



Beer in the Netherlands

June 2024

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Beer in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales under pressure, but value sales see strong growth in 2023 due to price increases

Low alcohol versions of dark beer brands drive category growth

Major brewers continue to invest in premium lager development

PROSPECTS AND OPPORTUNITIES

Increase in taxation will be a challenge to volume development

Low alcohol and non-alcoholic variants of ales will boost beer sales in the coming years

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