+44 20 8123 2220
info@marketpublishers.com

Alcoholic Drinks in the Netherlands

https://marketpublishers.com/r/AD10162B0C8EN.html
Date: June 2024
Pages: 74
Price: US$ 2,100.00 (Single User License)
ID: AD10162B0C8EN

Abstracts

Alcoholic drinks in the Netherlands suffered a decline in total volume sales in 2023. At the same time, current value sales in both on-trade and off-trade terms registered robust growth as average unit prices for alcoholic drinks categories increased substantially. Beer and wine volume sales suffered from these increased prices. For spirits, the price increases were less dramatic, enabling the category to register on trade volume growth. The performance of spirits was also supported by the growi...

Euromonitor International's Alcoholic Drinks in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

+44 20 8123 2220
info@marketpublishers.com

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

+44 20 8123 2220
info@marketpublishers.com

Contents

Alcoholic Drinks in the Netherlands
Euromonitor International
June 2024

LIST OF CONTENTS AND TABLES

ALCOHOLIC DRINKS IN THE NETHERLANDS
EXECUTIVE SUMMARY
Alcoholic drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?
MARKET BACKGROUND
Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 1 Number of On-trade Establishments by Type 2017-2023
TAXATION AND DUTY LEVIES
Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023
OPERATING ENVIRONMENT
Contraband/parallel trade
Duty free
Cross-border/private imports
KEY NEW PRODUCT LAUNCHES
Outlook
MARKET INDICATORS
Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023
MARKET DATA
Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028
DISCLAIMER
SOURCES
Summary 3 Research Sources
BEER IN THE NETHERLANDS
KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales under pressure, but value sales see strong growth in 2023 due to price increases
Low alcohol versions of dark beer brands drive category growth
Major brewers continue to invest in premium lager development
PROSPECTS AND OPPORTUNITIES
Increase in taxation will be a challenge to volume development
Low alcohol and non-alcoholic variants of ales will boost beer sales in the coming years
Wider variety of low and non-alcoholic variants will emerge
CATEGORY BACKGROUND
Lager price band methodology
Summary 4 Lager by Price Band 2023
Table 17 Number of Breweries 2018-2023
CATEGORY DATA
Table 18 Sales of Beer by Category: Total Volume 2018-2023

Table 19 Sales of Beer by Category: Total Value 2018-2023
Table 20 Sales of Beer by Category: % Total Volume Growth 2018-2023
Table 21 Sales of Beer by Category: % Total Value Growth 2018-2023
Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023
Table 23 Sales of Beer by Off-trade vs On-trade: Value 2018-2023
Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023
Table 26 Sales of Beer by Craft vs Standard 2018-2023
Table 27 GBO Company Shares of Beer: % Total Volume 2019-2023
Table 28 NBO Company Shares of Beer: % Total Volume 2019-2023
Table 29 LBN Brand Shares of Beer: % Total Volume 2020-2023
Table 30 Forecast Sales of Beer by Category: Total Volume 2023-2028
Table 31 Forecast Sales of Beer by Category: Total Value 2023-2028
Table 32 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028
Table 33 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028
WINE IN THE NETHERLANDS
KEY DATA FINDINGS

2023 DEVELOPMENTS

Ageing consumer base remains an issue for wine in the Netherlands in 2023
Other sparkling wine performs relatively well compared with champagne
Brands names do not play a major role in sales of wine in the Netherlands
PROSPECTS AND OPPORTUNITIES
Further price increases will likely lead to ongoing off-trade volume decline
Various categories will fail to attract younger consumers
Light and refreshing wines will likely drive category growth in the coming years
CATEGORY DATA
Table 34 Sales of Wine by Category: Total Volume 2018-2023
Table 35 Sales of Wine by Category: Total Value 2018-2023
Table 36 Sales of Wine by Category: % Total Volume Growth 2018-2023
Table 37 Sales of Wine by Category: % Total Value Growth 2018-2023
Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023
Table 39 Sales of Wine by Off-trade vs On-trade: Value 2018-2023
Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023
Table 43 Sales of Still Ros? Wine by Price Segment: % Off-trade Volume 2018-2023
Table 44 Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 45 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023
Table 46 GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 47 NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 48 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023
Table 49 GBO Company Shares of Champagne: % Total Volume 2019-2023
Table 50 NBO Company Shares of Champagne: % Total Volume 2019-2023
Table 51 LBN Brand Shares of Champagne: % Total Volume 2020-2023
Table 52 GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 53 NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 54 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023
Table 55 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 56 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 57 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023
Table 58 GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 59 NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 60 LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023
Table 61 Forecast Sales of Wine by Category: Total Volume 2023-2028
Table 62 Forecast Sales of Wine by Category: Total Value 2023-2028
Table 63 Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
Table 64 Forecast Sales of Wine by Category: % Total Value Growth 2023-2028
SPIRITS IN THE NETHERLANDS
KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits more or less static in terms of sales volume development in 2023
Interest in cocktails and mixes drives growth of spirits
Various subcategories including domestic spirits suffer from maturity
PROSPECTS AND OPPORTUNITIES
Dutch consumers are less price sensitive when it comes to spirits
Cocktail trend will help development of international spirits brands
English gin will see slower growth and Dutch gin will continue to decline
CATEGORY BACKGROUND
Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 5 Benchmark Brands 2023
CATEGORY DATA
Table 65 Sales of Spirits by Category: Total Volume 2018-2023
Table 66 Sales of Spirits by Category: Total Value 2018-2023
Table 67 Sales of Spirits by Category: % Total Volume Growth 2018-2023
Table 68 Sales of Spirits by Category: % Total Value Growth 2018-2023
Table 69 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
Table 70 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
Table 71 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 72 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
Table 73 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
Table 74 Sales of White Rum by Price Platform: % Total Volume 2018-2023
Table 75 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
Table 76 Sales of English Gin by Price Platform: % Total Volume 2018-2023
Table 77 Sales of Vodka by Price Platform: % Total Volume 2018-2023
Table 78 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
Table 79 GBO Company Shares of Spirits: % Total Volume 2019-2023
Table 80 NBO Company Shares of Spirits: % Total Volume 2019-2023
Table 81 LBN Brand Shares of Spirits: % Total Volume 2020-2023
Table 82 Forecast Sales of Spirits by Category: Total Volume 2023-2028
Table 83 Forecast Sales of Spirits by Category: Total Value 2023-2028
Table 84 Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
Table 85 Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028
CIDER/PERRY IN THE NETHERLANDS
KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider faces ongoing decline in the Netherlands
Demand for cider is low and there is little marketing and promotion
Non-alcoholic cider outperforms regular cider
PROSPECTS AND OPPORTUNITIES
No major investment expected for cider in the coming years
Category in danger of collapse of distribution
High quality niche brands may still do well, despite a gloomy outlook for the category overall
CATEGORY DATA
Table 86 Sales of Cider/Perry: Total Volume 2018-2023

Table 87 Sales of Cider/Perry: Total Value 2018-2023
Table 88 Sales of Cider/Perry: % Total Volume Growth 2018-2023
Table 89 Sales of Cider/Perry: % Total Value Growth 2018-2023
Table 90 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023
Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023
Table 92 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023
Table 94 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 95 NBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 96 LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023
Table 97 Forecast Sales of Cider/Perry: Total Volume 2023-2028
Table 98 Forecast Sales of Cider/Perry: Total Value 2023-2028
Table 99 Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028
Table 100 Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028
RTDS IN THE NETHERLANDS
KEY DATA FINDINGS

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
ST?LZ and GiG brands will continue to appeal to younger Dutch consumers
Justifying the price difference between non-alcoholic RTDs and soft drinks will be a challenge for players in the years ahead
CATEGORY DATA
Table 101 Sales of RTDs by Category: Total Volume 2018-2023
Table 102 Sales of RTDs by Category: Total Value 2018-2023
Table 103 Sales of RTDs by Category: % Total Volume Growth 2018-2023
Table 104 Sales of RTDs by Category: % Total Value Growth 2018-2023
Table 105 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
Table 106 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
Table 107 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 108 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
Table 109 GBO Company Shares of RTDs: % Total Volume 2019-2023
Table 110 NBO Company Shares of RTDs: % Total Volume 2019-2023
Table 111 LBN Brand Shares of RTDs: % Total Volume 2020-2023

+44 20 8123 2220
info@marketpublishers.com

Table 112 Forecast Sales of RTDs by Category: Total Volume 2023-2028
Table 113 Forecast Sales of RTDs by Category: Total Value 2023-2028
Table 114 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
Table 115 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Alcoholic Drinks in the Netherlands

Product link: https://marketpublishers.com/r/AD10162B0C8EN.html

Price: US$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/AD10162B0C8EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970