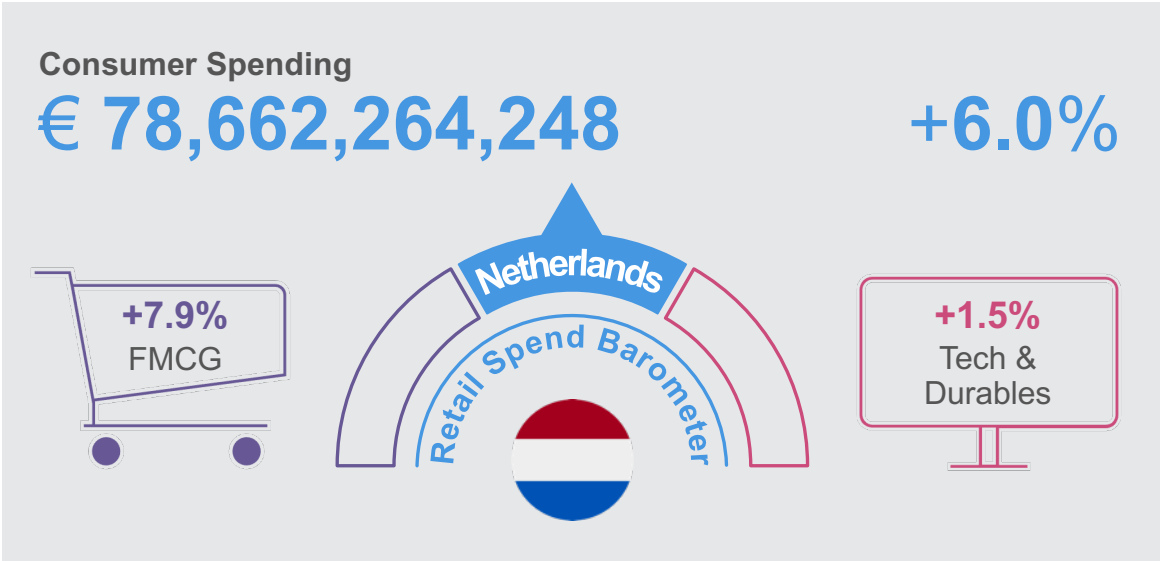




Consumer spending in the Netherlands increases by 6%

- This development is primarily driven by price increases, while total sales volumes are declining.
- NIQ and GfK combine their data to provide a holistic insights into the FMCG and T&D market throughout the Netherlands.

Consumer spending on fast-moving consumer goods (FMCG) as well as tech and durables products (T&D) increased by 6 percent in 2023 compared to 2022, amounting to a market total of 78.6 billion euros in 2023. The higher spending was driven in particular by inflation and price increases for food and drugstore products, while at the same time a premiumization can be observed for T&D products. The new NIQ Retail Spend Barometer aggregates data from both NIQ and GfK to measure the turnover of FMCG and T&D products sold in retail stores in the Netherlands.



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*The Full View™, as shown by the NIQ Retail Spend Barometer, offers retailers and manufacturers a 360-degree view of the market. We were, for example, able to use the aggregated data to prove that the high price increases for oil have led to a decline in total sales volumes. At the same time, sales of hot-air fryers, which use less oil, increased. This in turn opened up opportunities for frozen meals and snacks for air fryers.*

*With this comprehensive overview, retailers and manufacturers can recognize opportunities in the market early on and adapt their strategy accordingly so as not to miss them.*

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Jasper Bins, Retail Vertical Director Benelux, NIQ and GfK

Source: NIQ and GfK retail market measurements 2023 vs. 2022