

# Discounters in the Netherlands

March 2024

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## Discounters in the Netherlands - Category analysis

### 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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Retail in 2023: The big picture  
Renewed interest in physical retail threatened by staffing problems  
Reduction in number of outlets  
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Informal retail  
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