



Press release

Statistics Netherlands

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Retail turnover up 4.2% in 1999

Last year turnover in the retail trade grew by 4.2%. The newest figures from Statistics Netherlands show that the non-food branches set the pace for this increase. Turnover in these branches was 6.4% higher than in 1998. As in 1998, the increase in trade in food shops was a lot smaller (+1.6%).

Dutch consumers spent a total of 150 billion guilders (68 billion euros) in the shops last year, an average of 22,000 guilders (10,000 euros) per household. Just over 9,000 guilders (4,000 euros) of this was spent in food stores, and 13,000 guilders (6,000 euros) in non-food outlets.

Consumers spend more on personal hygiene

Consumers spent more in particular on personal hygiene and home enhancement in 1999.

In the area of personal hygiene, chemists continued their strong growth of 1998, with a 10.3% increase in turnover. Clothes shops on the other hand saw their increase in takings halved, from 7.3% in 1998 to 3.6% in 1999. Home enhancement was popular with consumers. Shops selling home furnishings (furniture, lamps, floor coverings) increased their turnover by 7.7%. Sales in the do-it-yourself branch were also 7.7% up. Consumer electronics were less popular. The 14.3% increase in 1998 fell to 3.5% in 1999.

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Food specialists in the red

The erosion of the market share of food specialist outlets such as butchers and off-licences continued in 1999. Butchers closed their books with a loss of 1.7% on 1998, and sales by poulterers, off-licences and shops selling tobacco products also came to less than in 1998. Cheese shops suffered heavy losses (-11.5%). Fishmongers were the only food specialists to improve on 1998, increasing their takings by 7.9%. Supermarket sales were 2% up on 1998.

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