



Euromonitor  
International

# Wine in the Netherlands

August 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Wine Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wine

### INDUSTRY PERFORMANCE

The Wine Market Contracts Amid Rising Competition and Shifting Consumption Patterns

Premium Non Alcoholic Wine Gains Momentum as Retailers Respond to Moderation Trends

Chart 2 - Dutch Winemaker Iija Gort Launches Gort & Gort Go Go Zero Sparkling Non-Alcoholic Wine

Players Shift toward Value-Led, Narrative-Driven Strategies Amid Declining Volumes

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

### WHAT'S NEXT?

The Wine Market Is Set for Continued Decline, Driven by Health Awareness and Shifting Consumer Preferences

Non Alcoholic Wine Will Drive Growth and Innovation in an Otherwise Declining Wine Market

Moderation and Rising Demand for Lighter and Non Alcoholic Alternatives Reshape the Wine Market

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

The Fragmented Wine Market Is Led by Fgl Wine Estates, Royal Ahold Nv and Grands Chais De France

Limited Brand Loyalty and Persistent Fragmentation Amid Retailer-Led Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

### CHANNELS

Supermarkets Attract Value-Focused Buyers with Frequent Wine Promotions

Retail E-Commerce Drives Growth through Convenience, Assortment and Access to Specialist Wines

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Wine

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Wine

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Alcoholic Drinks

## INDUSTRY PERFORMANCE

Volume Contraction and Value Growth Highlight Changing Dynamics in Alcoholic Drinks

Beer Retains Its Dominance While Rtds Emerges as the Most Dynamic Category

Market Polarization and the Nolo Revolution Reshape Alcoholic Drinks Consumption

Chart 16 - Amsterdam Brewer Lowlander Partners with Ab Inbev for Distribution

Chart 17 - Volume Sales 2020-2030

Chart 18 - Volume Sales by Category 2025

Chart 19 - Analyst Insight for Alcoholic Drinks

## WHAT'S NEXT?

Moderation and Premiumisation Are Set to Reshape Alcoholic Drinks as Nolo Products Drive Growth

Rtds Is Set to Outperform through Innovation and Moderation Trends

Investment in Innovation and Nolo Portfolios Will Redefine Growth Potential

Chart 20 - Forecast Volume Sales 2020-2030

Chart 21 - Forecast Volume Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Heineken and Ab Inbev Maintain the Lead Amid Shifting Consumption Behaviours

Stölz Bv Accelerates with Heineken Partnership and Hard Seltzer Innovation

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

## CHANNELS

Supermarkets Remain the Dominant Channel, Supported by Affordability and Value-Driven Shopping

Retail E-Commerce Emerges as Fastest-Growing Channel Driven by Convenience, Selection and Value

Warm Summer Boosts On-Trade as Price Concerns Limit Future Gains

## MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

## TAXATION AND DUTY LEVIES

## OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

## PRODUCTS

Aldi Elevates Beer Offerings with Affordable Speciality Launches

Chart 24 - Aldi Launches a Ranges of Sophisticated Beers for Its Affordable Schultenbräu Brand

Stölz and Hard Seltzers Drive Growth through Distribution Expansion

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Alcoholic Drinks

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 28 - Consumer Context for Alcoholic Drinks

Chart 29 - Population 2020-2030

Chart 30 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/wine-in-the-netherlands/report](http://www.euromonitor.com/wine-in-the-netherlands/report).