

Megatrends in the Netherlands

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- Shoppers want to see before they buy
- Easy delivery drives demand for online shopping
- Younger generations are too busy to cook
- Digital living
- Tikkie introduces new feature allowing groups to split bills
- Gen Z make the greatest use of apps
- Most consumers actively manage their data settings
- Millennials most likely to value online anonymity
- Consumer reviews hold the most sway for the Dutch
- Consumers expect more activities to go online
- Diversity and inclusion
- Lalaland.ai creates "body-inclusive" avatars for fashion brands
- Millennials are the most supportive of causes
- Baby Boomers are most keen to help those in need
- Most people are comfortable with expressing their identity
- Gen Z are most likely to boycott brands or companies
- Experience more
- C&A stimulates the senses with immersive store concept
- Friends now meet more often online than in person
- The Dutch have a fondness for city breaks
- Baby Boomers most enjoy tailored experiences
- Baby Boomers plan to spend more time online
- Personalisation
- Verdify uses tech to personalise recipes matching lifestyle and diets
- Dutch keen to cultivate an online persona
- Tailor-made products and services are gaining traction
- Premiumisation
- Cloetta injects indulgence into liquorice with bite-sized liquorice chocolate treat Consumers enjoy bespoke experiences but don't want to stand out Millennials are the most confident in their long-term investments Consumers prioritise nutrition and quality Pursuit of value Albert Heijn expands low-priced private label offering Dutch consumers are won over by private label and low-cost products A high percentage of consumers are concerned about price rises Dutch consumers have embraced the circular economy Increasing savings is not likely for many Dutch consumers Shopper reinvented Aldi opens the Netherlands' first checkout-free supermarket Dutch consumers want curated experiences Purchasing products online is becoming the standard in the Netherlands
- Dutch less engaged with companies and brands online than their global counterparts
- Gen Z far more engaged than other cohorts
- Sustainable living

Meatable showcases its first cooked synthetic pork sausage Dutch don't feel as positive about their actions as the global average Consumers embrace the circular economy Dutch consumers have bigger focus on reducing meat consumption Consumers are keen to make their voices heard Refillable and reuseable packaging appeals more to Dutch consumers Wellness Danone launches first dairy plus plant-based proposition in the milk formula industry Dutch lag behind their global counterparts in wellbeing activities Dutch are keen on physical exercise to reduce stress Leverage the power of megatrends to shape your strategy today

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