

## **Rtds in the Netherlands**

Market Direction | 2024-06-19 | 25 pages | Euromonitor

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### **Report description:**

While many alcoholic drinks categories struggled to achieve total volume growth in 2023, RTDs still recorded an increase in both total volume and current value terms. The increase in total volume was only modest, but with extreme increases in average unit price in both the on- and the off-trade, growth within this category was a sign of its health. The growth of the category is mainly driven by the popularity of cocktails and mixes among the general population. The popular segments in this categ...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- \* Get a detailed picture of the RTDs 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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RTDs outperform other alcoholic drinks categories in 2023

Hard seltzers continue to perform well, but are not a mainstream success

Soft drinks manufacturer Vrumona enters non-alcoholic RTDs in 2023

##### PROSPECTS AND OPPORTUNITIES

Positive outlook for RTDs, but wine-based RTDs will see a further decline

STELZ and GiG brands will continue to appeal to younger Dutch consumers

Justifying the price difference between non-alcoholic RTDs and soft drinks will be a challenge for players in the years ahead

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