



ABOUT BEING NICHE, BIG, OR EATEN

In 2023, companies which are active in the Dutch e-commerce have to operate in a highly competitive, dynamic and still growing market environment with little governmental support.

ABOUT THE STRENGTH OF WORKING TOGETHER

In 2023, the Dutch e-commerce sector has merged together. This allows every party to have the same data access, leading to highly efficient use of available customer data. However, this allows big players to have even more power and leads to an unregulated data collection, which increases security risks and cybercrime. Also, customer behaviour changes and new ways to increase customer loyalty are being introduced.

ABOUT BANNED BIG PLAYERS AND SLOW GROWING SMALL COMPANIES

In 2023, the Dutch e-commerce sector has developed into a highly protected and inaccessible market with companies operating as individual entities. New EU regulations and laws were installed to protect national companies from the global competition.

ABOUT GOVERNMENT SUPPORT AND HIGH CUSTOMER EXPECTATIONS

In 2023, the Dutch e-commerce sector has gained high governmental support. As everyone has the same data access and the Dutch e-commerce companies act in a very competitive environment. Companies try to gain life-long customer support and meet the high customers expectations. The Dutch players still have a scale advantage, but are not overpowering the small web-shops.

Strategies

- Flexibility
- Differentiate the Product
- Low Cost Leadership
- Forward Integration
- Communicate and collaborate
- Buy out competition
- Reduce industry over-capacity
- Highlight own strength, brand power
- Be data owner
- Collaborate in different sectors

The arrow was used as a turning point within the circle - The idea behind this was using our Visual representation as a wheel of fortune