



THE WINE AND SPIRITS MARKET IN THE NETHERLANDS

*Based on the Vinexpo/IWSR survey**

White wine consumption overtakes red

In 2013, white wine consumption overtook that of red wine in the Netherlands for the first time. This trend is set to continue between now and 2018.

Within five years, white wine consumption is forecast to reach 17.76 million 9-litre cases, compared with 16.78 million for red wine.

Wine consumption continues to rise, albeit slowly

Between 2009 and 2013, wine consumption in the Netherlands rose by a modest 1.6% to 40 million 9-litre cases, equivalent to 480 million bottles. This limited growth is explained by a decline in sales between 2012 and 2013, due to an increase in excise duty and its effect on the price of bottled wine.

Consumption should begin to increase more steadily over the next five years. The Vinexpo/IWSR survey forecasts growth of 2.4% between now and 2018.

Sparkling wine – passing fad or lasting trend?

Although sparkling wine consumption accounts for just 4% of the market, it increased much more sharply than still wine consumption between 2009 and 2013 (up 19%) due to the growing popularity of sparkling wines (mainly Prosecco) to the detriment of champagne.

However, since the end of 2012, growth seems to be petering out with no prospect of change in the next few years. Between 2014 and 2018, consumption of sparkling wines is likely to increase by 4%.

Increasingly diversified suppliers

With 12.265 million 9-litre cases exported to the Netherlands, France remains by far the country's primary wine supplier. One in three wines consumed in the Netherlands is French.

Consumption of French wine is nonetheless dropping off in favour of wine from other countries. Between 2009 and 2013, the biggest increases in wine imports were attributed to Chile (up 49%) and South Africa (up 33%). Note also the arrival of American wines (up 35%) even though volumes are still very modest.

Spirits consumption continues to fall

Spirits consumption fell by 3.5% between 2009 and 2013 to 7 million cases in 2013. The trend is set to continue over the next five years, although the decline will be less marked (1%).

The Dutch spirits market is dominated by liqueurs, gin and whisky.

Between 2014 and 2018, consumption of liqueurs and gin is likely to fall slightly, by 1.9% and 4.9% respectively. Consumption of Scotch whisky, however, continues to increase, increasing by 30% between 2009 and 2013, with a rise of 8.4% predicted for the next five years.

*** About the Vinexpo/IWSR study**

Created in 1971, the IWSR database is the largest, most precise and most detailed data source for the global alcoholic beverage market. Over the past 13 years, the Vinexpo study has become a reference for sector professionals. The study, which covers 28 producing countries and 114 consumption markets, is the only analysis that can anticipate the evolution of global consumption, production and international trade of wines and spirits, and present five-year predictions (2018). Time and time again, the margin of error of the study, as measured by comparing advanced forecasts with actual consumption data, has been proven to be very low, making Vinexpo and the study valuable beyond measure.

Press contacts

VINEXPO

Anne Cusson – *Communication Director*

Katharina Woitczyk – *P.R. Coordinator*

Tel : +33 (0) 5 56 56 01 68

Email : presse@vinexpo.com