

## **Wine in the Netherlands**

Market Direction | 2024-06-19 | 34 pages | Euromonitor

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### **Report description:**

Overall volume sales in wine continued to decline in the Netherlands in 2023. Both off-trade and on-trade sales were hampered by an ageing consumer base and substantial growth in average unit prices across the subcategories. The long-term issues facing wine are most relevant for relatively mature subcategories such as fortified wine, champagne and still red wine, which contributed most to the overall category decline. Except for a few niche categories, such as non-grape wine, sake and non-alcohol...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- \* Get a detailed picture of the Wine 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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### WINE IN THE NETHERLANDS

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ageing consumer base remains an issue for wine in the Netherlands in 2023

Other sparkling wine performs relatively well compared with champagne

Brands names do not play a major role in sales of wine in the Netherlands

#### PROSPECTS AND OPPORTUNITIES

Further price increases will likely lead to ongoing off-trade volume decline

Various categories will fail to attract younger consumers

Light and refreshing wines will likely drive category growth in the coming years

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