

Exporting wine to the Dutch market

Dutch wine production is negligible, making the Dutch market almost completely dependent on imports. Large supermarket chains dominate the wine market and pricing remains an all-important factor in Dutch consumer decision-making. Developing country exporters targeting the middle to premium segments must distinguish themselves by emphasizing their Unique Selling Points since competition is strong. A growing number of private labels also mean opportunities for developing country exporters to supply bulk wine for these labels.

Contents of this page

1. [Product description](#)
2. [Which trends offer opportunities on the Dutch wine market?](#)
3. [With which requirements should wine comply to be allowed on the European market?](#)
4. [What competition will I be facing on the European market for wine?](#)
5. [Which channels can you use to put wine on the Dutch market?](#)
6. [What are the end-market prices in the Netherlands for wine?](#)

1. Product description

Wine is defined as: 'The product obtained exclusively from the total or partial alcoholic fermentation of fresh grapes, whether or not crushed'. Please refer to Table 1 for the Harmonised System (HS) codes for wine.

Table 1: HS codes of wine

Type of wine	HS Code
Sparkling wine	220410
Wine in containers < 2 litres	220421
Wine in containers > 2 litres	220429

Labelling

The European Union has set [compulsory labelling particulars](#) for wine; labels must include the following information.

- The name of the Protected Denomination of Origin (PDO)/ Protected geographical Indication (PGI) or Wine of 'producing country'/Produced in 'producing country'/Product of 'producing country'
- Actual Alcoholic strength (AAS)
- Nominal volume
- Lot number
- Importer details
- Allergenic ingredients

The information on allergenic ingredients should include the following.

- All wines containing over 10 milligrams of sulphite per litre must be labelled with the indication 'Contains sulphites'. This information is crucial for individuals who are sensitive to sulphites and experience problems such as shortness of breath, coughing, and wheezing. If your wine contains only a few mg or no sulphites,

you can mention this on the label to accommodate these consumers.

- Egg and milk derivatives must also be mentioned on the label.
- Allergens must be mentioned in the language of the target market.
- Sugar content (for sparkling wines) must be given.

Tips:

Legislation does not require the exact composition of a blend on the label. However, the rising interest of consumers in the composition of wines increases the need to include such information on the label.

If you target educated consumers, it is crucial to show your vintage on your label. Additionally, it is worth mentioning the grape variety. This can have a positive effect on consumer perception of your product's quality.

The use of the term 'Reserve' or even 'Grand Reserve' can help to convince consumers of the high quality of your wine. Ensure compliance with the wine legislation in your country concerning the use of such terms. Educated wine consumers, however, will be less receptive to this kind of marketing.

The [Food Standards Agency of the United Kingdom](#) provides useful guidance on more detailed labelling requirements for the United Kingdom, which are also applicable to the Dutch wine market.

Packaging

Bottled wine

- Screw caps are widely accepted in the Netherlands, even for more expensive wines. Only in the premium segment will Dutch consumers usually expect a traditional cork.
- PET bottles are also becoming more popular on the Dutch market, which are more often seen in outdoor use (e.g. festivals, camping, etc.) especially in the lower price class.
- Bag-in-box (BiB) is not appreciated by the Dutch consumers as the usual volume of a bag-in-box (3 litres) is too high for most Dutch consumers. BiB is generally only used for the lowest-quality wine and as such has a low-quality reputation.
- Tetra Pak packaging and canned wines are only accepted on the Dutch market at the low-end market level as it is perceived to be low-quality wine.
- In the premium wine market in the Netherlands, glass bottles are the most common type of wine packaging. Glass bottles are usually coloured to reduce the effect of UV light and typically contain 0.75 litre.
- Bottles for sparkling wines need to be strong enough to withstand the pressure resulting from the high CO₂ levels. Although there are no legally binding requirements, the International Technical Centre for Bottling and Related Packaging (CETIE) has published standards that are internationally recognised.

Tip:

Create an account on the website of CETIE to gain access to the [data sheet on internationally recognised bottling standards](#) (DT 11: 'Bottling specifications for carbonated beverages CO₂>2g').

Bulk wine

Packaging-related quality problems with bulk wine hampered development of the bulk wine trade for a long time. Recent improvements in storage technology, handling facilities, and quality protocols have contributed to better quality preservation and, consequently, to the wider use of bulk wine.

Different types of packaging are available for the transport of bulk wine. The two most common are:

- Flexi-tanks – disposable plastic bags intended for installation in a standard 20 ft shipping container.
- ISO tanks – reusable steel tanks, which need to be cleaned between shipments. ISO tanks offer all the advantages of flexi-tanks, but are more polluting and expensive in transport due to higher weight. One advantage of an ISO tank is its reliability; they have a lower risk of defects compared to flexi-tanks.

Defective seals or the use of permeable material can lead to oxidation, which will degrade the wine. This can result in negative taste alterations and a shorter shelf life. What is the demand for wine in the Netherlands?

Insignificant domestic wine production

The Netherlands is a relatively large European wine market. As domestic wine production is insufficient to meet the demand, the Netherlands is open to 'foreign' wines. Dutch vineyards only covered around 300 hectare (ha). Because the Dutch climate is not suitable for the traditional grape varieties (such as Merlot, Cabernet Sauvignon), producers grow varieties that are better suited to the cold climate, usually hybrid grapes.

Modest wine consumption

Wine consumption in the Netherlands is relatively modest compared to other European countries. Dutch wine consumption amounted to 3.4 million hectolitres (hl) in 2015, showing an annual average increase of 2.7% between 2011 and 2012. In 2013, wine consumption decreased because of an increase in excise duties. However, the decline has stabilised and consumption is expected to increase again due to increasing purchasing power.

Per capita wine consumption amounted to 20.1 litres, despite an average annual growth of 2.7% between 2011 and 2015. This is well below the European average per capita wine consumption of 23.9 litres.

Tips:

Due to an insignificant domestic production, the Dutch wine market is open to 'foreign' wines. Keep up to date on the latest trends and developments in this market to benefit from this.

Please refer to our study on [European trade statistics](#) on wine for more information.

The Netherlands is a significant wine importer

The Netherlands is the fifth largest wine importer in Europe with imports amounting to €807 million, showing an average annual increase of 3.1% between 2011 and 2015. Since there is no significant domestic wine production in the Netherlands, wine consumption consists mainly of imported wines.

The largest wine supplier to the Dutch wine market is France. Wine imports from France amounted to €269 million (31.4% of total imports) in 2015. Additionally, traditional wine countries such as Italy and Spain have a strong market position, accounting for respectively 9.9% and 7.4% of total imports.

Wine imports from developing countries amounted to €173 million of total wine imports in the Netherlands in 2015 (20.2% of total imports), showing an average annual increase of 2.8% since 2011. Chile is the largest developing country supplying the Dutch market, followed by South Africa and Argentina. They accounted for respectively 10.7%, 5.3% and 3.9% of total imports in 2015.

Tips:

Do not attempt to compete with southern European countries as this will be too difficult.

Develop a Unique Selling Point (USP) around such matters as your (authentic or native) grape variety, sustainability, production process to market your wine in the relatively open Dutch wine market.

Wine exports are re-exports

The Netherlands is a small wine exporter in Europe with exports amounting to €203 million, showing an average annual increase of 3.4% between 2011 and 2015. As domestic wine production is very low and for the Dutch wine market only, exports consist mainly of re-exports. The largest export markets for the Netherlands are other northern and western European countries.

Tips:

Consider the Netherlands as a hub to market your wines in other northern and western European countries through re-exports.

Please refer to our study on [European trade statistics for wine](#) for more information about trade statistics for wine in Europe.

2. Which trends offer opportunities on the Dutch wine market?

Changing consumer preferences

Traditionally, Dutch consumers prefer red wine to white wine. Some 50% of the sold wine is red, 40% white and 10% rosé. However, Dutch consumption of white wine has been increasing compared to red wine consumption. It is expected that consumption of white wine will continue to increase in the next few years.

In the short term, it is expected that Dutch sales of red still wine will remain stable, whereas sales of sparkling wines are expected to continue to increase at the expense of rosé wine. In 2014–2015, Dutch still wine sales remained stable while sales of sparkling wine increased. Approximately 90% of the sales growth in sparkling wine since 2009 is accounted for by Italian sparkling (Drinks International, 2015).

Changing retail wine categories

Some leading retailers in the Netherlands, such as Albert Heijn and Jumbo, sort their wines by taste profile instead of country of origin. The retailers think it makes it easier for consumers to choose wines. However, in the United Kingdom supermarkets now no longer do this.

Tips:

Describe the taste profile of your wine, preferably based on expert opinions, and match this with suitable occasions or food. Use this information to promote your wine.

For more information about changing wine categories, please read our study on [trends in the European wine market](#).

Packaging innovations

Screw caps are widely accepted in the Netherlands, even for more expensive wines. Only in the premium segment will Dutch consumers usually expect a traditional cork. PET bottles are also becoming more popular on the Dutch market for outdoor use (e.g. festivals, camping, etc.) especially in the lower price class.

Bag-in-box is still not appreciated by the Dutch consumers as the usual volume of a bag-in-box (3 litres) is too high for most Dutch consumers. Another obstacle is the high price per unit compared to a bottle of wine. Wines in Tetra packaging or in cans are only accepted on the Dutch market at the low-end market level as it is perceived to be low-quality wine.

Tips:

Consult your Dutch buyer about how he prefers his packaging and labelling.

For more information about packaging innovations, please read our study on [trends in the European wine market](#).

Sustainable and Fairtrade supplies

Despite increased demand for sustainability in the wine sector, demand for organic and Fairtrade wine remains small. Only 1% of total wine sales is estimated to be Fairtrade and 5–10% is organic. In the Netherlands, many consumers are not fully aware of the characteristics or benefits of organic and Fairtrade wine or have doubts about the organic certification claims. Therefore, developing country producers must be aware that certification can be an expensive process and the return on investment might be low in the current market.

Nonetheless, buyers in the Netherlands expect suppliers to apply sustainable practices which is not limited to organic and biodynamic production methods. Sustainability can also refer to energy and water conservation, use of renewable resources and reduction of CO2 emissions during transport.

Tips:

Show your sustainable production practices by implementing a quality and resource management system.

Use storytelling to show the sustainable aspects of your product. However, do not make any exaggerated or unrealistic claims about your product.

Reduce chemicals, energy and water use, and report on your efforts to improve the sustainability of your production.

Only opt for organic or biodynamic certification if conversion costs are low.

For more information about sustainability, please refer to our study on [sustainable wines in Europe](#).

3. With which requirements should wine comply to be allowed on the European market?

You can only export your wine to Europe if you comply with [buyer requirements for wine](#).

With which legal and non-legal requirements must my product comply?

[Buyer requirements for wine](#) can be divided into legal and non-legal requirements, both of which your product must comply with if you want to sell to Europe. These include the following.

- Compliance with [European Oenological practices](#): To prove compliance with allowed oenological practices, all wine imported to Europe needs to be accompanied by a certificate and analysis report for wine.
- [Labelling and presentation](#): there are strict rules on which information should be shown on the label and how this information has to be visible.
- Food safety – traceability, hygiene and control: Read more about [health control](#) at the EU Export Helpdesk. Search the [European Union's Rapid Alert System for Food and Feed \(RASFF\) database](#) for wine to see examples of withdrawals.
- Avoid ochratoxin A and lead contamination: Check the European Commission's [factsheet on food contaminants](#). Read more about [contaminants at the EU Export Helpdesk](#). Find out more about prevention and reduction of [ochratoxin A](#) and [lead contamination](#) in wine in the Codes of Practice published by the Codex Alimentarius.
- For a full list of requirements, please consult the [EU Export Helpdesk](#) where you can select your specific product code under Chapter 2204. Note that there is also non-product-specific legislation on [packaging](#) and [liability](#) that applies to all goods marketed in Europe.

Tips:

Check whether your current practices comply with the European requirements for winemaking.

Ensure compliance with European legislation on hygiene of foodstuffs ([HACCP](#): hazard analysis and critical control points).

Which additional requirements do buyers often have?

Besides the legally binding requirements, you also have to comply with the following non-legal requirements in order to be able to find a buyer.

- [Food safety certification](#): Many importers of wine require the implementation of a food-safety management system. Examples of internationally acknowledged systems are [HACCP](#), [BRC](#), [IFS](#), [FSSC 22000](#) and [SQF](#).
- [Corporate social responsibility](#): Several larger retailers participate in initiatives such as the [Ethical Trading Initiative](#) (ETI), or the [Business Social Compliance Initiative](#) (BSCI). These initiatives focus on improving social conditions in their members' supply chains. This implies that you, as a supplier, are also required to act in compliance with their principles.
- Buyers generally prefer low sulphite levels (e.g. < 100 mg/l for white wine). However, sulphite is a preservative and lower sulphite levels may lead to off-tastes and reduced shelf life.

Tip:

Suppliers can apply a basic [HACCP](#) system. However, many buyers appreciate certified food-safety management systems recognised by the Global Food Safety Initiative, such as ISO22000, BRC or [IFS: Food Safety Management Systems](#).

What are the requirements for niche markets?

In addition to the requirements you have to comply with to be allowed on the European market or to find a

buyer, complying with the following additional requirements could be a competitive advantage and make finding a buyer easier.

- **Fair-trade certification:** A niche market is the market for wine produced with extra focus on the social conditions in the producing areas. Having your wine [Fairtrade](#) certified is the most convincing way to prove your business performance for social conditions in your supply chain.
- **Organic niche market:** To market organic wine in the European Union, grapes must be grown using organic production methods which are laid down in [European legislation](#) and the grapes and the wine production facilities must be audited by an accredited certifier. Only then may you put the European organic logo on your products, as well as the logo of the standard holder (e.g. [Soil Association](#) in the United Kingdom).

Tip:

Consult the [Standards Map database](#) for the different labels and standards relevant for wine.

4. What competition will I be facing on the European market for wine?

What are the opportunities and barriers when trying to enter the Dutch market?

No listing fees, but promotional fees

Although there are no formal listing fees, it can be costly to buy yourself into the Dutch market due to promotional fees charged by supermarkets. These promotional fees can reach up to €26,000. In addition, most Dutch supermarkets do not want to see 'their' brands in other channels.

Tips:

Directly sourcing to supermarkets is only possible if you can supply a high volume at low prices, both for branded and for private label wines.

Be aware that retailers usually ask for exclusivity. Most importers in the Netherlands provide this because the market is geographically so small.

Be prepared for additional promotional fees when supplying supermarkets and take them into account when calculating the costs of supplying to supermarkets in the Netherlands.

Supermarkets do not like to work with importers in between parties. They prefer direct lines with the producer. Try to avoid intermediaries when targeting supermarkets.

Importers can be of service especially to gain access to the independents market (specialist retailers and on-trade). They generally lower the risks of directly trading with specialists and can reach a bigger market than you may be able to on your own. Importers can also help you spread risks by supplying your wine to multiple market channels under different brands.

What are substitute products?

Relatively stable wine consumption

The Dutch government reinforced legislation regarding the intake of alcoholic drinks in the last decade. As a

result, the consumption of alcohol per capita decreased. Nevertheless, in the past decade, Dutch per capita consumption of wine has been relatively stable, whereas consumption of other alcoholic drinks, such as beer and distilled liquors showed a decline.

Tax and excise increases impact the wine market

The Dutch government has repeatedly increased taxation and excises on wine. In 2012, wine VAT was increased from 19% to 21%, while in January 2013 the excise on wine increased by 18% and in 2014 by an additional 5.75%. These policies resulted in an 8% reduction in Dutch wine sales in the second half of 2013 according to the Association of Dutch Wine Traders.

The current excise duties on wine are €88.36 per hl of still wine (with an alcohol content exceeding 8.5%) and €254.41 per hl of sparkling wine (with an alcohol content exceeding 8.5%). If the alcohol content is lower than 8.5%, the excise duty on still wine is €44.18 and on sparkling wines €48.25. Value Added Tax on both still and sparkling wine is 21%.

The additional tax on sparkling wines was initially introduced because sparkling wines were seen as a luxury product. In 2012, the Dutch parliament already agreed to lift the additional tax on sparkling wines. Now that the economic crisis has passed, the tax will finally be lifted in January 2017.

Tips:

Low-alcohol wines can be an interesting option for Dutch buyers since the excise tariff is lower and consumers may drink more as they could be less inclined to hold back due to the low alcohol percentage.

Inform yourself about new developments in Dutch legislation that could threaten the stable growth of Dutch wine consumption.

Keep an eye out for the change in taxation on sparkling wines. When taxes are lowered in 2017, the sparkling wine segment might experience growth.

Fruit fusion wines are very popular

Innovative wine drinks, such as fruit fusion wines and wine cocktails, are very popular in the Netherlands. Fruit fusion wines such as Hugo have enjoyed double digit growth figures. Millions of litres are sold annually, especially to the millennial generation.

Tips:

Keep a close eye on innovative wine drinks. It will be unlikely that you will export them, but you might be able to supply its most important ingredient: still bulk wine.

Exporting innovative wine drinks is very difficult as tastes in Europe can differ and local production costs can be high. Moreover, you need a costly promotional programme to market your product.

How much power do I have as a supplier when negotiating with buyers?

No competition from domestic producers

In the Netherlands, local production plays a marginal role and is especially focused on local on-trade. This will not change in the coming years.

Buyer power is strong due to growing price-sensitivity

The Dutch wine market is characterised by concentration with only a handful of retailers (i.e. mainly large supermarket chains). The three companies that dominate the off-trade channel are Albert Heijn, Jumbo (both are supermarkets) and Superunie (a buying group). Dutch buyers are very price-sensitive: they offer little room for price negotiation. However, buyers are increasingly looking for sustainable business models with stable supplier relations. They aim for long-term contracts with long-term supply guarantees.

Retailers can still switch

Retailers have a relatively low tendency to switch as the related costs are high. When changing to a new supplier, a retailer needs to change such things as labels and barcodes. However, there are limits to the loyalty of retailers and they will switch if the price of a wine is significantly higher than introducing a new wine.

Tips:

Live up to your promises with your Dutch buyers: supply the agreed volume, quality and price. It is better to be realistic in your offer and point out your limitations than to disappoint the buyer later. The former approach is the basis for long-term sustainable trade.

Aim for importers as they also deal with lower volumes and can collaborate with you in terms of marketing.

When bargaining for a better price with retailers, keep in mind that their flexibility is very limited.

Without a large budget for promotion, premium priced wines will remain a niche product.

More need for Unique Selling Points

Competition amongst suppliers in the Dutch wine market is high, especially in the middle to premium market segment. Suppliers of these segments need to show their exclusivity due to, for example, origin, branding, a geographical indication, wine show medals or certification, such as Fairtrade or organic. In addition, developing country suppliers can differentiate themselves from traditional wine-producing countries by emphasising their exotic features.

Tips:

Develop the Unique Selling Points of your wine and actively promote these characteristics.

Every wine has a unique story. The history of a winery, passion and dedication of people working at the winery and location of a winery are elements of stories about wine. Trade fairs and tasting events provide particularly good opportunities to tell your story. Online shops also offer a platform for storytelling, in addition to magazines and wine blogs.

Cooperate with other wine exporters in your region to develop a [geographical indication](#) (GI). Champagne is a good example of a GI which adds considerable value to a wine.

Least rivalry in entry level segment

Similar to other European markets, the entry level in the Dutch wine market is undersupplied. Developing country suppliers can profit from this development if they are able to produce large volumes of consistent quality at prices that retailers are willing to pay.

The market for entry-level wine in Holland is big but price is all-important. Most cheap wines are low in tannin, low in acidity, smooth and fruity. Wines with these characteristics can be sold in large volumes. However, there are many niches for different wines with unique characteristics. These niches are particularly interesting for wineries with small production quantities. For more information on the entry level of the Dutch wine market please read the next section on channels and segments for wine in the Netherlands.

Tips:

Distinguish yourself from the competition with fashionable packaging (e.g. a special bottle or well-designed label). Consult your packaging supplier to find out whether production of special packaging is feasible or not.

Unlike other western European countries, it is possible to sell under the same label to specialist retailers and to the on-trade segment in the Netherlands.

New shelf navigation increases competition from new world

Some of the leading Dutch retailers, such as Albert Heijn and Jumbo, and most supermarkets within the Superunie group present wines by taste profile and matching drinking occasion instead of by country of origin. Grape District, a small multiple specialist, started this trend. It has led to increased competition from the New World wine-producing countries, as consumers have started to focus less on the country of origin. Moreover, Dutch consumers in general are open to trying wines from New World countries.

Tips:

Gain recognition for your wine from professionals by participating in wine shows. Medals and awards are very influential promotion instruments.

Describe the taste profile of your wine, preferably based on expert opinions, and match this with suitable occasions or food. Use this information to promote your wine.

Who are my rivals?

Competition from other countries

France is the largest wine supplier to the Dutch wine market and is generally known for high-quality wines. Spain and Italy are strong competitors on price. Developing countries supplying the Dutch wine market do so mainly in the high-volume segment. They are either able to export low-cost bulk wine or successfully emphasise their Unique Selling Point on the Dutch market. Currently, Chinese and Indian wine is still too expensive (given its quality) for consumers in the Netherlands. This is likely to change in the medium to long term.

Tips:

Wines from southern European countries have acquired a strong market position in the wine market of the Netherlands. Do not attempt to compete with southern European countries as this will be too difficult.

To compete with other developing countries, either emphasise your Unique Selling Point or aim to supply bulk at low costs for the private label market.

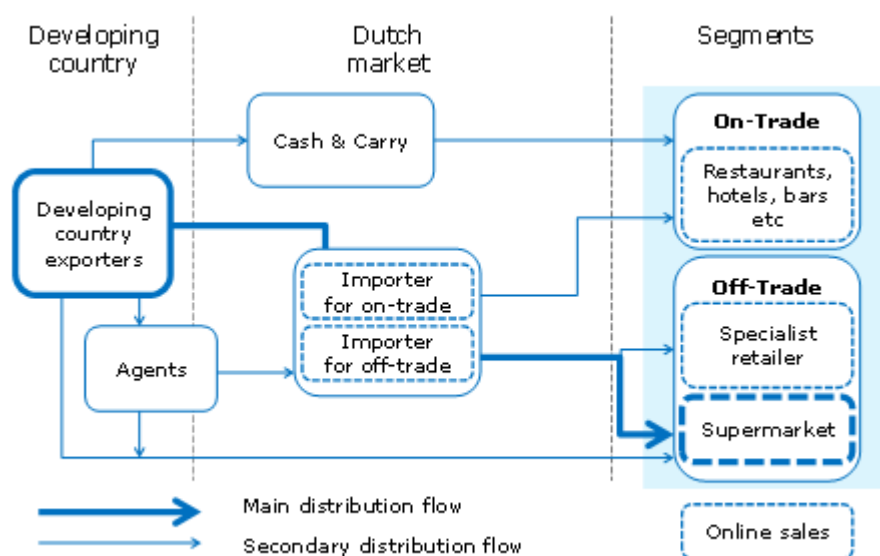
Keep a close eye on your Chinese and Indian competition through newsletters, trade fairs and attaché reports at <http://gain.fas.usda.gov>.

5. Which channels can you use to put wine on the Dutch market?

Trade channels

The trade channels for wine in the Netherlands are presented in Figure 3. The vast majority of the wines (85%) is sold in the off-trade channel, while only 15% is destined for the on-trade channel.

Figure 3: trade channels for wine in the Netherlands



Market share of supermarkets keeps growing

In the last decade, supermarkets have significantly increased their share in the Dutch wine market. Currently, almost 90% of wines in the off-trade are sold through these. As a result of the growing market share of supermarkets, there is increasing pressure on smaller, non-specialised importers, who are either consolidating or disappearing.

Dealing directly with supermarket chains can be difficult for developing country exporters as margins are low and they expect product exclusivity. Importers can play an intermediary role which can protect producers from the high risks involved when trading with supermarkets. Importers can spread sales to different channels under different labels and help exporters to understand the requirements of the supermarkets.

In the coming years, supermarkets are nevertheless expected to bypass importers more often in their sourcing

strategies and source directly from producers. This will mainly involve established wine exporters that can guarantee the right price points and consistent quality of the product.

Tips:

Only target supermarkets if you have significant experience in exports and if you are able to guarantee high volumes at low prices.

Most large supermarkets do not want to see 'their' brands in other channels, which makes you dependent on a single sales channel, leading to higher risks for your business's sustainability.

Aim for importers that can help you supply the supermarket channel.

Pricing is an important market driver

Within the Dutch market, pricing remains the most important market driver. Dutch consumers not only prefer off-trade market channels because prices are lower and have sharply priced offers, they also demand low prices in the on-trade market channel.

Tip:

Make sure to sell your wine at the right price points within its segment.

Specialist retailers are searching for new opportunities

Despite the dominance of high-volume trade, opportunities are available for higher quality producers in the specialist trade in the coming years. Dutch specialist retailers are working hard to find new customer bases, present a more attractive assortment compared to supermarkets and to have an innovative marketing and client approach (using [social media and online marketing tools](#)). However, this segment is expected to become less important within the overall trade channel.

Tip:

Develop a Unique Selling Point, like unusual origins, varieties, wine show medals, production or region stories and/or sustainability certification to gain access to the specialist retail channel.

Online sales

In the Netherlands, online sales account for an estimated 3% of the wine market, but this channel is expected to grow. The leading online wine retailer in the Netherlands is [Wijnvoordeel.nl](#). This company does not have any physical stores and generates all of its sales online. Premium wines sell well online as consumers are willing to pay more for a more exclusive wine which they cannot buy in the supermarket.

In general, online sales development is interesting for new market entrants from developing countries, as they

can use the online space to provide more information on their products.

Tips:

Build up a clear background story for your wines, highlighting your Unique Selling Points, which can be used by your customers for their online sales.

Do not invest in online sales yourself, as distribution and customer service from your own country can be very difficult.

To start selling to specialist retailers or on-trade importers in the European Union, it is necessary to have a European warehouse.

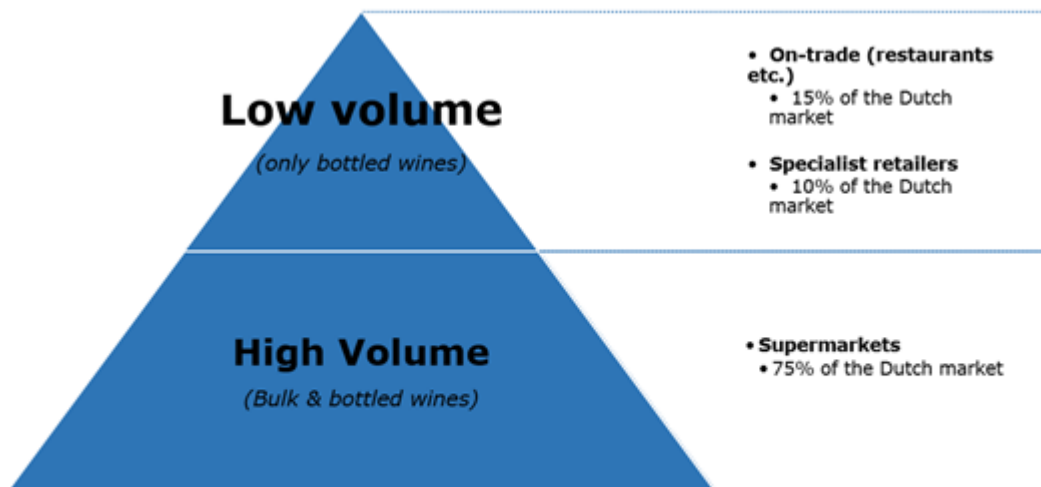
For niche products, online sales are important, as consumers increasingly search online for unusual wines. If you supply small volumes of premium wine, find an importer with an online shop who offers wines from unique locations.

For more information on online sales, please read our study on [online sales of wine in Europe](#).

Segmentation of wine

The segmentation of the Dutch wine market is presented in Figure 4.

Figure 4: market segments for wine in the Netherlands, including an indication of share in sales per segment



Bulk wines are increasingly sourced from developing country exporters

In the last decade, Dutch buyers have increased their imports of bulk wine. Bulk wines are usually exported to a bottler abroad (e.g. Belgium or Germany) and then transported back to the Dutch buyer, as bottling capacity in the Netherlands is limited.

Lower availability of bulk wine is leading to changing trade flows. As the traditional south-western European countries are not able to produce sufficient bulk wines, Dutch importers are increasingly sourcing bulk wines from other regions. Exporters in developing countries can benefit from this development. However, they need to prove their reliability and have competitive prices for their bulk wine.

Tips:

Prove that you are a reliable exporter. Make sure you can supply the required volumes at the agreed price.

Focus on long-term agreements with importers in order to spread the risks between the exporter and importer as opposed to targeting supermarkets directly.

Visit the [World Bulk Wine Exhibition](#) to learn more about the possibilities.

Differentiation in private labels

Retailers are increasingly expected to carry different private labels. Private labels usually refer to the name of the retailer (such as 'Albert Heijn Huiswijn') or do not mention a brand name at all. Private labels in the low-end market segment are often made of relatively cheap bulk wines. In addition to these cheap private label wines, retailers also develop premium private labels which cannot be recognised by consumers as a private label of the retailer.

Private labels offer retailers several advantages. Firstly, it gives them greater control over their supply chains. As long as the flavour profile of the total wine blend remains similar, they can change individual wines in their blend, and thus switch suppliers. Secondly, retailers can add value by branding and they have all the resources they need to build strong brands.

Tips:

Supplying wine for private labels is only interesting for relatively large exporters, as retailers with private labels require large volumes, especially in the low-end market segment.

Supplying wine for private labels is particularly interesting for exporters whose activities focus on viticulture and winemaking. The supply of wine for private labels offers an opportunity to direct all resources towards the improvement of production, whether in terms of quality or quantity.

Mix private label wine supplies with branded wine supplies to remain an interesting partner for retailers, while also adding value through your own brand.

Product appreciation in the Dutch wine market

Table 2 provides some insight into which product options are appreciated in the Dutch wine market. High volume and low volume refers to matching target segments to your export capacity. For more detailed information on specific segments, please read our studies on [sustainable wine](#) and [bulk wine](#) in Europe.

Table 2: Appreciation for product options in the Dutch wine market

	<i>Organic</i>	<i>Fair trade</i>	QMS	CSR	Screw cap	Bag-in-box	Bulk wine	Online sales
--	----------------	-------------------	-----	-----	-----------	------------	-----------	--------------

<i>High-volume segment</i>	++	+	+	+	+++	-	+++	+
<i>Low-volume segment</i>	+	+	+	+	+	-	---	++

6. What are the end-market prices in the Netherlands for wine?

Average Dutch consumer price indications for wine are presented for on-trade and off-trade in Table 3. The large price difference between the segments is mainly due to the price calculation in the on-trade channel which also has to cover exploitation costs of the hospitality facility.

Table 3: Average consumer prices per trade channel

Trade channel	Price indications per bottle
<i>Off-trade</i>	
Supermarkets	€2.92
Specialist retailers	€6.00
<i>On-trade</i>	€20.00

Please review our [market information disclaimer](#)