

# Rtds in the Netherlands

June 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Spirit-based RTDs continue to thrive, but wine-based RTDs decline  
Hard seltzers yet to cement a strong position in the Netherlands  
Bacardi introduces premium batched cocktails with its new Tails range

### PROSPECTS AND OPPORTUNITIES

Increase in consumption of RTDs likely to be fuelled by cocktail trend  
Consumers turning to alternative drinks as interest in wine-based RTDs declines  
Doubts about development of other RTDs and non alcoholic RTDs

### CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2017-2022  
Table 2 - Sales of RTDs by Category: Total Value 2017-2022  
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2017-2022  
Table 4 - Sales of RTDs by Category: % Total Value Growth 2017-2022  
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022  
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2017-2022  
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022  
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022  
Table 9 - GBO Company Shares of RTDs: % Total Volume 2018-2022  
Table 10 - NBO Company Shares of RTDs: % Total Volume 2018-2022  
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2022  
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2022-2027  
Table 13 - Forecast Sales of RTDs by Category: Total Value 2022-2027  
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027  
Table 15 - Forecast Sales of RTDs by Category: % 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

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtds-in-the-netherlands/report](http://www.euromonitor.com/rtds-in-the-netherlands/report).