

Netherlands

Country Profile

September 2009

1. GENERAL ECONOMIC STATISTICS

Population (July 2008 estimate): 16 645 313

Gross Domestic Product (2007 estimate): \$ 754.9 billion

Consumer Price Index (main domestic measure of inflation): 1.6%

2. NETHERLANDS WINE MARKET

Approximately 10 000 people are employed, both directly and indirectly, within the country's wine sector, of which 800 work in the wine import industry. The overall turnover of the wine industry is estimated at €1,6 billion, despite the fact that the Netherlands is not a wine producing country.

2.1 Total wine consumption

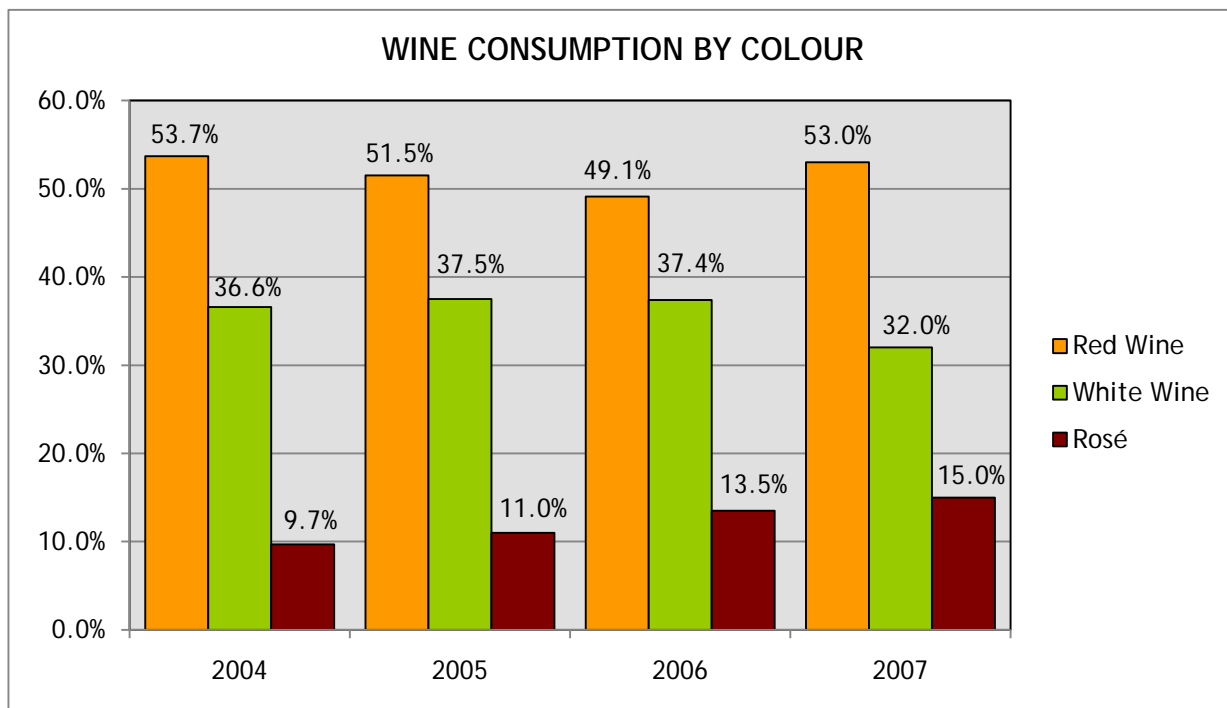
The consumption of wine has increased consistently over the last 4 decades. It is estimated that total consumption will reach a high of 363.9 million litres in 2007.

Year	Volume (Litres)
1995	216 500 000
1996	205 800 000
1997	240 000 000
1998	220 000 000
1999	251 800 000
2000	310 000 000
2001	333 000 000
2002	333 000 000
2003	356 300 000
2004	334 000 000
2005	347 400 000
2006*	351 100 000
2007*	355 500 000

**Estimate*

Source: OIV

2.2 Wine consumption according to colour



Source: www.wijninfo.nl

2.3 Alcoholic drinks sold in supermarkets by type

Type	2005	% share	2006	% share	% growth
	750ml bottles				
Still wine	2 565 642	86.8	2 621 636	87.4	+2
Spirits	17 970	0.6	20 561	0.7	+14
Port	139 267	4.7	145 410	4.8	+4
Sherry	182 794	6.2	166 276	5.5	-9
Vermouth	49 184	1.7	46 786	1.6	-5
Madeira	7	0.0	10	0.0	+43
Total	2 954 864	100.0	3 000 679	100.0	1.6

Source: *Productschap Wijn Jaarverslag*

2.2 Per capita consumption

In 1962 per capita consumption of wine amounted to 2.5 litres, in 2006 it reached 21.5 litres. Per capita consumption of beer has decreased since 2000 and in 2006 it amounted to 76.3 litres, compared to 85.5 litres 10 years ago. The per capita consumption of spirits has also declined since 1996, reaching 1.4 litres of alcohol per capita in 2006.

Year	Wine	Beer	Spirits	Total Alcohol
	Litres		LAA	
1996	15.0	85.5	1.8	7.0
1997	15.4	86.3	1.7	7.0
1998	14.0	84.2	1.7	6.7
1999	16.0	84.2	1.7	7.0
2000	19.5	82.4	1.7	7.3
2001	20.8	80.5	1.7	7.4
2002	20.7	79.2	1.7	7.3
2003	22.1	78.7	1.5	7.3
2004	22.2	77.9	1.5	7.3
2005	21.3	77.1	1.4	7.1
2006	21.5	76.3	1.4	7.1

Source: *The Global Wine Statistical Compendium 1961-2006*

Please Note: Due to the Copyright and Licence Agreement between SAWIS and Euromonitor, access to the following Euromonitor statistics will only be available by emailing Lizelle Arendse, Information Officer at SAWIS (lizelle@sawis.co.za). Only South African Wine Industry role-players will gain access to these statistics. These statistics will be available in electronic - and hard copy.

3. CONSUMER EXPENDITURE ON ALCOHOLIC DRINKS

4. ALCOHOLIC DRINKS

4.1 Sales of alcoholic drinks by sector - total volume

4.2 Sales of alcoholic drinks by sector - total value

4.3 Forecast sales of alcoholic drinks by sector - total volume

4.4 Forecast sales of alcoholic drinks by sector - total value

5. SALES OF WINE BY SUBSECTOR

5.1 Total volume

5.2 Total value

6. FORECAST SALES OF WINE BY SUBSECTOR

6.1 Total volume

6.2 Total value

7. SALES OF WINE BY PRICE SEGMENT

7.1 Red wine

7.2 White wine

7.3 Rosé wine

8. DISTRIBUTION

8.1 On-trade vs off-trade sales of wine - total volume

8.2 On-trade vs Off-trade sales of wine - total value

8.3 Off-trade sales of wine by distribution format: % analysis

9. INTERNATIONAL TRADE

9.1 Total imports

Year	Imports (Litres)
1999	338 799 000
2000	331 250 000
2001	359 371 000
2002	362 592 000
2003	385 188 000
2004	386 001 000
2005	432 106 000
2006	412 611 000
2007*	428 573 000

**Estimate*

Source: www.wijninfo.nl

9.2 Wine imports by country of origin (volume)

	2002	2003	2004	2005	2006	2007*
	'000 Litres					
European Union						
Austria	95	75	190	323	184	260
Belgium	n/a	n/a	n/a	11 911	15 757	15 173
Bulgaria	1 470	754	480	367	174	175
France	147 491	173 747	147 943	161 279	136 329	130 559
Germany	29 385	33 828	43 285	45 691	48 986	60 679
Greece	2 742	952	1 082	1 356	568	809
Hungary	-	-	237	261	316	83
Italy	40 880	32 491	34 573	36 041	40 467	41 751
Luxemburg	n/a	n/a	n/a	504	608	351
Portugal	14 383	16 658	14 294	13 102	14 715	13 655
Romania	120	50	-	-	-	37
Spain	39 817	41 593	45 514	50 698	44 496	42 348
UK	1 483	1 436	2 236	4 427	6 087	14 042
Countries outside the EU						
Argentina	3 579	3 310	5 387	8 526	9 533	11 498
Australia	9 856	10 331	12 022	15 752	16 979	20 735
Chile	9 740	11 353	14 522	18 849	21 062	27 691
China	65	51	302	309	326	322
Israel	56	95	89	61	71	131
New Zealand	408	194	267	700	779	1 305
South Africa	35 420	40 790	47 409	47 306	37 151	30 626
Switzerland	38	101	14	9	23	1
Turkey	55	32	33	25	34	48
USA	11 834	4 990	3 052	12 834	16 766	13 405

*Estimates

Source: www.wijninfo.nl

9.3 Wine imports by country of origin (value)

	2002	2003	2004	2005	2006	2007*
	'000 Euro					
European Union						
Austria	1 495	192	628	893	635	1 506
Belgium	n/a	n/a	n/a	28 046	34 515	28 749
Bulgaria	2 039	1 067	754	529	230	296
France	338 179	362 492	336 668	312 036	346 308	334 648
Germany	45 035	47 348	65 753	71 403	77 149	86 393
Greece	3 913	1 613	2 102	1 281	939	1 415
Hungary	-	-	482	267	204	105
Italy	63 248	62 670	69 478	76 185	84 165	88 524
Luxemburg				1 424	1 626	1 098
Portugal	45 963	52 889	46 106	45 743	49 060	43 973
Romania	184	58	-	-	-	69
Spain	73 097	78 188	78 811	83 597	78 874	75 078
UK	6 284	4 826	5 221	8 488	13 072	20 374
Countries outside the EU						
Argentina	7 542	6 821	10 606	15 155	17 830	21 462
Australia	27 221	25 380	28 814	38 162	39 211	50 657
Chile	25 270	25 601	29 972	39 526	44 491	55 675
China	149	110	285	319	317	335
Israel	152	248	196	165	198	427
New Zealand	1 997	1 089	1 367	3 387	3 641	5 485
South Africa	62 872	67 743	69 433	68 420	53 853	50 351
Switzerland	1 194	499	128	133	205	5
Turkey	205	84	67	150	139	99
USA	30 419	12 595	6 778	22 804	31 903	25 631

*Estimate

Source: www.wijninfo.nl

9.4 Total exports

Year	Volume Litres
1998	13 100 000
1999	27 600 000
2000	13 500 000
2001	13 700 000
2002	36 200 000
2003	35 000 000
2004	10 500 000
2005	15 500 000

Source: OIV