



Euromonitor
International

Fine Wines/Champagne and Spirits in the Netherlands

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite a marginal sales decline, many consumers still demand premium and craft alcoholic drinks

Innovation with premium and artisanal drinks and limited editions

Continued growth for retail e-commerce as consumers seek convenience and a wide product range

PROSPECTS AND OPPORTUNITIES

Value growth anticipated thanks to premiumisation and wellness trends

Growth expected to be driven by sustainability and innovation

Premiumisation set to drive growth in at-home consumption of luxury alcoholic drinks

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024

Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024

Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030

Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

Luxury Goods in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2020-2025

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2020-2025

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025

Table 11 - NBO Company Shares of Luxury Goods: % Value 2020-2024

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2021-2024

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2025

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2025-2030

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-the-netherlands/report.