

# Netherlands

## 1 COUNTRY PROFILE

TABLE 1. COUNTRY PROFILE

	2020	2022
Population	17,407,585	17,590,672
Currency	Euro	Euro
GDP per capita in PPS (2012, EU28 = 100)	130	130

Source: Eurostat and National Statistical offices.

## 2 HIGHLIGHTS NETHERLANDS

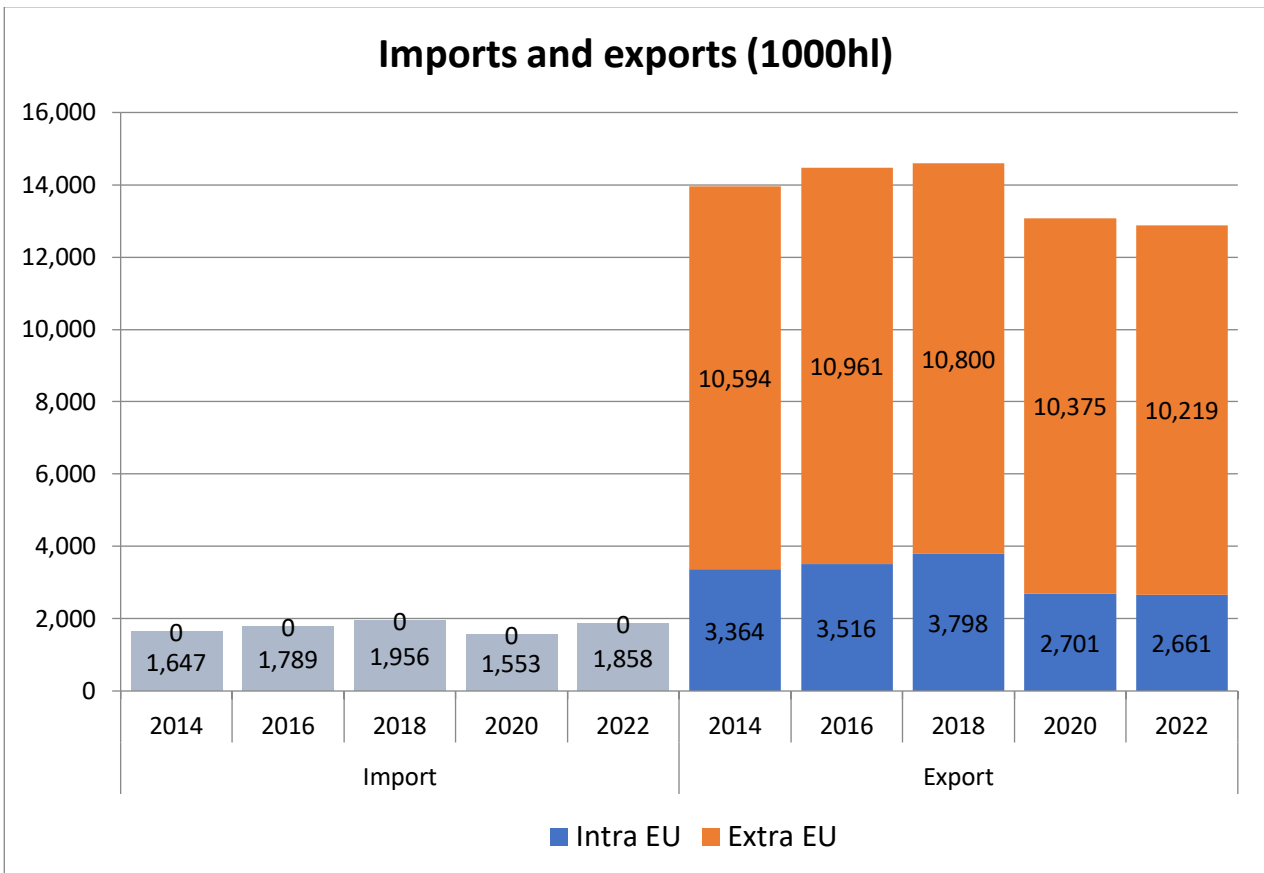
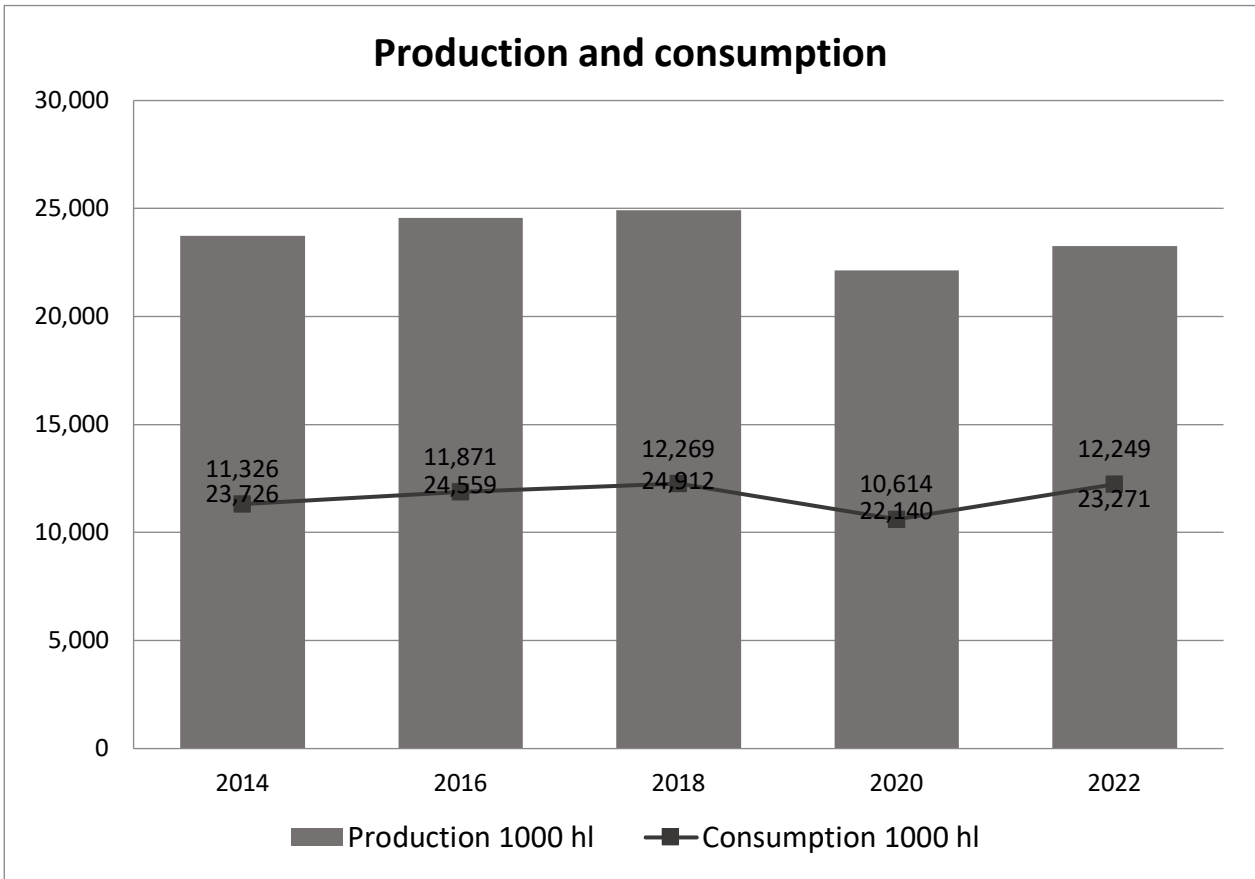
TABLE 2. SUMMARY OF BEER SECTOR'S ECONOMIC IMPACT (AND % CHANGE OVER THE PERIOD 2016-2022)

		2016	2018	2020	2022
Total number of jobs	[18.7%]	92,894	95,208	69,913	110,261
Value-added (mEuro)	[25.4%]	3,769	4,365	2,812	4,727
Government revenues (mEuro)	[13.6%]	2,218	2,323	1,603	2,519

Source: Calculations - different sources.

The beer sector's impact on the Dutch economy was severely impacted by COVID, with significant falls in jobs, value added and government revenues in 2020. However, it has recovered well, with jobs and government revenues attributable to the beer sector above pre-pandemic levels by 2022 and value-added nearing 2018 levels. The Netherlands continues to be an important net exporter of beer, with the majority of exports being to countries outside the EU. In 2022, domestic beer production exceeded consumption by over 11 million hectolitres. Domestic consumption has remained steady from 2016 to 2022.

FIGURE 1. EVOLUTION OF MAIN INDICATORS (2014-2022)



Source: National Associations.

### 3 A SNAPSHOT OF THE BREWING SECTOR

The Netherlands is one of the largest exporters of beer in not just Europe, but globally. It produced over 23 million hectolitres of beer in 2022. In 2022 there were 926 brewing companies, nearly double the number present in 2016.

TABLE 3. BASIC CHARACTERISTICS OF THE BEER SECTOR (2016-2022)

	2016	2018	2020	2022
Total production (in hectolitres)	24,559,000	24,912,000	22,140,000	23,271,000
Brewing companies	495	739	859	926
Breweries (including microbreweries)	489	699	857	936

Source: National Associations.

### 4 LOOKING AT THE BEER MARKET

Total consumption of beer has recovered from the pandemic in the Netherlands, reaching over 12 million hectolitres in 2022. Along with this, there has been a large increase in consumer spending, with over €7.1 billion being spent in 2022. This sharp increase can be attributed to an equally sharp increase the average price of beer in the hospitality setting, where prices have increased by over €3.20 per litre since 2016 up to €15.37 in 2022. The retail sector continues to account for most of the consumption, with its market share never dropping below 70 per cent since 2016.

TABLE 4. BASIC CHARACTERISTICS OF THE BEER MARKET (2016-2022)

	2016	2018	2020	2022
Total consumption in hectolitres	11,871,000	12,269,000	10,614,000	12,249,000
Total consumer spending (in million Euro)	5,439	5,888	3,528	7,172
Consumption of beer per capita (in litres)	69	71	61	70
Beer consumption hospitality	29%	29%	15%	30%
Beer consumption retail	71%	71%	85%	70%
Consumer price hospitality (€ / litre)*	12.15	12.90	13.39	15.37
Consumer price retail (€ / litre)*	1.49	1.49	1.55	1.78

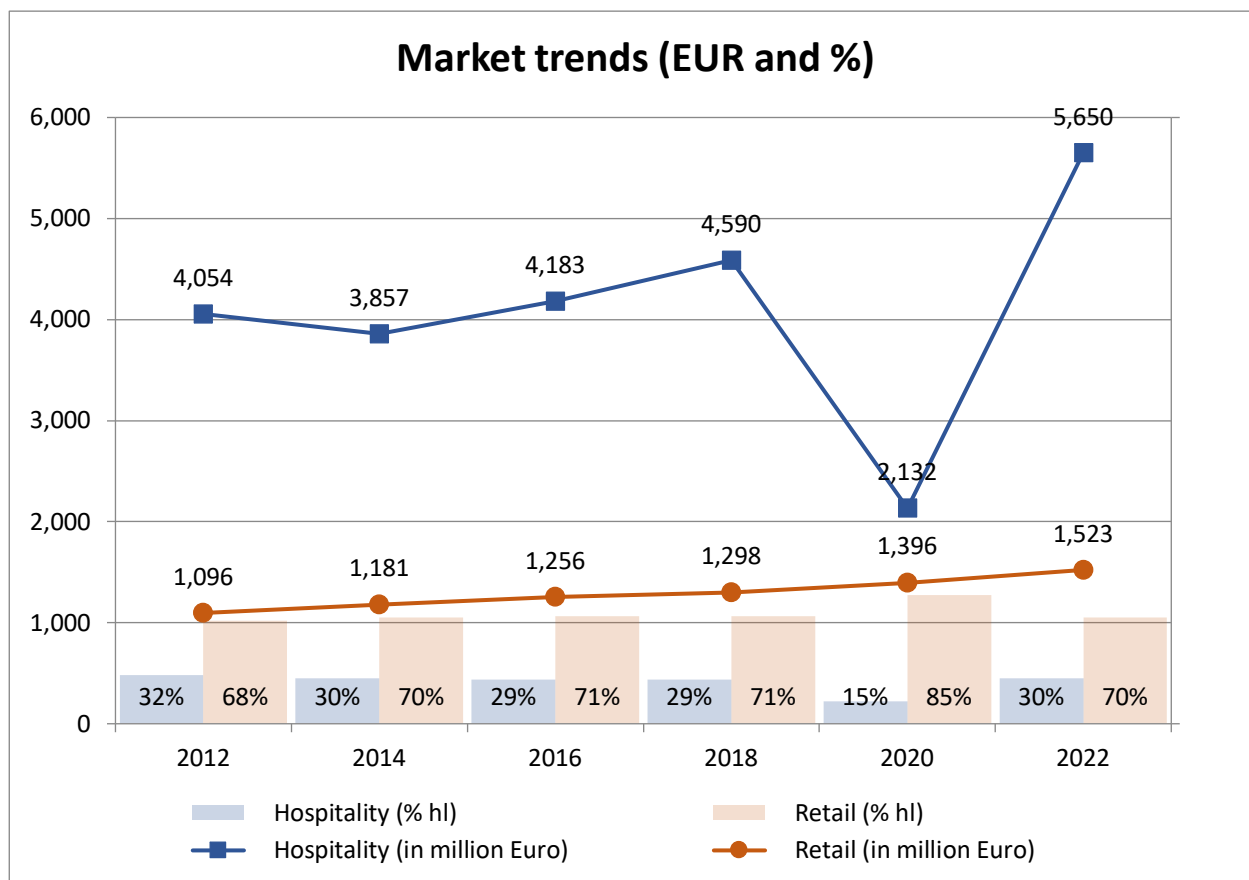
Source: National Associations. Note: \* Prices are averages inclusive of taxes and duties.

### 5 TRENDS AND DEVELOPMENTS

Despite the vast majority of beer consumption happening by means of the retail sector, the overall market value of the hospitality sector far exceeds that of the retail sector. Over €5.6 billion in value comes

from the hospitality sector, with only around €1.5 billion coming from the sale of beer in the retail setting. In contrast, the volume of consumption from the hospitality sector sits just above 3.6 million hectolitres, while the retail market exceeded 8.5 million hectolitres consumed in 2022.

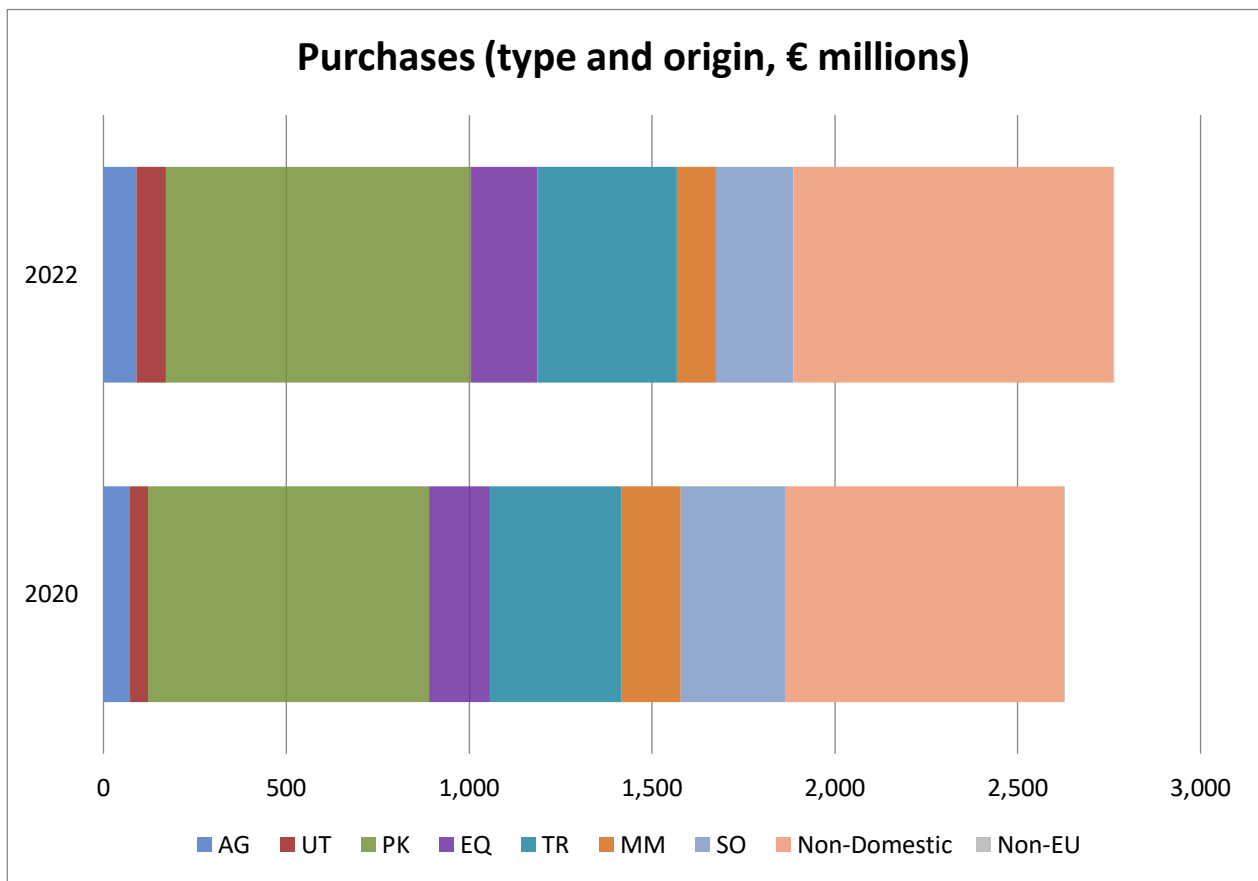
FIGURE 2: RECENT CONSUMPTION TRENDS (2012-2022)



Source: National Associations.

The beer industry in the Netherlands requires a large amount of up-stream purchases, through both domestic and non-domestic means. As illustrated in the chart below, the most important industry for up-stream purchases by the beer sector in 2022 was the packaging industry, which was only matched by the total of non-domestic purchases. Transportation also played a significant role in the total amount of domestic up-stream purchases.

FIGURE 3: SPLIT OF BEER SECTOR'S SUPPLY CHAIN PURCHASES



Note: AG – Agriculture; UT – Utilities; PK – Packaging; EQ – Equipment; TR – Transport; MM – Media / marketing; SO – Other services.

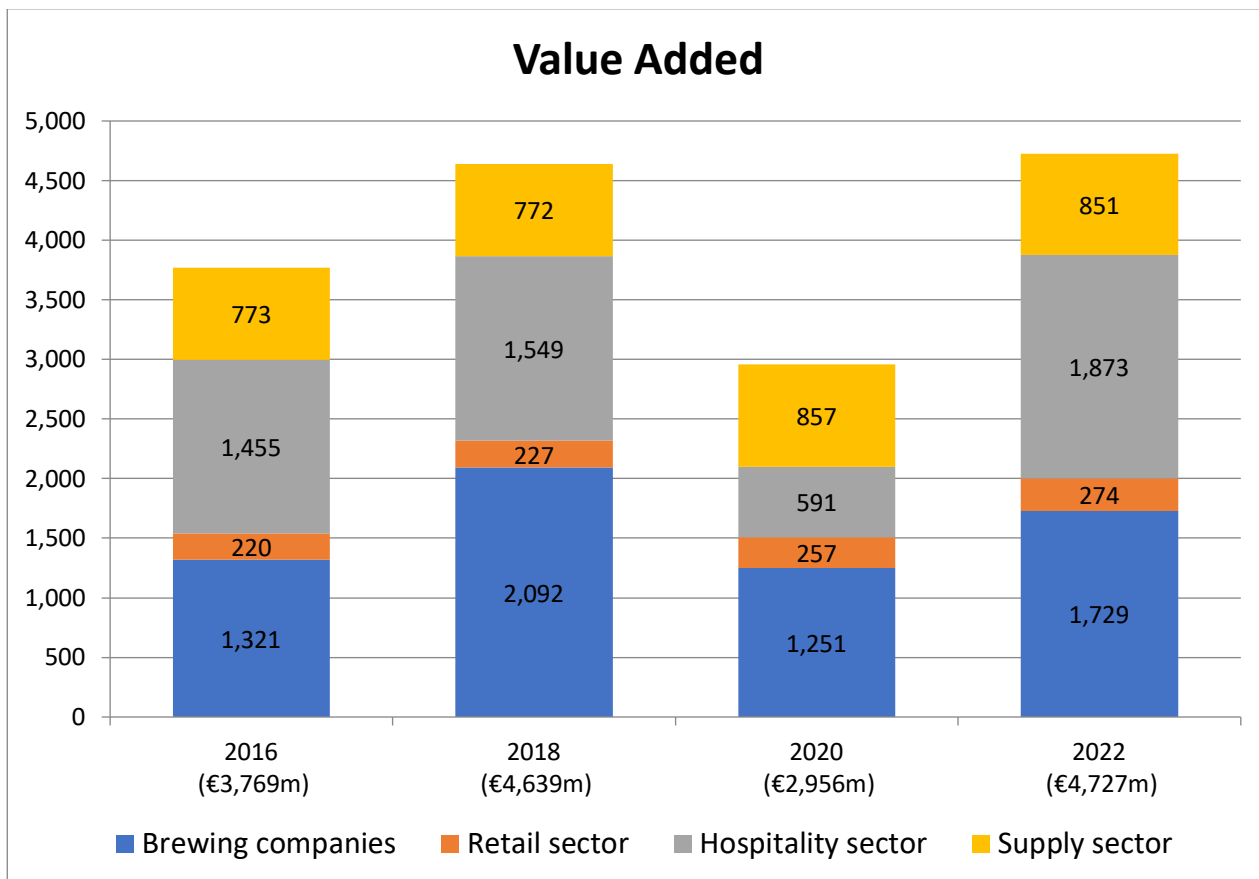
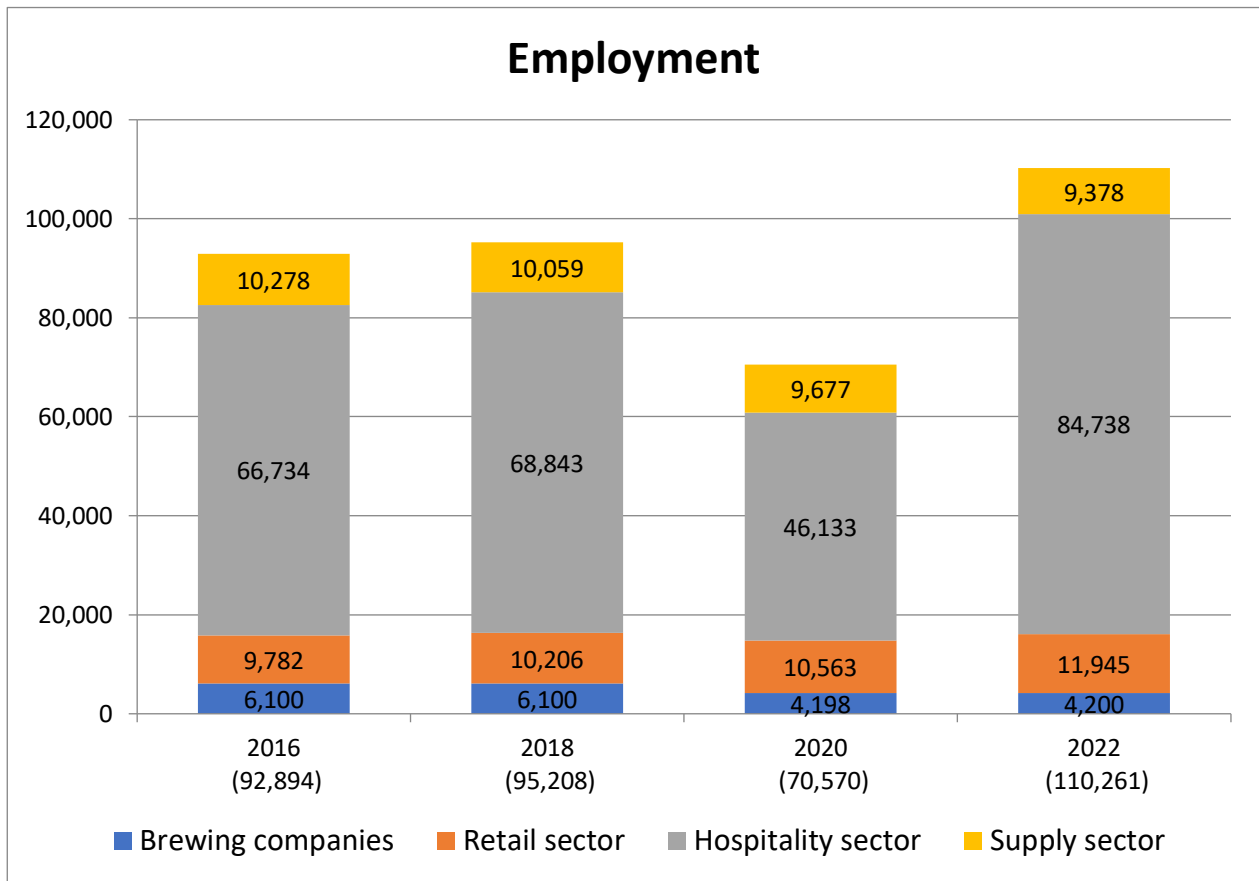
Source: Calculations based on data from Eurostat, and the Individual Brewers Questionnaire.

## 6 THE IMPACTS BEYOND THE SECTOR: RELATED JOBS AND VALUE ADDED

The total employment attributable to the beer industry was over 110,000 individuals in 2022, a considerable increase on the numbers for 2018 (pre-pandemic). The vast majority of this jump can be attributed to significant growth in the number of individuals employed by the hospitality sector.

Despite this observed increase in employment within the industry, the overall value-added by the beer industry has just surpassed the pre-pandemic level. In 2022, the value added was reported at just over €4.7 billion, equally split mostly between brewing companies and the hospitality sector.

FIGURE 4: CHANGE IN EMPLOYMENT AND VALUE ADDED (2016-2022).



Note: The figures in the employment chart are to be considered as estimates.

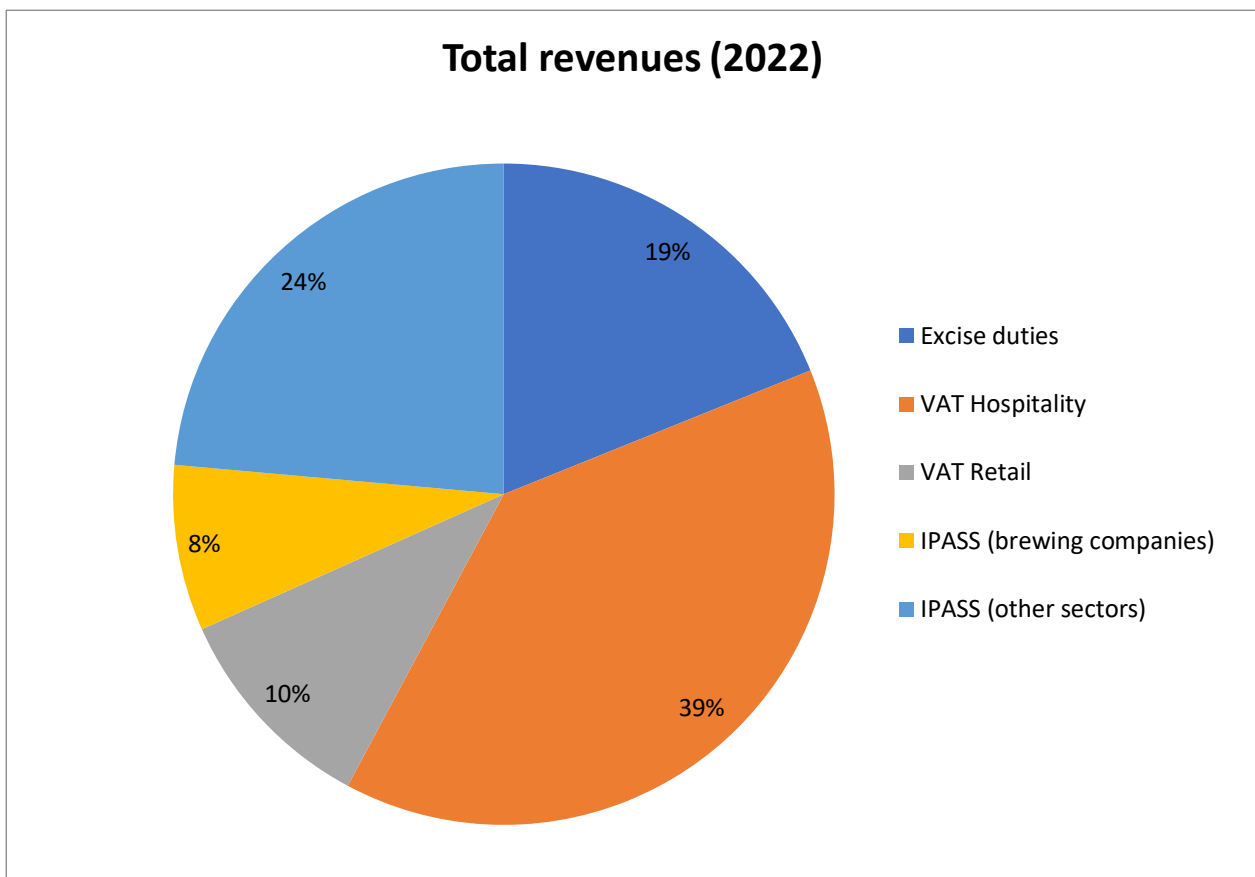
Source: Calculations based on data from Eurostat, National Associations, and the Individual Brewers Questionnaire.

The employment in the supply sector can be broken down using the estimates from the responses to the survey to brewers. These imply a job breakdown of: 863 jobs in agriculture, 2,690 jobs in packaging, 2,848 jobs in transport, and 1,180 jobs in media and marketing (the remaining corresponding to utilities, equipment, other).

## 7 GOVERNMENT REVENUES RELATED TO BEER

Government revenues in the Netherlands are made up mostly through VAT collected from the hospitality sector and IPASS pay role taxes collected from associated sectors. The vast share taken up by VAT collected in the hospitality sector can be directly attributed to the high average price of beer in this setting.

FIGURE 5: GOVERNMENT REVENUES RELATED TO THE PRODUCTION AND SALE OF BEER IN 2022: (PER CENT)



Note: IPASS - Income, payroll tax and social security

Source: Calculations based on data from Eurostat, and the National Associations.

Over the period of 2016 to 2022, total government revenues collected from the beer industry has increased, reaching a new high in 2022 of over €2.5 billion.

**TABLE 5. GOVERNMENT REVENUES, €M (2016-2022)**

	2016	2018	2020	2022
Excise duties	446	457	384	476
VAT Hospitality	726	797	370	981
VAT Retail	218	225	242	264
IPASS (brewing companies)	167	166	172	204
IPASS (other sectors)	528	557	457	594
<b>Total government revenues</b>	<b>2,218</b>	<b>2,323</b>	<b>1,626</b>	<b>2,519</b>

*Note: IPASS - Income, payroll tax and social security*

*Source: Calculations - different sources.*