

# Hypermarkets in the Netherlands

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Hypermarkets benefit from lack of queues and wide offer

Premium subscriptions boost customer loyalty

Retailers focus on sustainability

### PROSPECTS AND OPPORTUNITIES

Organic products could help hypermarkets to stand out from the competition in the market while sustainability remains a key focus

Combination of retail and foodservice to drive growth of hypermarkets

Advertising could become a new revenue source for hypermarkets

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## [Retail in the Netherlands - Industry Overview](#)

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Renewed interest in physical retail threatened by staffing problems

Reduction in number of outlets

What next for retail?

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Seasonality

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Christmas

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Summer sales

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