

- BACHELOR THESIS -

ZONE PRICING IN DUTCH SUPERMARKETS



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Abstract

Although customers of supermarkets often expect supermarket chains to offer the same prices in all of their stores, this is not always the case. Some supermarkets use a so-called zone pricing strategy. With this strategy, prices are determined based on the store's competitive conditions and the demographic profile of the store's area. In the Netherlands, there are both supermarkets that use a zone-pricing strategy and supermarkets that use a uniform pricing strategy. One reason for supermarkets to have different prices in different stores is the difference in local competition. Supermarkets that have a local monopoly can ask higher prices than supermarkets with competitive stores nearby. Also, supermarkets can adjust their prices based on the demographics of the area they are operating in. Although profit can be increased by using a zone pricing strategy, there are also disadvantages associated with this strategy. These disadvantages might even outweigh the advantages in the long term.

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Introduction

Supermarkets play a significant role in the life of Dutch consumers. On average, Dutch consumers visit the supermarket 2.6 times per week (Centraal Bureau Levensmiddelenhandel, n.d.). The most important reason for consumers to choose the supermarkets where they do their groceries is the price (Deloitte, 2019). This is partly due to the fact that a relatively high share, 8 percent, of a Dutch family's budget is spent on food products (CBS, 2019). Because price is such an important aspect for consumers, supermarket chains need to have a well-thought pricing strategy to maintain their customers.

Albert Heijn, Jumbo and Lidl are the top three supermarket chains in the Netherlands and have a combined market share of 66.6 percent (DistriFood, 2019a) and are located throughout the whole country. These chains use national marketing campaigns and countrywide promotions as marketing strategies. Combining these two observations, one could expect all supermarkets of a single chain to have the same prices throughout the whole country, especially in a relatively small country like the Netherlands. However, a research conducted by the Consumentenbond (2020), a Dutch non-profit organization that aims at strengthening the position of consumers, shows that some supermarket chains use different price levels in different stores.

This strategy, in which the marketing mix is customized to the store level instead of applying the same strategy for every store in the chain, is called micro-marketing (Chintagunta, 2003; Montgomery, 1997). The biggest advantages of this strategy are twofold. Firstly, stores profit from saving costs by having collective procurement agreements and they can profit from national or regional marketing programs. Secondly, more customer focused strategies can be applied for every individual store (Montgomery, 1997). The results of this study predict that micro-marketing strategies increase the gross profits of a chain between 3.9 and 10 percent, depending on the kind of micromarketing used.

Zone pricing is a specific type of micro-marketing. In this form, a supermarket chain determines the prices for its stores based on their geographical characteristics (Chintagunta, 2003). The advantage of zone pricing is the responsiveness of individual stores to competitive conditions, like the proximity of other stores (Montgomery, 1997). Furthermore, different markets can be distinguished by having different prices (Adams & Williams, 2019). However, there are many ways in which these different markets and their zones can be distinguished by supermarket chains, including local competition and demographics.

Not all supermarkets apply zone pricing strategies as their pricing strategy. Those chains choose to go with a one price policy, which is also known as uniform pricing (Dobson & Waterson, 2008). Dobson and Waterson (2008) did research on uniform pricing in grocery retailing in the United Kingdom. They found out that the top five grocery retailers used uniform pricing, even though there is variation in regional and local markets and concentration levels. This is a slightly different situation than the Dutch market, where the Jumbo, which is the second biggest grocery retailer chain in The Netherlands, does use zone pricing (Consumentenbond, 2020).

It turned out that a lot of consumers do not know that these price differences exist. After several media shared the report of the Consumentenbond on different price levels in Jumbo

supermarkets, a lot of people were furious (Consumentenbond, 2020; NU.nl, 2020; te Pas, 2020). What is remarkable about this situation, is that Jumbo has been practicing this pricing strategy for years (van der Staak, 2018). And although people experience this pricing strategy as unfair, Jumbo has been the fastest growing supermarket in the last few years (Distrifood, 2019a).

Research objective

Although some research about zone pricing can be found in the literature, most papers focus on a specific part of either zone pricing or uniform pricing. Furthermore, no scientific research is done about zone pricing in the Netherlands specifically, yet there is some useful data available. Therefore, this paper will be a literature review to get a good overview of the whole concept of zone pricing. Furthermore, there will be a focus on Dutch supermarkets and their pricing strategies. In particular why certain Dutch supermarkets choose to apply zone pricing in their supermarkets.

Research Questions

By using the research objective, the central research question can be formulated:

Why do certain Dutch supermarkets use zone pricing?

To help answering this central research question, some sub-research questions are formulated.

1. What does the current grocery retail industry market look like in The Netherlands?
2. What pricing strategies do supermarkets use?
3. How are different zones determined by a supermarket chain?
4. What are the advantages and disadvantages of using zone pricing?

What does the current grocery retail industry market look like in The Netherlands?

The supermarket as a retail concept is relatively new to The Netherlands. In the beginning of the twentieth century, most groceries were still sold separately by bakeries, butchers, greengrocers, milkmen and more product-specific retailers (Sloot et al., 2017). Around the same time, a new revolutionary concept was invented in the United States: the supermarket. In this store, products that were first all sold separately in different stores were now all sold together in one store (Sloot et al., 2017). It was only after the Second World War when the first supermarkets started appearing in The Netherlands. A few decades later, in 2019, the number of supermarket had increased to 6030 (CBS, 2020).

Most of these 6030 supermarkets are chain stores and are supplied by distribution centers of their parent companies. The advantage of a national supermarket chain is that it has increased economies of scale with collective procurement agreements (Montgomery, 1997). In total, there are 27 different supermarket chains active in the Netherlands (DistriFood Dynamics, 2019). Albert Heijn and Jumbo are the two biggest supermarket chains; the two companies have a market share of 34.9 percent and 21.0 percent respectively (The Nielsen Company, 2020). The combined market share of 55.9 percent of these two powerhouses makes the Dutch food retail sector rather consolidated.

Not only the market leaders make the Dutch supermarket sector consolidated. There has been a drastic decline in the number of supermarket chains in the last 20 years. In 2000, there were 47, but at the end of 2019 there were only 27 supermarket chains left (DistriFood Dynamics, 2019). One of the reasons of this, is a number acquisitions that occurred in the supermarket industry. The company that played a major role in these acquisitions in the last 15 years was Jumbo (Sloot, 2015). In 2007, Jumbo bought 12 stores from another supermarket chain for the first time (Jumbo, n.d.-b). Later, Jumbo repeated this a few more times, but on a way bigger scale. First, the whole supermarket chain 'Super de Boer' was acquired by Jumbo in 2009 (Jumbo, n.d.-b). This was a startling acquisition, because Super de Boer was a way bigger firm with 305 stores compared to the 127 stores Jumbo had at the time (Het Parool, 2009). In 2012, Jumbo acquired the whole C1000 supermarket chain, which added around 290 stores to the total number of Jumbo supermarkets (Jumbo, 2013). Six years later, the supermarket chain Emté was acquired, resulting in 79 more stores for Jumbo (Jumbo, n.d.-b). All these acquisitions helped Jumbo in growing their market share in 10 years from 4.9 percent in 2009 to 21.0 percent in 2019 (DistriFood, 2019a). In ten years Jumbo has transformed from a local family business to the second biggest supermarket chain of the country.

The only supermarket that is bigger than Jumbo is Albert Heijn. Albert Heijn's heritage dates back to the nineteenth century, the first store was opened in 1847. Already in 1910, Albert Heijn had 47 stores (Stichting Albert Heijn Erfgoed, n.d.). Since then, Albert Heijn has been growing to eventually become the biggest supermarket chain of the Netherlands (The Nielsen Company, 2020). Albert Heijn has been the biggest supermarket chain in The Netherlands since the 1970s (de Waal et al., 2017) and its market share has been relatively stable in the last few years.

The third biggest supermarket chain is Lidl. This German discounter opened its first supermarket in the Netherlands in 1997 (Lidl Nederland, n.d.). 23 years later, the company has expanded a lot to become the third biggest supermarket chain of the Netherlands (The Nielsen Company, 2020). Lidl has a market share of 10.7 percent, which makes them the one of three companies, next to Albert Heijn and Jumbo, with a market share higher than 10 percent (The Nielsen Company, 2020).

The rest of the supermarket chains that have stores in the Netherlands have a market share of 6.5 percent or lower (The Nielsen Company, 2020). Some of these companies are smaller companies that act nationwide, but some of these companies only have supermarkets in a certain area of the country where they are a strong local player. An example of this is Poiesz, a supermarket chain that is mainly active in the province of Friesland, but has some stores in Groningen and Drenthe as well (Poiesz Supermarkten, n.d.). Even though Poiesz only has a nationwide market share of 1 percent, it is the biggest supermarket chain in Friesland and it is still increasing its domination in this province (Distrifood, 2019b).

Procurement

Albert Heijn, Jumbo and Lidl all serve as their own wholesalers (Desmet, 2013). In order for other supermarket chains to profit from economies of scale, 13 independent retail organizations are collaborating at the procurement level with a purchasing organization called 'Superunie' (Superunie, n.d.). Together, the supermarkets that are a member of Superunie have a higher combined market share than Jumbo (Distrifood, 2019a). The supermarkets that are working together in this collaboration are often fully capable of competing with the bigger supermarket chains, but if the supermarkets had to buy products individually, they would not have as much buying power (Superunie, n.d.). Together the collaborating supermarket organizations have much more buying power, which results in lower prices and higher quality (Superunie, n.d.). This results in a better competitive position in competing with the bigger supermarket chains.

Franchisers

Although the majority of the supermarkets is run by the supermarket chain itself, the independent supermarket franchiser plays an important role in the supermarket industry in The Netherlands (Sloot et al., 2017). About half of the supermarkets, that make up one third of the total supermarket revenue, are run by independent supermarket owners (de Waal et al., 2017; Sloot et al., 2017). Most of these supermarket owners are franchisers that are part of one of the existing formulas, like Albert Heijn or Jumbo (de Waal et al., 2017). Franchisers are entrepreneurs who exploit a supermarket at their own expenses and are accountable for all risks involved (Sloot et al., 2017). Generally, these entrepreneurs are also owner or main tenant of the building in which the supermarket is located (Sloot et al., 2017). In general, supermarkets that are owned by franchisers show higher growth rates and a higher level of customer satisfaction (Grievink et al., 2008).

Among the big players in the market, Jumbo has a large share (31 percent) of their supermarkets run by franchisers (de Waal et al., 2017). In comparison, only 19 percent of Albert Heijn's supermarkets are run by franchisers (Grievink et al., 2008). Furthermore, all supermarkets of Plus, the fourth biggest supermarket chain of The Netherlands, are run by independent supermarket owners (Plus, 2017).

What pricing strategies do supermarkets use?

The main reason that pricing strategy is essential for supermarkets is because it is the most important reason for consumers to choose a supermarket. 44% of Dutch consumers consider price as the most important aspect of a good supermarket (Deloitte, 2019). This information is very useful for companies in determining their pricing strategies, because retail price behavior is considered as a bottom-up approach (Hamilton et al., 2020). This means that determining the pricing strategy begins with analyzing consumer behavior. Therefore, pricing strategy is extremely important for a supermarket chain. However, it is a complex matter to balance preferences of a firm's customers and their own capabilities against their rival's expected actions (Ellickson & Misra, 2008)..

There are several pricing strategies mentioned in the literature. The two key strategies that are applied by supermarkets are Every Day Low Pricing (EDLP) and Promotional Pricing (PROMO or Hi-Lo pricing) (Bolton & Shankar, 2003; Ellickson & Misra, 2008; Lal & Rao, 1997).

Every Day Low Pricing

Every day low pricing (EDLP) is a pricing strategy in which relatively stable prices across a wide range of products is offered (Ellickson & Misra, 2008). Supermarkets that apply a EDLP strategy charge a low price per product and there is little temporal variation in the price (Ellickson et al., 2012). EDLP stores are most likely to get a great share of their sales from large-basket shoppers (Kopalle et al., 2009). For large-basket shoppers it is difficult to respond to prices in all the individual product categories, which makes them relatively price inelastic for individual product purchases, but more price elastic for their store choice decision (Kopalle et al., 2009).

A managerial advantages of using EDLP is the more predictable number of sales, which makes the supply chain and personnel planning better to plan. The cost benefits that result from these advantages help EDLP supermarkets to keep their prices low (Berkhout, 2019).

PROMO

PROMO is a pricing strategy in which deeper and frequent discounts on a smaller range of products are emphasized (Ellickson & Misra, 2008). Supermarket that apply a PROMO strategy are characterized by higher prices than EDLP stores, but have frequent price promotions (Ellickson et al., 2012). The reason for the higher off-promotion products is to compensate for the lower margins on discounted products (Steenkamp & Sloot, 2018). Promoted products in a PROMO store can easily account for 20-35 percent of the total weekly revenue (Steenkamp & Sloot, 2018). PROMO stores are most likely to get a greater share of their sales from small-basket shoppers (Kopalle et al., 2009). This is because small-basket shoppers are price elastic for individual product purchases (Kopalle et al., 2009).

An advantages from a managerial perspective, is that a supermarket has an instrument to pull extra customers to their store, by giving these customers the feeling of a good deal (Berkhout, 2019).

Comparison

The choice of a grocery retailer between EDLP and PROMO is an important strategical decision, because it is associated with price image, which has significant long-term effects on profitability and market structure (Ellickson et al., 2012). The choice between the two has got both demand-side and cost-side arguments to it (Ellickson et al., 2012). Also, both strategies can have a positive effect on the price image of a supermarket (Berkhout, 2019).

Uniform versus zone pricing

The pricing strategies are applied on either store or chain level (Bolton & Shankar, 2003). The most straightforward is to set chain-wide prices across the whole country (Dobson & Waterson, 2008). This one-price policy is called uniform pricing (Dobson & Waterson, 2008). When prices are set at the store level and sold at different prices in separate local markets, it is called zone pricing (Miravete et al., 2019). In a later section in this paper, the advantages and disadvantages of a zone pricing strategy will be discussed.

In Figure 1, a decision tree is shown to illustrate the two decisions that have to be made when determining a pricing strategy.

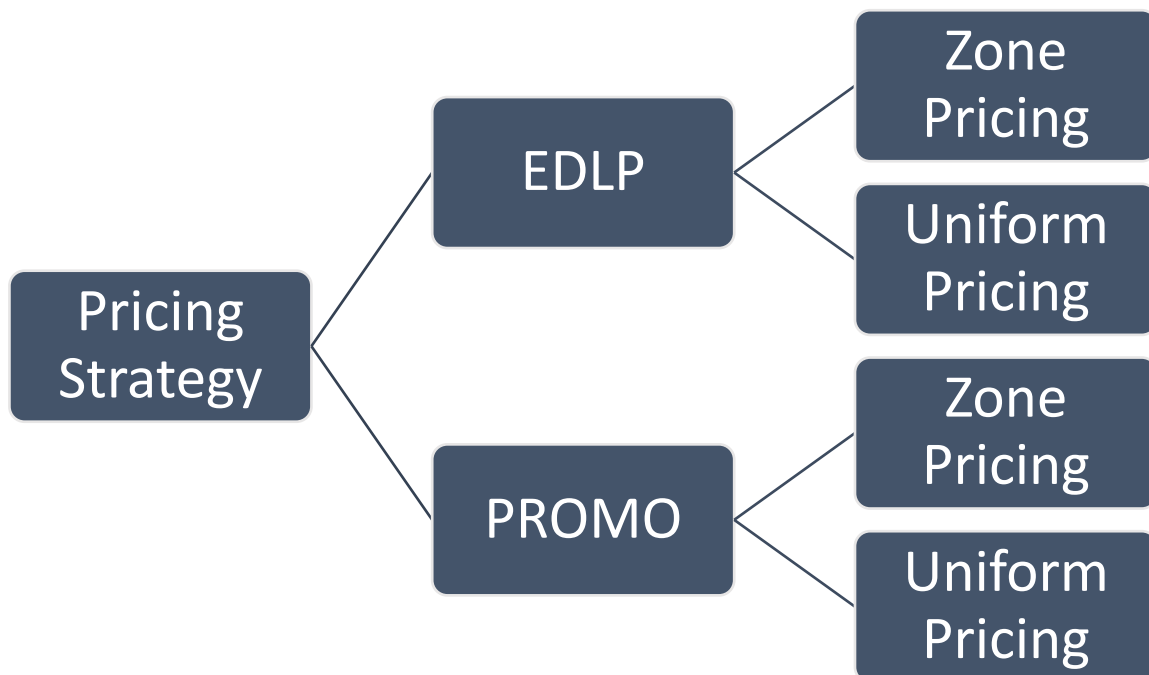


Figure 1

Netherlands

In the Netherlands, all the different strategies mentioned before are being used. What is remarkable, is that the two biggest supermarket chains in The Netherlands, Albert Heijn and Jumbo, use two contradicting strategies. Albert Heijn uses a PROMO and uniform pricing strategy (Berkhout, 2019; Consumentenbond, 2020), whereas Jumbo uses a EDLP and zone pricing strategy (Consumentenbond, 2020; Jumbo Groep Holding B.V., 2020). What is even more remarkable, is that the third and fourth biggest supermarket chains in the Netherlands, Lidl and Plus, again use two different pricing strategies (Berkhout, 2019; Consumentenbond, 2020).

As mentioned before, Ellickson et al (2012) found out that PROMO supermarkets will have slightly higher prices than the average. This is also the case in Dutch supermarkets. Albert Heijn uses a PROMO pricing strategy (Berkhout, 2019) and the Consumentenbond (2020) found that the price level of Albert Heijn is 4 percent higher than the average prices. However, Albert Heijn uses the same price in all of their supermarkets (Consumentenbond, 2020).

Concerning the price level of Jumbo, this is the total opposite from Albert Heijn. Jumbo uses a EDLP pricing strategy (Jumbo Groep Holding B.V., 2020; Steenkamp & Sloot, 2018). However, Jumbo does not use the same prices in all supermarkets, but uses four different price levels throughout all of its stores in the Netherlands instead (Consumentenbond, 2020). These price levels are: high, medium/high, low/medium and low. Only in 16 percent of the Jumbo supermarkets the lowest price level is applied (Consumentenbond, 2020). Moreover, in 44 percent of the Jumbo supermarkets the prices are higher than the average price of all supermarkets nationwide combined (Consumentenbond, 2020). The Consumentenbond (2020) did research on the price levels on all Jumbo supermarkets in the Netherlands and published the results on their website. Some examples of price differences in different supermarkets were given as well. For example, a box of 1050 grams detergent of the brand 'Dreft' was €1.99 in Utrecht, while the same box was priced €5.53 in Groningen (van der Staak, 2020).

For this paper, the data published by the Consumentenbond (2020) was used to make a table of all supermarket sorted by province (see Appendix). This table was used to make a 100 percent stacked bar chart of the different price broken down by the twelve provinces of the Netherlands as shown in *Figure 2*.

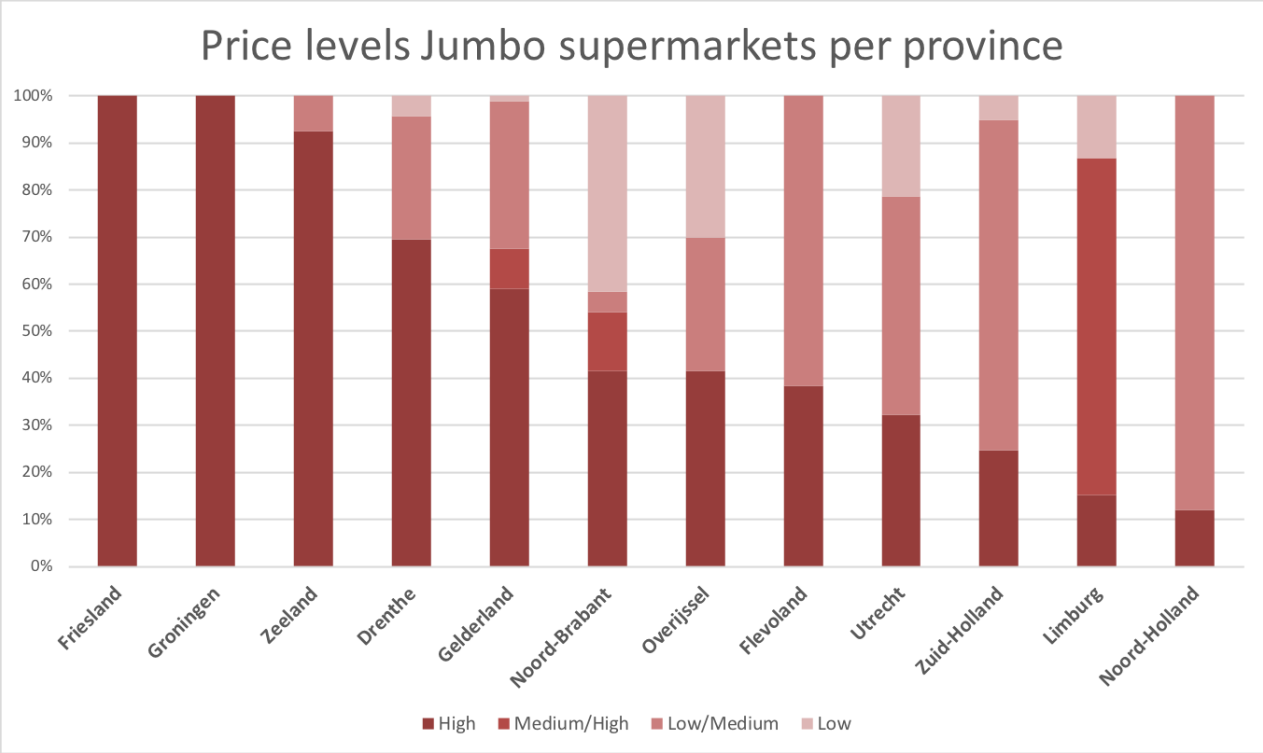


Figure 2

When comparing all the provinces, it is clear that some provinces have much more supermarkets with a high price than others. Especially in the two most northern provinces, Friesland and Groningen, and Zeeland almost all supermarkets have the highest price level.

Lidl, just like Jumbo, uses a EDLP pricing strategy as well, but they use the same prices in all of their supermarkets (Berkhout, 2019; Steenkamp & Sloot, 2018). The fourth biggest supermarket of the Netherlands is Plus (The Nielsen Company, 2020). This supermarket chain uses a PROMO pricing strategy, but does not use the same prices in all of their stores (Consumentenbond, 2020).

Below, in Figure 3, the four supermarkets discussed in this section are put in a table. This table visualizes what is mentioned before: the four biggest supermarket chains in The Netherlands all use different pricing strategies.

	Zone Pricing	Uniform pricing
EDLP	Jumbo	Lidl
PROMO	Plus	Albert Heijn

Table 1

What variables are used for determining different zones?

There are lots of factors that distinguish different supermarkets from each other. Grocery retailers have the possibility to have different prices in different stores based on these differing factors (Adams & Williams, 2019). For supermarket chains to determine their pricing strategies, the differences between the consumers at different stores should be reviewed (Shankar & Bolton, 2004).

Some literature focusses especially on determining pricing zones for zone pricing, but this is only limited to a small number of articles in the literature. So, to get a better view of pricing strategy, other literature about regular pricing strategies are also included in this paper. In one of the first articles in the literature about zone pricing by Hoch et al. (1995), the two most important factors are brought up, namely consumer demographic characteristics and local market area competition. These those factors combined can predict price sensitivity, which is a key factor for supermarkets in determining pricing strategies. In the following subsections these main factors for determining prices are discussed.

Local competition

The first main factor in determining pricing strategies is local competition. In the literature about zone pricing specifically, local competition is a factor that is discussed regularly. There is a clear link between competing stores and the price level when looking at chain-store competition (Adams & Williams, 2019; Dobson & Waterson, 2008). Dobson and Waterson (2008) also mention that companies that face a market with significant competition consider this market as a weak market. Whereas, on the other side, a market where other key players are not present is considered as a strong market.

Local competition is not only an important factor when talking about zone pricing, but also for other supermarkets that do not use zone pricing. Stelder (2012) conducted an empirical study in the Netherlands in which he researched the spatial monopoly of supermarket chains. A supermarket chain of company A has a so-called spatial monopoly when the extra costs that are needed to be made by a customer to get to a supermarket of company B are higher than the extra utility that would be gained by doing groceries at company B. It was found that 23% of consumers can be seen as locked-in to a certain supermarket chain that has a spatial monopoly (Stelder, 2012). However, this information also indicates that supermarket chains can only increase prices to a certain extent when they have a spatial monopoly.

Another important aspect of this factor is that, even though consumers can easily compare prices of any food product on the internet nowadays, the opportunity costs for comparing the prices of individual products of different supermarkets are very high (Hamilton et al., 2020). This can be explained by looking at the opportunity price relative to the product price. Stelder (2012) mentioned that consumers would not be willing to travel more than 5 minutes to get a pack of milk, while traveling 500 miles for a 100,000 dollar grand piano would not be a problem, because the extra costs are looked at relative to the price of the product.

The spatial monopoly benefits the supermarket chain, because a higher price level can be used than in an oligopoly (Richards et al., 2018), which is a situation with a small number of

competitors. Thus, on the other side, an oligopoly situation, where the intensity of competition is higher, has a significant effect of the pricing strategy as well (Zhang, 2015).

There are several ways in which the local competition is measured. Dobson and Waterson (2008) looked at whether a particular store had a spatial monopoly. They did this by determining if there either was another store present within 10-15 minutes of driving or not. Adams and Williams (2019) only mention that the number of competitors in the same market determine whether a store is in a monopoly, duopoly or competitive market. However, it is not explained how far this market reaches. Hoch et al. (1995) calculated the average distance in miles to the five closest competitors, and to reflect the greater congestion and density of urban areas, these distances were scaled with a factor of two.

Demographics

The second main factor in determining pricing strategies is demographics. Chintagunta (2003) states in his paper that zones are classified primarily on demographic variables. Ellickson and Misra (2008) mention as well that consumer demographics play a key role in determining the pricing strategy. Furthermore, it is mentioned that firms choose pricing strategies that fit the demographics of the markets they serve (Ellickson & Misra, 2008). So, in short, demographics are one of the leading factors when determining pricing strategies.

Relating demographic variables to economic concepts is a difficult task (Hoch et al., 1995), but in the literature price sensitivity is often used to explain how demographics influence pricing (Ellickson et al., 2020; Hoch et al., 1995; Thomassen et al., 2017). Consumers with a lower price sensitivity take less time shopping and take less time searching for cheaper alternatives (Hoch et al., 1995). If stores know this information, they can adjust their prices based on this data. Supermarket chains using zone pricing can adjust their prices in areas with consumers with different price sensitivities. So, in an area with consumers with a high price sensitivity, the zone pricing supermarket should have lower prices than in an area with consumers with a low price sensitivity.

In the literature, many variables are used or tested for their relation to price sensitivity. Some demographic variables can be used, but, of course, not all of them are relevant for supermarkets in determining their pricing strategy. Hoch et al. (1995) conducted a research focused specifically on determinants of store-level elasticity in which seven different demographic characteristics were researched. All these variables could be discussed in this paper, but not all of these variables turned out to be relevant. Therefore, only relevant demographics discussed by several papers in the literature are discussed below.

Income

One of the factors Hoch et al. (1995) used in their paper was the average income in an area. After their publication, there were also other authors who used income as a factor for determining price sensitivity of the consumers (Ellickson et al., 2020; Thomassen et al., 2017; Zhang, 2015). Ellickson et al. (2020) even mention that income is the main consumer characteristic included in their research. The reason for this is that income differences capture heterogeneity in both price sensitivity and the opportunity costs of time (Ellickson et al., 2020). Thomassen et al. (2017) also mention that price sensitivity depends on demographics and that income is a variable for determining this price sensitivity.

The only difference in the methods used by the three articles mentioned, is that Thomassen et al. (Thomassen et al., 2017) take the household income, and Ellickson et al. and Hoch et al. take the income of every individual.

Although income is said to be one of the most important demographics concerning price sensitivity, no clear conclusion can be drawn about the effects of income on the price sensitivity. Hoch et al. (1995) mentioned that households with fewer income constraints have a lower price sensitivity, but Chintagunta (2003), focusing more on specific results about zone-level pricing, found that higher prices are used by supermarkets in less-affluent areas. This ambiguity in the literature is confirmed by the paper of Wakefield and Inman (2003). In their research, Wakefield and Inman (2003) conclude that these mixed results are a result of differences of situations. Income effects on price sensitivity are not constant in all situations, but are dependent on the situation (Wakefield & Inman, 2003).

Household size

According to Thomassen et al. (2017), household size is one of the most important forms of heterogeneity. Larger families spend a larger part of their disposable income on groceries, which is also one of the reasons that they are more price sensitive (Hoch et al., 1995). Therefore, larger families spend more time on shopping, because they can gain higher increased returns on their search costs (Hoch et al., 1995). Although the total expenditures will be higher in larger households, households spend less on groceries per person on average (Ellickson & Misra, 2008).

Elderly people

Another factor that would account for heterogeneity between areas is the share of elderly people in an area (Chintagunta, 2003; Hoch et al., 1995). However, there are several conflicting results in the literature about the price sensitivity among elderly people. These results are discussed in a paper by Karani and Fraccastoro (2010).

At first, the paper of Mason and Bearden (1978) is discussed. In this paper, it is stated that elderly people have a high price sensitivity (Mason & Bearden, 1978). This would be the case, because elderly people are economy minded and will shop in alternative stores if the price is lower (Mason & Bearden, 1978). The view of Hoch et al. (1995) about price sensitivity of elderly people fits into the earlier mentioned conclusion of Mason and Bearden (1978). Hoch et al. (1995) mention that elderly people are more price sensitive, because they have more leisure time.

On the contrary, Karani and Fraccastoro (2010) mention an article by Lumpkin et al. (1985) in which it is stated that elderly people have a lower price sensitivity. In their study, they showed that elderly people place less emphasis on price than younger people (Lumpkin et al., 1985). The reason for this is that elderly people have become economically stronger over time and they have more disposable income than their children (Karani & Fraccastoro, 2010).

Although both theories have valid arguments, further research has reinforced the theory which states that elderly people have a lower price sensitivity (Karani & Fraccastoro, 2010). So, in the case of zone pricing this would mean that supermarkets operating in zones with relatively many elderly people do not have to have low prices to maintain these elderly people as their customers.

Other factors

Although this section only discusses three demographic factors, it is likely to assume that there are more factors that make up a person's price sensitivity. Therefore, Hoch (1995) might have used these factors to gain a better understanding of the demographics linked to price sensitivity. However, these demographics are not discussed or confirmed in other literature to be included in this paper.

Summary table of variables

Below, in *Table 2*, all variables and their influence on a consumer's price sensitivity that are mentioned in the previous sections are summarized. Also, the literature in which the information about these variables is found is cited.

Factor	Influence on price sensitivity	Literature
<i>Competition</i>		
Local competition	More local competition → Higher price sensitivity	(Adams & Williams, 2019; Dobson & Waterson, 2008; Hamilton et al., 2020; Hoch et al., 1995; Richards et al., 2018; Stelder, 2012; Zhang, 2015)
<i>Demographics</i>		
Income	Mixed results.	(Chintagunta, 2003; Ellickson et al., 2020; Hoch et al., 1995; Thomassen et al., 2017; Wakefield & Inman, 2003; Zhang, 2015)
Household size	Larger households → Higher price sensitivity	(Ellickson et al., 2020; Hoch et al., 1995; Thomassen et al., 2017)
Elderly people	Mixed results, but more likely to assume that elderly people have a lower price sensitivity	(Chintagunta, 2003; Hoch et al., 1995; Karani & Fraccastoro, 2010; Lumpkin et al., 1985; Mason & Bearden, 1978)

Table 2

What are the advantages and disadvantages of a zone pricing strategy?

In the Netherlands, some supermarket chains use zone pricing and some do not (Consumentenbond, 2020). Albert Heijn is currently the biggest supermarket chain in the Netherlands (The Nielsen Company, 2020) and does not use a zone pricing strategy, but uses a uniform pricing strategy instead (Consumentenbond, 2020). Jumbo is the second biggest supermarket chain in The Netherlands (The Nielsen Company, 2020) and they do use a zone pricing strategy (Consumentenbond, 2020).

Taking this into consideration, there should be advantages and disadvantages to using a zone pricing strategy. This paper focusses on the advantages and disadvantages from the perspective of the supermarkets. In the sections below these will be discussed.

Advantages

As mentioned before already, it is commonly assumed that firms are better off when using zone pricing strategy. (Dobson & Waterson, 2008). Having varying pricing across markets with different consumer characteristics and preferences is generally considered to be financially beneficial for a firm (Li et al., 2018). This financial advantage is a result of the surpluses gained by matching prices with the local market's willingness to pay (Li et al., 2018). Li et al. (2018) also state that a zone pricing strategy is more profitable for a chain that operates in many uncontested markets, so in markets in which the chain has a monopolistic advantage. This view ties in with the paper of Stelder (2012) mentioned earlier, in which he mentions that travel costs are not worth spending for a relatively low price difference.

In order to make a well-informed decision, consumers need to compare the prices between the different supermarkets. Although it might be thought that comparing prices online can be done within a relatively limited amount of time, comparing prices is not as easy as one might think it is. Firstly, not for all supermarket chains the prices are readily available online. The best example of this is Lidl. Lidl is the biggest discount supermarket chain in The Netherlands and the third biggest supermarket chain in the Netherlands overall with a market share of 10.9 percent and does not display the prices of their products on their websites (Lidl, n.d.). Furthermore, supermarkets set prices for thousands of products and it would take consumers a lot of time to calculate the price differences between several stores (Ellickson et al., 2020). Instead of comparing the prices of all products between stores, it is much more likely that consumers have a rough price perception of the prices of a certain store and the price differences between different stores (Ellickson et al., 2020). Consumers use this perception as a heuristic for choosing their primary store (Ellickson et al., 2020). In addition, consumers form a price perception of a store at the chain level, rather than for each individual store (Ellickson et al., 2020). With price being the most important aspect for consumers for choosing a supermarket (Deloitte, 2019), it is important for supermarket chains to display their chain as a low-pricing chain. In this way, consumers will form a perception of low pricing for supermarket along the whole chain. This is exactly what happens in The Netherlands in practice. Jumbo, the biggest supermarket chain using zone pricing, advertises on their website and in television commercials with three price-focused slogans: 'Extra cheap', 'Always low prices' and 'Lowest price guarantee' (Jumbo, n.d.-a). Especially their lowest price guarantee is interesting. This lowest price guarantee is only valid

at a local level. Jumbo claims to have the lowest prices, but only among the other local supermarkets within the city limits (Jumbo, n.d.-c). As a result, Jumbo is able to ask higher prices in monopolistic markets. Although Jumbo uses three claims to be cheap this is not true for all of their stores. As mentioned in an earlier section, 44 percent of the Jumbo supermarket the prices are higher than the national average (Consumentenbond, 2020). But by making use of their price-focused slogans in their marketing campaigns (Jumbo, n.d.-c), Jumbo tries to form a perception of low prices to customers

Disadvantages

In the literature about zone pricing there are two main disadvantages that mentioned. The first disadvantage has to do with the damaged trust of the company when zone pricing is applied. The second disadvantage is about the additional costs of using zone pricing.

Firstly, the damaged trust will be discussed. When a form of geographical price discrimination is used, consumers could perceive this as unfair (Li et al., 2018). The main reason for this is the communication by the supermarket chain. When firms explicitly advertise with product prices in local or national media, consumer could expect all stores to have the same prices for their products (DellaVigna & Gentzkow, 2019). But when customers get aware of the price variations between different stores of the same chain, the customer's trust in the supermarket chain can be damage permanently, which has direct effects on the future purchases of customers (Chintagunta, 2003; Dobson & Waterson, 2008). In the paper by Dobson and Waterson (2008) a statement of ASDA, one of the largest supermarket retailers in the United Kingdom, is cited. In this statement, ASDA mentioned that it would be 'commercial suicide' to use a zone pricing strategy, because it would bring down its relationship of trust with customers and its brand image (Dobson & Waterson, 2008) Even though zone pricing will yield some profits in the short term, the loss of future income will offset these profits made in the short run (Chintagunta, 2003; DellaVigna & Gentzkow, 2019).

Secondly, there are also costs involved with implementing zone pricing. For example, when advertising, additional costs may occur to match the advertisements to the locally varying prices (Li et al., 2018). Also, creating and optimizing a sophisticated zone pricing strategy could be costly for a supermarket chain in terms of IT and engineering costs (DellaVigna & Gentzkow, 2019). However, the costs would be relatively low compared to the expected gains (DellaVigna & Gentzkow, 2019). Other costs that are made more when a zone pricing strategy is used, is the extra amount administration and management time spent (Dobson & Waterson, 2008)

Conclusion

The aim of this research was to get a better insight into the use of a zone pricing strategy by Dutch supermarket chains. The main research question of this paper is: 'Why do certain Dutch supermarkets use zone pricing?' In order to find the answer to this main research question, four sub-research questions were set up. A literature review was conducted to help answer these questions.

The vast majority of the supermarkets in the Netherlands are part of a supermarket chain. A few of the big players have a dominant position, which makes the supermarket industry rather consolidated. The two absolute powerhouses are Albert Heijn and Jumbo. Other supermarkets in the industry, including some well performing local chains, try to maintain their market share, for example by collective procurement.

Supermarkets have several options for choosing their pricing strategy. Two key pricing strategies that are mentioned in the literature are EDLP and PROMO. These strategies can be combined with either an uniform or a zone pricing strategy. In the Netherlands, the four biggest supermarkets use all four different strategies. Jumbo applies a zone pricing strategy and data of the Consumentenbond shows that the price levels are not equally distributed over the whole country, but especially Jumbo supermarkets in Friesland, Groningen and Zeeland mostly use the highest price level.

According to the literature, there are two main factors for determining different zones for supermarket chain that use zone pricing: local competition and demographics. The level of local competition is determined by the number of other supermarkets in the area. If there are more supermarkets present, the supermarket does not have a local monopoly and has to compete in prices with the other supermarkets. Therefore, prices will be lower in areas with more supermarkets. For demographics, several variables are used. In the literature about demographics that influence price sensitivity, the variables 'income', 'household size' and 'elderly people' were discussed by multiple articles. However, for income and elderly people there are some contrasting results on the influence of some variables on the price sensitivity. It is more likely to assume that elderly people have a lower price sensitivity though. Furthermore, it can be concluded that larger households have a higher price sensitivity than smaller households.

Using a zone pricing can have some advantages and disadvantages for a supermarket chain. The main advantage for using a zone pricing strategy is the increased financial benefits. Prices can be adjusted to the local market's willingness to pay, which leads to higher prices, thus a higher revenue, at some locations. There are two main disadvantages. The first disadvantage is that the trust in a company using zone pricing can be damaged. Secondly, using a zone pricing strategy leads to higher costs. These additional costs are due to additional expenses in several areas, like advertising, IT and engineering.

The answer to the main research question is two-sided. The reason **why** supermarkets use zone pricing, is because of the increased financial benefits. The reason why just **some** supermarkets use zone pricing, is because of the several disadvantages that are associated with zone pricing.

Discussion

The main goal of this paper was to find why some, in particular Dutch, supermarkets use zone pricing. The answer to this question can mainly be found in the section about the advantages about zone pricing. On the contrary, the subsequent section about disadvantages gives as much reasons to not use zone pricing strategy. Although reasons for both zone pricing and uniform are given, it is practically impossible to determine what the best pricing strategy is. The difficulty in this is deciding if the advantages outweigh the disadvantages or the other way around. Due to the fact that there is no data available on the extra benefits and costs of implementing zone pricing. The only number to be found that gives an indication, was in a quote by the CEO of Superscanner, a company that collects data on prices, promotions and products of many retailers (Superscanner, n.d.). In an interview, this CEO, called Alwin van der Velden, mentioned that he estimates that supermarkets who do not use zone pricing miss out on 1-2 percent of margin (Garstenveld, 2019). However, there is no data available that shows prove for this, therefore it is not a reliable source for this paper. Furthermore, the exact profit missed out on consumers who stay away from zone pricing, because of 'damaged trust' has not been researched either. Additionally, supermarkets do not give away information about their pricing strategies, because they consider this as competitively sensitive information (te Pas, 2018).

In this paper, both competitive and demographic factors were mentioned as the variables for determining different zones. However, in the literature the main focus is on the competitive factors. To find out to what extent demographic factors influence the decision for a particular zone, further research could compare demographics with the price levels to research the relation between the two.

Another interesting reason for a supermarket to use a zone pricing strategy could be due to the independent ownership of the stores, because it is quite remarkable that the two supermarkets in the top four biggest supermarket chains in the Netherlands that use zone pricing, have a lot of their supermarkets run by franchisers. The franchisers have ownership of the store, but it is not clear if, and to what extent, they have anything to say about the pricing in their supermarket.

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Appendix

Overview of price levels of all Jumbo supermarkets in The Netherlands, adapted from the Consumentenbond (2020).

City	Address	Postal Code	Price Levels
Jumbo Utrecht			
Amerongen	Koenestraat 36	3958 XH	High
Amersfoort	Emiclaerhof 248	3823 ET	Low/Medium
Amersfoort	Leusderweg 152	3817 KD	Low/Medium
Amersfoort	Neptunusplein 66A	3814 BR	Low/Medium
Amersfoort	Paulinapolder 1	3825 LS	Low/Medium
Amersfoort	Pieter Stastokerf 68	3813 PR	Low/Medium
Amersfoort	Wiekslag 261	3815 GK	Low/Medium
Amersfoort	Zonnewijzer 21	3824 EE	Low/Medium
Baarn	Laanstraat 87	3743 BC	Low/Medium
Breukelen	Karel Doormanweg 1025	3621 JX	High
De Meern	Mereveldplein 3	3454 CJ	Low/Medium
Doorn	Plein 1923 26	3941 ES	High
Driebergen	De Sluis 12	3972 CV	High
Houten	Odijkseweg 57A	3994 AS	Low/Medium
Houten	Spoorhaag 129	3995 ED	Low/Medium
IJsselstein	De Biezen 11	3401 GD	High
IJsselstein	De Clinckhoeff 2	3402 GB	High
IJsselstein	Televisiebaan 102	3402 VH	High
Leusden	De Biezenkamp 5	3831 JA	Low/Medium
Leusden	't Plein 29	3831 CR	Low/Medium
Loenen aan de Vecht	Rijksstraatweg 127-129	3632 AB	High
Maartensdijk	Maertensplein 31	3738 GM	High
Montfoort	Julianalaan 2	3417 GK	High
Nieuwegein	Low Raadstede 1	3431 LX	Low
Nieuwegein	Walnootgaarde 4A	3436 JA	Low
Nieuwegein	Winkelcentrum Galecop 7	3437 JV	Low
Odijk	de Meent 40C	3984 JK	Low/Medium
Oudewater	Wagenerf 1	3421 JB	High
Rhenen	Plantsoenstraat 69	3911 KA	Low/Medium
Soest	Zuidpromenade 6	3768 EM	Low/Medium
Spakenburg	de Ziel 4551	3751 BT	High
Utrecht	Biltstraat 74	3572 BG	Low
Utrecht	Brusselplein 15	3541 CH	Low
Utrecht	Euterpedreef 10	3561 CV	Low
Utrecht	Franciscusdreef 88	3565 AD	Low
Utrecht	Ina Boudier Bakkerlaan 64	3582 VX	Low
Utrecht	Merelstraat 46	3514 CN	Low

Utrecht	Verlengde Houtrakgracht 349	3544 EB	Low
Utrecht	Hammarskjoldhof 61	3527 HD	Low
Utrecht	Nebraskadreef 27	3565 AE	Low
Veenendaal	Dr. Slotenmaker de Bruinestr 20	3904 CB	Low/Medium
Veenendaal	Paddestoelenlaan 40	3903 GG	Low/Medium
Veenendaal	Prins WillemAlexanderpark 617	3905 CT	Low/Medium
Veenendaal	Ronde Erf 66	3902 CZ	Low/Medium
Vianen	Lijnbaan 7	4132 CB	High
Vinkeveen	Plevierenlaan 7	3645 GN	Low/Medium
Wijk bij Duurstede	Langbroekseweg 3	3962 EH	High
Wijk Bij Duurstede	Madelinushof 2	3962 DP	High
Wilnis	Molmlaan 2	3648 XK	Low/Medium
Woerden	La Fontaineplein 19	3446 BX	High
Woerden	Molenvlietbrink 18	3448 HM	High
Woerden	Tournoysveld 92	3443 EW	High
Woudenberg	't Schilt 18	3931 VH	Low/Medium
Zeist	Johan van Oldenbarneveltlaan 96	3705 HK	Low/Medium
Zeist	Korte Steijnlaan 2	3701 EX	Low/Medium
Zeist	Laan van Vollenhove 2785-3001	3706 AL	Low/Medium

Jumbo Drenthe

Assen	Kleuvenstee 106	9403 LS	High
Assen	Kroonwerk 19	9401 BA	High
Assen	Nijlandstraat 141	9401 AL	High
Assen	Nobellaan 259	9406 AJ	High
Beilen	Ventweg Zuid 3	9411 ZZ	High
Coevorden	EDSPlein 3	7741 KH	High
Coevorden	Ing. A. Vonkweg 68	7741 KA	High
Eelde	Stoffer Holtjerweg 1	9761 CA	High
Emmen	Houtweg 296	7823 PV	Low/Medium
Emmen	Statenweg 33	7824 CS	Low/Medium
Emmen	Valkenveld 50	7827 HC	Low/Medium
Emmen	Weerdingerstraat 232B	7811 CE	Low/Medium
Emmen	Wilhelminastraat 7	7811 JA	Low/Medium
Gieten	Stationsstraat 37	9461 GR	High
Higheveen	Tamboerpassage 1	7902 GK	Low
Klazienaveen	Langestraat 500	7891 AX	Low/Medium
Meppel	Het Vledder 1	7941 KK	High
Meppel	Rembrandtplein 81	7944 GC	High
Roden	Heerestraat 92	9301 AH	High
Smilde	Veenhoopsweg 214	9422 AB	High
Westerbork	Burg. G van Weezelplein 8	9431 AG	High
Zuidlaren	Stationsweg 8	9471 GR	High

Zuidwolde	Wethouder Klunderstraat 16	7921 HR	High
Jumbo Flevoland			
Almere	Geinplein 32-37	1316 HC	Low/Medium
Almere-Buiten	Detroitpad 1	1334 KB	Low/Medium
Almere-Haven	Jaagmeent 250	1356 AZ	Low/Medium
Dronten	De Binnenloop 10	8254 KL	High
Dronten	Wardhof 8	8251 TH	High
Emmeloord	Europalaan 33	8303 GH	High
Emmeloord	Lange Nering 83	8302 EB	High
Lelystad	Jol 3701	8243 HP	Low/Medium
Lelystad	Voorstraat 282	8226 HG	Low/Medium
Lelystad	Waagpassage 76	8232 DV	Low/Medium
Marknesse	Breestraat 29	8316 AN	High
Urk	Flevostraat 7A	8321 HH	Low/Medium
Urk	Nagel 60	8321 RG	Low/Medium
Jumbo Friesland			
Bolsward	Snekerstraat 14	8701 XD	High
Burgum	Markt 38	9251 JS	High
Dokkum	Hantumerweg 14	9101 AB	High
Drachten	Eems 30	9204 JX	High
Drachten	Stationsweg 164	9201 GT	High
Gorredijk	Badweg 34	8401 BL	High
Grou	Stationsweg 38F	9001 EH	High
Harlingen	Spoorstraat 1	8861 XX	High
Heerenveen	Jister 29	8446 CE	High
Heerenveen	Molenplein 27	8442 LM	High
Joure	G. Knolweg 52A	8501 MK	High
Kollum	Mr. Andreaestraat 16	9291 MA	High
Leeuwarden	Cambuurplein 66	8921 RG	High
Leeuwarden	Eksterstraat 32	8916 BV	High
Leeuwarden	Hoeksterpad 1	8911 JV	High
Leeuwarden	Johannes Kolfplein 1	8923 CX	High
Leeuwarden	Kruisdobbe 4	8939 BB	High
Leeuwarden	Lieuwenburg 165	8925 CJ	High
Leeuwarden	Snekertrekweg 23	8912 AA	High
Leeuwarden	Van Loonstraat 112	8932 AV	High
Lemmer	Stationsweg 4	8531 HH	High
Makkum	Lieuwkemastraat 9	8754 BL	High
Nes (Ameland)	Hoge Eggenweg 6	9163 JP	High
Noordwolde	Industriestraat 18	8391 AG	High
Sneek	Molenkrite 171	8608 WD	High

Sneek	Normandiaplein 4	8603 CS	High
St. Nicolaasga	Molewei 1	8521 KD	High
Stiens	St. Vitusplein 35	9051 BT	High
Surhuisterveen	Torenplein 27	9231 CG	High
Terschelling	Formerum 16	8894 KE	High
Wolvega	Markt 31	8471 AS	High
Wommels	Terp 11	8731 AX	High

Jumbo Gelderland

Aalten	Admiraal de Ruyterstraat 10	7122 WJ	High
Apeldoorn	Korianderplein 61	7322 NB	Low/Medium
Apeldoorn	Schubertplein 15	7333 DJ	Low/Medium
Arnhem	Amsterdamseweg 33	6814 GB	Low/Medium
Arnhem	Dr. C. Lelyweg 913	6827 BH	Low/Medium
Arnhem	Elderveldplein 12	6843 JA	Medium/High
Arnhem	Oostburgwal 12	6845 CZ	Medium/High
Arnhem	Op het Toneel 2	6836 ND	Medium/High
Arnhem	Rosendaalseweg 696	6824 KT	Low/Medium
Barneveld	Amersfoortsestraat 70	3772 CK	High
Barneveld	Buru 40	3772 EX	High
Barneveld	Nieuwe Markt 5	3771 CB	High
Bemmel	Kloosterplaats 1	6681 BN	High
Beneden Leeuwen	Nijverheidsstraat 4	6658 EM	High
Beuningen	Thorbeckeplein 14	6641 CA	High
Brummen	Ambachtstraat 38	6971 BR	Low/Medium
Culemborg	Vianensestraat 5	4101 XA	High
Dieren	Diderna 44	6951 CW	High
Dinxperlo	Heelweg 73	7091 BT	High
Doetinchem	J.F. Kennedylaan 62	7009 HA	High
Doorwerth	Mozartlaan 66	6865 GC	High
Dreumel	Ekershof 5	6621 CJ	High
Druuten	Marktpassage 15	6651 VD	High
Duiven	Eilandplein 508	6922 ER	High
Duiven	Pastoriestraat 2	6921 BX	High
Ede	Bellestein 63	6714 DP	Low/Medium
Ede	High Maanen 45	6717 HV	Low/Medium
Ede	Stadspoort 45	6716 RH	Low/Medium
Eerbeek	Loenenseweg 3	6961 CL	Low/Medium
Eibergen	Brink 35	7151 CR	High
Elburg	Zwolscheweg 1	8081 CG	Low/Medium
Elst	Basilica 19	6661 TT	High
Elst	Europaplein 22	6662 DD	High
Epe	Gruttersplein 15	8161 HN	Low/Medium

Gameren	Middelkampseweg 6	5311 PC	Low/Medium
Gorsseel	Nijverheidsstraat 22	7213 DB	High
Groenloo	Den Koem 2	7141 VW	High
Groesbeek	De Meent 1	6562 CZ	Medium/High
Harderwijk	Achterste Wei 3	3844 HR	Low/Medium
Harderwijk	Nassaulaan 10	3843 DC	Low/Medium
Harderwijk	Triasplein 83	3845 GD	Low/Medium
Hedel	Kasteellaan 5	5321 GL	Low/Medium
Heerde	Stationsstraat 29	8181 CW	Low/Medium
Heteren	Beemd Hof 38	6666 DL	High
Hoevelaken	Westerdorpsstraat 23	3871 AT	High
Huissen	Brink 14	6852 EE	High
Lichtenvoorde	Van Heijdenstraat 17	7131 CA	High
Lienden	Verbrughweg 16	4033 GP	High
Lochem	Prins Bernhardweg 24	7241 DH	High
Maurik	Raadhuisstraat 54	4021 EJ	High
Neede	Zwaluwstraat 11	7161 GX	High
Nijkerk	Molenplein 15	3862 JL	Low/Medium
Nijmegen	Fenikshof 3	6541 RW	High
Nijmegen	Grote Markt 1-3	6511 KA	High
Nijmegen	Hatertseweg 835	6535 ZT	High
Nijmegen	Leuvenbroek 1028	6546 XB	High
Nijmegen	Malvert 7023	6538 DP	High
Nijmegen	Sint Jacobslaan 500	6533 VZ	High
Nunspeet	Industrieweg 15	8071 CS	Low/Medium
Putten	Postweg 4	3881 EC	Low/Medium
Scherpenzeel	Marktstraat 11	3925 JN	Low/Medium
s-Heerenberg	Stadsplein 71	7041 JE	High
Tiel	De Kranshof 3	4005 DE	High
Tiel	Nieuwe Tielseweg 157	4006 BG	High
Tolkamer	s-Gravenwaardsedijk 78a	6916 AZ	High
Twello	Michiel de Ruyterstraat 101	7391 CT	Low/Medium
Ulft	Middelgraaf 4	7071 WT	High
Vaassen	Kosterstraat 3	8171 CB	Low/Medium
Velp	IJsselstraat 30	6882 LG	High
Voorthuizen	Hoofdstraat 155C	3781 AD	High
Wageningen	Tarthorst 12-23	6708 JL	Low/Medium
Westervoort	Broeklanden 8	6931 XS	High
Wijchen	Herenstraat 17	6602 BA	Medium/High
Wijchen	Zuiderpoort 12-14	6605 HN	Medium/High
Winssen	Leegstraat 7c	6645 BA	Medium/High
Winterswijk	Europalaan 105	7102 AC	Low
Zaltbommel	Fiep Westendorpplein 12	5302 TA	Low/Medium

Zelhem	Bergstraat 1	7021 XG	High
Zetten	Julianaplein 8	6671 CA	High
Zevenaar	Kampsingel 7	6901 JC	High
Zevenaar	van Oldebarneveldtlaan 34	6904 BD	High
Zutphen	Rudolf Steinerlaan 47	7207 PV	High
Zutphen	Ruys de Beerenbrouckstraat 14	7204 MN	High

Jumbo Groningen

Appingedam	Harddraversplein 15	9902 CX	High
Bedum	Noordwolderweg 7	9781 AD	High
Delfzijl	de Wending 11	9933 KM	High
Delfzijl	Jachtlaan 410	9934 JB	High
Grijpskerk	Schoutstraat 5	9843 BD	High
Groningen	Reitdiephaven 261	9746 RE	High
Groningen	Oosterstraat 58	9711 NX	High
Groningen	Linnaeusplein 55	9713 GP	High
Groningen	Beren 85	9714 DW	High
Groningen	Wilhelminakade 21	9717 AB	High
Groningen	Boumaboulevard 525	9723 ZS	High
Groningen	Overwinningsplein 7	9728 GP	High
Haren	Kroonkampweg 10	9752 KH	High
Haren	Anjerplein 31	9753 GB	High
Higheezand	Hoofdstraat 258	9601 EN	High
Higheezand	Meint Veningastraat 26-32	9601 KG	High
Higheezand	Pleiaden 11	9602 KD	High
Leek	Waezenburglaan 47	9351 HB	High
Leek	Industriepark 8	9351 PA	High
Leens	Nije Nering 2	9965 NA	High
Oude Pekela	De Helling 16	9665 JX	High
Sappemeer	Noorderstraat 103	9611 AC	High
Scheemda	Vredenhovenstraat 3	9679 AL	High
Stadskanaal	Beneluxlaan 6	9501 \CT	High
Stadskanaal	Poststraat 12-16A	9501 EP	High
Ter Apel	Nederveen Cappelstraat 41	9561 KM	High
Uithuizen	Oosterstraat 2	9981 CP	High
Veendam	De Reede 910	9642 MA	High
Vlagtwedde	Dr. P. Rinsemastraat 4	9541 AL	High
Winschoten	Heemskerkstraat 56	9675 BN	High

Jumbo Limburg

Belfeld	Muldersplein 10	5951 CZ	Medium/High
Venlo	Wieënpassage 40	5921 GD	Medium/High
Born	Kapelweg 4a	6121 JB	Low

Boxmeer	Burg. Verkuilstraat 26-32	5831 EK	Medium/High
Cadier en Keer	Rijksweg 27	6267 AD	High
Echt	Zuiderpoort 31	6101 KA	Low
Eygelshoven	Portbeemden 1	6471 EX	Medium/High
Geleen	Bloemenmarkt 32	6163 CG	Low
Geleen	Pastoor Vonckenstraat 9	6166 CV	Low
Gennep	Europaplein 19	6591 AV	Medium/High
Heel	Dorpsstraat 21	6097 AL	High
Heerlen	Spoorsingel 81	6412 AA	Medium/High
Heythuysen	Dorpsstraat 57b	6093 EB	Medium/High
Kerkrade	Carboonplein 6	6466 CX	Medium/High
Kerkrade	Onze Lieve Vrouwestraat 5	6461 BM	Medium/High
Landgraaf	Hoofdstraat 146	6372 EN	High
Landgraaf	Vivaldipassage 5	6371 LL	High
Maasbree	Heierveldlaan 10	5993 GD	Medium/High
Maastricht	Brusselsepoort 19	6216 CE	Medium/High
Maastricht	Franciscus Romanusweg 2D	6221 AE	Medium/High
Maastricht	Low Mosae Forum 26	6211 DV	Medium/High
Maastricht	Malbergsingel 74	6218 AV	Medium/High
Maastricht	Roserije 303	6228 DR	Medium/High
Maastricht	Voltastraat 7	6224 EK	Medium/High
Meerssen	Beekstraat 2	6231 LG	High
Meerssen	Kuilenstraat 73	6231 AV	High
Meijel	Kerkstraat 25	5768 BH	Medium/High
Nederweert	Kerkstraat 6a	6031 CH	Medium/High
Nieuw Bergen	Rembrandtplein 2	5854 EM	Medium/High
Nuth	Markt 21	6361 CB	High
Oirsbeek	Markt 20	6438 HB	Medium/High
Panningen	Kerkstraat 43	5981 CD	Medium/High
Roermond	Roersingelpassage 5	6041 EE	Medium/High
Sevenum	Horsterweg 64	5975 NB	Medium/High
Sittard	Bremstraat 14-16	6134 TZ	Low
Sittard	Dempseystraat 38	6135 CH	Low
Sittard	Romeinenstraat 2	6132 GN	Low
Stein	Raadhuisplein 42	6171 JC	Medium/High
Stramproy	Dr. Schaepmanstraat 3	6039 CP	Medium/High
Urmond	Paalweg 14-15	6129 EZ	Medium/High
Venlo	Monseigneur Nolensplein 54	5911 GG	High
Venlo	Straelseweg 183	5914 AL	Medium/High
Venlo	Tegelpoort 1	5911 DM	Medium/High
Venlo	Vinckenhofstraat 90	5913 EG	Medium/High
Venlo	Vossenerlaan 78	5924 AG	Medium/High
Venray	De Bleek 30	5801 MD	Medium/High

Venray	Kiosk 8	5802 NP	Medium/High
Venray	Veltumse Kleffen 48	5801 SH	Medium/High
Wanssum	Burg. de Weichshavenstraat 1	5861 AX	Medium/High
Weert	Boshoverweg 59	6002 AM	Medium/High
Weert	Collegeplein 11	6001 HN	Medium/High
Weert	Friezenstraat 14	6004 BD	Medium/High
Weert	Oranjeplein 225	6006 CX	Medium/High

Jumbo Noord-Brabant

Aalst	Hortensialaan 2	5582 CL	High
Baarle Nassau	St. Annaplein 15	5111 CA	High
Bakel	Auerschootseweg 17	5761 EG	High
Beek en Donk	Heuvelplein 73	5741 JJ	Medium/High
Bergeijk	Elsenhof 50	5571 LA	High
Bergen op Zoom	Burg. van Hasseltstraat 1	4611 BG	Low
Bergen op Zoom	Vogelaar 29	4617 LG	Low
Berghem	Burg. van Erpstraat 10	5351 AW	Low
Berghem	Meester Gielenplein 1-3	5351 BG	Low
Berkel Enschtot	Eikenbosch 17	5056 GB	High
Berlicum	Mercuriusplein 67	5258 AW	High
Best	Eindhovenseweg Zuid 63	5683 PW	Low
Bladel	Gindrapassage 18	5531 CP	High
Boxtel	Oosterhof 19	5283 BV	High
Breda	Baliendijk 20	4816 GD	Low
Breda	Belcruwweg 57	4815 HA	Low
Breda	Cypresstraat 21	4814 PN	Low
Breda	De Burcht 20	4834 HE	Low
Breda	Donk 4	4824 CS	Low
Breda	Dr. Struyckenplein 60	4812 TA	Low
Breda	Heksenwaag 37	4823 JT	Low
Breda	Moerwijk 23	4826 HN	Low
Breda	Pastoor van Spaandonkstraat 60	4813 BS	Low
Breda	Rat Verleghstraat 4	4815 NZ	Low
Budel	Capucijnerplein 17	6021 CA	High
Cuijk	Lavendel 382	5432 DW	Medium/High
Den Bosch	Helftheuvelpassage 346	5224 AR	Low
Den Bosch	Hofvijver 2	5223 MC	High
Den Bosch	Lokerenpassage 138	5235 KS	Low
Den Bosch	Pettelaarseweg 375-377	5216 BM	Low
Den Bosch	Rivierenplein 26	5215 CZ	Low
Den Bosch	Rompertpassage 21	5233 AN	Low
Den Bosch	Visstraat 54	5211 DN	High
Den Dungen	Maaskantje 29	5271 XD	High

Deurne	Schelde 40	5751 VH	Medium/High
Deurne	Stationsstraat 43	5751 HB	Medium/High
Dongen	Looiersplein 25	5104 GN	Low
Dongen	Mgr. Schaepmanlaan 8	5103 BB	Low
Drunen	Aalbersestraat 5	5151 EE	High
Drunen	Grotestraat 164B	5151 BP	High
Eersel	Willibrorduslaan 8	5521 KC	High
Eindhoven	Belgiëplein 21	5628 XJ	Low
Eindhoven	Biarritzplein 37	5627 LE	Low
Eindhoven	Boschdijk 289	5612 HD	Low
Eindhoven	Boutenslaan 56	5615 KT	Low
Eindhoven	Geldropseweg 103	5611 SE	Low
Eindhoven	Gerretsonplein 67	5624 JP	Low
Eindhoven	Kastelenplein 86	5653 LR	Low
Eindhoven	Meerwater 8	5658 LM	Low
Eindhoven	Nederlandplein 103	5628 AJ	Low
Eindhoven	Pagelaan 9	5641 CB	Low
Eindhoven	Stationsplein 24-01	5611 AC	High
Eindhoven	Victoriapark 90	5611 BM	Low
Eindhoven	Winkelcentrum Woensel 1	5625 AA	Low
Etten-Leur	Geerkade 9	4871 CK	Low/Medium
Etten-Leur	Kerkwerve 25	4873 CE	Low/Medium
Fijnaart	Kadedijk 120	4793 RR	High
Geffen	Aloysiusplein 1	5386 BD	High
Geldrop	Coevering 5	5665 GA	Low
Gemert	Past.Poellplein 9	5421 PL	Low
Gilze	Nieuwstraat 109	5126 CC	High
Goirle	De Hovel 16	5051 NP	High
Grave	Essinklaan 72	5361 JT	Low
Haaren	Driehoeven 56	5076 BJ	High
Hank	Kerkstraat 43	4273 CA	High
Hapert	Markt 26	5527 EN	High
Heesch	Schoonstraat 8	5384 AN	Low
Heeswijk Dinther	St. Servatiusstraat 39	5473 GA	High
Helmond	2e Haagstraat 42	5707 VK	Medium/High
Helmond	Azalealaan 64	5701 CM	Medium/High
Helmond	Brouwhorst 10	5704 EH	Medium/High
Helmond	Hoofdstraat 168	5706 AP	Medium/High
Helmond	Huiskensstraat 2	5708 XA	Medium/High
Helmond	Wederhof 14	5709 CD	Medium/High
Hilvarenbeek	Hilverstraat 99	5081 AV	High
Higherheide	Raadhuisstraat 87	4631 NC	High
Kaatsheuvel	Hoofdpoort 22	5171 DN	High

Kaatsheuvel	Poolsestraat 5	5171 DJ	High
Lage Zwaluwe	Pastoor van Hooijdonklaan 3	4926 CG	High
Lieshout	Dorpsstraat 54A	5737 GC	Medium/High
Maarheeze	Smits van Oyenlaan 2G	6026 CP	High
Made	Stationsstraat 19	4921 AC	High
Mariahout	Mariastraat 58	5738 AK	Medium/High
Middelbeers	't Ven 1	5091 BN	High
Moergestel	Rootven 38	5066 AX	High
Nistelrode	Parkstraat 10	5388 HS	High
Nuenen	De Smidse 1	5671 EW	Medium/High
Nuenen	Hoge Brake 36-40	5672 GL	Medium/High
Oirschot	De Loop 28	5688 EW	High
Oisterwijk	Fabriekspad 1	5061 EW	Low
Oisterwijk	Pannenschuurplein 32	5061 WP	Low
Oosterhout	Arkendonk 36	4907 XT	Low
Oosterhout	Nieuwe Bouwlingstraat 2	4901 KJ	Low
Oosterhout	Zuiderhout 47a	4904 AS	Low
Oss	Kardinaal de Jongstraat 38	5348 BH	Low
Oss	Vierhoeksingel 7	5341 PN	Low
Oss	Wolfskooi 49	5345 MH	Low
Oud Gastel	Dorpsstraat 5	4751 AH	Low/Medium
Prinsenbeek	Markt 14	4841 AC	Low
Putte	Tervoplein 34	4645 HR	High
Raamsdonksveer	Boterpolderlaan 11	4941 ZL	High
Reusel	Markt 6	5541 EA	High
Reusel	Schoolstraat 19	5541 EE	Medium/High
Rijen	Wilhelminaplein 20	5121 ES	High
Roosendaal	Lindenburg 24	4707 CR	Low/Medium
Roosendaal	Rembrandtgalerij 103-109	4703 GX	Low/Medium
Roosendaal	Van Beethovenlaan 7	4702 KE	Low/Medium
Rosmalen	Harry Coppensstraat 55	5241 BH	Low
Rosmalen	Passage Vreeburg 10-20	5241 EJ	Low
Rosmalen	Pastoor van Thiellaan 16-22	5246 BR	Low
Schaijk	Kapelanieplein 2	5374BX	High
Schijndel	Rooiseheide 5	5481 SG	High
Schijndel	Sint Jorisplein 4	5481 AS	High
Someren	Speelheuvelstraat 5	5711 AS	Medium/High
Son en Breugel	Nieuwstraat 75-77	5691 AB	High
Sprang-Capelle	Van der Duinstraat 115	5161 BN	High
St. Michielsgestel	Nieuwstraat 40	5271 AD	High
St. Oedenrode	Hertog Hendrikstraat 1	5492 BA	High
St. Oedenrode	Pieter Christiaanstraat 11	5491 JN	High
St. Willebrord	Kievitstraat 17	4711 KH	Low/Medium

Steenbergen	Floraplein 2	4651 NC	High
Stiphout	Dorpsstraat 58D	5708 GJ	Medium/High
Terheijden	Hoofdstraat 61	4844 CB	High
Teteringen	Scheperij 3	4847 EZ	Low
Tilburg	AaBestraat 8	5021 AV	Low
Tilburg	Amer 13	5032 AZ	Low
Tilburg	Bart van Peltplein 1	5046 GA	Low
Tilburg	Broekhovenseweg 74	5021 LG	Low
Tilburg	Heyhoefpromenade 11-17	5043 RA	Low
Tilburg	Lieve Vrouweplein 11-12	5038 TS	Low
Tilburg	Pater van de Elsenplein 105	5022 EH	Low
Tilburg	Rosa Castellanosstraat 5	5032 MG	Low
Tilburg	Stappegoorweg 175	5022 DD	Low
Tilburg	Wagnerplein 18	5011 LP	Low
Tilburg	Westermarkt 38	5042 MD	Low
Uden	Drossaard 14-18	5403 ET	High
Uden	Losplaats 2	5404 NJ	High
Uden	Muziekplein 11	5402 CR	High
Udenhout	Kreitenmolenstraat 149	5071 BC	High
Ulvenhout	Chaamseweg 1	4851 SM	High
Valkenswaard	Leenderweg 120	5555 CG	Low
Valkenswaard	Nieuwe Waalreseweg 93	5552 EE	Low
Valkenswaard	Willibrorduslaan 21	5552 HA	Low
Veen	Groeneweg 1	4264 RN	High
Veghel	de Boekt 20	5462 EH	Medium/High
Veghel	De Bunders 68	5467 JZ	Medium/High
Veghel	Verlengde Noordkade 14	5463 HT	Medium/High
Veldhoven	Burg. van Hoofflaan 12	5503 BN	High
Veldhoven	Pleintjes 122	5501 EC	High
Vlijmen	Oliemaat 45	5251 AG	High
Vlijmen	Plein 16	5251 AT	High
Volkel	Schakelplein 16	5408 AW	High
Vught	Moleneindplein 109	5262 CM	High
Vught	Raadhuisstraat 3G	5261 EH	High
Waalwijk	Grotestraat 358	5142 CD	Low
Waalwijk	Professor Asserweg 5	5144 NC	Low
Wijk en Aalburg	Markt 67	4261 DC	High
Willemstad	Achterstraat 3	4797 AP	High
Wouw	Kloosterstraat 8	4724 EE	High
Zeeland	Kerkstraat 47	5411 EA	High
Zevenbergen	Zandberg 4	4761 TW	High

Jumbo Noord-Holland

Aalsmeer	Ophelialaan 124	1431 HN	Low/Medium
Alkmaar	J. Naberstraat 49-51	1827 LB	Low/Medium
Alkmaar	Muiderwaard 416	1824 XT	Low/Medium
Alkmaar	Paardenmarkt 2	1811 KH	Low/Medium
Alkmaar	Winkelwaard 486	1824 HX	Low/Medium
Amstelveen	Groenhof 165	1186 EZ	Low/Medium
Amstelveen	Rembrandtweg 617-635	1181 GV	Low/Medium
Amsterdam	1e Constantijn Huygensstraat 55H	1054 BS	High
Amsterdam	Baarsjesweg 303-305	1058 AH	Low/Medium
Amsterdam	Buikslotermeerplein 52	1025 EW	Low/Medium
Amsterdam	Buitenveldertselaan 184	1081 AC	Low/Medium
Amsterdam	Ferdinand Bolstraat 89B	1072 LD	High
Amsterdam	Gedempt Hamerkanaal 223	1021 KP	Low/Medium
Amsterdam	H. Jacobszstraat 9	1075 PA	Low/Medium
Amsterdam	Kastelenstraat 70	1083 CD	Low/Medium
Amsterdam	Oostelijke Handelskade 1005	1019 BW	Low/Medium
Amsterdam	Pieter Calandlaan 808	1060 TZ	Low/Medium
Amsterdam	Plein '40'45 12	1063 KR	Low/Medium
Amsterdam	Reigersbos 196	1107 ET	Low/Medium
Amsterdam	Spaarndammerstraat 544	1013 TH	Low/Medium
Amsterdam	Stadhouderskade 93	1073 AV	Low/Medium
Amsterdam	Westerstraat 98-102	1015 MN	Low/Medium
Amsterdam	Wisseloord 126	1106 MC	Low/Medium
Anna Paulowna	Molengang 10-14	1761 BV	Low/Medium
De Koog (Texel)	Nikadel 73	1796 BR	High
Den Burg (Texel)	Vogelenzang 25	1791 EZ	High
Diemen	Gruttoplein 9	1113 HL	Low/Medium
Diemen	Kruidenhof 26	1112 PS	Low/Medium
Egmond aan Zee	Voorstraat 90	1931 AN	Low/Medium
Haarlem	Engelenburg 70	2036 RS	Low/Medium
Heemskerk	Haydnplein 8	1962 KE	Low/Medium
Heerhugowaard	Mediumweg 245	1701 GC	Low/Medium
Hillegom	Jonkheer Mockkade 6	2181 JH	Low/Medium
Hilversum	Larenseweg 155	1221 CL	Low/Medium
Hilversum	Stephensonlaan 45-49	1222 NV	Low/Medium
Hoofddorp	Skagerrak 204	2133 DW	Low/Medium
Huizen	De Kostmand 2	1276 CJ	Low/Medium
Kortenhoef	Curtevenneweg 2	1241 XZ	High
Landsmeer	Nieuwe Gouw 3	1121 GW	Low/Medium
Laren	Plein 1945 3	1251 MA	High
Loosdrecht	Nootweg 45	1231 CR	Low/Medium
Nieuw Vennep	De Symfonie 65	2151 ME	Low/Medium
Nieuwe Niedorp	Trambaan 69	1733 AX	Low/Medium

Oostzaan	Westeinde 26	1511 MA	Low/Medium
Ouderkerk ad Amstel	Sluisplein 41-46	1191 GV	Low/Medium
Purmerend	Gildeplein 58	1445 BM	Low/Medium
Schoorl	Heereweg 3	1871 EB	Low/Medium
Uitgeest	Melis Stokelaan 13	1911 SM	Low/Medium
Uithoorn	Zijdelwaardplein 60	1422 DN	Low/Medium
Zwaagdijk Oost	Zwaagdijk 227F	1684 NG	Low/Medium

Jumbo Overijssel

Almelo	Bornerbroeksestraat 79	7601 BD	Low
Bathmen	Larenseweg 18	7437 BM	High
Colmschate	Flora 2	7422 LL	Low/Medium
Dalfsen	Wilhelminastraat 18	7721 CH	High
Dedemsvaart	Markt 32	7701 GW	High
Den Ham	Grotestraat 2	7683 BB	High
Denekamp	Lange Voor 10	7591 GE	High
Deventer	Boreelplein 4	7411 EH	Low/Medium
Deventer	Constantijn Huygensstraat 2	7412 MH	Low/Medium
Enschede	Akkerstraat 1	7545 GW	Low
Enschede	Brouwerijplein 55	7523 MA	Low
Enschede	Burgemeester van Veenlaan 100	7543 AB	Low
Enschede	Kuipersdijk 118	7512 CL	Low
Enschede	Lage Bothofstraat 161	7533 AS	Low
Enschede	Magnoliastraat 100	7531 KA	Low
Enschede	Noorderhagen 75	7511 EK	Low
Enschede	Wesselernering 21	7544 JB	Low
Glanerbrug	Schoolstraat 60	7534 ZS	High
Goor	van Kollaan 7	7471 DP	High
Haaksbergen	Stationsstraat 12	7481 JA	High
Hardenberg	Adm Helfrichstraat 1	7772 BV	High
Hasselt	Buiten de Venepoort 5	8061 KM	Low/Medium
Hengelo	Christiaan Langefeldstraat 29	7558 CW	Low
Hengelo	Dijkersplein 9	7553 CZ	Low
Hengelo	Oude Molenweg 40	7551 HC	Low
Hengelo	Willem de Merodestraat 40	7552 WZ	Low
Hengelo	Woolderesweg 149	7555 LL	Low
Kampen	Hanzeplein 27	8262 WN	High
Kampen	Penningkruid 25	8265 EX	High
Losser	De Brink 46	7581 JB	High
Nijverdal	Grotestraat 135	7443 BE	High
Nijverdal	Kuperserf 13	7443 HC	High
Oldenzaal	Deken Scholtenstraat 38-44	7572 ZA	High
Ommen	Markt 22-24	7731 DB	High

Raalte	Domineeskamp 6	8102 CC	Low/Medium
Raalte	Kwartel 2	8103 EB	Low/Medium
Rijssen	Boompark 34	7461 AX	Low
Rijssen	Laan Oud-Indiegangers 5	7463 CH	Low
Roosendaal	Streuvelslaan 1A	4707 CH	Low/Medium
Slagharen	Herenstraat 19	7776 AG	High
Steenwijk	Steenwijkerdiep 61	8331 LP	High
Vriezenveen	Krijgerstraat 74	7671 XZ	High
Vroomshoop	Linderflier 25c	7681 ZK	High
Westerhaar	Kervelplein 45	7676 DA	High
Wierden	Dikkensweg 10	7641 CC	High
Zwolle	Assendorperstraat 71	8012 DG	Low/Medium
Zwolle	Bachplein 14	8031 HR	Low/Medium
Zwolle	De Dobbe 3	8032 JV	Low/Medium
Zwolle	Hogekampspassage 10	8022 EL	Low/Medium
Zwolle	Petuniaplein 23	8042 AV	Low/Medium
Zwolle	Sellekamp 26	8014 DR	Low/Medium
Zwolle	Veemarkt 20	8011 AH	Low/Medium
Zwolle	Wade 102	8043 LS	Low/Medium

Jumbo Zeeland

Aardenburg	Peurssensstraat 21	4527 BK	High
Arnemuiden	Clasinastraat 5	4341 ER	High
Breskens	Burg. van Zuyenstraat 79	4511 GL	High
Goes	Marconistraat 12	4461 HH	Low/Medium
Goes	Van Doornestraat 2	4462 EX	Low/Medium
Heinkenszand	Stenevate 2	4451 KB	High
Hulst	Stationsplein 22H	5461 GC	High
Hulst	Stationsplein 30	4561 GC	High
Kapelle	Weststraat 2	4421 AC	High
Koudekerke	Badhuisstraat 6	4371 EL	High
Krabbendijke	Dorpsstraat 90	4413 CE	High
Middelburg	Johan van Reigersbergstraat 11	4336 XA	High
Middelburg	Sir W. Churchillaan 49	4333 BB	High
Middelburg	Vrijlandstraat 51	4337 EB	High
Nieuwerkerk	Polderweg 3	4675 RB	High
Oost Souburg	Oranjeplein 72	4388 AH	High
Oostburg	Langestraat 1	4501 BR	High
Oostkapelle	Dorpsstraat 20	4356 AJ	High
Renesse	Wilhelminaweg 1	4325 BD	High
Sluis	Sint Annastraat 41	4524 JB	High
St. Annaland	Spuistraat 1	4697 BB	High
Terneuzen	Lorentzlaan 2	4532 KP	High

Terneuzen	Schuttershofweg 10	4538 AA	High
Vlissingen	Hermesweg 25	4382 ND	High
Vlissingen	Papegaaiburg 5	4386 DA	High
Vlissingen	Van Hogendorpweg 93	4384 HD	High
Zoutelande	Westkapelseweg 10	4374 BB	High

Jumbo Zuid-Holland

Alphen aan den Rijn	Herenhof 183	2402 DK	Low/Medium
Barendrecht	Onderlangs 44	2991 EM	Low/Medium
Barendrecht	van Beuningenhaven 4	2993 EH	Low/Medium
Bergschenhoek	Dorpsstraat 39	2661 CE	Low/Medium
Berkel en Rodenrijs	Esdoornlaan 1	2651 RC	Low/Medium
Berkel en Rodenrijs	Westpolderstraat 86	2652 KW	Low/Medium
Bleiswijk	Dorpsstraat 39	2665 BG	High
Bodegraven	Raadhuisplein 15	2411 BD	High
Bodegraven	Vromade 27	2411 LG	High
Brielle	Thoelaverweg 1	3231 KD	High
Capelle aan den IJssel	Koperwiek 24-30	2903 AE	Low/Medium
Capelle aan den IJssel	Wingerd 251	2906 TH	Low/Medium
De Lier	Oranjeplein 40	2678 GP	High
Delft	Bastiaansplein 135	2611 DC	Low/Medium
Delft	Dasstraat 9	2623 CB	Low/Medium
Delft	Troelstralaan 1113	2624 ET	Low/Medium
Delft	Vrijheidslaan 1	2625 RD	Low/Medium
Den Haag	Alphons Diepenbrockhof 6	2551 KE	Low/Medium
Den Haag	Anemoonstraat 4	2565 DD	Low/Medium
Den Haag	De Stede 21	2543 BG	Low/Medium
Den Haag	Grote Marktstraat 24	2511 BJ	High
Den Haag	Laakweg 126	2521 SC	Low/Medium
Den Haag	Leyweg 922K	2545 GV	Low/Medium
Den Haag	Oude Kustlijn 6	2496 SE	Low/Medium
Den Haag	Stationsplein 1	2515 BT	Low/Medium
Den Haag	Volendamlaan 670	2547 CK	Low/Medium
Den Haag	Weimarstraat 180	2562 HP	Low/Medium
Dordrecht	Krispijnseweg 68	3314 KL	Low
Dordrecht	Merwedestraat 50	3313 CS	Low
Dordrecht	P.A. de Kokplein 127	3318 JW	Low
Dordrecht	Slangenburg 5	3328 DN	Low
Gorinchem	Piazza Center 22-30	4204 BP	Low
Gouda	Ruigenburg 2	2804 VT	Low/Medium
Gouda	Sportlaan 4a	2806 HC	Low/Medium
Hazerswoude Rijndijk	Da Costasingel 3436	2394 BL	Low/Medium
Hellevoetsluis	Jachthoorn 9	3223 HA	High

Hellevoetsluis	Struijtse Hoeck 349	3223 DE	High
Hendrik Ido Ambacht	de Schoof 120	3341 EB	Low/Medium
Highvliet	in de Fuik 80	3192 HD	Low/Medium
Krimpen aan den IJssel	De Korf 8b	2924 AH	Low/Medium
Krimpen aan den IJssel	De Olm 8	2925 CJ	Low/Medium
Kwintsheul	De Raaphorst 4	2295 NZ	High
Leerdam	Westwal 14F	4141 AP	High
Leiden	Diamantplein 55	2332 HT	Low/Medium
Leiden	Stationsweg 44	2312 AV	Low/Medium
Leidschendam	Weigelia 18	2262 AB	Low/Medium
Lisse	Vivaldistraat 13	2162 AA	Low/Medium
Maassluis	Lange boonestraat 31	3142 CC	Low/Medium
Middelharnis	Korendreef 24	3241 AS	High
Molenaarsgraaf	Dorpsstraat 5	2973 AB	High
Monster	Molenstraat 9C	2681 BL	Low/Medium
Naaldwijk	Emmastraat 6	2671 ET	Low/Medium
Nieuwerkerk ad IJssel	Reigerhof 113	2914 KE	High
Nieuwkoop	Kennedyplein 1	2421 EN	High
Nootdorp	Paradeplein 7	2632 GG	Low/Medium
Oegstgeest	Lange Voort 2F	2341 KA	High
Oegstgeest	Rustenburgerpad 9	2342 CV	High
Oud Beijerland	Koninginneplein 17	3261 AZ	Low/Medium
Ouddorp	Molenweg 4	3253 AM	High
Papendrecht	Jan van Goijenstraat 5	3351 JM	Low/Medium
Papendrecht	Meent Passage 4	3353 HH	Low/Medium
Poeldijk	Rijsenburgerweg 28	2685 EB	High
Reeuwijk	Miereakker 18	2811 BB	High
Ridderkerk	Ridderhof 72	2981 ET	Low/Medium
Rotterdam	Botersloot 13-19	3011 HE	Low/Medium
Rotterdam	Hesseplaats 435	3069 EA	Low/Medium
Rotterdam	Hillelaan 77	3072 JE	Low/Medium
Rotterdam	Keizerswaard 63	3078 AL	Low/Medium
Rotterdam	Samuel Esmeijerplein 21	3067 AP	Low/Medium
Rotterdam	Schiedamseweg 62	3025 AD	Low/Medium
Rotterdam	Sicilliëboulevard 402	3059 XT	Low/Medium
Rotterdam	Spinozaweg 293	3076 EP	Low/Medium
Rotterdam	Vijf Werelddelen 33	3071 PS	Low/Medium
Scheveningen	Van Bergenstraat 7	2583 CS	Low/Medium
Schiedam	s-Gravenlandseweg 406	3125 BK	Low/Medium
s-Gravendeel	Kerkstraat 37	3295 BD	High
s-Gravenzande	Graaf Willem II straat 10	2691 MW	Low/Medium
Sliedrecht	Kerkbuurt 41	3361 BC	Low/Medium
Sliedrecht	Populierenhof 84	3363 HN	Low/Medium

Spijkenisse	Groenewoud 6	3203 AM	Low/Medium
Spijkenisse	Hadewijchplaat 32	3207 KG	Low/Medium
Spijkenisse	Vlinderveen 436	3205 EM	Low/Medium
Vlaardingen	De Loper 2	3136 CN	Low/Medium
Voorburg	Koningin Julianalaan 370	2274 JV	Low/Medium
Voorschoten	Planciusplantsoen 25	2253 TS	Low/Medium
Waddinxveen	Promenade 89	2741 NL	High
Wassenaar	Luifelbaan 1	2242 KT	Low/Medium
Wateringen	Vliethof 6	2291 RX	High
Zevenhuizen	Dorpsstraat 129	2761 AL	High
Zoetermeer	Groenblauwlaan 109	2718 GH	Low/Medium
Zoetermeer	Kentgensplein 3	2717 HS	Low/Medium
Zoetermeer	Meeuwenveld 8	2727 AK	Low/Medium
Zoetermeer	Middelwaard 52	2716 CW	Low/Medium
Zoetermeer	Oosterheemplein 548	2721 NJ	Low/Medium
Zoetermeer	Quirinegang 201	2719 CH	Low/Medium
Zoeterwoude	Dorpsstraat 34	2381 EN	High
Zwijndrecht	Brabant 1	3332 GG	Low/Medium