

The Netherlands

Capital: Amsterdam
Population: 16.4 million
GDP:* \$625.271 billion (2005 estimate)
Currency: Euro
Language: Dutch



Summary

The Netherlands abides by strict policies environmental and safety standards. U.S. products taking these measures into account will find ample opportunities on the Dutch Market, which is dominated by imports. With more than 7.2 million passenger vehicles, the Netherlands is the seventh largest automotive market in Europe and the Dutch are very receptive to U.S. products.

Dutch Motor Vehicle Sales 2007

	2007	2006	% Δ
Passenger vehicles	504,197	484,078	4.2
Light commercial vehicles	79,829	64,549	23.7
Trucks >3.5 tons	17,402	20,266	-14.1*
Motorcycles	16,228	14,797	9.7

* Truck sales declined compared to 2006, which was an exceptional year. Sales are expected to remain stable at the 2007 level.

Current Market Trends

A comparison of Europe-wide statistics for 2006 revealed that the Netherlands was the largest market for U.S. tire and tubes. It ranked fifth in Europe for passenger cars (new and used), fifth for other parts and accessories of vehicles, eighth for trucks, buses and special purpose vehicles, ninth for engines and engine parts (carburetors, pistons, rings, etc), and thirteenth for bodies and chassis for passenger cars.

Market Entry

As a member of the European Union, both EU and national legislation apply.

Main Competitors

U.S. suppliers generally will face strong competition from European suppliers.

Current Demand

In a market where interest in car customizing continues to grow, opportunities exist for U.S. manufacturers of high quality and price competitive audio equipment (HS-852721910, HS-852721990); Alloy wheels (HS-870870500), wooden trimmings (HS-442010190), seat covers (HS-630493000) and other interior and exterior car accessories for European cars.

Customizing cars remains a hot trend. The following models are customized most often in the Netherlands: Alfa Romeo, Audi, BMW, Chrysler, Citroën, Daewoo, Fiat, Ford, Honda, Hyundai, Kia, Lexus, Mazda, Mercedes, Mini, Mitsubishi, Nissan, Opel, Peugeot, Renault, Rover, Seat, Škoda, Smart, Subaru, Suzuki, Toyota, Volkswagen and Volvo.

Current Demand (continued)

Alarm systems also continue to be a booming market. In the short term a dramatic increase is expected in the use of computers, software, data storage on diskettes, in-car navigation, electronic maps (CD-ROM), infrared blind-spot detectors, radar enhanced cruise control (HS-903289900), and head up display of speed/distance.

In addition, the aftermarket expects half of all maintenance and repair services to be of an electronic nature in 2010. Currently, this number lies at 40%. A quarter of the universal garages will not be capable of performing the required work on cars older than three years. The availability and accessibility to technical information is a major issue to the aftermarket. The rate of technological advancement in passenger cars and trucks is expected to increase over the coming years, making good accessibility to technical information, universal testing and diagnostic equipment, software, tools and training a critical element to companies in the automotive industry.

Suppliers are increasing their efforts to reach consumers in an organized fashion. As a result, the number of retail chains is increasing quickly. The 2007 market report on "Automotive Parts & Services Equipment" offers an overview of the type and number of retail chains in the Netherlands.

Trade Shows

ReMaTec
June 2009
Venue: Amsterdam RAI
Type: Targets the International remanufacturing industry
URL: <http://www.rematecnews.com>

Available Market Research

Automotive Parts & Services Equipment (Sep 2007)

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