



# Small Local Grocers in the Netherlands

March 2024

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## Small Local Grocers in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Franchise model proving successful in small local grocers  
Some players embrace digitalisation while others are lagging behind  
Organic retailers come under pressure but sustainability efforts boost growth

#### PROSPECTS AND OPPORTUNITIES

Small local grocers likely to remain threatened by supermarkets/hypermarkets, but niches still offer room for growth  
Share of independent small local grocers likely to decrease further  
Sustainability a growing concern for consumers and retailers

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Reduction in number of outlets  
What next for retail?

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Informal retail  
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