



Press release

Statistics Netherlands

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Retail sales surge in April

Retailers saw a 5% rise in turnover in April this year than in April 1998. Statistics Netherlands figures show that again in April it was the non-food branches again that took the lead (+6%). Chemists, textile supermarkets and the do-it-yourself branch in particular set the pace. The continuing favourable growth rates in the non-food sector corroborate the high level of willingness to buy observed in the consumer sentiment survey. Food shops, such as supermarkets, greengrocers and butchers increased their turnover by 4% compared with April 1998.

Nearly 13 billion guilders retail turnover in April 1999

Shoppers spent 12.7 billion guilders in the 100,000 retail outlets in the Netherlands, just over 1,900 guilders per household. Nearly 1,200 guilders of this was spent in non-food stores, the rest on food and drink.

Supermarkets favoured for daily groceries

Supermarket sales rose by 4.3% compared with April last year. As supermarket prices rose by just under 2% in April, the turnover volume was 2.3% higher compared with last year.

Around 80 cents of every guilder consumers spend on groceries are spent in a supermarket. The remaining twenty cents are spent in specialist shops such as greengrocers and butchers. Tens years ago consumers spent 65 cents in supermarkets; this illustrates just how difficult the position of small shopkeepers in this sector is becoming.

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