

Cider/Perry in the Netherlands

June 2023

Table of Contents

Cider/Perry in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heineken reduces investment in cider/perry

Success of non-alcoholic beer rubs off on non-alcoholic cider/perry

Heineken's rationalisation process impacts sales through supermarkets

PROSPECTS AND OPPORTUNITIES

Cider/perry set to decline as Dutch consumers show disinterest in these products

Cider/perry could be facing an existential threat as competition from other products grows and investment dries up

Distribution could be disrupted as Heineken reduces its investment

CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2017-2022

Table 2 - Sales of Cider/Perry: Total Value 2017-2022

Table 3 - Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 4 - Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 12 - Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 13 - Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

Alcoholic Drinks in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 16 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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