



Press release

Statistics Netherlands

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Retail turnover grows to 12 billion guilders

Retail turnover in November 1998 was 2.4% higher than one year earlier. This growth rate is lower than in the preceding months, mainly because November 1998 had one Saturday fewer than November 1997. Adjusted for this, the growth rate would be about 6%. Shoppers spent a total of nearly 12 billion guilders in November, the equivalent of nearly 1,800 guilders per household.

Looking back retailers can feel satisfied with the first eleven months of 1998. Sales were nearly 6% higher in the period than in the corresponding period of 1997. The growth rate for the first eleven months of 1997 was 4%. Sales figures for the first eleven months are usually a good indicator for the annual growth. On this premise turnover growth in 1998 would be just under 6%, the highest growth rate since 1990.

Furniture in demand

Again consumers spent a lot on non-food, and again home furnishings and decorations were favourites. The furniture branch achieved a notable 12% rise in sales; the ten largest furniture stores even as much 30%. Retailers of large household appliances and consumer electronics also did well; turnover in this branch was up 7%, the same rate as for chemists.

Supermarket takings down

Supermarkets saw sales fall by 1.3% in November 1998 compared with November 1997. This was partly caused by there being one Saturday fewer in November 1998 than in the same month in 1997. If this is corrected for, turnover would have increased by 2%, continuing the declining trend in turnover growth rates of supermarkets observed earlier in the year. More people appeared to be eating out in 1998: restaurants and fast-food outlets did very well in the first three quarter of 1998.

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