

## **General Merchandise Stores in the Netherlands**

Market Direction | 2025-02-27 | 36 pages | Euromonitor

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### **Report description:**

General merchandise stores in the Netherlands performed well in 2024, largely driven by the success of discount variety store retailer Action and, to a lesser extent, Hema department stores. Over the past decade, discount retailers have displaced many outdated, established players in the general merchandise stores category. In the current economic climate, value-conscious consumers are increasingly turning to Action for its extensive range of affordable products.

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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.

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reliable information resources to help drive informed strategic planning.

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