



**Euromonitor
International**

Discounters in the Netherlands

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Aldi and Lidl Attract Value-Driven Shoppers and Fuel Retail Growth

Lidl Invests in Sustainable Private Label Innovation to Boost Appeal

Chart 2 - Lidl Relaunches Its Meat Substitutes Range

Aldi's Price Leadership Strengthens Shopper Trust and Brand Loyalty

Chart 3 - Aldi Is Best Known for Its Low Prices

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Aldi and Lidl Expand Non-Food Ranges to Drive Growth

Aldi's Renovation and Lidl's Expansion into Non-Food Items Are Transforming How Shoppers Behave

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 6 - Analyst Insight for Discounters

Aldi Leverages Price Reputation to Close the Gap with Lidl

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Discounters

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Discounters

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Amazon Accelerates Investment to Reshape Consumer Expectations and Local Competition

Chart 16 - 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 17 - Discount Retailer Zeeman Partners with Tiny Library to Offer Sustainable Baby Products

Action Leverages Influencer Marketing to Boost Value and Social Reach

Chart 18 - Value Sales 2020-2030

Chart 19 - 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 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 22 - Analyst Insight for Retail

Albert Heijn Expands Reach as Discounters Drive Change

Toychamp's Acquisition and New Concepts Reshape Competition

Chart 23 - Sport Nutrition Brand Upfront Opens Its Own Supermarket

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Sinterklaas (St Nicholas)

Christmas

Winter sales

Summer sales

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - 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/discounters-in-the-netherlands/report.