

Cider/Perry in the Netherlands

June 2023

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Cider/Perry in the Netherlands - Category analysis

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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

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