

## **Netherlands Hri (Hotel Restaurants and Institutional) Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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### **Report description:**

The Netherlands HRI market is growing at a CAGR of 5.12% during the forecast period (2023 - 2028).

COVID-19 adversely impacted restaurants and institutions when the lockdown was imposed. This resulted in the closing of hotels, takeaways, delivery outlets, bars, cafes, and restaurants for an extended period to keep people safe. 4 out of 10 food service entrepreneurs have failed because fixed assets have stacked up without revenue.

The Demand for casual dining in the Netherlands has been a critical hit area. There has been a following of 1.5 Meter economy, which revived the industry despite low sales volume and resource optimization. It was the reason for the falling income from 6144 to 3870 million dollars in 2020.

The market share has been increasing after COVID-19 due to improving operational efficiency example, online delivery, hybrid models, cloud operations e.t.c helped the market to take a stand and rapid growth.

Netherlands Hotel Restaurants & Institutional (HRI) Market Trends

Hotel Segment To Drive The Regional Market

The increasing tourism and demand for fine dining among high-income consumers boost the hotel sector sales. Consumers have been shifting from tyre-I To tyre-I -II cities snowballing. Restrictive hotel policies restrict growth in tyre-I cities like Amsterdam, acting this as an opportunity of demand lot of attraction has come to tyre-II like increase in investment, consumers attraction, and new outlets with attractive exterior and interiors with the hybrid model. This shifted the market towards external locations. The

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Purchasing pattern is also changing from offline to a hybrid model with several innovations in the HRI market. The rising tourism industry in the country is further expected to boost the sales of these hotel food services. These hotel food services attract tourists due to their popularity and high brand awareness, coupled with word of mouth. The leading hotels in the country include Accor Hotels and Fletcher Hotels, among others.

#### Growing Demand For Chained Outlets In Netherlands

Chained outlets in the Netherlands are primarily led by hotels, fast food, and pizza consumer food service. Inbound & outbound strategies followed to the right customers with increasing brand equity. Big brands are expanding their physical presence as an opportunity cost, as they perceive industry will boom after this pandemic. Example Hotel Chain CitizenM Nabs USD 1 Billion Funding to Expand. The significant presence of brands, coupled with high advertising and brand awareness among the consumers about these brands, attracts more footfall and online orders in these food service outlets. The key players in the chained outlet sub-segment, like Starbucks, Subway, Inspire, McDonald's, and Burger King, continue to dominate the market significantly.

#### Netherlands Hotel Restaurants & Institutional (HRI) Market Competitor Analysis

The HRI industry is highly fragmented, owing to the presence of enormous small (unlicensed establishments) and global players, with a majority of full-service and quick-service restaurants operating in the region. Moreover, there has been a growing trend and increasing competition from small foodservice brands, as they provide more value-added services to the consumers. Furthermore, emphasis is given to the merger, expansion, acquisition, and partnership of the companies along with new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. Big competitors are Bagels & Beans B.V., Kaldi Coffee & Tea, FGE International B.V., La Cubanita, Humphrey's Restaurants, Papa John's, and Yum Brands!

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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