**TRENDS BANK**

001. (a) The Thalys high-speed train between Amsterdam and Paris on Tuesday announced a rise in turnover of 8.4% to €470m… The number of passengers rose by 3.1% to 6.6 million. (These are apparently changes in the past year.)  
(b) Dutchnews.nl (January 31, 2012)

002. (a) 100,000 cancer diagnoses in one year. Some 100,000 people are diagnosed with cancer in the Netherlands each year, an increase of 36% on 10 years ago, according to the national cancer registration board. Breast, bowel, skin, lung and prostate cancer are the most common forms.  
(b) Dutchnews.nl (January 30, 2012)

003. (a) Just half of people aged 18 to 35 drink traditional coffee and the product is suffering from an image problem, according to new research by Van Spronsen & Partners quoted by Nos television.  
(b) Dutchnews.nl (February 1, 2012)

004 a) Social dining is a trend blown over from the States. It’s basically a combination of networking and dining.  
b) <http://www.dutchcowboys.nl/socialmedia/23965> (26-01-2012)

005 a) The Dutch bought 1.7 million bikes last year, down 3.6% on 2011, but electric bikes – bikes fitted with a small motor – rose 7%, with cyclists happy to pay an average €1,918 for an extra boost while cycling  
b) <http://www.dutchnews.nl/news/archives/2012/01/sale_of_electric_bikes_on_the.php> (30-01-2012)

006 a) Some 60% of men and 44% of women in the Netherlands are overweight, according to research from the public health institute RIVM.  
b) <http://www.dutchnews.nl/news/archives/2012/01/the_dutch_are_getting_fatter_1.php> (30-01-2012)

007 a) Every year there less DVDs are sold in the Netherlands. This is because of illegal downloading, alternative streaming and the substitute blu-ray. So it is questionable to invest in DVDs for entrepreneurs.  
1 b) <http://www.computeridee.nl/nieuws/dvd-verkoop-flink-geschaad-door-internet> (12-02-2010) <http://www.digitaltrends.com/computing/the-death-of-dvd/> (08-03-2011)

008 a) Mobile Internet in the Netherlands is more used by youth and people with higher education. Entrepreneurial possibilities are in the fact that there is a specific group of costumers for mobile internet apps.  
2 b) <http://www.nownederland.nl/2011/11/mobiel-internet-jongeren/> (08-11-2011)

009 a) The tablet market increases. Apple has got an market share of 58%. This is important for entrepreneurs if they wan’t to create an app. Thus creating an iOS app will reach a larger audience than a Android app.  
3 b) <http://www.nu.nl/gadgets/2724648/verkoop-androidtablets-nadert-ipad.html> (26-01-2012)

010. a) There is a rising cost of health insurance in the Netherlands. Although there is a rising cost, the number of people with top-up insurance policies has only gone down by 1% and just 2% to 3% of the policy holders have cut down on their dental insurance.

b) Dutchnews.nl (February 03, 2012)

011. a) The average retirement age in the Netherlands has gone up since 2006. The retirement age is now around 63, home affairs minister Henk Kamp has told MPs. The government plans to increase the state retirement age to 66 in the year 2020.

b) Dutchnews.nl (February 03, 2012)

012. a) For the first time in 15 years, the Netherlands experienced an official ‘cold wave’. Since last Sunday 7 am the temperature did not came above the freezing point in De Bilt. Last Saturday night it was colder than -10 degrees Celsius for the third night in a row, according to Weeronline. In an official ‘cold wave’ it’s 5 days in a row below the freezing point and 3 nights in a row colder than -10 degrees Celsius.

b) Nu.nl (February 05, 2012)

1. a) Just like the winter in 2011 there are again a lot problems with on the railway/with the trains. Every winter the chaos at the railway turns back, and NS and Prorail tell the travelers they can’t do anything on it. A trend that’s seen every winter when it’s freezing/snowing, but only in the Netherlands… Maybe a good entrepreneur can solve the problems with the railway, so that all the trains will drive, also when it’s snowing and every traveler can go to their home instead of a hotel.  
b) <http://www.dutchnews.nl/news/archives/2012/02/railway_chaos_continues.php>  
(February 07,2012)

2. a) Cuts in the educationsector cause that students get into a high debt. The government wants that student pay 3000 euro when they’ve more than a year delay, the government also doesn’t wanna pay the ov-chipkaart anymore when students have more than a year delay. Now there are also plans that student have to pay their master by their own, and won’t get any financial aid for paying their master. For this reasons the mean debt per student was €13318,00 in 2010, and 2011 it was €14657,00!

b) <http://www.nu.nl/binnenland/2593310/bezuinigingen-jagen-studieschuld.html>  
(August 19, 2011)

3. a) China becomes (probably in 2012) the biggest export market for Europe. This can be conclude from the current business trend. The European export to China grows faster then the European import from China. With this trend the United States won’t be the biggest export market for Europe anymore.

b) <http://www.nu.nl/economie/2733626/china-wordt-grootste-exportmarkt-eu.html>  
(February 6, 2012)

1.A) A record of 13 million foreign touristis visited the Netherlands last year. This is an increase of 3% on 2010 and a new record. This year there is a further increase expected, because of the economic crisis and weak euro.  
1.B) <http://www.dutchnews.nl> (February 2, 2012)

2.A) The Netherlands is lowering spending on scientific research by 10% over the next four years. The Netherlands will invest € 4.4 billion in research by 2016, which is 4% down on 2012 and € 700 million down on 2010. The reduction is due to generic costs, shifts in cash between ministries and loss of natural gas income.  
2.B) <http://www.dutchnews.nl> (February 2, 2012)

3.A) Half of the Dutch is struggling with overweigh problems. 60% of the men and 44% of the women are facing this problem. One out of seven people is dangerously obese, resulting in serious health issues. This is an increase of 25% compared to 2011. Especially the amount of women with heavy bellies increased over the years.  
3.B) <http://www.nu.nl> (January 30, 2012)

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- Finance becomes more prominent. People now learn about the dangers of indebtness (souvereign debt mostly, but extrapolate this to personal debt) and want to become more finacially literate themselves. [Source: all over the news]  
- People release the notion that they need to have ownership to use a product. Especially cars but also boats. Eg. greenwheels, sloepdelen.nl. Might be extrapolated to other products. [Source: greenwheels cars and sloepdelen boats a common sight in Amsterdam]  
- Students work harder(!) They feel the pressure to finish faster. Exam training, thesis training, ‘private’ desk space for students, extra classes (‘bijles’) are on low supply and high demand.

1 (a) Tablet PCs are becoming a global trend and gaining popularity as the market is expected to grow from 72.7 million units in 2011 to 383.3 million units by 2017.

(b)<http://www.displaysearch.com/cps/rde/xchg/displaysearch/hs.xsl/120130_emerging_markets_and_high_performance_drive_rapid_growth_in_tablet_demand.asp>

and <http://www.deloitte.com/assets/Dcom-Netherlands/Local%20Assets/Documents/nl/branches/tmt/nl_nl_tmt_predict_2012.pdf>

2(a) The number of smokers will not rise with health insurance changes. From Q2 to Q3 2011 the number of smokers dropped from 26.3% to 24.3% of the population.

(b)<http://www.dutchnews.nl/news/archives/2011/09/number_of_smokers_will_not_ris.php>

3 (a) More and more entrepreneurs are selling their businesses. The dutch Chamber of Commerce estimates a yearly selling of 10.000 to 15.000 businesses, but it expects that about 100.000 businesses will be sold in the next five years.

(b) <http://www.nuzakelijk.nl/ondernemen/2686598/steeds-meer-bedrijven-in-etalage.html>

1 a) The rise of urban nomads, meaning the trend that people no longer have a ’9 to 5 in the office mentality’ but are able and willing to open their laptop anytime, anywhere and start working. The investigation of the second source below states that 85% of dutch people would want to be able to work flexibly. The whole movement around flexible hours and workspace is called ‘het nieuwe werken’. A subsequent trend is that the demand for office space is going down  
b) – <http://www.nu.nl/werk-en-prive/2566054/flexwerken-mogelijk-strand.html>  
– <http://www.rijksoverheid.nl/documenten-en-publicaties/rapporten/2010/11/08/nederland-klaar-voor-het-nieuwe-werken.html>  
– <http://www.nu.nl/werk-en-prive/2547480/ruim-helft-ondernemingen-verwacht-daling-kantoorbehoefte.html>

2 a) Increased organic food consumption in 2012 in the Netherlands  
b) – <http://www.nu.nl/economie/2511147/biologisch-groeit-flink-in-stagnerende-markt.html>  
– <http://www.bionext.nl/sites/default/files/biotrends_2011_lr.pdf>

3 a) Increased use and sales of smart phones  
b) – <http://www.nu.nl/gadgets/2712007/smartphoneverkoop-in-nederland-fors-toegenomen.html>

1.The Dutch housing market situation is expected to look grim for another few years. Overall prices of houses are expected to drop by 2 % this year, and a further 3 % in 2012, indicating a low level of demand and transactions since the start of the financial crisis and a high level of uncertainty about regulations (hypotheekrente-aftrek).

<http://www.rabobank.com/content/images/Dutch_Housing_Market_tcm43-33324.pdf>

2. Less and less people in Holland smoke. The percentage of smokers among the Dutch population has dropped steadily from 28.6 % in 2006 to 24.3 % in 2011. However, since governmental subsidies on supportive means to quit will be terminated from this year onwards, this percentage may stabilize or even increase once again.  
<http://www.nu.nl/binnenland/2587831/steeds-minder-rokers-in-nederland.html>

3. The amount of Dutch people that opt for a cremation rather than a funeral keep rising. Whereas until 2005 a majority of people was buried after death, nowadays 57 % choses differently.

<http://www.uitvaartinformatie.nl/index.php?option=com_content&view=article&id=1072%3Apersbericht-aantal-crematies-in-nederland-blijft-stijgen&catid=210&Itemid=110>

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1. Gamification – Nowadays people tend to get bored or distracted very easily, especially when their activities do not prove to be a ‘real’ or ‘interesting’ challenge. To cope with this companies increasingly take elements from games and apply them to other settings and use them for other purposes.  
• <http://www.nytimes.com/2012/02/05/business/employers-and-brands-use-gaming-to-gauge-engagement.html>  
2. Dutch schools finances – According to Statistics Netherlands, Dutch primary and secondary schools are increasingly confrontated with higher than expenses than revenues.  
• <http://www.cbs.nl/en-GB/menu/themas/onderwijs/publicaties/artikelen/archief/2012/2012-3564-wm-her.htm?Languageswitch=on>  
3. Sharing – Consuming is getting; collaborativing consumption. This means that people start to share their property with others and therefore enable others to use these things without actually buying it.  
• <http://www.secondsight.nl/content/sharing/>

- There is an increasing demand in individualism in today ‘s society. Albert Heijn seamlessly fills this need by linking personal discount offers to Bonus Card holders. ‘My Bonus’ is one of the stept that Albert Heijn has set to respond to individual customer needs in the year to come.  
- <http://www.marketingtribune.nl/nieuws/albert-heijn-koppelt-bonuskaarthouders-aan-persoonlijke-aanbieding/> 3-1-2012

- More and more Dutch persons sublet their homes whilst being on vacantion. Mediate websites are seeing an increase in their offer and who hires his house during their own holiday, has his own holiday soon repaid.  
- <http://pretwerk.nl/topnieuws/steeds-meer-nederlanders-verhuren-hun-huis-tijdens-de-vakantie/10487> 6-2-2012

- There is an increasing number of children that will grow up in an environment where the parents are divorced. As it turns out, more than 20% of the children in the Netherlands grow up with divorced parents, and the older a child is, the higher this percentage will be.  
- <http://www.dutchnews.nl/news/archives/2012/01/one_in_five_children_grows_up.php> 30-1-2012

1. (a) In 2012 Dutch people are looking for better food quality. People more often eat at home then in restaurants. This is also because people want to eat more healthy. The eat less salt and add more flavour to their food. With campaigns from the ‘consumers bond’ this will rise even more in 2012. Apps on smartphones are also rising so also in the food department apps will rise.  
(b) <http://www.gastvrijezorg.nl/products/eten-en-drinken/trendwatcher-signaleert-foodtrends-voor-2012-8899> (November 23, 2011)

2. (a) ‘the tapas-effect’ is becoming huge in 2012 in the food but also in the travel department. Small bites of everything for a low cost have the preference over a big plate. You can share tapas with people which makes them very attractive. With ‘the tapas-effect’ in the travel department you see that people book more small vacations for a lower cost, instead of one huge vacation so they can spread their vacation time and their money spent.  
(b) <http://www.trendystyle.net/trends/2012-reistrends.html> (December 24, 2011)

3. (a) In 2011 a lot of people turned their back on companies that where egocentric, immoral or even criminal. In 2012 people want more honest companies. Companies that are willing to admit their flaws. Also called ‘FLAWSOME’. These companies are seen as human and honest and attrack a lot more people in 2012.  
(b) <http://trendwatching.com/nl/trends/12trends2012/?flawsome> (February, 2012)

1. (a) Dutch firms increasingly invest less money in their homeland. The investments in machines and installations decreased from 7,2% of the gdp in 1988 towards 3,4% in 2009. Instead of investing in their homeland, firms tend to switch to foreign countries, where possibilities rose thanks to technological developments, liberalization of capital movements and the disappearance of currency exchange rates because of the euro. The revenues, however, increase the surplus on current accounts.  
(b) <http://fd.nl/economie-politiek/247844-1202/spaardrift-bedrijfsleven-isoleert-nederland>

2. (a) Bread and pastries from the bakery became 22% more expensive over the last five years, more than twice as much as similar products in supermarkets. This is evident from figures published by wednesday by the CBS. Also meat from the butcher became more expensive between 2006 and 2011 compared to meat in supermarkets. The butchers’ meat prices rose by 13,6% on average while that was only 4,4% in supermarkets. Moreover, the price of fresh vegetables, fruit and potatoes also rose at most in specialist-shops.  
(b) <http://www.nu.nl/economie/2735642/prijs-brood-stijgt-harder-bij-bakker-dan-in-super.html>

3. (a) The popularity of e-shopping is still growing. In 2010 9.3 million Dutch bought goods or services over the Internet. This is evident from a report of the CBS. Holidays still are the most sold product online. The share of e-shoppers among internet users reached 77% last year. In 2006 this was only 61%. The Netherlands belongs to EU countries with the most e-shoppers, accompanied by Great Britain and Denmark. The share of companies that at least retrieves 5% of its earnings electronically, increased from 16,5% in 2008 to 18,4% in 2009. The biggest increase was seen in the purchase of travel and clothing. Bookings for holidays are the most common purchase online.  
(b) <http://www.bnr.nl/programma/bnrdigitaal/2011/06/30/we-e-shoppen-steeds-meer>

1.(a) Plastic surgery becomes more and more popular worldwide but also in the Netherlands. Over 69% of women would undergo an operation if they had enough money. There are entrepreneurial possibilies to create a product that takes this trend into account.  
(b) <http://www.nu.nl/> (28 april, 2010)

2. (a) There is a steady increase in group holidays to foreign countries. When going on a holiday people do not want to go alone, that’s why they choose to go with a group of people they practically don’t know. The trend towards individuality gives possibilies for entrepreneurship.  
(b) <http://www.cbs.nl> (4 juli, 2011)

3. (a)There is an increase in psychological problems in the Netherlands. Especially depression and dementia are problemens that become more common above 40. To make life of this group of people easier, a lot can be done.  
(b) <http://www.rijksoverheid.nl> (4 april, 2011)

Trend no.1:  
a)Deal hunting will continue to be an integral part of consumers’ lives, as it’s now about more than just saving money: it’s the thrill, the pursuit, the control, and the perceived smartness, and thus a source of status too.

b)Source: <http://www.trendwatching.com/trends/dealerchic/>

Trend no.2:  
a)’Several hundred bars have to close their doors’ says Royal Horeca Netherlands. There are too many pubs and the visits will decrease even more in the following years because of the recession.

b)Source: [http://www.rtl.nl/(/actueel/rtlnieuws/economie/)/components/actueel/rtlnieuws/2012/01\_januari/09/economie/honderden\_cafes\_moeten\_deuren\_sluiten.xml](http://www.rtl.nl/%28/actueel/rtlnieuws/economie/%29/components/actueel/rtlnieuws/2012/01_januari/09/economie/honderden_cafes_moeten_deuren_sluiten.xml)

Trend no.3:  
a)The trend that people prefer to communicate via WhatsApp and social media also became visible during the New Year. For the first time there were less text messages and calls during the New Year. Meanwhile the mobile data doubled.

b)Source: [http://www.rtl.nl/(/actueel/rtlnieuws/binnenland/)/components/actueel/rtlnieuws/2012/01\_januari/01/binnenland/minder-smsjes-en-telefoontjes-tijdens-oud-en-nieuw.xml](http://www.rtl.nl/%28/actueel/rtlnieuws/binnenland/%29/components/actueel/rtlnieuws/2012/01_januari/01/binnenland/minder-smsjes-en-telefoontjes-tijdens-oud-en-nieuw.xml)

1 (a) The ‘Lipstick index’ is a term to describe an economic indicator, coined by Leonard Lauder, chairman of the board of Estee Lauder. Lipstick sales have long been an economic indicator; when the economy is down, lipstick sales have traditionally gone up. Women would rather spend on little luxuries when purse strings are tighter and the economy is uncertain.  
According to Time, Estee Lauder lipstick sales are up 14% in 2011. But what’s more interesting is that nail polish is up 54%. So if nail polish is the new lipstick, what other new indicators are we seeing in this recessionary economy?  
To summarize: in times of recession women are more likely to spend more money on small luxuries, like lipstick and nail polish.

(b) <http://www.economist.com/node/12998233> and <http://www.time.com/time/magazine/article/0,9171,2095552,00.html> (21-10-2011)

2 (a) The prices of bread, meat and vegetables in speciality stores (like the bakery) have increased. In 5 years from 2006 to 2011 the prices have grown with roughly 15 %. The increase of price of the same products in supermarkets was significantly less.

(b) <http://www.cbs.nl/nl-NL/menu/themas/prijzen/publicaties/artikelen/archief/2012/2011-3563-wm.htm> (8-02-2012)

3 (a) A European research of One.com shows that the Dutch file sharing in 2011 has increased. 76% of the Dutch respondents declared they shared more files in 2011 then the year before. Remarkable is that respondents from the Netherlands, Belgium and Sweden are the only EU respondents that claim not to worry about privacy. 93% of the shared files in the Netherlands were shared by email.

(b) <http://www.dutchcowboys.nl/online/23927> (21-01-2012)

1. (a) Almost 40% of people being interviewed for a new job lie about their current salary, but in 2008, over half the applicants did not tell the truth, according to research by website Nationale Vacaturebank.nl.  
(b) <http://www.dutchnews.nl> (February 8, 2012)

2. (a) More bars and restaurants closed their doors in the third quarter of 2011 than in the same period of 2010. The number of bankruptcies increased by 31%, says Dun & Bradstreet.  
The advisory agency blames the wet summer and is expecting the trend to continue into the fourth quarter because of the economic situation  
(b) <http://www.dutchnews.nl> (September 30, 2011)

3. (a) The number of people worried about the economy has gone up from 26% to 40% over the past three months, according the latest quarterly attitude report from the government’s social-cultural bureau SCP. Nevertheless, just over half the population have faith in the government – support which is unchanged on the previous quarter. Trust in the unions is down from 70% to 61% – probably due to unhappiness about the pension reform, the SCP said.  
(b) <http://www.dutchnews.nl> (September 30, 2011)

1. a. ‘Protect the small-grocery shops by modernizing them’  
Prices of bread and pastry have risen over the last 5 years for 22%. Especially in small bakeries, not in supermarkets. It is also mentioned in the article that meat-prices at small butcheries have risen as well (13,6). Maybe it is a good idea to change the image of small grocery shops or make some sort of small online grocery shop with specialized home-made bread.  
b. <http://www.nu.nl/economie/2735642/prijs-brood-stijgt-harder-bij-bakker-dan-in-super.html>

2. a. ‘Recommerce’  
This article is about the trend that every product deserves a second life. Nowadays it’s very popular to buy your clothes at a second hand shop or ‘vintage’ shop. Those clothes got a real story to tell. Also vintage furniture with all sorts of blushes en blemishes are accepted these days. This trend is also contributing to the sustainability trend.  
b. <http://trendwatching.com/trends/12trends2012/?recommerce>

3. a. ‘getting discount is normal’  
In these days of economical malaise, it is normal to expect a lot of discount when you’re buying something. I for one won’t buy any clothes when they’re not in a sale. These days seeing sale percentages of 70% is normal. You’re almost an idiot when you buy clothes for the full retail price. The ‘shame’ that oust to exist when people bought something during sale is gone as well according to this article. It is now a challenge or a thrill for a lot of people to get a low price as possible. An idea is to incorporate these ‘sales’ into some form of social media, where friends can tip each other where to get the best sale-experiences.

b. <http://trendwatching.com/trends/12trends2012/?dealerchic>

1. Simplicity as a lifestyle: young people tend to want less stuff, less decorations, less useless extra’s. Simplicity is hot; it’s a popular lifestyle at the moment.  
- <http://www.secondsight.nl/trendwatchers/trends-2012-deep-crisis-and-bright-spots/>

2. Swapping parties: the trend to organize swapping parties. One of the first swapping events in the Netherlands had a swap store, where people could trade (a maximum of 3) lasting fashion articles. This ‘swapping’ will probably also spread out to other branches.  
- <http://www.molblog.nl/bericht/trends-na-de-crisis/>

3. Point & Know: people have a greater need for instant visual information through their smartphones, using apps and QR-codes to identify products and to gain more information about the specific product.  
- <http://trendwatching.com/nl/trends/12trends2012/?pointknow>

1. (a) Point & Know: people want information about what they are buying/consuming immediately.This is called instant visual information gratification and because more people use smartphones QR codes are getting more popular.

(b) <http://trendwatching.com/trends/12trends2012/?pointknow>

2. (a) Back to childhood: people want to go back to their childhood. Vintage and retro is hot, and well… everything used to be better! Childhood photo reenactments are thus getting more popular.

(b) <http://www.trendhunter.com/trends/back-to-the-future-part-ii>  
<http://www.habitos.be/bouwen/item.asp?item_id=2602>

3. (a) Vinyl is coming back. LP’s get more popular by the day, while the popularity of CD’s is decreasing. Retailers in Holland like Free Recordshop are going to sell vinyl again and abroad mass retailers like Urban Outfitters are also selling vinyl records and players. While the popularity of CD’s is going down due to downloading, the popularity of Vinyl is decidedly going up. People love the feel of a vinyl record and its sound quality is superior according to devotees.

(b) <http://3voor12.vpro.nl/nieuws/2011/juni/free-record-shop-gaat-weer-vinyl-verkopen.html>  
<http://www.nytimes.com/2010/09/23/fashion/23Gimlet.html?adxnnl=1&adxnnlx=1328706826-u6zvn89DmET2VeHAkvCzVw>

1. (a) Since the last half year more and more restaurants and cafes have gone bankrupt. This is mainly in the private sector. The CPB predicts this lose of restaurants and cafes will continue the coming year.  
(b) <http://www.bnr.nl/topic/beurs/583394-1201/veel-restaurants-en-cafes-failliet>

2. (a) Although a few years ago the 65+ age category had problems with money, now this age category, on the basis of numbers from the CBS, is ‘the least poor’.  
(b) <http://www.nujij.nl/politiek/ouderen-rijker-dan-ooit.15195961.lynkx#axzz1lnV3zLVv>

3. (a) The Netherlands has a growing demand for well-educated workers, such as IT specialists or technicians. But these specialists or working more and more freelance which makes it hard for companies to attract and attain specialists of these kind.  
(b) <http://www.dutchnews.nl/news/archives/2010/10/the_netherlands_faces_serious.php>

1.(a) Growing interest in the well being of animals (144).  
The well being of animals gets more and more important to people. Recently, the emergency number for animals 144 was introduced by a political party, to help more animals in need. Besides that, ‘animal cops’ were introduced in the Netherlands.

(b)  
<http://nos.nl/artikel/328950-500-meldingen-dierenleed-per-dag.html> (8 January, 2012)  
<http://nos.nl/artikel/318753-eerste-dierenagenten-met-diploma.html> (2 December, 2012)

2.(a) Interest in small cars and ‘A’ labels.  
Currently there is a big interest in buying a small car. The costs are low and there are a lot of advantages connected (like paying less taxes & less emission of CO2). Besides that, fuel is getting more and more expensive too, so that’s another reason for people to buy a small car instead of a big one.

(b)  
<http://nos.nl/audio/274506-kleine-autos-gaan-scoren.html> (20 September, 2011)  
<http://nos.nl/artikel/330650-grote-auto-adamwest-duurder-uit.html> (14 January, 2012)

3 (a) People want banks (but also companies) to be transparent.  
For example: people want to get more information from their banks about the investments they (the banks) do. They want transparency to get more control over their own money, especially since the crisis began.

(b)  
<http://nos.nl/artikel/275174-meeste-banken-niet-transparant.html> (23 September 2011)

1) a) More and more manufacturers bypass the grocery stores. The sale of products through new channels puts the grocery stores under a lot of pressure. The main new channels of the sales are the web stores. Brand manufactures start initiatives to sell their products directly to the costumers. But although online web shops have grown strongly abroad, in Holland only 1% of the groceries is ordered online.  
b) <http://fd.nl/entrepreneur/young-entrepreneur/marketing/516713-1201/fabrikanten-omzeilen-de-winkel>

2) a) There has been a sharp rise in hybrid cars on Dutch roads. The number of hybrid cars with a Dutch number plate rose almost 70% to 39,000 between January 2009 and January 2010, the national statistics office CBS said on Wednesday. The increase is largely due to company cars. Around two-thirds of the total are for business use. Nevertheless, just one in 200 cars in the country is a hybrid, the CBS said. The increase has been helped by tax cuts for hybrid car owners, the CBS said.  
b) <http://www.dutchnews.nl/news/archives/2011/01/sharp_rise_in_hybrid_cars_on_d.php>

3) a) The number of cinema tickets sold in 2011 in Holland rose by 220,000 to 30 million, a figure not reached since the late 1970s. Dutch films took a 22.4% share in the market, up 15.9% in 2010. For the first time since 1986 (Flodder), a Dutch film attracted by far the largest number of visitors. Gooische Vrouwen took 28% of all visitors with 1.9m tickets sold, putting it ahead of previous top film Avatar.  
However, cinema owners are not positive about future, says NRC. The Netherlands Film Fund will have €7m less in subsidies for Dutch productions in 2013. This will affect the number of Dutch films made and with fewer home-grown productions, cinema owners expect visitor numbers of drop again.  
b) <http://www.dutchnews.nl/news/archives/2012/01/good_year_for_dutch_film_and_c.php>

1.A:  
In 2011 their are more millionairs in Holland compared with before the crisis. The increase was 10.2% from 121.700 naar 134.100. This increase is higher than the overall increase in Europe (6.3%) and the world wide increase in millonairs (8.3%).  
B:  
<http://www.nl.capgemini.com/nieuws/nieuws/world-wealth-report-2011-in-vrijwel-alle-regios-meer-miljonairs-dan-voor-de-crisis/>  
<http://nos.nl/artikel/250430-recordaantal-nederlandse-miljonairs.html>

2. A:  
In 2011 their was a high increase in starting self-employed persons with no staff (zzp’ers) in the construction sector. The increase is 28 % compared to 2010. The increase can be explained by the bad economic situation in this sector, so many big companies failed.  
B:  
<http://www.nu.nl/werk-en-prive/2655760/forse-toename-startende-zzpers-in-bouw.html>

3.A:  
Housholds in The Netherlands will pay in 23 euros more for energy in 2013 than in 2011. The increase in 2012 compared to 2011 is 8.9%.  
B:  
<http://www.nu.nl/werk-en-prive/2683305/energierekening-huishoudens-omhoog.html>

1 a. Urban farming is already popular in large cities such as New York and Detroit. The concept is now also coming to the Netherlands.  
People will start to favour eating food that was produced in the local area.  
b.<http://www.duurzaamnieuws.nl/bericht.rxml?id=76238&photo=486>

2 a. Pop acts and pop music will be explored in non-western countries and these will be listened to globally . This is the product of teen capitalism, caused by the booming economies in Africa and the BRIC countries.  
b. <http://www.guardian.co.uk/culture/2011/dec/29/global-pop-arts-preview-2012>

3 a. Online purchasing in Europe will continue to grow. It is estimated that 233 billion euro in total will be spent in 2012, which is double the amount that was spent in 2008.  
b. <http://www.cityrotterdam.nl/templates/mercury.asp?page_id=2186>

1.(a) The Dutch lifestyle and fashion industry is going downwards. In 2011 the sales in the lifestyle industry decreased with 3% and the sales in the fashion industry decreased with 6,2%. These numbers were published by ‘CBW-Mitex’ the Dutch organization for the lifestyle-, fashion- and shoe industry. In the recent economic crisis the consumer is more careful in spending money and have lost lot of trust in the industry.

(b) <http://www.telegraaf.nl/mijnbedrijf/11467003/__Woon-_en_modebranche_onder_druk__.html> (7 February, 2012)

2. (a) Dutch people start using their savings. Hundreds of thousands of people are using their savings to keep up with their current lifestyles, according by a research by Friesland Bank. The survey, based on a representative sample of 1,000 people, shows the Netherlands’ seven million households have four billion euros in savings, but that one million people are now taking money out of special savings accounts.

(b) <http://www.dutchnews.nl/news/archives/2012/01/the_dutch_start_using_their_sa.php> (27 January, 2012)

3. (a) Cosmetics are becoming more popular for men. Especially nail polish is growing in popularity. The past year more men were spotted with nail polish on their nails. Because of this ‘hype’ companies specially produce nail polish for men.

(b) <http://www.nu.nl/man/2735222/nagellaktrend-mannen-lijkt-groter-worden.html> (7 February, 2012)

1 A) Trust in people is increasing. The majority of the Dutch population has confidence in each other, politics, the police and the justice system. In 2010 67 percent of the Dutch people has trust in the politics against 58 percent in 2002. Also trust in various institutions and organizations increased. Especially for the confidence in political institutions and the police.

B) <http://www.cbs.nl> (11-01-2012)

2 A) Immigration and emigration has reached a new record in 2011. In 2011 immigration reached a record of 160 thousand people. There were 6000 more immigrants to the Netherlands than in 2010. Most people are came from countries of the European Union.  
The Emigration increased as well. There were 12 thousand people more than in 2010. The contribution of migration to the population is smallen than in 2010.

B) <http://www.cbs.nl> (10-01-2012)

3 A) The capabilities of Dutch households are getting lower. On 1 January 2011 the capability of Dutch households were 29,000 euros. In 2010 the capability of Dutch households were 33,000 euros. This represent a decrease of 12 percent. This could be attribute to the depreciation of their own home. Six of the ten households having their own home.

B) <http://www.cbs.nl> (23-01-2012)

Trend 1:  
a) The use of social media for business purposes in Europa increased significantly compared to 2010. In 2010 23 percent used social media in business context and in 2011 this was doubled to almost 40 percent. In the Netherlands the use of social media grew even faster than the average in Europe. In the Netherlands 45 percents use social media for business purposes.  
b) <http://www.nu.nl/werk-en-prive/2711964/zakelijk-gebruik-social-media-stijgt.html> (February 8, 2011)

Trend 2:  
a) Employees have been sick more often last year than in the previous year. The average absence because of sickness was 4.5 percent in 2011, which is 0.2 percent more than the average absence in 2010 (4.3%). Especially absence due to psychological problems increased. In 2011 20 percent of all absence was due to psychological problem. This is a increase of 3 percent compared to 2010.  
b) <http://www.nu.nl/werk-en-prive/2730590/meer-verzuim-werknemers-in-2011.html> (February 8, 2011)

Trend 3:  
a) Dutch hotels were frequently visited in 2011 than in 2010. The Dutch cities Utrecht, Maastrisch and Rotterdam received more guests than in 2010. The number of hotel stays in Amsterdam and The Hague stayed the same during that period. The strongest growth of hotel stays was in Utrecht: there was a growth of 10 percent compared to 2010. In Rotterdam there was a growth of 7 percent and in Maastrischt a growth of 4 percent compared to 2010.  
b) <http://www.nu.nl/man/2730993/meer-hotelovernachtingen-in-grote-steden.html> (February 2, 2011)

a) A number of hospitals and clinics are asking for more money from health insurers than they have available. According to Achmea, some hospitals are asking for a 20% rise in budgets, even though last year’s budget agreement was for a maximum increase of 2.5%. If deals with individual hospitals are not reached, it could lead to patients being forced to attend a different hospital, Trouw reported.  
b)<http://www.dutchnews.nl/news/archives/2012/02/hospitals_want_more_money_from.php>

a) Do it yourself health is increasing as countless new apps and devices are actively targeting consumers keen on preventing, examining, improving, monitoring and managing their health. In fact, Apple’s App Store currently offers 9,000 mobile health apps (including nearly 1,500 cardio fitness apps, over 1,300 diet apps, over 1,000 stress and relaxation apps, and over 650 women’s health apps) and by mid-2012, this number is expected reach 13,000 (Source: MobiHealthNews, September 2011).  
b) <http://trendwatching.com/trends/12trends2012/?diyhealth>

a) This Trend Briefing focuses on the new ways consumers’ purchasing decisions are being influenced by their friends, followers and other people they “know”. THE F-FACTOR | Consumers are increasingly tapping into their networks of friends, fans, and followers to discover, discuss and purchase goods and services, in ever-more sophisticated ways. As a result, it’s never been more important for brands to make sure they too have the F-FACTOR  
b) <http://trendwatching.com/trends/ffactor/>

1.  
a) There are more and more men like women who also opt for plastic surgery. This is partly caused by our society that is focused on ostentation.  
b) Volkskrant magazine: <http://www.eriklaban.nl/s-mans-vrouwelijke-kant-door-wim-de-jong/> (November 7, 2011)

2.  
a) This is going to be the year that major players like Google and MasterCard will actively roll out their cashless initiatives around the world. Less people will pay with cash and more by mobile phone or credit card.  
b) <http://trendwatching.com/trends/12trends2012/?cashless>

3.  
a) The main reason for snacks at the office is boredom. 87% of women indicate that they are unable to resist the temptation, because at the office it’s up for grabs. Therefore 1/3 of the recommended amount of calories has been eaten by taking candy.  
b) <http://www.vkbanen.nl/banen/artikel/Voornaamste-reden-om-te-snoepen-op-kantoor-is-verveling-/1069545.html> (February 8, 2012)

Online status symbols  
a). Suppling your customers with any kind of symbol, virtual or ‘real-world’, that helps them display their online contributions, creations or popularity. An example are Foursquare’s badges that are rewarded when having achieved a certain ‘goal’ on Foursquare. These badges are distributed both online (virtual images) and (if desired) in the form of real badges that can be pinned onto bags/clothes.  
b). Source: <http://www.bright.nl/tech-trends-voor-2012> (based on an article by Trendwatching.com).

Back to the cozy and familiar  
a). Research amongst young people in the Netherlands has suggested that in times of crisis, young people are more likely enjoy indulging in their memories from the past- experiencing a strong desire to ‘relive’ cozy moments they are familiar with. For instance, the ‘Bungalup’ festival was held in Center Parcs- a holiday parc probably all of us know from our nostalgic family weekends. Also, Wordfeud (formerly known as ‘Scrabble’) became a hype in 2011, and all kinds of Dutch boardgames were reintroduced for the iPad (‘iPawn’).  
b). Source: <http://www.dutchcowboys.nl/online/23696>

‘Circles of trust’  
a). Since a lot of big companies have appeared to be unreliable, or to be somehow inhumane or illegal in their practices, solutions on a small scale are what many are looking for. The smaller the scale, the easier it is to maintain a clear picture of what is happening. Also, a lot of people would rather rely on information shared by people they’re familiar with or that they can talk to face to face. Therefore there is an emerging need for talking to open, named/identified specialists, that provide a personal advice and express that they have acquired their knowledge in order to help themselves and those around them, and not to make a short term profit. An example of a company that takes advantage of this trend is Minutebox.  
b). Source: <http://www.dutchcowgirls.nl/media/5194> (based on an article which is the result of a collaboration between 20 leading trends specialists).

Trend 1  
a. There is a bigger demand for cat video’s on youtube. It is expected that by 2015 90 percent of online content will include videos of cats.  
b. <http://www.molblog.nl/bericht/catvertising-een-nieuw-businessmodel/> (November 12, 2011)

Trend 2  
a. Even though high end fashion tries to get it’s way into Holland it doesn’t entirely work because we remain Dutch, high end fashion is still a very select audience. The average Dutch person wants to look good but it must be affordable and above all wearable.  
b. <http://www.molblog.nl/bericht/nederland-fashionland/> (February 3, 2012)

Trend 3  
a. ‘Couponing’ is a new sort of lifestyle for a big group of people as a reaction to the bad economy.  
b.<http://www.bbc.co.uk/news/magazine-16537076> (February 7, 2012)

Trend 1:  
For most employees the car is no longer a symbol of status. (VNA research of the leasemarket) The smaller, greener car is now an accepted option.  
<http://www.vna-lease.nl/docs/artikel%20NRC%2017%20december%202011.pdf>

Trend 2:  
Dr. Pepper Demonstrates That Non-Diet Products Are the New Diet  
Dr. Pepper Ten. Dr. Pepper added the challenge of marketing the product to men who are very conscious of the diet connotation in products and have a desire to appear “manly” in their beverage consumption. The focus on “ten” calories as opposed to a diet drink appealed to men because the product didn’t overtly claim to be a diet drink.  
<http://www.cpgtrends.com/2012/01/cpg-marketing-trends-dr-pepper-demonstrates-that-non-diet-products-are-the-new-diet/>

Trend 3:  
The fashion world has embraced the trend for bedwear  
<http://www.dailymail.co.uk/femail/article-2063985/Bananas-pyjamas.html#ixzz1lsdPBTHo>

1) Gamification

a) Gamification first took off in 2007, and it has proved to be recession-proof. Research firm Gartner predicts 70 percent of leading global companies will have at least one gamified app by 2014. In fact Brian Burke, Gartner’s vice president of research, says, “Gamification could become as important as Facebook, eBay or Amazon.” Gartner forecasts, “The opportunities for businesses are great — from having more engaged customers, to crowdsourcing innovation or improving employee performance.”

b) <http://businessonmain.msn.com/browseresources/articles/smallbusinesstrends.aspx?cp-documentid=31700511#fbid=Htq8I0VqdlS>

2) Biometric data will be the key to personal security

a) Nowadays we are more than dependent on our computers and we do everything online, but this requires authenticating who we are. According to the research company IBM, over the next five years, our unique biological identity and biometric data – facial definitions, iris scans, voice files, even our DNA – will become the key to safeguarding our personal identity and information and will replace the current user ID and password system.

b) <http://ibmresearchnews.blogspot.com/2011/12/ibm-5-in-5-biometric-data-will-be-key.html>  
(19 December, 2011)

3) Do It Yourself

a) According to the trend watcher Andrea Wiegman, nowadays we are dealing with a multitude of information and a multitude of choices. There is plenty of room for many different visions, brands and companies. Therefore, in 2012 there will be more mash-ups and pop-up stores. This is a completely new approach in which consumers produce themselves, deliver themselves and make things themselves (DIY, Do It Yourself). Because of this concept, new stores will emerge and more small collaborations will arise. Therefore, the trend ‘small scaled’ will further continue to develop in the coming years.

b) <http://www.marketingfacts.nl/berichten/20111203_trends_2012_volgens_4_trendwatchers/>  
(6 December, 2011)

Trend 1: Increase in urbanization.  
Worldwide are people moving into the cities (180.000 a day). This means a rise in urban consumers who tend to be: more daring, more liberal, more tolerant, more experienced, more prone to try out new products and services.  
It is said to be the absolute megatrend for the coming decade.  
<http://trendwatching.com/trends/11trends2011/#urbanomics>

Trend 2: New Pricing strategies emerge  
Due to the fact that consumers nowadays are constantly connected online have following consequences:  
-deals are spread inmediately  
-exclusive networks emerge to receive special deals  
-prices are often compared online with the use of mobile devices.  
=>this all changes consumer spending habits and new pricing models emerge.  
examples:  
-group buying (get great discounts when bought with high amount of people)  
-member sales  
-flash sales (limited time sales, like one day, increases impluse buying)  
<http://trendwatching.com/trends/11trends2011/#pricing>

Trend 3: Steep rise in University students in Holland.  
In 2010-2011 and 2011-2012 the number of University students in Holland rose by 25%.  
<http://www.cbs.nl/NR/rdonlyres/FC6D3388-0F9E-4129-8F2B-53022BA3F774/0/2011f162pub.pdf>

1. a) According to Organic Monitor, the global market for organic food and drink is recovering from the repercussions of the economic crisis. … Organic food and drink sales expanded by roughly five percent to 54.9 billion US dollars in 2009… Healthy growth rates are envisaged to restart as consumer spending power rises and as more countries come out of economic recession. The countries with the largest markets are the US, Germany, and France; the highest per capita consumption is Denmark, Switzerland, and Austria.

 More recent info will be announced soon in 2012 yearbook on 15th of February.

b)

2. a) …. a positive relationship between learning and well-being, yet survey data consistently show that participation in learning declines sharply with age. The conclusion therefore emphasizes the risks of opportunities missed and prospects harmed, while pointing to the need for a new understanding of ageing and learning in contemporary societies.

b) Lifelong Learning, Welfare and Mental Well-being into Older Age: Trends and Policies in Europe, 2011

3. a) Brands will increasingly take back all of their products for recycling (sometimes forced by new legislation), and recycle them responsibly and innovatively.

Trend 1:  
Wireless payment  
With the introduction of Near Field Payment (payment with a chip in your wallet or smartphone) and mobile payment systems (like square <http://www.squareup.com>) mobile payment are going to be booming. The San Francisco Chronicle reports that Google, Mastercard and Citigroup are betting heavily on the shift to mobile payment in 2012.  
(www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2012/02/07/prweb9163847.DTL

Trend 2:  
More people want highly designed items. The masses are paying more for pretty goods.  
Although it’s hard to quantify what people are paying for design, sites like ResearchAnything estimated that the industrial design service market went up 3% in 2010 from 2009. And the market is expected to grow more than 10% between 2010 and 2015.  
(www.entrepreneur.com/slideshow/220748#8)

Trend 3:  
Streaming Television.  
America’s and The Netherland’s number 1 pastime is watching television. But the youth is watching way different than other generations. People from the age 12 to 34 are spending less time in front of their TV sets and spending more time with their tablets, smartphones and computers. This shift could mean a whole different business model for advertisers and channels.  
(www.nytimes.com/2012/02/09/business/media/young-people-are-watching-but-less-often-on-tv.html?\_r=1&ref=business)

1. Viral marketing by facebook  
Nobody can argue that Facebook is the most powerful social networking platform today; drawing in diverse users, from tweens to seniors, cutting across all demographic segments. With this, the propagation of Facebook Social Networking as a marketing tool consistently expands like wildfire.

<http://the-best-web-hosting-service.com/blog/2011/07/viral-facebook-marketing/>

2. Back to nature

The back-to-the-land movement calls for occupants of real property to grow food from the land on a small-scale basis for themselves or for others, and to perhaps live on the land while doing so.  
This concept is not only suitable for our foods and drinks but for our home and garden design, clothes and lifestyle.  
<http://www.articleclick.com/Article/Modern-Trends-Going-Back-To-Nature/1078279>  
<http://en.wikipedia.org/wiki/Back-to-the-land_movement>

3. The rise of the robo-waiter  
It’s an official trend: Robot restaurants have appeared in Asia, Germany and now Rotterdam.

<http://www.globalpost.com/dispatch/news/regions/asia-pacific/thailand/110512/robot-restaurant-japan-technology>  
<http://www.nujij.nl/nieuwe-nieuws.1837761.lynkx?tab=News#axzz1ltEqQPns>

I have thought of another trend and I’d like to replace my second trend with it!

2. (a) Online gaming is big and it keeps getting bigger. A research of Spil Games showed that at least 4 million people in Holland alone play games online. Internationally, the time spent by the Dutch is also at an alltime high at 127 minutes; only the Germans score higher. Research also shows that the gaming industry will keep growing. Especially casual, mobile, social and gaming on the next generation consoles.

(b) <http://www.hollandtrade.com/news/?bstnum=4999>  
<http://www.marketingfacts.nl/berichten/20110429_state_of_the_dutch_gaming_industry_deloitte/>

1 A) Product orientation via the Internet – Offering, promoting and describing services and products via the Internet is extremely import for companies, because 87% of all Dutch Internet users orientate themselves online. Product orientation is one of the most popular internet activities. Results from CBS research show that males (88%) engage slightly more in product orientation than females (87%). People between the age of 35 and 55 relatively engage the most in product orientation via the internet (92%). The general assumption is that online product orientation increases with income and education.

1 B) <http://www.nownederland.nl/facts/productorientatie-via-internet/> (CBS)

2 A) Social media as network traffic source – Social media is becoming more and more important as a network traffic source to websites. The direct network traffic from social media (Twitter, Facebook etc.) will increase in the future, but more significantly, also the positioning in web search engines (Google, Yahoo etc.) will connect to links in social media. AT Internet further reveals that other referring websites like homepages will decline in functioning as a networking traffic source. In 2009, 0,8% of all people visiting a website were coming from social websites. For 2010 this percentage has already increased with 1,6%.

2 B) <http://www.nownederland.nl/2011/12/social-media-cijfers/> (AT Internet)

3 A) Consumers look for corporate and social responsibility – A recent Iconoculture study reveals that consumers are increasingly looking to spend their money with companies that support causes and initiatives that they also support. The common theme is ‘corporate responsibility’ along with mentions of the environment with words like ‘sustainable, green, and environmentalism’ all weighing heavily. As consumers continue to look for companies that are being socially responsible, more and more companies are looking to show that they are making efforts in this regard. Being environmentally friendly is important for companies – but they must be honest about it or they will be greeted with negative feedback.

3 B) <http://www.cpgtrends.com/2011/07/customers-look-for-corporate-and-social-responsibility/> (Iconoculture)

Trend 1  
a) An ‘owner-less’ economy. People are feeling more at ease with the idea of sharing and renting large, expensive or (often) idle objects. For many consumers access is better than ownership. The access may be offered by the government or companies but this also can take place between consumers.  
b) <http://trendwatching.com/trends/11trends2011/#ownerless> –> trend 11 at the bottom

Trend 2  
a) Consumers want to have the feeling that the product that they are offered, is especially designed for them. People want to have the opportunity to express themselves as individuals and not as ‘one of the bunch’.  
b) <http://www.retail2020.nl/pages/69/Retailtrends/Individualisering.html>

Trend 3  
a) For consumers, getting the best deals is becoming a way of life, if not a source of pride and status. Getting the best deals is not about saving money anymore but it is also the excitement, the control and the perceived smartness.  
b) <http://trendwatching.com/trends/12trends2012/?dealerchic>

Trend #1: Phonestacking

In the modern day era of social media and people being more and more dependent upon their phones, there is a returning call for interpersonal or face-to-face communication. Phonestacking is a recent American trend that is now also starting to occur in the Netherlands: when going out for dinner, everyone places his phone in a stack, the screen facing downwards. This is done to prevent people from constantly looking at their phones; the first one who takes his phone during dinner, is the one paying the entire bill.

Source: <http://nos.nl/op3/video/334639-phone-stacking-wie-betaalt-de-rekening.html>

Trend #2: Low Consumer confidence

Consumer confidence is still declining. In 2011 the rates dropped by great numbers, in January this year the rate decreased again, but not as drastic as in 2011. Main reason for the poor confidence that consumers have in the current economy is of course the bad economic climate that we are now situated in.

Source: <http://www.cbs.nl/nl-NL/menu/themas/inkomen-bestedingen/publicaties/artikelen/archief/2012/2012-01-19-m10.htm>

Trend #3: The ban on internet piracy

The worldwide fight against open source file sharing is nothing new: it has been going on for two decades now but in the past year this trend has been given a new impulse, especially in the United States. The “Stop Online Piracy Act” is a good example of this; showing that this ban on internet pircay is starting to become more and more serious. In the Netherlands, this trend was also propelled in the last couple of months, especially with the actions of Stichting Brein against some of the infamous Torrent websites.

Sources: <http://weblogs.nrc.nl/rechtenbestuur/2012/01/19/antipiraterijwet-vs-te-lage-drempel-en-te-hoge-straf/>

<http://www.spitsnieuws.nl/archives/games-gadgets/2012/01/ziggo-blokkeert-pirate-bay>

1) Amsterdam, the Netherlands – Last year (2011) 1,171,000 bicycles were sold in the Netherlands, a decline of 3.6% compared with 2010. However, the sector can look back on another great year in electric bikes. Despite a hard winter and a poor summer, e-bike sales were 7% higher compared to 2011. The average retail price for a new bike (total market; including sales at department stores) increased from € 728 in 2010 to € 745 in 2011. The average retail price of a bike sold at IBDs was much higher: € 960.  
<http://www.bike-eu.com/news/dutch-bike-market-declines-but-e-bike-sales-keeps-growing-5600.html> (09.02.2012)

2) The number one challenge for governments, consumers and businesses (recession or no recession) remains the quest for more environmentally sustainable societies and economies. When it comes to ‘green consumption’, expect a rise in ECO-SUPERIOR products: products that are not only eco-friendly, but superior to polluting incumbents in every possible way. Think a combination of eco-friendly yet superior functionality, superior design, and/or superior savings.  
<http://trendwatching.com/trends/11trends2011/#eco> (09.02.2012)

3) Local authorities are finding that shared solutions allow them to expand their services at a lower cost, and in a sustainable manner. Public bike programs have been the global hit of 2010, with schemes launching in Minnesota, London, Mexico City, and across the Ruhr in Germany. Now, governments are exploring new forms of transportation, with Paris (who pioneered bike sharing) launching Autolib, an electric car sharing scheme in September 2011, and the New York City Department of Transportation announcing in October 2010 that they had partnered with Zipcar.  
<http://trendwatching.com/trends/11trends2011/#eco> (09.02.2012)

Trend 1: People in The Netherlands are more paying low-cost products with their debit card instead with cash money. 29% of all the transactions with a debit card is from low-cost products/services. Source:<http://www.nu.nl/economie/2737101/pinpas-vaker-getrokken-klein-bedrag.html>

Trend 2: The amount of entrepreneurs in the Netherlands decreases in 2011. The cause of this problem is the lack of trust in the economy. Source: <http://www.nu.nl/werk-en-prive/2736644/aantal-startende-ondernemers-stagneert.html>

Trend 3: 50% of all the employers in The Netherlands has back or neck pain. Most of that 50% comes from people that are working in an office. Source: <http://www.nu.nl/werk-en-prive/2736741/helft-nederlanders-heeft-rugklachten.html>

trend #1 The urban nomad is a working traveler who is always looking for new challenges, whether this concerns work of their private life. He is known to travel to cities, national or international. He is also known to be online 24/7 to keep conacts, do reseach and do his work.  
<http://www.frankwatching.com/archive/2011/01/25/5-belangrijke-sociale-trends-voor-2011/> – 25 Januari 2011

trend #2 Eco = Cool. A biologic and organic lifestyle is trendy again. It is cool to show that you care about the environment, saving the planet and everyone living on it. This is clearly visible in new stores like farmers markets, new ‘green’ brand of food of clothing and big company’s are trying to make their image more ‘green’.  
<http://www.frankwatching.com/archive/2011/01/25/5-belangrijke-sociale-trends-voor-2011/> – 25 Januari 2011

trend #3 Just over half of adult cell owners used their phone while they were in stores during the 2011 holiday shopping season. These shoppers called a friend while they were in a store for advice about a purchase they were considering making, to look up online reviews of a product or to check the price of a product to see if they could do better elsewhere.  
<http://pewresearch.org/pubs/2183/mobile-commerce-cell-phones-product-reviews-prices> – 30 Januari 2012

(trend #4 Half million jobs created by the app-economy)  
<http://www.dutchcowboys.nl/mobile/24050> – Do 9 februari 2012

1. (a) Green Fashion Awards encourage sustainable fashion industry. The Green Fashion Competition aims to encourage industry to develop sustainable fashion, from the harvest of the material to garment. The Minister of Economic Affairs, Agriculture and Innovation handed the award to fashion label JUX on January 27 2012.

(b) <http://www.rijksoverheid.nl/nieuws/2012/01/27/green-fashion-awards-stimulans-voor-duurzame-mode-industrie.html>

2. (a) The government tackles motorcycle gangs harder. The prosecution, police and administrators will work together on local and national level. This heralds minister Opstelten in a letter to the Tweede Kamer, due to the increase in outlaw bikers, guilty of crime, drug trafficking, threats and violence.

(b) <http://nos.nl/artikel/335529-kabinet-start-offensief-tegen-motorbendes.html>

3 (a) There has been a significant increase in the amount of negative reporting of disability issues in the print media, according to a new study by the University of Glasgow.

(b) <http://www.gla.ac.uk/news/headline_214763_en.html>

Trend1: Local food gaining popularity.  
In Amsterdam, more and more restaurants with a dutch orientated kitchen are popping up.  
<http://travel.nytimes.com/2012/01/22/travel/amsterdam-way-beyond-just-herring.html>

Trend 2: Stagnation in new company start-ups  
Some 123,500 people started a new company in the Netherlands last year, a marginal increase on 2010, according to ING economists on Thursday. Declining economic confidence in the second half of the year led to a sharp drop in start-ups in the last six months, compared with 2010, the ING economic bureau said. The ING economists expect the stagnation in start-ups to continue this year.  
<http://www.dutchnews.nl/news/archives/2012/02/stagnation_in_company_startups.php>

Trend 3: Anti-welcome for foreign workers.  
A website, launched on Wednesday by political party PVV, asks people to report complaints about central and eastern European immigrants in the Netherlands.  
<http://www.dutchnews.nl/news/archives/2012/02/employers_leader_urges_cabinet.php>

Trend #1: Dutch restaurants are too expensive and have to find work hard to keep their current customers and find ways to attract new ones. This will mean more service for a cheaper price. This is partly caused by the economic crisis and because the Dutch restaurants are relative expansive compared to the rest of Western Europe while our supermarkets are the cheapest.  
<http://fsin.nl/nieuws/114/zeven-trends-voor-2012>  
<http://fsin.nl/nieuws/123/fsin-bij-nieuwsuur>  
<http://www.nu.nl/man/2710752/uit-eten-jaar-goedkoper.html>

Trend #2: Economic cutbacks in the banking sector due to the financial crisis made crowd funding a bigger brand and a more regular way of funding. For example at Kick-starter a crowd funding company 2500-3000 new proposals are coming every week.  
<http://www.economist.com/blogs/babbage/2012/01/crowdfunding>  
<http://www.scribd.com/doc/64816510/TrendRede-2012>

Trend #3: The perception of Dutch society is becoming more intense. People want to experience the moments in their spare time intensively. This goes together with collectivization like mass festivals and sports-events.  
<http://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2011/Actuele_maatschappelijke_ontwikkelingen_2010>

Trend #4: The Dutch labout market is becoming more en more flexible, this is not only because of economic crisis.  
<http://www.scp.nl/Publicaties/Alle_publicaties/Publicaties_2011/Actuele_maatschappelijke_ontwikkelingen_2010>

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Dutchnews.nl

2. Technology will focus on the living room, and television will be intergrated with the internet.  
<http://www.marketingonline.nl/nieuws/bericht/trends-voor-2012-deep-crisis-bright-spots/>

3. Governments will economize on every front possible. This makes space for the ‘grassroots approach’: organsiations that will focus on practical solutions and positive, down to earth products and services.  
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2. Technology will invade the living room even more, and there is no doubt that televison will be intergrated with the internet.  
<http://www.marketingonline.nl/nieuws/bericht/trends-voor-2012-deep-crisis-bright-spots/>

3. The battle between humans and robots has begone, as organisations will invest more in robotics than in human resources.  
<http://www.marketingonline.nl/nieuws/bericht/trends-voor-2012-deep-crisis-bright-spots/>

2) Three trends:

1- Growth in trading of small goods. Previous consumers only resold large, durable goods, but currently almost anything is possible to resale. The recommerce phenomenon is driven by three factors:  
- Nextism: consumers will always want the new best thing.  
- Statusphere: the growing status boost that responds to shopping evironmentally responsibly.  
- Excusumption: creative solutions of consumers to spend less and still enjoy as many experiences and purchases as possible.  
(<http://trendwatching.com/trends/12trends2012/?recommerce> )  
2- Diy health, do it yourself trend. With use of technology people measure personal health. This comes from the never-ending desire among consumers to be in control. This shifts from fitness centers and doctors to self control. This shows in mobile health apps in the apple store. Apple’s App store currently offers 9000 mobile health apps and is expected to grow to 13000 in 2012. (<http://trendwatching.com/trends/12trends2012/?diyhealth>)  
3- Electronic payment replaces cash more and more. Small payments are done by chip card and money can be easily and quickly transferred by mobile phone. Google wallet and the iPhone App of ABN AMRO are an example of these electronic payments. <http://trendwatching.com/trends/12trends2012/?cashless>

1. (a) Customization.  
We’re no longer happy with cookie-cutter products. Consumers are demanding more say in products and services. One size no longer fits all, and that means tailoring products and services to meet specific customer preferences.  
(b) – <http://www.entrepreneur.com/slideshow/220748#3> (November 29, 2011)  
– <http://www.web-books.com/eLibrary/ON/B0/B58/019MB58.html>  
– <http://www.trendhunter.com/slideshow/mass-customization-top-18-things-you-can-personalize>

2. (a) Durability (don’t think this needs further explanation).  
New orders for manufactured goods rose in December and a gauge of future business investment rebounded, showing the economy ended the year with more momentum than previously thought.  
(b) – Reuters (26 jan 2012) <http://www.reuters.com/article/2012/01/26/us-economy-idUSTRE80P0XT20120126>  
- <http://www.pleinplus.nl/nieuws/artikel/22716/vier_duurzaamheidstrends_in_2012> (January 30, 2012)

3. (a) Increase in (working)immigrants from middle and eastern Europe, especially Polish.  
2011 showed an increase with 20% compared to 2010.  
(b) CBS, Elsevier. <http://www.elsevier.nl/web/Nieuws/Economie/301614/Aantal-Poolse-arbeidsimmigranten-flink-gestegen.htm?rss=true> (Juli 2011)

4. (a) Entrepeneurship  
In the last two decades the amount of entrepreneurs has doubled. Apart from the agricultural sector, there were 1,1 million entrepreneurs in the Netherlands last year. The increase also strongly counts for women and ethnical diversities.

(b) <http://www.eim.nl>  
<http://www.nu.nl>  
<http://www.rijksoverheid.nl/ministeries/eleni/documenten-en-publicaties/rapporten/2011/02/21/monitor-vrouwelijk-en-etnisch-ondernemerschap-2010.html>

Trend 1:  
The number of children injured by an accident on the bike has increased significantly the last five years. According to figures that were presented by the Consumer Safety Institute. The figures were presented at the first National Congress Child Safety. The Consumer en Safety Institute point out that these accidents are due to the fact that children nowadays play games,chat and call when they are on the bicycle. Entrepreneurs could think about something that makes the children concentrate on the road instead of concentrate on games,chatting and calling when they are on the bicycle.  
[http://www.nu.nl/gezondheid/2718854/meer-fietsongelukken-met-kinderen.html–](http://www.nu.nl/gezondheid/2718854/meer-fietsongelukken-met-kinderen.html--) 19 January 2012

Trend 2:  
Sunny destinations are this winter more popular than the winter sports holidays according to the ANVR GfK Travelscan. Looked at destinations it is immediately clear that the traditional winter sports countries like France, Austria and Germany are less popular. Countries who offer guaranteed sun in the winter like Spain, the Netherlands Antilles and Mexico are more popular this year. This can be important for entrepreneurs because this says something about the needs that the people have and entrepreneurs may optionally respond to these needs.  
[http://www.nu.nl/economie/2734331/zonnig-oord-populairder-dan-wintersport.html–](http://www.nu.nl/economie/2734331/zonnig-oord-populairder-dan-wintersport.html--) 6 Februari 2012

Trend 3:  
Confidence among consumers and producers in the eurozone has increased in January for the first time since March 2011. According to figures from the European Commission.The index measuring the confidence increased from 92.8 in December to 93.4 in January. Especially entrepreneurs in the service sectors last month were less pessimistic. The improved sentiment was the strongest in Germany and Spain, while the confidence declined in France, Italy and the Netherlands.  
[http://www.volkskrant.nl/vk/nl/7264/Schuldencrisis/article/detail/3144580/2012/01/30/Consument-heeft-meer-vertrouwen-in-eurozone.dhtml–](http://www.volkskrant.nl/vk/nl/7264/Schuldencrisis/article/detail/3144580/2012/01/30/Consument-heeft-meer-vertrouwen-in-eurozone.dhtml--) 30 January 2012

Trend 1  
a. The earlier trend of online shopping is decreasing. These days more people go back to the stores. The percentage of online shoppers lowers from 10.4 percent to 8.8 percent.  
b. <http://www.rtl.nl/components/financien/rtlz/nieuws/2011/46/online-kopers-zoeken-winkel-weer-op.xml> (November 19, 2011)

Trend 2  
a. Calling over the internet by using programs like Skype seems to get more popular every day. Since the year 2005 the total number has multiplied by six.  
b. <http://www.nownederland.nl/2011/11/telefoneren-via-internet/> (November 17, 2011)

Trend 3  
a. Dutch people use their ATM card more often for small purchases. The Dutch people use their ATM card for purchases below 10 euros. Estimated value of 668 million euros! This is a growth of 16,7 percent.  
b. <http://www.nu.nl/economie/2737101/pinpas-vaker-getrokken-klein-bedrag.html> (February 9, 2012).

1. The phenomenon bed & breakfast (B&B) is growing very fast in Europe. This year the 50.000th B&B in Europe was opened. Because of the good price vs. quality ratio, the charming, little B&B’s are getting very popular.  
[http://www.nu.nl/man/2709076/bed–breakfast-in-europa-in-opkomst.html](http://www.nu.nl/man/2709076/bed--breakfast-in-europa-in-opkomst.html)

2. The world has got a plenty of everything. A plenty of informations and choises. There is a lot of space for different vision, brands and company’s. Entrance to the right sources, information and how to connect things are getting more and more important. This means 2012 will provide even more mash-ups and pop-up stores: Plentitude.  
<http://www.marketingfacts.nl/berichten/20111203_trends_2012_volgens_4_trendwatchers/>

3. Less and less bikes are stolen. In 2006, 750.00 bikes were stolen. In 2010 only bikes 500.000 were stolen.  
<http://www.dutchnews.nl/news/archives/2010/04/just_500000_bikes_were_stolen.php>

1. Photobucket shares statistics showing that mobile photo and video uploads are on the increase (<http://thenextweb.com/media/2012/01/31/report-mobile-video-on-the-increase-as-digital-camera-usage-continues-to-wane/>)  
2. ORR publishes new statistics showing increase in passenger train journeys. (<http://www.rail-reg.gov.uk/server/show/ConWebDoc.10735>)  
3. Twitter, LinkedIn to See Solid Ad Revenue Growth (<http://www.emarketer.com/Article.aspx?R=1008805>)

1 a) European men are spending more on skin-care products every year. Men want to look younger and more attractive. More products are entering the market every day, the taboo there once was is completely dying out.  
1 b) <http://www.nu.nl/man/2615619/mannen-geven-steeds-meer-huidverzorging.html> (14/09/2011)

2 a) Dutch people are meeting their partners on the internet more often. Going out and holidays are getting less important in finding a mate.  
2 b) <http://www.nu.nl/algemeen/2633197/steeds-vaker-relaties-via-internet.html> (05/10/2011)

3 a) The amount of broadband and digital TV subscriptions are rising more rapidly in 2010 than in previous years, also the Dutch are choosing a digital phone connection more often too.  
3 b) <http://www.nu.nl/internet/2495647/nederland-steeds-digitaler.html> (09/04/2011)

1.a RECOMMERCE | It’s never been easier for consumers to unlock the value in past purchases. Novel brand buy-backs, exchange schemes, online platforms and mobile marketplaces offer smart and convenient options for consumers keen to ‘trade in to trade up’, alleviate financial strains, and/or quell environmental and ethical concerns. 3 drivers behind recommerce trend:  
NEXTISM: Consumers will forever crave the new and exciting experiences promised by the ‘next’.  
STATUSPHERE: The growing status boost that comes from being savvy and shopping (environmentally) responsibly.  
EXCUSUMPTION: Cash-strapped consumers embracing creative solutions.  
1.b <http://trendwatching.com/trends/recommerce/>

2.a Dating with colleagues is becoming less of a taboo. 45 percent of Dutch employees say that it’s acceptable. 15% find it no problem as long as one is not the manager of the other (or another higher function), 10% lower than 2010. 8% however say that they will date the manager just because they will get a better job.  
2.b <http://www.nu.nl/man/2736768/daten-met-collega-steeds-minder-taboe.html>

3.a This Trend Briefing focuses on the new ways consumers’ purchasing decisions are being influenced by their friends, followers and other people they “know”. THE F-FACTOR | Consumers are increasingly tapping into their networks of friends, fans, and followers to discover, discuss and purchase goods and services, in ever-more sophisticated ways. As a result, it’s never been more important for brands to make sure they too have the F-FACTOR  
3.b <http://trendwatching.com/trends/ffactor/>

1. (a) More people choose to be single. In recent years there was a decrease in the amount of married couples and an increase in the amount of singles. The statistics of this year show the highest level of singles in the U.S. history. An important fact is that single people spend more money than married couples.  
(b) <http://finance.fortune.cnn.com/2012/01/25/eric-klinenberg-going-solo/> (February 9, 2012)

2. (a) Tablet PC Growth will cause a decrease in Desktop PC in 2012. In the developed nations there will be a drop in the amount of desktop pc’s sold. On the other hand in the upcoming nations there will be an increase in the amount of desktop pc’s sold.  
(b) <http://www.istockanalyst.com/finance/story/5654129/tablet-pc-growth-a-death-knell-for-desktop-pc> (February 9, 2012)

3. (a) Nowadays couples having less sex than ever before. An increasing number of men rather have a virtual sexual relationships with porn than having sex with a real person. This can be caused by the growing amount of hits from porn sites.  
(b) <http://voices.yahoo.com/article/9311495/journalist-suggests-real-sex-dying-10846991.html> (February 9, 2012)

1. a The number of dutch people with complaints of excessive gastric acids is increasing. The number of complaints increased with 50% over the last ten years. This is subscribed to a remarkable high number of persons who were using medicine.  
1.b <http://www.nu.nl/gezondheid/2708763/toename-in-brandend-maagzuurklachten.html>

2. Mobile payment and mobile payment applications are getting more and more popular. For example, Square is an electronic payments service which enables users to accept credit card payments by using a card-reading portable device connected to their iPhone, iPad or Android device.  
2b <http://trendwatching.com/trends/12trends2012/?cashless>

3a. Twitter and Facebook seem to become more and more an addiction to people and tend to be possible more addicting than tabacco and alcohol.  
3bhttp://www.dutchcowboys.nl/socialmedia/24019

1 a) More and more company and government websites are being hacked. A company offering full internet security hiring some of the hackers could provide a solution.  
1 b) <http://www.dutchnews.nl/news/archives/2012/02/telecom_firm_kpn_targeted_by_h.php>

2 a) The gold and silver prices have gone up steadily for a couple of years. There is a lot of money to be made selling gold and silver products.  
2 b) <http://www.beleggingsassistent.nl/archief/zet-stiiging-goudprijs-door/>

3 a) A lot of people would rather eat locally produced products (streekproducten) but often do not know where to find them. The solution is a webshop selling local products at a reasonable price.  
3 b) <http://www.youtube.com/watch?feature=player_embedded&v=DUXcc4KNnsA>

1a) Less traffic congestion in the first months of 2011 in the Netherlands. The reason for a percentage of 17% less traffic jams is due to the fact of the construction of extra car lanes  
1b) <http://www.nrc.nl/nieuws/2011/05/09/minder-filedruk-in-eerste-maanden-2011/> (09-05-2011)

2a) The Once and Future Way to Run: barefoot running. The Lost Secret of Running: Christopher  
McDougall demonstrates a lost running technique from the 1800s called the 100-Up  
2b) <http://www.nytimes.com/2011/11/06/magazine/running-christopher-mcdougall.html?pagewanted=all> (02-11-2011)

3a) Four of the eleven Dutch powerful banks have improved their policy about sustainability compared to last year  
3b) <http://www.nuzakelijk.nl/duurzaam/2724462/vier-banken-werden-duurzamer-in-2011.html> (26-01-2012)

1) stagnation of the housingmarket, less mobility, less buyers, slow buyers (<http://www.nu.nl/economie/1519848/stagnatie-huizenmarkt-zet-door.html>)

2) Increase in holiday spending, despite the crisis people are still willing to pay for their holidays, this even increases (<http://www.cbs.nl/NR/rdonlyres/97C0D674-B917-4CD3-AD4D-8008D2491044/0/NRITmagazineNr4_P2021.pdf>)

3)Tourism, the many tourist visiting Holland is increasing (<http://www.nbtc.nl/nl/Homepage/Artikel/Stijging-buitenlandse-toeristen-in-Nederland-in-2010.htm>)

Trend 1:  
One of the most important dutch newspapers (NRC Handelsblad) sees a rising demand for printed papers in their NRC Media concern in the Dutch market. Despite an expected decrease the demand for their main newspaper rose with 2,5%, and there smaller glossy-like newspaper nrc.next rose with 6.3% compared to 2010. Is the market for printed media underestimated at the moment?  
(source: <http://www.nrcmedia.nl/nrc-media/oplages-nrc-handelsblad-en-nrc-next-blijven-groeien-tegen-de-trend-in/> [Jan. 03 - 2012])

Trend 2:  
There is an increase in new businesses in the creative industry. What does this mean for the opportunities in this industry?  
<http://creatieveindustrienederland.ning.com/forum/topics/forse-toename-aantal-bedrijven> [Jan. 04 2011)

Trends 3:  
Zuckerberg: I know that people don't want privacy. Is this true? Where does it stop? Can we imagine a reaction supporting more privacy on the internet?  
<http://news.cnet.com/8301-17852_3-10431741-71.html> [Jan. 10, 2010]

1. (a) The Dutch are spending less vacations in their own country. The number has declined 1 million since 2002 compared with 2010. About the half of the vacations took longer than 4 nights.  
(b) <http://www.cbs.nl/nl-NL/menu/themas/vrije-tijd-cultuur/publicaties/artikelen/archief/2012/2012-vakanties-binnenland-nederlanders-2010-art.htm>

2. (a) Elderly people too are more and more using the internet. Since 2005 there has been a still growing line in internet usage of 65-75 year olds, the numbers show an increase of 20%. In no other EU countries there are as much elderly internetters as in Holland. This increase opens a new segment and new opportunities for entrepreneurs.  
(b) <http://www.cbs.nl/nl-NL/menu/themas/vrije-tijd-cultuur/publicaties/artikelen/archief/2011/2011-3537-wm.htm>

3. (a) Smart Phone usage will continue to grow, when looking at the specific generated traffic there will be an expected growth of 104% video traffic in 2010-2015. Video usage would be by far the most consuming media with 66%. When choosing a suitable media, an entrepreneur can benefit expecting this growth.  
(b) found on <http://www.emerce.nl/achtergrond/mobile-update>  
More info: <http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html>