Mixed Retailers in the Netherlands
一、调研说明
中商情报网全新发布的《Mixed Retailers in the Netherlands》主要依据国家统计局、国家发改委、商务部、中国海关、国务院发展研究中心、行业协会、工商、税务、海关、国内外相关刊物的基础信息以及行业研究单位等公布和提供的大量资料，结合深入的市场调研资料，由中商情报网的资深专家和研究人员的分析。首先，报告对本行业的特征及国内外市场环境进行描述，其次，对本行业的上下游产业链，市场供需状况及竞争格局等进行了细致的详尽剖析，接着报告中列出数家该行业的重点企业，并分析相关经营财务数据。最后，对该行业未来的发展前景，投资风险及投资策略给出科学的建议。本报告是行业生产、贸易、经销等企业在激烈的市场竞争中洞察市场先机，根据市场需求及时调整经营策略，为战略投资者选择恰当的投资时机和公司领导层做战略规划提供了准确的市场情报信息及科学的决策依据。

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二、报告目录

【About this report】:

This market report provides market trend and market growth analysis of the Mixed Retailers channel in Netherlands. With this market report, you’ll be able to explore in detail the changing shape and potential of the channel. You will now be able to plan and build strategy on real industry data and projections.

The Mixed Retailers in Netherlands market research report includes:

§Analysis of key supply-side and demand trends
§Detailed market shares for international and locally-based retailers
§Historic number of stores, selling space and values, company and brand market shares

Customer Service Hotline: 400-666-1917      Page 2 of 10
Five year forecasts of market trends and market growth

Robust and transparent market research methodology, conducted in-country

Our market research reports answer questions such as:

- How big is the Mixed Retailers channel in Netherlands?
- Who are the leading retailers in Netherlands?
- How are mixed retailers competing against the growth of grocery retailers?
- Are consumers switching towards value retailers or moving upmarket?

Why buy this report?

- Gain competitive intelligence about market leaders
- Track key industry trends, opportunities and threats
- Inform your marketing, brand, strategy and market development, sales and supply functions

Report: PDF and Word

Market statistics: Excel workbook

Sample Analysis

TRENDS

- Mixed retailers witnessed an improved sales performance in 2010, triggered by better economic activity, leading to rising demand for non-food products, the core of the product offer structure of these retailers in the Netherlands. The market suffered in 2009, but started to show signs of recovery during the last quarter of that year, with renewed consumer confidence resulting in a good performance during key periods such as Christmas, with sales returning to a positive level.

COMPETITIVE LANDSCAPE

- Hema is the leading chain within mixed retailers, accounting for 44% of total value sales in 2010. Hema continued with its strategy of expanding with new outlet openings, including smaller format ones in neighbourhoods outside the city centre or in smaller towns. The idea of the company is to make Hema attainable to all consumers and provide convenience and a wide product offer. In 2010, Hema introduced a new television campaign stressing the store philosophy around selling the best-quality products at a fair price. For example, many Dutch people go to Hema to buy bakery products such as cakes, with the chain’s emphasis focusing on the use of the best ingredients.

PROSPECTS

- Mixed retailers are poised to generate healthy growth over the forecast period. Growth in value terms will benefit from improved economic conditions during the early part of the forecast period, benefitting sales of non-
food products. Department stores will witness improved value sales growth as more people visit them to buy non-food products such as clothing, media or consumer electronics.

【Table of Contents】:

Mixed Retailers in the Netherlands - Category Analysis

HEADLINES

TRENDS
· Mixed retailers witnessed an improved sales performance in 2010, triggered by better economic activity, leading to rising demand for non-food products, the core of the product offer structure of these retailers in the Netherlands. The market suffered in 2009, but started to show signs of recovery during the last quarter of that year, with renewed consumer confidence resulting in a good performance during key periods such as Christmas, with sales returning to a positive level.

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CHANNEL FORMATS
· Chart 1 Mixed Retailers: Vroom & Dreesman
· Chart 2 Mixed Retailers: Hema
· Chart 3 Mixed Retailers: de Bijenkorf
· Chart 4 Mixed Retailers: Xenos

CHANNEL DATA

· Table 1 Mixed Retailers: Value Sales, Outlets and Selling Space 2005-2010
· Table 2 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2005-2010
· Table 3 Mixed Retailers Company Shares by Value 2006-2010
· Table 4 Mixed Retailers Brand Shares by Value 2007-2010
· Table 5 Mixed Retailers Brand Shares by Outlets 2007-2010
· Table 6 Mixed Retailers Brand Shares by Selling Space 2007-2010
· Table 7 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2010-2015
· Table 8 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2010-2015

Mixed Retailers in the Netherlands -

Company Profiles

Blokker Nederland BV in Retailing (Netherlands)

STRATEGIC DIRECTION

KEY FACTS

INTERNET STRATEGY

· Table 9 Blokker Nederland BV: Share of Sales Generated by Internet Retailing

COMPANY BACKGROUND

PRIVATE LABEL

· Summary 3 Blokker Nederland BV: Private Label Portfolio

COMPETITIVE POSITIONING

· Summary 4 Blokker Nederland BV: Competitive Position 2010

Hema BV in Retailing (Netherlands)

STRATEGIC DIRECTION

KEY FACTS

INTERNET STRATEGY

· Table 10 Hema BV: Share of Sales Generated by Internet Retailing

COMPANY BACKGROUND

PRIVATE LABEL

· Summary 7 Hema BV: Private Label Portfolio

COMPETITIVE POSITIONING

· Summary 8 Hema BV: Competitive Position 2010

Maxeda BV in Retailing (Netherlands)

STRATEGIC DIRECTION

KEY FACTS
INTERNET STRATEGY

COMPANY BACKGROUND

PRIVATE LABEL

· Summary 11 Maxeda BV: Private Label Portfolio

COMPETITIVE POSITIONING

· Summary 12 Maxeda BV: Competitive Position 2010

Retailing in the Netherlands - Industry Context

EXECUTIVE SUMMARY

Better performance in 2010 as the Dutch economy improves

More articles under promotion and strong emphasis on price-driven demand

Grocery retailing gains a greater share for non-food products

Large chains increasingly present with internet retailing

Number of outlets will increase over the forecast period

KEY TRENDS AND DEVELOPMENTS

Economic conditions

More confidence in security consolidates internet retailing

Government regulation

Private label continues to grow, gaining preferential shelf space

Joint promotions chosen to secure consumer loyalty

Grocery retailers committed to capturing a greater share of non-food products

MARKET INDICATORS

· Table 11 Employment in Retailing 2005-2010

MARKET DATA

· Table 12 Sales in Retailing by Category: Value 2005-2010

· Table 13 Sales in Retailing by Category: % Value Growth 2005-2010

· Table 14 Sales in Retailing by Grocery vs Non-Grocery 2005-2010

· Table 15 Sales in Store-Based Retailing by Category: Value 2005-2010

· Table 16 Sales in Store-Based Retailing by Category: % Value Growth 2005-2010

· Table 17 Sales in Non-Grocery Retailing by Category: Value 2005-2010

· Table 18 Sales in Non-Grocery Retailing by Category: % Value Growth 2005-2010

· Table 19 Sales in Non-store Retailing by Category: Value 2005-2010

· Table 20 Sales in Non-store Retailing by Category: % Value Growth 2005-2010

· Table 21 Retailing Company Shares: % Value 2006-2010

· Table 22 Retailing Brand Shares: % Value 2007-2010
· Table 23 Store-Based Retailing Company Shares: % Value 2006-2010
· Table 24 Store-Based Retailing Brand Shares: % Value 2007-2010
· Table 25 Non-Grocery Retailers Company Shares: % Value 2006-2010
· Table 26 Non-Grocery Retailers Brand Shares: % Value 2007-2010
· Table 27 Non-store Retailing Company Shares: % Value 2006-2010
· Table 28 Non-store Retailing Brand Shares: % Value 2007-2010
· Table 29 Forecast Sales in Retailing by Category: Value 2010-2015
· Table 30 Forecast Sales in Retailing by Category: % Value Growth 2010-2015
· Table 31 Forecast Sales in Store-Based Retailing by Category: Value 2010-2015
· Table 32 Forecast Sales in Store-Based Retailing by Category: % Value Growth 2010-2015
· Table 33 Forecast Sales in Non-Grocery Retailing by Category: Value 2010-2015
· Table 34 Forecast Sales in Non-Grocery Retailing by Category: % Value Growth 2010-2015
· Table 35 Forecast Sales in Non-store Retailing by Category: Value 2010-2015
· Table 36 Forecast Sales in Non-store Retailing by Category: % Value Growth 2010-2015

APPENDIX
Operating environment
Cash-and-carry

DEFINITIONS
· Summary 13 Research Sources

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