

Short economic review of the shopfitting industry in the Netherlands

Dutch economic situation

The Dutch economy contracted 1,4 percent in 2012. The austerity measures and the decline of consumer confidence are the main reasons for the decline in the economic activity in the Netherlands. The unemployment rate is 8.5% at the moment.

Shop fitting industry

Only retail formulas are still investing in the interior of their shops, the individual retailer does not invest in the current economic climate. The individual retailer still uses almost 50 percent of the shopping surface. This development has serious consequences for the Dutch shop fitting industry, the market is shrinking and margins are under a lot of pressure. The first 3 months of 2013 knew lots of bankruptcies and endings of shopfitters.

For the near future we do not expect any improvements, main reasons for this are:

- Building activity will decrease in 2013
- Low consumer confidence which is also caused by the instability of Dutch banks
- Increased online shopping (+10%)

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