

Discounters in the Netherlands

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters benefit from challenging economic situation in the Netherlands
Discounters responding to higher prices through promotions on non-grocery items
Lidl dominates while Aldi focuses on recruitment

PROSPECTS AND OPPORTUNITIES

Continued economic uncertainty likely to boost the growth of discounters but the channel could face stiffer competition from supermarkets and hypermarkets
Discounters may need to innovate and adapt to changes in market demand
Increased promotional action likely to continue while sustainability remains at the forefront of Aldi and Lidl's strategies

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Reduction in number of outlets
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