



Spirits in the Netherlands

June 2023

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Spirits in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shift in sales volume from off-trade to on-trade as bars reopen

Consumers turn to at-home cocktails, boosting sales of key components

Jack Daniel's introduces two new Bottled-In-Bond whiskies in late 2022

PROSPECTS AND OPPORTUNITIES

Manufacturers and retailers no longer able to absorb rising costs

Healthy growth for non alcoholic spirits, but unlikely to become major mainstream spirits category

Spirits associated with cocktails and mixes expected to perform well

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

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