



Euromonitor
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Experiential Luxury in the Netherlands

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rise in arrivals drives growth in experiential luxury, with AI used to customise trips for customers
Luxury hotels drive growth through design elements and personalisation
Growing demand for bespoke luxury experiences drives growth

PROSPECTS AND OPPORTUNITIES

Premiumisation trend will elevate consumer demand for luxury travel and dining experiences
Luxury hotels to drive growth through new openings, heritage, and wellness facilities
Luxury providers will increasingly adopt sustainable practices to enhance brand integrity

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Luxury Goods in the Netherlands - Industry Overview

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DISCLAIMER

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