade volume sales  
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