



**Euromonitor
International**

Footwear in the Netherlands

February 2026

Table of Contents

Footwear in the Netherlands - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth through price increases and strategic innovation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Demand for footwear continues to rise, with women's footwear leading value sales

Footwear is becoming more polarised as cost of living continue to rise

Chart2 Patta - Collaborates with Nike for the Patta x Nike Air Max DN8

Social media influencers are shaping demand for footwear

Chart 2 - Dutch Football Player Ruud Gullit Endorses Skechers Hands Free Slip-Ins

WHAT'S NEXT?

Sports footwear to remain dynamic performer, driven by active lifestyles

Sustainability will continue transforming footwear in the Netherlands

Chart 3 - Analyst Insight

Rising number of retailers set to embrace experiential formats to remain relevant

COMPETITIVE LANDSCAPE

Van Haren retains lead of fragmented competitive landscape

Chart 4 - Birkenstock Opens Second Flagship Store in The Hague in 2025

CHANNELS

E-commerce drives footwear sales with competitive pricing

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear sustains expansion despite rising cost of living

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Casualwear is helping to drive demand for apparel and footwear

Market polarisation persists despite increase in disposable incomes

Chart 6 - Primark Appeals to Budget-Conscious Consumers

More brands embrace sustainable practices to meet consumers' expectations

Chart 7 - Mr Marvis Launches The Big Stripes Swims, Made from 100% Recycled Polyester

WHAT'S NEXT?

Demand for apparel and footwear set to benefit from evolving lifestyles

Sustainability expected to enter mainstream as government enforces new regulations

Chart 8 - Analyst Insight

AI and technology set to become a key competitive tool

Chart 9 - ACE and WE Fashion Collaborate to launch Lookgen.ai

COMPETITIVE LANDSCAPE

Leading manufacturers maintain share through value proposition

CHANNELS

Expansion in offline retail slows as e-commerce dominates distribution

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in the Netherlands 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in the Netherlands 2025

Chart 13 - Consumer Landscape in the Netherlands 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/footwear-in-the-netherlands/report.