

Supermarkets in the Netherlands

March 2024

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2023 DEVELOPMENTS

Players focus on merger and acquisition activity to achieve economies of scale

Increase in promotions as shoppers increasingly attracted to the best deals

Supermarkets focus on improving the customer experience as they look to differentiate from the competition

PROSPECTS AND OPPORTUNITIES

Supermarkets taking different approaches to establishing customer loyalty

Supermarkets focused more on omnichannel retailing and increasing customer loyalty

Innovation likely to increase with AI-enabled solutions set to be introduced

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Renewed interest in physical retail threatened by staffing problems

Reduction in number of outlets

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OPERATING ENVIRONMENT

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Opening hours for physical retail

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Seasonality

Sinterklaas (St Nicholas)

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