

# Wine in the Netherlands

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## Abstracts

New legislation was introduced in 2021 which limited the permissible discount percentage on wine at 25%, which dealt a significant blow to the category. This restriction alongside consumers returning to more active lives outside the home put pressure on off-trade wine sales in 2022. Shortages of packaging materials and glass, as well as poor harvests in the major wine-producing countries in Europe, also had a negative impact on off-trade wine sales in 2022. Global logistics problems also affecte...

Euromonitor International's Wine 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 (2018-2022), 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 2027 illustrate how the market is set to change.

**Product coverage:** Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine market;

Pinpoint growth sectors and identify factors driving change;

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

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.

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Department store HEMA introduces sustainable private label wine range

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