



# Netherlands: Consumer Profile

October 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

Key drivers affecting consumers in the Netherlands in 2023

How developments today shape the consumers of tomorrow

## POPULATION AND SOCIETY

Today 2023: Baby Boomers maintain a strong market influence

Today: Foreign citizens in the Netherlands expand in size and influence

Rising obesity levels increasing concern for public health

Tomorrow 2040: Gen Z influence to rise as they become the largest generational cohort

Tomorrow: Brands advocating social and environmental causes align with Gen Z values

Tomorrow: Amsterdam a hub of multiculturalism

Opportunities for growth

Case study: Lalaland is at the forefront of a transformative fashion industry

## HOUSEHOLDS AND HOMES

Today 2023: Single person households drive individualistic needs

Today: Singleton households are on the increase as the ageing population grows

Dutch consumers enjoy large levels of home ownership

Tomorrow 2040: Singleton households and childless couples to become the norm

Tomorrow: Traditional gender roles remain for household heads

Tomorrow: Smart home technology will allow for greater convenience in the home

Opportunities for growth

Case study: Crisp, the supermarket app for super fresh food

## INCOME AND EXPENDITURE

Today 2023: Middle-class households maintain a significant presence

Today: Stubborn inflation as it remains elevated compared to previous years

An increase in expenditure on grocery spending reflects rising living cost

Tomorrow 2040: The largest concentration of wealthy households is found in Amsterdam

Tomorrow: Older generations benefit from accumulated assets

Amsterdam stands out as the hub of consumer expenditure

Opportunities for growth

Case study: "Meijn Albert Heijn Premium" subscription hits one million customers

## LIFESTYLES

Key findings of the consumer survey

Gen X consumers demand both quality and value-for-money offerings

Dutch consumers showing increased willingness to purchase store brand goods

Baby Boomers taking the lead with engagement in green activities

Younger generations are the most positive about their future financial situation

Gen X places the largest emphasis on work-life balance

Opportunities for growth

Case study: Swapfiets taking it up a gear with European city expansion

## CONCLUSION

Key findings

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