

# Online Retail in Netherlands

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## Abstracts

Online Retail in Netherlands

### SUMMARY

Online Retail in the Netherlands industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.

The Dutch online retail sector generated total revenues of \$12.9bn in 2018, representing a compound annual growth rate (CAGR) of 15.9% between 2014 and 2018.

The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$4.4bn, equivalent to 33.9% of the sector's overall value.

As of 2018, the Netherlands had a high smartphone penetration rate of 79.3%. Online retailers are taking advantage enhancing their mobile optimized websites and shopping applications.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in the Netherlands

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in the Netherlands

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Netherlands online retail market with five year forecasts

## REASONS TO BUY

What was the size of the Netherlands online retail market by value in 2018?

What will be the size of the Netherlands online retail market in 2023?

What factors are affecting the strength of competition in the Netherlands online retail market?

How has the market performed over the last five years?

What are the main segments that make up the Netherlands's online retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Who are the main challengers to the incumbents?

## **8 COMPANY PROFILES**

- 8.1. bol.com bv
- 8.2. Coolblue BV
- 8.3. Albert Heijn BV
- 8.4. Zalando SE
- 8.5. RFS Holland Holding BV
- 8.6. Amazon.com, Inc.

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Netherlands online retail sector value: \$ million, 2014-18
Table 2: Netherlands online retail sector category segmentation: \$ million, 2018
Table 3: Netherlands online retail sector geography segmentation: \$ million, 2018
Table 4: Netherlands online retail sector distribution: % share, by value, 2018
Table 5: Netherlands online retail sector value forecast: \$ million, 2018-23
Table 6: bol.com bv: key facts
Table 7: bol.com bv: Key Employees
Table 8: Coolblue BV: key facts
Table 9: Coolblue BV: Key Employees
Table 10: Albert Heijn BV: key facts
Table 11: Albert Heijn BV: Key Employees
Table 12: Zalando SE: key facts
Table 13: Zalando SE: Annual Financial Ratios
Table 14: Zalando SE: Key Employees
Table 15: RFS Holland Holding BV: key facts
Table 16: RFS Holland Holding BV: Key Employees
Table 17: Amazon.com, Inc.: key facts
Table 18: Amazon.com, Inc.: Annual Financial Ratios
Table 19: Amazon.com, Inc.: Key Employees
Table 20: Netherlands size of population (million), 2014-18
Table 21: Netherlands gdp (constant 2005 prices, \$ billion), 2014-18
Table 22: Netherlands gdp (current prices, \$ billion), 2014-18
Table 23: Netherlands inflation, 2014-18
Table 24: Netherlands consumer price index (absolute), 2014-18
Table 25: Netherlands exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Netherlands online retail sector value: \$ million, 2014-18

Figure 2: Netherlands online retail sector category segmentation: % share, by value, 2018

Figure 3: Netherlands online retail sector geography segmentation: % share, by value, 2018

Figure 4: Netherlands online retail sector distribution: % share, by value, 2018

Figure 5: Netherlands online retail sector value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the online retail sector in the Netherlands, 2018

Figure 7: Drivers of buyer power in the online retail sector in the Netherlands, 2018

Figure 8: Drivers of supplier power in the online retail sector in the Netherlands, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in the Netherlands, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in the Netherlands, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in the Netherlands, 2018

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