

Direct Selling in the Netherlands

Market Direction | 2023-03-13 | 35 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

After two years of solid growth due to the outbreak of COVID-19, the landscape of direct sales saw dampened growth in 2022. During the pandemic, many brick-and-mortar retailers were closed for extended periods. During this time, direct sellers accelerated their online operations' development, enabling them to stay in touch with their customers. In addition, they capitalised on existing customer relationships, taking up a position somewhere between brick-and-mortar retailing and e-commerce. Consu...

Euromonitor International's Direct Selling in Netherlands report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Direct Selling in the Netherlands
Euromonitor International
March 2023

List Of Contents And Tables

DIRECT SELLING IN THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Minor decline in direct selling as consumers seek advice and products from stores
Personal care and consumer health drive growth on the landscape
An increase in distributors and sellers boosts growth for 2022

PROSPECTS AND OPPORTUNITIES

Negative outlook for the early forecast period as price-sensitivity rises
Health and beauty direct selling will remain dominant on the landscape.
Digitalisation to drive continued growth across the forecast period

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2017-2022
Table 2 Direct Selling by Product: % Value Growth 2017-2022
Table 3 Direct Selling GBO Company Shares: % Value 2018-2022
Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022
Table 5 Direct Selling Forecasts by Product: Value 2022-2027
Table 6 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL IN THE NETHERLANDS

EXECUTIVE SUMMARY

Retail in 2022: The big picture
The extreme rise in costs hit retailers hard
Brick-and-mortar retailers recover as e-commerce records a decline
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 Standard Opening Hours by Channel Type 2022
Seasonality
Sinterklaas (St Nicholas)
Christmas
Winter sales
Summer sales

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 16 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 17 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 18 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 19 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 20 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 21 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 23 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 24 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 25 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 26 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 27 □Retail GBO Company Shares: % Value 2018-2022

Table 28 □Retail GBN Brand Shares: % Value 2019-2022

Table 29 □Retail Offline GBO Company Shares: % Value 2018-2022

Table 30 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 31 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 32 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 33 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 34 □Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 35 □Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 36 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 42 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 43 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 44 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 45 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 46 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 47 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 48 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 50 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 51 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 52 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 53 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 54 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 56 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Direct Selling in the Netherlands

Market Direction | 2023-03-13 | 35 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com