

## **Cider/Perry in the Netherlands**

Market Direction | 2023-06-26 | 24 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

At the beginning of the review period, Heineken heavily invested in cider/perry. The company had the ambition of making cider/perry a mainstream category within alcoholic drinks, with the goal of making both the Jillz brand and Apple Bandit major players. Unfortunately, this strategy did not work out, and despite significant investment, cider/perry took heavy losses in the final few years of the review period. During the pandemic, Heineken consolidated its off-trade portfolio as it felt it could...

Euromonitor International's Cider/Perry 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: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- \* Get a detailed picture of the Cider/Perry 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Cider/Perry in the Netherlands  
Euromonitor International  
June 2023

### List Of Contents And Tables

#### CIDER/PERRY IN THE NETHERLANDS

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Heineken reduces investment in cider/perry

Success of non-alcoholic beer rubs off on non-alcoholic cider/perry

Heineken's rationalisation process impacts sales through supermarkets

##### PROSPECTS AND OPPORTUNITIES

Cider/perry set to decline as Dutch consumers show disinterest in these products

Cider/perry could be facing an existential threat as competition from other products grows and investment dries up

Distribution could be disrupted as Heineken reduces its investment

##### CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2017-2022

Table 2 Sales of Cider/Perry: Total Value 2017-2022

Table 3 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 4 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 12 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 13 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

#### ALCOHOLIC DRINKS IN THE NETHERLANDS

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Opening hours

On-trade establishments

Table 16 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Cider/Perry in the Netherlands

Market Direction | 2023-06-26 | 24 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-05-07"/>
		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