



Health and Wellness in the Netherlands

July 2024

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Health and Wellness in the Netherlands

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Consumer weight trends

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Diabetes prevalence

DISCLAIMER

HW Hot Drinks in the Netherlands

KEY DATA FINDINGS

2023 DEVELOPMENTS

No caffeine coffee drives the strongest growth as consumers seek convenient ways to improve health

Low fat hot drinks gain ground as concerns surrounding obesity and diabetes rise

A good source of minerals coffee records a strong performance as consumers appreciate fortified goods

PROSPECTS AND OPPORTUNITIES

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