

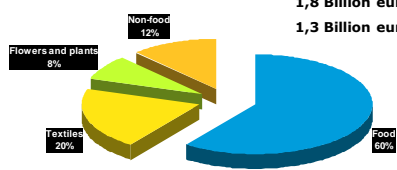


Market Trading in The Netherlands

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Dordrecht

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Consumer expenditure at Market Trading



1,8 Billion euro food
1,3 Billion euro Non-food

Total €3,1 Billion euro

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Number of traders

- 24.000 Registered Market Traders
 - 81% primary activity
 - 19% secondary activity
- 16.000 full time Market Traders

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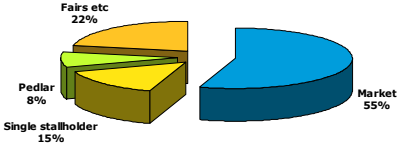
Location

- 64% active on Markets
- 25% Single stallholders
- 49% also active on fairs, festivals and events
- 9% Pedlars

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Source of income

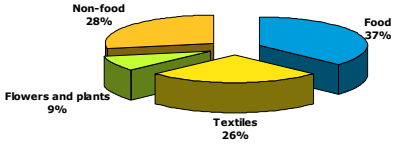


Market 55%
Fairs etc 22%
Single stallholder 15%
Pedlar 8%

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Type of activity



Food 37%
Non-food 28%
Textiles 26%
Flowers and plants 9%

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Market share Market Traders

- Total consumer spending 75 Billion euro
- 3,2 Billion euro Market Trading approx 4,25%

	Market Trading %	Other Retail
Food	6	94
Flowers and plants	21	79
Textiles	3	97
Non-food	2	98
Totaal	4	96

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Markets

- 968 Open air Markets per week
- 829 different locations
- 8.000 single stall locations
- 312 Annual fairs
- 2.700 fairs per annum

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Markets: day of the week

Councils with	< 10.000 %	10.000 -50.000 %	> 50.000 %	Totaal %
Monday	2	5	7	6
Tuesday	15	16	15	16
Wednesday	20	19	17	19
Thursday	27	22	18	21
Friday	24	23	17	20
Saturday	12	14	24	18
Sunday	0	0	1	1
Total	100	100	100	100

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Workforce

- 45.500 fulltimers (fte's)
- 49% in food

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Workforce

- Primarily trader and family/relatives
- On average 75 hours (food 99/non-food 50) per week:
 - 43 hours by trader;
 - 15 hours by family;
 - 3 hours by relatives;
 - 14 hours by employees.
- On average 30 hours per week open for the public.

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