

# Wine in the Netherlands

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Ageing consumer base remains an issue for wine in the Netherlands in 2023

Other sparkling wine performs relatively well compared with champagne

Brands names do not play a major role in sales of wine in the Netherlands

### PROSPECTS AND OPPORTUNITIES

Further price increases will likely lead to ongoing off-trade volume decline

Various categories will fail to attract younger consumers

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On-trade vs off-trade split  
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