



Euromonitor
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Spirits in the Netherlands

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cocktail culture provides some impetus to spirits growth
Noel Distillery BV strengthens position with acquisition of Lucas Bols
Drink specialists lead in distribution

PROSPECTS AND OPPORTUNITIES

Steady volume growth as challenges prevail
Domestic spirits to face further losses
Spirits innovation to focus on supporting cocktail culture

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Alcoholic Drinks in the Netherlands - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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