



# Beer in the Netherlands

June 2024

Table of Contents

## 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

Wider variety of low and non-alcoholic variants will emerge

#### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2023

Table 1 - Number of Breweries 2018-2023

#### CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2018-2023

Table 3 - Sales of Beer by Category: Total Value 2018-2023

Table 4 - Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 5 - Sales of Beer by Category: % Total Value Growth 2018-2023

Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10 - Sales of Beer by Craft vs Standard 2018-2023

Table 11 - GBO Company Shares of Beer: % Total Volume 2019-2023

Table 12 - NBO Company Shares of Beer: % Total Volume 2019-2023

Table 13 - LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 14 - Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 15 - Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16 - Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17 - Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

## Alcoholic Drinks in the Netherlands - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 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

Summary 2 - Number of On-trade Establishments by Type 2017-2023

## TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2023

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 18 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 19 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 20 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 21 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 22 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 27 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 28 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 29 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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## SOURCES

Summary 4 - Research Sources

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