

Alcoholic Drinks in the Netherlands

Market Direction | 2022-07-07 | 75 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Alcoholic drinks only made a partial recovery in 2021 after suffering a huge blow to overall volume sales in 2020, caused by the impact of the COVID-19 pandemic. In 2021, the coronavirus was not yet fully under control so the on-trade had to deal with periods of full lockdown in January and February as well as in December. During the other months of the year, on-trade opening were still limited in the evenings and the on-trade was only allowed to open outside or was restricted with regard to the...

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 (2017-2021), 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 2026 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;
- * 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in the Netherlands

Euromonitor International

July 2022

List Of Contents And Tables

ALCOHOLIC DRINKS IN THE NETHERLANDS

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

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 2015-2021

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2021

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 2016-2021

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 10 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021
Table 11 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021
Table 12 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021
Table 13 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026
Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026
Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026
Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN THE NETHERLANDS

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade still suffers from lockdown measures

Dark beer continues to entice consumers

InBev enters high growth category in non-alcoholic lager

PROSPECTS AND OPPORTUNITIES

Outlook for beer is positive as on-trade will see full recovery

Mature lager category has limited growth potential

Major brewers focus on premium lagers as mid-priced comes under pressure

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2021

Table 17 Number of Breweries 2016-2021

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2016-2021

Table 19 Sales of Beer by Category: Total Value 2016-2021

Table 20 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 26 □Sales of Beer by Craft vs Standard 2016-2021

Table 27 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 28 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 30 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 31 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN THE NETHERLANDS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Further lockdowns restrict on-trade sales of wine

E-commerce sees further growth in volume share

Change in legislation limits price reductions to 25%

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Sparkling wine and rose will drive growth in wine category

Rising average unit price will drive strong value growth

Bright prospects for sparkling wine

CATEGORY DATA

Table 85 Sales of Wine by Category: Total Volume 2016-2021

Table 86 Sales of Wine by Category: Total Value 2016-2021

Table 87 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 88 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 89 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 90 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 91 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 92 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 93 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 94 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 95 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 96 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 97 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 98 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 99 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 100 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 101 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 102 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 103 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 104 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 105 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 106 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 107 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 108 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 109 □GBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 110 □NBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 111 □LBN Brand Shares of Non-grape Wine: % Total Volume 2018-2021

Table 112 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 113 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 114 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 115 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

SPIRITS IN THE NETHERLANDS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Non-alcoholic spirits drives spirits category

Opening hours restrictions and closures of nightclubs and late-night bars impact on-trade spirits sales

Diageo shows ambition with launch of Gordon's Gin in 0.0 version

PROSPECTS AND OPPORTUNITIES

Normalisation of on-trade hours will give spirits much needed recovery

Strong growth potential in non-alcoholic spirits

Domestic spirits will continue to see decline

CATEGORY BACKGROUND

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 34 Sales of Spirits by Category: Total Volume 2016-2021

Table 35 Sales of Spirits by Category: Total Value 2016-2021

Table 36 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 37 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 38 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 39 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 40 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 41 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 42 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 43 □Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 44 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 45 □Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 46 □Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 47 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 48 □GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 49 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 50 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 51 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 52 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 53 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 54 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CIDER/PERRY IN THE NETHERLANDS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cider volume sales continue to fall

Heineken dominates cider/perry but is forced to retire brand

Heineken focuses on Apple Bandit with male bias

PROSPECTS AND OPPORTUNITIES

Heineken NV to focus on other categories

Partial withdrawal of Heineken NV might offer niche players an opportunity

Long-term trend negative despite recovery of on-trade sales

CATEGORY DATA

Table 55 Sales of Cider/Perry: Total Volume 2016-2021

Table 56 Sales of Cider/Perry: Total Value 2016-2021

Table 57 Sales of Cider/Perry: % Total Volume Growth 2016-2021

Table 58 Sales of Cider/Perry: % Total Value Growth 2016-2021

Table 59 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021

Table 60 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021

Table 61 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 62 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021

Table 63 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 64 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 65 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021

Table 66 □Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 67 □Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 68 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 69 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS IN THE NETHERLANDS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Positive trend for RTDs despite low on-trade sales

E-commerce boosts sales of RTDs

Heineken NV enters RTD category with hard seltzer brand

PROSPECTS AND OPPORTUNITIES

Plenty of growth potential for RTDs

Coca-Cola well positioned to lead the way in hard seltzers

Switch to e-commerce will drive RTD off-trade sales

CATEGORY DATA

Table 70 Sales of RTDs by Category: Total Volume 2016-2021

Table 71 Sales of RTDs by Category: Total Value 2016-2021

Table 72 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 73 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 74 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 75 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 76 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 77 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 78 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 79 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 80 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 81 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 82 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 83 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 84 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Alcoholic Drinks in the Netherlands

Market Direction | 2022-07-07 | 75 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com