



Convenience Retailers in the Netherlands

March 2024

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Convenience Retailers in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

City centre and train station locations prove fruitful for convenience stores
Sustainability comes into focus with AH To Go experimenting with true pricing
Spar introduces new innovations as it looks to expand within a saturated market

PROSPECTS AND OPPORTUNITIES

Increasingly saturated market could limit opportunities for new outlets
Competition between convenience retail and foodservice will likely increase
Spar focusing on positioning itself as the King of Convenience

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Reduction in number of outlets
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OPERATING ENVIRONMENT

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