



# Netherlands



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Buf 3300 International Retailing



# Sternquist from Netherlands



Netherlands is one of the very small countries and because of this ,their retailing environment is slightly different than ours. Their major retailers expanded internationally since their home markets became saturated ( markets is no longer providing new demand for an individual firm, usually this happens when a company faces competition or reduction in its market needs for its product or services) . Netherlands is ranked one of the most technologically advanced countries in the world and use high internet use. Overall due to the fact that netherlands is a small country their retailers had to internationalize to find new markets to fuel their growth. Since the Netherlands supports small to medium sized retailers ,they have a strong support system for them. They are the biggest food retailers and top 20 of the largest retailers in the world.

# Current Event Articles



(Fashion article 1) [In this article Dutchnews.nl talks about nine new fashion innovators helping to make dutch/Netherlands fashion more sustainable. Consumers in the netherlands dump about 210 tons of clothes they don't care for anymore each year ,their fashion industry has 21.5 million of unsold clothing that's mostly produced by workers that aren't treated the best. The nine companies believe changing practices in clothing industry can be hard meeting netherlands emission targets. Some of the change maker brands is a knitwear brand called loop.a life that's created from recycled knitwear and MUD jeans that's recycled material.](#)

( Corona article 2) [Netherlands makes face mask mandatory indoors as an effort to stop the spread of the virus and this applies to people age 13 and up. Indoor places like malls, hairdressers. Netherlands have been the most affected by the second wave of covid-19 and broke daily case record in october this rule is up tp 3 months and if you don't adhere you will get a fine of \\$113.00](#)