



Apparel and Footwear Specialists in the Netherlands

March 2024

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Apparel and Footwear Specialists in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic challenges and the rise of the second-hand market puts pressure on sales

Some players focus on menswear to boost sales while the major chains continue to take share from smaller players and independents

Sustainability a pressing concern with new legislation forcing businesses to better manage their waste

PROSPECTS AND OPPORTUNITIES

Low prices expected to be a key influence on the competitive landscape

Retailers looking to improve customer experience.

Omnichannel strategy likely to be key to success

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Renewed interest in physical retail threatened by staffing problems

Reduction in number of outlets

What next for retail?

OPERATING ENVIRONMENT

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Christmas

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