



Euromonitor
International

Small Local Grocers in the Netherlands

June 2026

Table of Contents

[Small Local Grocers in the Netherlands - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Consumers Delay Spending Despite Rising Wages and Outlet Growth

Price Increases in Grocery Staples Prompt Caution in Household Budgets

Chart 1 - Value Sales 2020-2030

WHAT'S NEXT?

Independent Grocers Strengthen Loyalty to Offset Technology Gap

Chart 2 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 3 - Analyst Insight for Small Local Grocers

Coöperatieve Primera Ba Builds on Share Gains to Reinforce Leadership

Chart 4 - Company Shares 2025

Chart 5 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 6 - Economic Context for Small Local Grocers

Chart 7 - Real GDP Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Small Local Grocers

Chart 10 - Population 2020-2030

Chart 11 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in the Netherlands - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 12 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Amazon Accelerates Investment to Reshape Consumer Expectations and Local Competition

Chart 13 - Amazon announces a EUR1.4 billion investment in its Dutch operations

Bol.Com and Supermarkets Anchor Value, While Discounters and E-Commerce Outpace Growth

Chart 14 - Discount Retailer Zeeman Partners with Tiny Library to Offer Sustainable Baby Products

Action Leverages Influencer Marketing to Boost Value and Social Reach

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and Retail E-Commerce Are Surpassing the Mid-Market Sector as Technological Advancements Transform the Competitive Landscape

Amazon and European Legislation Drive Polarisation and Margin Pressure

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 19 - Analyst Insight for Retail

Albert Heijn Expands Reach as Discounters Drive Change

Toy Champ's Acquisition and New Concepts Reshape Competition

Chart 20 - Sport Nutrition Brand Upfront Opens Its Own Supermarket

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 23 - Standard Opening Hours by Channel Type 2025

Seasonality

Sinterklaas (St Nicholas)

Christmas

Winter sales

Summer sales

ECONOMIC CONTEXT

Chart 24 - Economic Context for Retail

Chart 25 - Real GDP Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Retail

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-local-grocers-in-the-netherlands/report.