

Homeshopping in the Netherlands

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Abstracts

Homeshopping is an increasingly small retail channel in the Netherlands, generally made up of older consumers who grew up with homeshopping and/or are not comfortable using the internet, and who form the core target audience for homeshopping players. The problem for homeshopping as a distinct retail channel is that with each passing year the pool of potential consumers keeps shrinking, as more of those aged over 50 switch to using e-commerce. Homeshopping does not hold any significant appeal for...

Euromonitor International's Homeshopping in Netherlands report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Apparel and Footwear Homeshopping, Beauty and Personal Care Homeshopping, Consumer Appliances Homeshopping, Consumer Electronics Homeshopping, Consumer Health Homeshopping, Food and Drink Homeshopping, Home Care Homeshopping, Home Improvement and Gardening Homeshopping, Homewares and Home Furnishings Homeshopping, Media Products Homeshopping, Other Homeshopping, Personal Accessories and Eyewear Homeshopping, Pet Care Homeshopping, Traditional Toys and Games Homeshopping, Video Games Hardware Homeshopping.

Data coverage: market sizes (historic and forecasts), company shares, brand shares

and distribution data.

Why buy this report?

Get a detailed picture of the Homeshopping 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.

Contents

HOMESHOPPING IN THE NETHERLANDS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homeshopping continues to decline as consumers shift to e-commerce

Traditional homeshopping players switching their focus to e-commerce

PROSPECTS AND OPPORTUNITIES

Homeshopping to become increasingly obsolete as players exit the market

Smaller players gain share as large players switch their focus to e-commerce

CHANNEL DATA

Table 1 Homeshopping by Category: Value 2016-2021

Table 2 Homeshopping by Category: % Value Growth 2016-2021

Table 3 Homeshopping GBO Company Shares: % Value 2017-2021

Table 4 Homeshopping GBN Brand Shares: % Value 2018-2021

Table 5 Homeshopping Forecasts by Category: Value 2021-2026

Table 6 Homeshopping Forecasts by Category: % Value Growth 2021-2026

RETAILING IN THE NETHERLANDS

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

E-commerce continues to grow

Grocery retailing continues to benefit from measures to control the spread of COVID-19

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 7 Cash and Carry Sales: Value 2016-2021

Seasonality

Sinterklaas (St Nicholas)

Christmas

Winter sales

Summer sales

Payments

Delivery and collection

Emerging business models

MARKET DATA

- Table 8 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021
- Table 9 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021
- Table 10 Sales in Store-based Retailing by Channel: Value 2016-2021
- Table 11 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021
- Table 12 Store-based Retailing Outlets by Channel: Units 2016-2021
- Table 13 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
- Table 14 Sales in Non-Store Retailing by Channel: Value 2016-2021
- Table 15 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
- Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 18 Sales in Grocery Retailers by Channel: Value 2016-2021
- Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
- Table 20 Grocery Retailers Outlets by Channel: Units 2016-2021
- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
- Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 24 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
- Table 25 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
- Table 26 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
- Table 27 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
- Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 30 Sales in Mixed Retailers by Channel: Value 2016-2021
- Table 31 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
- Table 32 Mixed Retailers Outlets by Channel: Units 2016-2021
- Table 33 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 34 Retailing GBO Company Shares: % Value 2017-2021
- Table 35 Retailing GBN Brand Shares: % Value 2018-2021
- Table 36 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 37 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 38 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 39 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 40 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 41 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 42 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 43 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

- Table 44 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 45 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 46 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 47 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 48 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 49 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 50 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 51 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 52 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 55 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 56 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 57 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 58 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 59 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 60 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 63 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
- Table 64 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
- Table 65 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
- Table 66 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
- Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 69 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 70 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
- Table 71 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
- Table 72 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
- Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 75 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 76 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 77 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 78 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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