

Spirits in the Netherlands

June 2024

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Spirits in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits more or less static in terms of sales volume development in 2023

Interest in cocktails and mixes drives growth of spirits

Various subcategories including domestic spirits suffer from maturity

PROSPECTS AND OPPORTUNITIES

Dutch consumers are less price sensitive when it comes to spirits

Cocktail trend will help development of international spirits brands

English gin will see slower growth and Dutch gin will continue to decline

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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