



Industry Briefing Papers 2016

EUROPE: THE NETHERLANDS

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Dutch consumers' interest in healthier food and beverage products continues to strengthen, and when budgets allow, they remain keen to purchase such products. Consumers shifting from some BFY products to organic, favoring more natural flavors and ingredients. Examples: alternative small scale supermarkets such as Marqt with only organic products, sourced from local producers, juice bars, cafeterias at school and at work places serving healthier food.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Spas are offering an ever more 'holistic' approach to their clients offering a total well being concept.

Beauty:

Volume growth in beauty and personal care in 2015 was generally strong in most categories. International brands in the Netherlands continue to dominate and in line with the natural look trend, categories associated with maintaining a well-groomed and attractive look outperformed products which generally achieve artificial results.

Fitness:

Fitness is the biggest sport of The Netherlands (membership of fitness clubs as % of total Dutch population: 17%). In June 2016 the first chain of fitness centers Fit for Free went public through an € 800M IPO.

Gyms offering discounts, long opening hours or special programs, as well as luxury wellness centers are doing the best. The middle segment and independent fitness centers are struggling.

Nutrition:

The Netherlands offers a broad spectrum of organically produced products, also evidenced in the vibrant organic and natural stores in the countries' main cities (Amsterdam, The Hague, Rotterdam, Utrecht).

Wellness Tourism:

The Netherlands is not exactly known for its wellness tourism (although in the old days the sea water in for example Scheveningen was considered for water curing)

Wellness Communities or Real Estate:

Rotterdam is the most important port for organic products from faraway countries. Offering good value for money, great planning and effective logistics, the Dutch organic industry has developed into a key partner for both national and international wholesale and retail firms.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Good work-life balance is generally accepted and employees actively cooperate to make this happen: working from home, part-time contracts, on premises child care etc.

Children’s well-being is reportedly one of the highest in the world, jointly with the Nordic countries (Norway, Sweden, Denmark).

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

Despite an improving economy, protracted economic uncertainty, refueled by the outcome of the recent Brexit referendum, means spending and margins remain under pressure.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

Wellness to me would be using recreation, hobbies, exercise, balanced nutrition, taking a positive outlook and incorporating a philosophy of balance between personal and professional life in order to obtain a better shape physically and mentally, resulting in overall well-being.

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