

Cider/Perry in the Netherlands

Market Direction | 2024-06-19 | 23 pages | Euromonitor

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Report description:

Cider is a minor category in the Netherlands, and in 2023, it saw substantial decline in both volume and current value terms. The decline in current value was limited because of a strong increase in average unit price in 2023. Still, the underlying decline was dramatic. Over the review period, some of the major brewers have tried to turn cider into a mainstream category, but these attempts by Heineken NV, in particular, have all failed. Dutch consumers do not accept cider as a serious alternativ...

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 (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: 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.

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Demand for cider is low and there is little marketing and promotion

Non-alcoholic cider outperforms regular cider

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Category in danger of collapse of distribution

High quality niche brands may still do well, despite a gloomy outlook for the category overall

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