

# Home Products Specialists in the Netherlands

March 2024

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# Home Products Specialists in the Netherlands - Category analysis

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Sustainability a key focus of home products specialists

Players focus on supporting consumers in helping to reduce their energy costs

lkea promises to lower prices as costs start to stabilise

## PROSPECTS AND OPPORTUNITIES

Business models to be adjusted to omnichannel

Improving housing market should encourage players to open new outlets

Retailers set to focus on the customer experience and education to increase sales

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# Retail in the Netherlands - Industry Overview

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Retail in 2023: The big picture

Renewed interest in physical retail threatened by staffing problems

Reduction in number of outlets

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Sinterklaas (St Nicholas)

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Winter sales

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## **SOURCES**

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