



Small Local Grocers in the Netherlands

March 2024

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Small Local Grocers in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Franchise model proving successful in small local grocers
Some players embrace digitalisation while others are lagging behind
Organic retailers come under pressure but sustainability efforts boost growth

PROSPECTS AND OPPORTUNITIES

Small local grocers likely to remain threatened by supermarkets/hypermarkets, but niches still offer room for growth
Share of independent small local grocers likely to decrease further
Sustainability a growing concern for consumers and retailers

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Reduction in number of outlets
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