

## **Beer in the Netherlands**

Market Direction | 2022-07-07 | 33 pages | Euromonitor

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### **Report description:**

Beer was heavily impacted by the COVID-19 pandemic and continued to struggle due to lockdown measures in 2021. In the second year of the pandemic, the on-trade was forced to close down for long periods of time with volume sales recording some recovery, but overall levels remained well below pre-pandemic levels. Consumers relied on the off-trade even more in 2021 with sales reaching a new high and supporting overall recovery in the beer category. There were a few bright spots in an otherwise blea...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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Dark beer continues to entice consumers

InBev enters high growth category in non-alcoholic lager

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