



What you need to
know about...

*Naming in the
Netherlands*

**we are
naming.**

**Let's start with some fun
naming facts:**

**# Holland is not the Netherlands
(but a region).**

**# We have two official languages:
Dutch & Frisian.**

**# But about 180 different languages
are spoken in Amsterdam.**

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We are from **the Netherlands**
and we speak **Dutch**, which we
refer to as **Nederlands**.

Our capital city is **Amsterdam**,
but it's '**Mokum**' on the streets,
and '**A'dam** or **Adam**' when we're
in a hurry.

And, **New York** was once **New
Amsterdam**.

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You still there?

Good :-)

As a small country connected to many nations, most of us speak (some) English, German, and French, while others also speak Spanish, having learned these languages from a young age.

So brand names in **different languages** are easily accepted in the Netherlands.

MARIE-STELLA-MARIS
CARE FOR WATER

Dutch luxury water and body care brand (based on French)



Dutch beer brand
(based on German)

Ø L Å F

Dutch fashion brand
(based on Nordic languages)

Names in different languages have different connotations:

French names sound like fashion, luxury & food.

German names sound solid & structured.

English names sound big & international.

Dutch - local & straightforward.

Scandinavian names relate to nature & style.

Yet, most Dutch brand names are based on **English**: to be modern & international, and (mostly) easy to understand.



Dutch e-commerce brand



Dutch jeans brand



Dutch home and body care brand.

ace & tate

Dutch eyewear brand.

Our marketing and branding language has primarily been English.

And while most people blend Dutch with some English words in their daily speech too, the new generation combines Dutch with entire English sentences.

So there's a rise in the combination of Dutch & English in naming: merging local pride with international ambitions.



Practical, eatable cosmetics
(*'lekker meaning tasty/good'*)



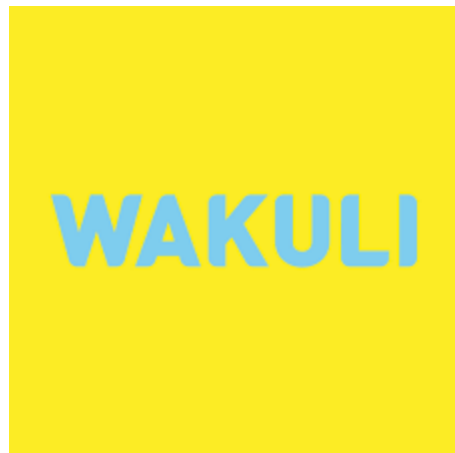
Long-term bike rental
(*'fiets' meaning bike*)



Design heat pads and cushions
(*'stoof meaning stove'*)

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While we observed an increase in simpler, more natural, and descriptive names reflecting the local and health trends after Covid, **more emotional and abstract names are entering the market once again.**



Fair & future proof coffee.
(wakulimi means 'farmers' in
Swahili)



Dutch Telecom provider
(formerly T-Mobile)

yumeko

Sleeping & bathing accessories.
(Japanese name meaning
'dream child').

The Dutch are pretty flexible in languages and types of names, but we always love a good story behind the name.

And with so many languages and cultures in our country, it's important to know who you're targeting.

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Dank je wel! (Thank you!)