

# Wine in the Netherlands

June 2023

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# Wine in the Netherlands - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Contrasting fortunes for on-trade and off-trade sales of wine White, rosé, and sparkling wine are popular and perform well during the warm summer months, but New World wine struggles Department store HEMA introduces sustainable private label wine range

### PROSPECTS AND OPPORTUNITIES

Long-term recovery projected for wine despite poor performance in 2022 Positive outlook for non-alcoholic wine, but category unlikely to become mainstream Sparkling wine to thrive with increased consumer interest

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# Alcoholic Drinks in the Netherlands - Industry Overview

# EXECUTIVE SUMMARY

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