

## Consumer Appliances in the Netherlands

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| URL:   | <a href="https://marketpublishers.com/r/C8368B14FBDEN.html">https://marketpublishers.com/r/C8368B14FBDEN.html</a> |
| Date:  | January 10, 2017  |
| Pages: | 142   |
| Price: | US\$ 2,650.00   |
| ID:    | C8368B14FBDEN   |

Consumer appliances continued to benefit from the stable economic environment in the Netherlands in 2016 as more Dutch people were confident of their financial position during the year. This drove sales in both major appliances and small appliances, with both lower-end and premium brands benefiting from the prevailing positive economic conditions. Coupled with the positive movement in the housing market, this tremendously boosted sales in major appliances given that most consumers replace their...

Euromonitor International's Consumer Appliances in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Major Appliances, Small Appliances.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Consumer Appliances market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### Table of Content

#### Executive Summary

Prevailing Stable Economy Continues To Drive Growth in Consumer Appliances

Health and Wellness Trends Continue To Influence Sales in Consumer Appliances

Consumer Appliances Is Dominated by International Brands

Electronics and Appliance Specialist Retailers Continues To Lose Value Share To Internet Retailing

Outlook Positive for Consumer Appliances

Key Trends and Developments

Internet Retailing Continues To Grow at the Expense of Store-based Retailing

Connected Appliances Slowly Emerging in Consumer Appliances Although Low Prices Hinder Growth

## Professionalising Consumer Appliances Becomes A Major Way To Trigger Consumer Interest

### Market Indicators

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2011-2016

Table 2 Replacement Cycles of Consumer Appliances by Category 2011-2016

Table 3 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2016-2021

Table 4 Forecast Replacement Cycles of Consumer Appliances by Category 2016-2021

### Market Data

Table 5 Sales of Consumer Appliances by Category: Volume 2011-2016

Table 6 Sales of Consumer Appliances by Category: Value 2011-2016

Table 7 Sales of Consumer Appliances by Category: % Volume Growth 2011-2016

Table 8 Sales of Consumer Appliances by Category: % Value Growth 2011-2016

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2011-2016

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2011-2016

Table 11 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2011-2016

Table 12 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2011-2016

Table 13 Sales of Small Appliances by Category: Volume 2011-2016

Table 14 Sales of Small Appliances by Category: Value 2011-2016

Table 15 Sales of Small Appliances by Category: % Volume Growth 2011-2016

Table 16 Sales of Small Appliances by Category: % Value Growth 2011-2016

Table 17 NBO Company Shares of Major Appliances: % Volume 2012-2016

Table 18 LBN Brand Shares of Major Appliances: % Volume 2013-2016

Table 19 NBO Company Shares of Small Appliances: % Volume 2012-2016

Table 20 LBN Brand Shares of Small Appliances: % Volume 2013-2016

Table 21 Distribution of Major Appliances by Format: % Volume 2011-2016

Table 22 Distribution of Small Appliances by Format: % Volume 2011-2016

Table 23 Forecast Sales of Consumer Appliances by Category: Volume 2016-2021

Table 24 Forecast Sales of Consumer Appliances by Category: Value 2016-2021

Table 25 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2016-2021

Table 26 Forecast Sales of Consumer Appliances by Category: % Value Growth 2016-2021

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2016-2021

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2016-2021

Table 29 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2016-2021

Table 30 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2016-2021

Table 31 Forecast Sales of Small Appliances by Category: Volume 2016-2021

Table 32 Forecast Sales of Small Appliances by Category: Value 2016-2021

Table 33 Forecast Sales of Small Appliances by Category: % Volume Growth 2016-2021

Table 34 Forecast Sales of Small Appliances by Category: % Value Growth 2016-2021

### Definitions

### Sources

Summary 1 Research Sources

Asogem Nederland BV in Consumer Appliances (netherlands)

### Strategic Direction

### Key Facts

Summary 2 Asogem Nederland BV: Key Facts

### Production

### Competitive Positioning

Summary 3 Asogem Nederland BV: Competitive Position 2016

Dyson Benelux BV in Consumer Appliances (netherlands)

**Strategic Direction****Key Facts**

Summary 4 Dyson Benelux BV: Key Facts

**Production****Competitive Positioning**

Summary 5 Dyson Benelux BV: Competitive Position 2016

Nederlandse Expert Groep NV in Consumer Appliances (netherlands)

**Strategic Direction****Key Facts**

Summary 6 Nederlandse Expert Groep NV: Key Facts

Summary 7 Nederlandse Expert Groep NV: Operational Indicators

**Company Background****Internet Strategy****Private Label****Competitive Positioning**

Summary 8 Nederlandse Expert Groep NV: Competitive Position 2016

**Headlines****Trends****Competitive Landscape****Prospects****Category Data**

Table 35 Sales of Dishwashers by Category: Volume 2011-2016

Table 36 Sales of Dishwashers by Category: Value 2011-2016

Table 37 Sales of Dishwashers by Category: % Volume Growth 2011-2016

Table 38 Sales of Dishwashers by Category: % Value Growth 2011-2016

Table 39 Sales of Dishwashers by Format: % Volume 2011-2016

Table 40 Sales of Dishwashers by Connected Appliances: % Volume 2013-2016

Table 41 NBO Company Shares of Dishwashers: % Volume 2012-2016

Table 42 LBN Brand Shares of Dishwashers: % Volume 2013-2016

Table 43 Distribution of Dishwashers by Format: % Volume 2011-2016

Table 44 Production, Imports and Exports of Dishwashers: Total Volume 2011-2016

Table 45 Forecast Sales of Dishwashers by Category: Volume 2016-2021

Table 46 Forecast Sales of Dishwashers by Category: Value 2016-2021

Table 47 Forecast Sales of Dishwashers by Category: % Volume Growth 2016-2021

Table 48 Forecast Sales of Dishwashers by Category: % Value Growth 2016-2021

**Headlines****Trends****Competitive Landscape****Prospects****Category Data**

Table 49 Sales of Home Laundry Appliances by Category: Volume 2011-2016

Table 50 Sales of Home Laundry Appliances by Category: Value 2011-2016

Table 51 Sales of Home Laundry Appliances by Category: % Volume Growth 2011-2016

Table 52 Sales of Home Laundry Appliances by Category: % Value Growth 2011-2016

Table 53 Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2013-2016

Table 54 Sales of Automatic Washing Machines by Format: % Volume 2011-2016

Table 55 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2011-2016

Table 56 Sales of Automatic Washing Machines by Connected Appliances: % Volume 2013-2016

Table 57 NBO Company Shares of Home Laundry Appliances: % Volume 2012-2016

Table 58 LBN Brand Shares of Home Laundry Appliances: % Volume 2013-2016

Table 59 Distribution of Home Laundry Appliances by Format: % Volume 2011-2016

Table 60 Production, Imports and Exports of Home Laundry Appliances: Total Volume 2011-2016

Table 61 Forecast Sales of Home Laundry Appliances by Category: Volume 2016-2021

Table 62 Forecast Sales of Home Laundry Appliances by Category: Value 2016-2021

Table 63 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2016-2021

**Table 64 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2016-2021**

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 65 Sales of Large Cooking Appliances by Category: Volume 2011-2016

Table 66 Sales of Large Cooking Appliances by Category: Value 2011-2016

Table 67 Sales of Large Cooking Appliances by Category: % Volume Growth 2011-2016

Table 68 Sales of Large Cooking Appliances by Category: % Value Growth 2011-2016

Table 69 Sales of Built-in Hobs by Format: % Volume 2011-2016

Table 70 Sales of Ovens by Connected Appliances: % Volume 2013-2016

Table 71 Sales of Cookers by Format: % Volume 2011-2016

Table 72 Sales of Range Cookers by Format: % Volume 2011-2016

Table 73 NBO Company Shares of Large Cooking Appliances: % Volume 2012-2016

Table 74 LBN Brand Shares of Large Cooking Appliances: % Volume 2013-2016

Table 75 NBO Company Shares of Built-in Hobs: % Volume 2012-2016

Table 76 NBO Company Shares of Ovens: % Volume 2012-2016

Table 77 NBO Company Shares of Cooker Hoods: % Volume 2012-2016

Table 78 NBO Company Shares of Built-in Cooker Hoods: % Volume 2012-2016

Table 79 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2012-2016

Table 80 NBO Company Shares of Cookers: % Volume 2012-2016

Table 81 NBO Company Shares of Range Cookers: % Volume 2012-2016

Table 82 Distribution of Large Cooking Appliances by Format: % Volume 2011-2016

Table 83 Production, Imports and Exports of Large Cooking Appliances: Total Volume 2011-2016

Table 84 Forecast Sales of Large Cooking Appliances by Category: Volume 2016-2021

Table 85 Forecast Sales of Large Cooking Appliances by Category: Value 2016-2021

Table 86 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2016-2021

Table 87 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2016-2021

Headlines

Trends

Category Data

Table 88 Sales of Microwaves by Category: Volume 2011-2016

Table 89 Sales of Microwaves by Category: Value 2011-2016

Table 90 Sales of Microwaves by Category: % Volume Growth 2011-2016

Table 91 Sales of Microwaves by Category: % Value Growth 2011-2016

Table 92 Sales of Microwaves by Connected Appliances: % Volume 2013-2016

Table 93 NBO Company Shares of Microwaves: % Volume 2012-2016

Table 94 LBN Brand Shares of Microwaves: % Volume 2013-2016

Table 95 Distribution of Microwaves by Format: % Volume 2011-2016

Table 96 Production, Imports and Exports of Microwaves: Total Volume 2011-2016

Table 97 Forecast Sales of Microwaves by Category: Volume 2016-2021

Table 98 Forecast Sales of Microwaves by Category: Value 2016-2021

Table 99 Forecast Sales of Microwaves by Category: % Volume Growth 2016-2021

Table 100 Forecast Sales of Microwaves by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 101 Sales of Refrigeration Appliances by Category: Volume 2011-2016

Table 102 Sales of Refrigeration Appliances by Category: Value 2011-2016

Table 103 Sales of Refrigeration Appliances by Category: % Volume Growth 2011-2016

Table 104 Sales of Refrigeration Appliances by Category: % Value Growth 2011-2016

Table 105 Sales of Freezers by Format: % Volume 2011-2016

- Table 106 Sales of Freezers by Volume Capacity: % Volume 2011-2016
- Table 107 Sales of Fridge Freezers by Format: % Volume 2011-2016
- Table 108 Sales of Fridge Freezers by Volume Capacity: % Volume 2011-2016
- Table 109 Sales of Fridge Freezers by Connected Appliances: % Volume 2013-2016
- Table 110 Sales of Fridges by Volume Capacity: % Volume 2011-2016
- Table 111 NBO Company Shares of Refrigeration Appliances: % Volume 2012-2016
- Table 112 LBN Brand Shares of Refrigeration Appliances: % Volume 2013-2016
- Table 113 NBO Company Shares of Built-in Fridge Freezers: % Volume 2012-2016
- Table 114 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2012-2016
- Table 115 NBO Company Shares of Built-in Fridges: % Volume 2012-2016
- Table 116 NBO Company Shares of Freestanding Fridges: % Volume 2012-2016
- Table 117 Distribution of Refrigeration Appliances by Format: % Volume 2011-2016
- Table 118 Production, Imports and Exports of Refrigeration Appliances: Total Volume 2011-2016
- Table 119 Forecast Sales of Refrigeration Appliances by Category: Volume 2016-2021
- Table 120 Forecast Sales of Refrigeration Appliances by Category: Value 2016-2021
- Table 121 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2016-2021
- Table 122 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2016-2021

#### Headlines

#### Trends

#### Competitive Landscape

#### Prospects

#### Category Data

- Table 123 Sales of Air Treatment Products by Category: Volume 2011-2016
- Table 124 Sales of Air Treatment Products by Category: Value 2011-2016
- Table 125 Sales of Air Treatment Products by Category: % Volume Growth 2011-2016
- Table 126 Sales of Air Treatment Products by Category: % Value Growth 2011-2016
- Table 127 Sales of Air Conditioners by Connected Appliances: % Volume 2013-2016
- Table 128 NBO Company Shares of Air Treatment Products: % Volume 2012-2016
- Table 129 LBN Brand Shares of Air Treatment Products: % Volume 2013-2016
- Table 130 Distribution of Air Treatment Products by Format: % Volume 2011-2016
- Table 131 Production, Imports and Exports of Air Conditioners: Total Volume 2011-2016
- Table 132 Forecast Sales of Air Treatment Products by Category: Volume 2016-2021
- Table 133 Forecast Sales of Air Treatment Products by Category: Value 2016-2021
- Table 134 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2016-2021
- Table 135 Forecast Sales of Air Treatment Products by Category: % Value Growth 2016-2021

#### Headlines

#### Trends

#### Competitive Landscape

#### Prospects

#### Category Data

- Table 136 Sales of Food Preparation Appliances by Category: Volume 2011-2016
- Table 137 Sales of Food Preparation Appliances by Category: Value 2011-2016
- Table 138 Sales of Food Preparation Appliances by Category: % Volume Growth 2011-2016
- Table 139 Sales of Food Preparation Appliances by Category: % Value Growth 2011-2016
- Table 140 NBO Company Shares of Food Preparation Appliances: % Volume 2012-2016
- Table 141 LBN Brand Shares of Food Preparation Appliances: % Volume 2013-2016
- Table 142 Distribution of Food Preparation Appliances by Format: % Volume 2011-2016
- Table 143 Forecast Sales of Food Preparation Appliances by Category: Volume 2016-2021
- Table 144 Forecast Sales of Food Preparation Appliances by Category: Value 2016-2021
- Table 145 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2016-2021
- Table 146 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2016-2021

#### Headlines

#### Trends

#### Category Data

- Table 147 Sales of Irons: Volume 2011-2016

Table 148 Sales of Irons: Value 2011-2016  
Table 149 Sales of Irons: % Volume Growth 2011-2016  
Table 150 Sales of Irons: % Value Growth 2011-2016  
Table 151 Sales of Irons by Format: % Volume 2011-2016  
Table 152 NBO Company Shares of Irons: % Volume 2012-2016  
Table 153 LBN Brand Shares of Irons: % Volume 2013-2016  
Table 154 Distribution of Irons by Format: % Volume 2011-2016  
Table 155 Forecast Sales of Irons: Volume 2016-2021  
Table 156 Forecast Sales of Irons: Value 2016-2021  
Table 157 Forecast Sales of Irons: % Volume Growth 2016-2021  
Table 158 Forecast Sales of Irons: % Value Growth 2016-2021

Headlines

Trends

Category Data

Table 159 Sales of Personal Care Appliances by Category: Volume 2011-2016  
Table 160 Sales of Personal Care Appliances by Category: Value 2011-2016  
Table 161 Sales of Personal Care Appliances by Category: % Volume Growth 2011-2016  
Table 162 Sales of Personal Care Appliances by Category: % Value Growth 2011-2016  
Table 163 Sales of Body Shavers by Format: % Volume 2011-2016  
Table 164 Sales of Hair Care Appliances by Format: % Volume 2011-2016  
Table 165 NBO Company Shares of Personal Care Appliances 2012-2016  
Table 166 LBN Brand Shares of Personal Care Appliances 2013-2016  
Table 167 Distribution of Personal Care Appliances by Format: % Volume 2011-2016  
Table 168 Forecast Sales of Personal Care Appliances by Category: Volume 2016-2021  
Table 169 Forecast Sales of Personal Care Appliances by Category: Value 2016-2021  
Table 170 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2016-2021  
Table 171 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 172 Sales of Food Preparation Appliances by Category: Volume 2011-2016  
Table 173 Sales of Food Preparation Appliances by Category: Value 2011-2016  
Table 174 Sales of Food Preparation Appliances by Category: % Volume Growth 2011-2016  
Table 175 Sales of Food Preparation Appliances by Category: % Value Growth 2011-2016  
Table 176 NBO Company Shares of Food Preparation Appliances: % Volume 2012-2016  
Table 177 LBN Brand Shares of Food Preparation Appliances: % Volume 2013-2016  
Table 178 Distribution of Food Preparation Appliances by Format: % Volume 2011-2016  
Table 179 Forecast Sales of Food Preparation Appliances by Category: Volume 2016-2021  
Table 180 Forecast Sales of Food Preparation Appliances by Category: Value 2016-2021  
Table 181 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2016-2021  
Table 182 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 183 Sales of Vacuum Cleaners by Category: Volume 2011-2016  
Table 184 Sales of Vacuum Cleaners by Category: Value 2011-2016  
Table 185 Sales of Vacuum Cleaners by Category: % Volume Growth 2011-2016  
Table 186 Sales of Vacuum Cleaners by Category: % Value Growth 2011-2016  
Table 187 NBO Company Shares of Vacuum Cleaners: % Volume 2012-2016  
Table 188 LBN Brand Shares of Vacuum Cleaners: % Volume 2013-2016  
Table 189 Distribution of Vacuum Cleaners by Format: % Volume 2011-2016

Table 190 Forecast Sales of Vacuum Cleaners by Category: Volume 2016-2021

Table 191 Forecast Sales of Vacuum Cleaners by Category: Value 2016-2021

Table 192 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2016-2021

Table 193 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2016-2021

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