

Apparel and Footwear in the Netherlands

Market Direction | 2023-11-24 | 86 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The sales forecast for apparel and footwear in 2023 projects positive, albeit tempered, growth compared to the previous year. A prevailing sense of lower consumer confidence is impacting demand, leading to a more prudent approach to spending among Dutch consumers. The overall value growth in these sectors continues to be influenced by steep inflation rates in the Netherlands, accompanied by rising energy costs and taxes. However, government measures aimed at increasing wages have partially allev...

Euromonitor International's Apparel and Footwear in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Apparel and Footwear in the Netherlands

Euromonitor International

February 2024

List Of Contents And Tables

APPAREL AND FOOTWEAR IN THE NETHERLANDS

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive Landscape

Retailing Developments

What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady growth in 2023 and rising demand for vintage and second-hand apparel

Preference for Mango and Zara among Dutch women

Early-stage promotion of period underwear

PROSPECTS AND OPPORTUNITIES

Adjustments in apparel marketing amid record high temperatures

Enhancing awareness to reach three million potential consumers for period underwear

Varied prospects for e-commerce fast fashion platforms based on price

CATEGORY DATA

Table 105 Sales of Womenswear by Category: Volume 2018-2023

Table 106 Sales of Womenswear by Category: Value 2018-2023

Table 107 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 108 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 109 NBO Company Shares of Womenswear: % Value 2019-2023

Table 110 LBN Brand Shares of Womenswear: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 111 NBO Company Shares of Women's Nightwear: % Value 2019-2023
 Table 112 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
 Table 113 NBO Company Shares of Women's Outerwear: % Value 2019-2023
 Table 114 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023
 Table 115 □NBO Company Shares of Women's Swimwear: % Value 2019-2023
 Table 116 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023
 Table 117 □NBO Company Shares of Women's Underwear: % Value 2019-2023
 Table 118 □LBN Brand Shares of Women's Underwear: % Value 2020-2023
 Table 119 □Forecast Sales of Womenswear by Category: Volume 2023-2028
 Table 120 □Forecast Sales of Womenswear by Category: Value 2023-2028
 Table 121 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
 Table 122 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing preference for streetwear among young Dutch consumers
 Rising interest in bamboo underwear among Dutch men
 Surging popularity of Mr Marvis in men's shorts

PROSPECTS AND OPPORTUNITIES

Innovative marketing strategies in streetwear crossover
 Enhancing customer engagement through conversational e-commerce
 Challenges in Dutch apparel and footwear

CATEGORY DATA

Table 13 Sales of Menswear by Category: Volume 2018-2023
 Table 14 Sales of Menswear by Category: Value 2018-2023
 Table 15 Sales of Menswear by Category: % Volume Growth 2018-2023
 Table 16 Sales of Menswear by Category: % Value Growth 2018-2023
 Table 17 NBO Company Shares of Menswear: % Value 2019-2023
 Table 18 LBN Brand Shares of Menswear: % Value 2020-2023
 Table 19 NBO Company Shares of Men's Nightwear: % Value 2019-2023
 Table 20 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
 Table 21 NBO Company Shares of Men's Outerwear: % Value 2019-2023
 Table 22 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023
 Table 23 □NBO Company Shares of Men's Swimwear: % Value 2019-2023
 Table 24 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023
 Table 25 □NBO Company Shares of Men's Underwear: % Value 2019-2023
 Table 26 □LBN Brand Shares of Men's Underwear: % Value 2020-2023
 Table 27 □Forecast Sales of Menswear by Category: Volume 2023-2028
 Table 28 □Forecast Sales of Menswear by Category: Value 2023-2028
 Table 29 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
 Table 30 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Social media's influence on Dutch children's fashion choices
 Sustainable drives encourage diversity and choice in childrenswear
 Expanding array of sustainable 'green' choices in childrenswear

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Autonomy in Dutch children's fashion choices

Surge in baby and toddler population shapes childrenswear growth

Rapid transition to e-commerce dominance in childrenswear

CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2018-2023

Table 32 Sales of Childrenswear by Category: Value 2018-2023

Table 33 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 36 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 37 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 38 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 40 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear's surge: Impact of casualwear and comfort in Dutch apparel

Embracing comfort: Lululemon's growth and impact on sportswear in the Netherlands

Growing sport participation and impact on sportswear demand

PROSPECTS AND OPPORTUNITIES

Sportswear surge driven by casualwear trends

Dutch consumers embrace functional sportswear

Sporting associations: Key catalysts for increased participation

CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2018-2023

Table 42 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 43 NBO Company Shares of Sportswear: % Value 2019-2023

Table 44 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 45 Distribution of Sportswear by Format: % Value 2018-2023

Table 46 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans' enduring appeal reinforced by casual dressing norms

Sustainable jeans gain traction among Dutch consumers

E-commerce boom drives price-conscious jeans shopping

PROSPECTS AND OPPORTUNITIES

Enduring popularity of jeans in a maturing environment

Premiumisation trends on the rise

Sustainable initiatives in jeans manufacturing: Mango's digital passport

CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2018-2023

Table 49 Sales of Jeans by Category: Value 2018-2023

Table 50 Sales of Jeans by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 51 Sales of Jeans by Category: % Value Growth 2018-2023
 Table 52 Sales of Men's Jeans by Category: Volume 2018-2023
 Table 53 Sales of Men's Jeans by Category: Value 2018-2023
 Table 54 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
 Table 55 Sales of Men's Jeans by Category: % Value Growth 2018-2023
 Table 56 Sales of Women's Jeans by Category: Volume 2018-2023
 Table 57 □Sales of Women's Jeans by Category: Value 2018-2023
 Table 58 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023
 Table 59 □Sales of Women's Jeans by Category: % Value Growth 2018-2023
 Table 60 □NBO Company Shares of Jeans: % Value 2019-2023
 Table 61 □LBN Brand Shares of Jeans: % Value 2020-2023
 Table 62 □Forecast Sales of Jeans by Category: Volume 2023-2028
 Table 63 □Forecast Sales of Jeans by Category: Value 2023-2028
 Table 64 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
 Table 65 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028
 Table 66 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028
 Table 67 □Forecast Sales of Men's Jeans by Category: Value 2023-2028
 Table 68 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
 Table 69 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
 Table 70 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028
 Table 71 □Forecast Sales of Women's Jeans by Category: Value 2023-2028
 Table 72 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
 Table 73 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for sustainable hosiery
 E-commerce surge shapes hosiery retail
 Embracing women's empowerment in marketing

PROSPECTS AND OPPORTUNITIES

Discerning shopping habits drive demand for hosiery
 Dutch influencers promote hosiery trends
 Rising interest in sheer hosiery

CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2018-2023
 Table 75 Sales of Hosiery by Category: Value 2018-2023
 Table 76 Sales of Hosiery by Category: % Volume Growth 2018-2023
 Table 77 Sales of Hosiery by Category: % Value Growth 2018-2023
 Table 78 NBO Company Shares of Hosiery: % Value 2019-2023
 Table 79 LBN Brand Shares of Hosiery: % Value 2020-2023
 Table 80 Forecast Sales of Hosiery by Category: Volume 2023-2028
 Table 81 Forecast Sales of Hosiery by Category: Value 2023-2028
 Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
 Table 83 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Fashion-forward appeal drives accessories sales

Hats: A trending fashion statement among Dutch youth

Resurgence of ties amidst the return to hybrid work and events

PROSPECTS AND OPPORTUNITIES

Fashion-conscious shift in Dutch consumerism

Climate variations impact accessories

E-commerce: The preferred avenue

CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 85 Sales of Apparel Accessories by Category: Value 2018-2023

Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 87 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 88 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 93 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation's grip on footwear prices

Casual footwear: A multigenerational appeal

Men's footwear leads growth

PROSPECTS AND OPPORTUNITIES

Sustainable initiatives in footwear

Orthopaedic-focused footwear solutions

Influencer marketing for consumer engagement

CATEGORY DATA

Table 94 Sales of Footwear by Category: Volume 2018-2023

Table 95 Sales of Footwear by Category: Value 2018-2023

Table 96 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 97 Sales of Footwear by Category: % Value Growth 2018-2023

Table 98 NBO Company Shares of Footwear: % Value 2019-2023

Table 99 LBN Brand Shares of Footwear: % Value 2020-2023

Table 100 Distribution of Footwear by Format: % Value 2018-2023

Table 101 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 102 Forecast Sales of Footwear by Category: Value 2023-2028

Table 103 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 104 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Apparel and Footwear in the Netherlands

Market Direction | 2023-11-24 | 86 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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	2025-06-19
		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