

## **Spirits in the Netherlands**

Market Direction | 2024-06-19 | 32 pages | Euromonitor

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### **Report description:**

In terms of total volume sales, the spirits category was more or less static in 2023. As with other alcoholic drinks categories, current value growth was much higher as there was a substantial increase in average unit prices. Throughout the production and supply chain, there were increases in costs which were passed onto the consumer. In some respects, consumers were willing to accept the increased prices, since spirits is less price-driven than beer or wine. Moreover, there was already a trend...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

### **Why buy this report?**

- \* Get a detailed picture of the Spirits 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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Euromonitor International

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Interest in cocktails and mixes drives growth of spirits

Various subcategories including domestic spirits suffer from maturity

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Dutch consumers are less price sensitive when it comes to spirits

Cocktail trend will help development of international spirits brands

English gin will see slower growth and Dutch gin will continue to decline

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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