



CBI  
Ministry of Foreign Affairs

## [Exporting costume jewellery to the Netherlands](#)

The speedy recovery of the Netherlands after the European slowdown and the increasing demand for fast-fashion products by young people are driving sales of costume jewellery in the country. The current demand combined with a positive future outlook makes costume jewellery an attractive segment for new market entrants. Exporters from developing countries (DCs) should take advantage of the opportunities on the costume jewellery market by utilising such benefits as lower production costs compared to Europe, availability of resources, and craftsmanship. DC exporters should consider entering the Dutch costume jewellery market through online retailers; the fastest growing and leading channel. DC exporters will benefit from the country's leading position as a trade hub and will be able to indirectly target other European countries through online wholesalers.