

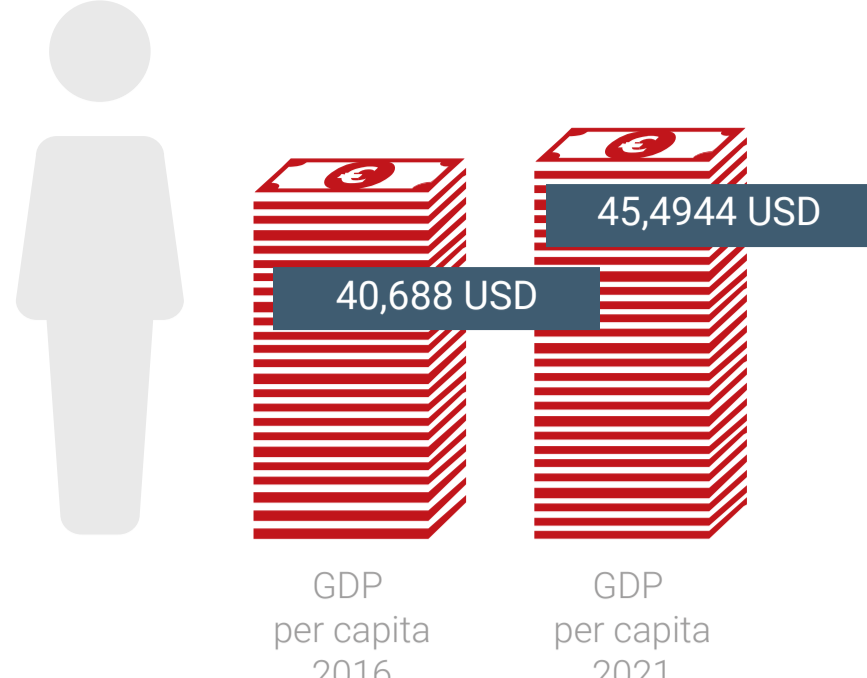
Insights into the growth of Belgium eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to just over **11 million people** with a total GDP of **454 billion USD**. GDP per capita is currently **40,688 USD** and expected to reach **45,4944 USD** by 2021.

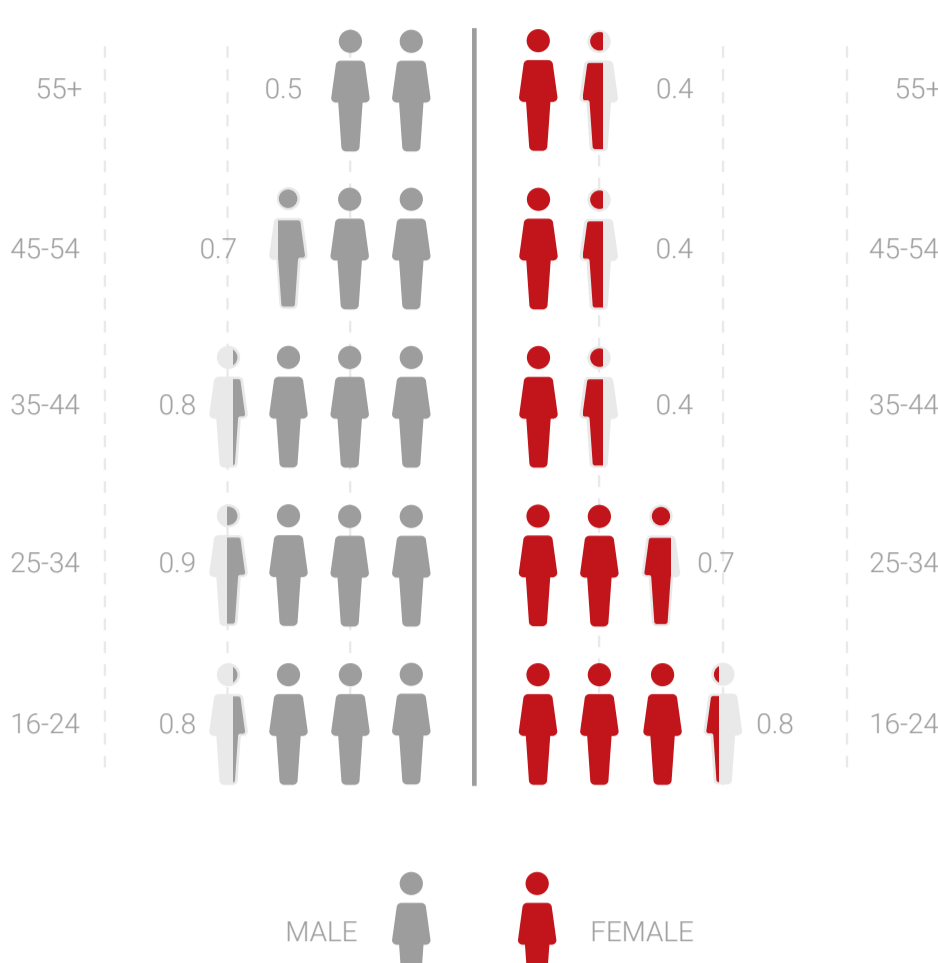
BELGIUM IS RANKED AS THE 27TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS.



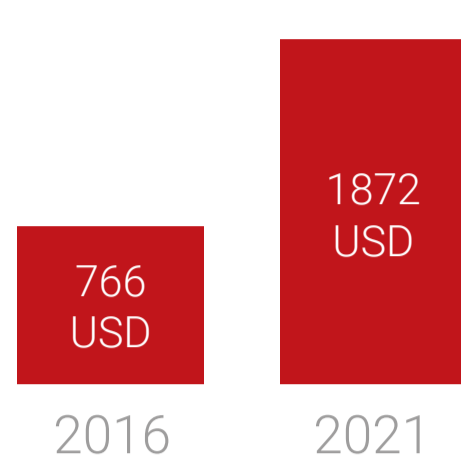
User Insights

There are currently **6.4 million eCommerce users**, with over **1.5 million new users** shopping online by 2021. There will be **8.2 million eCommerce users** by 2021, this will represent **87.7%** of the total population.

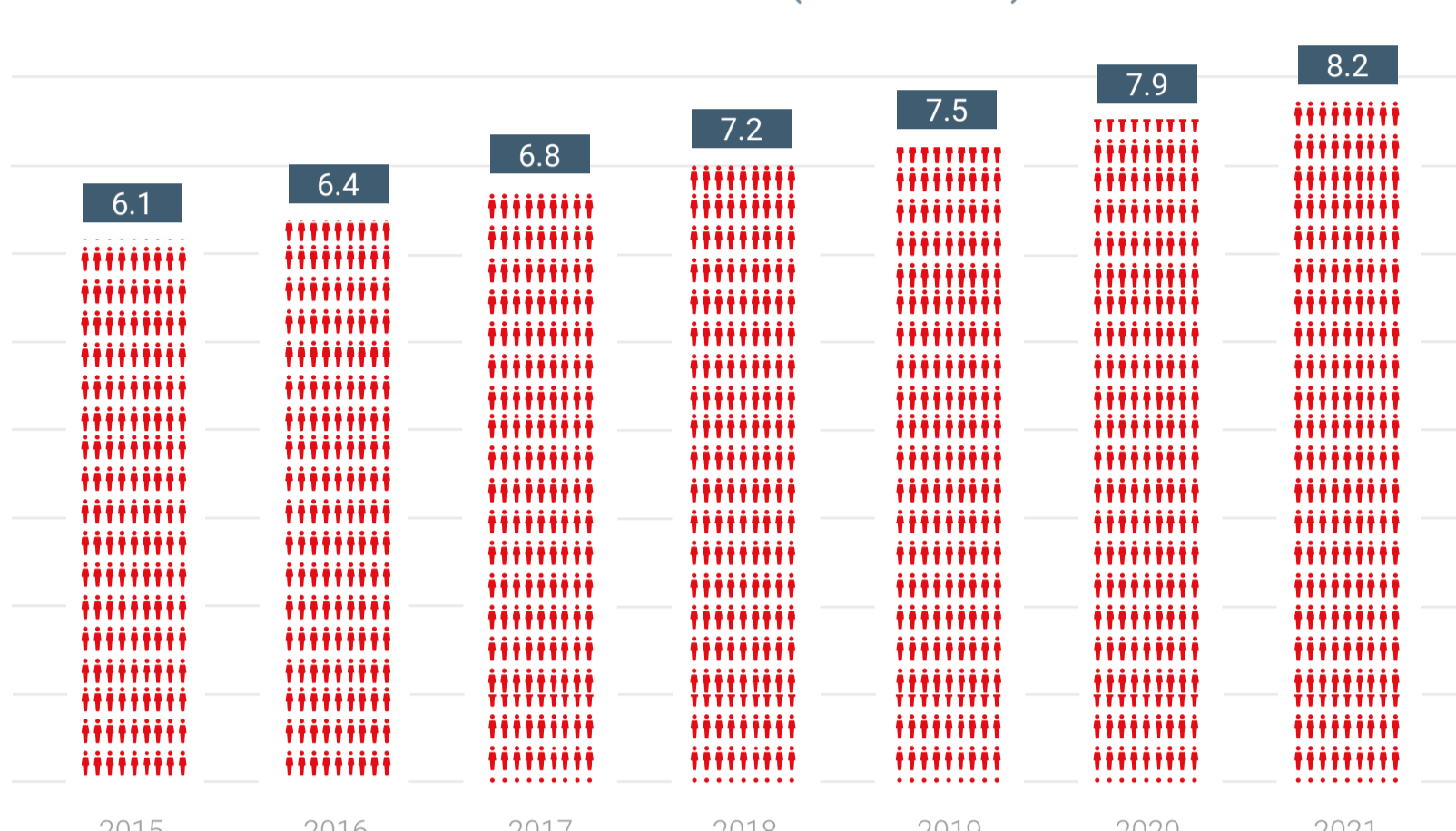
USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends **766 USD** online, which will grow to **1872 USD** by 2021.



NUMBER OF USERS (IN MILLIONS)



Shopping Categories

Total eCommerce revenue across all product categories is **4.9 billion USD**, expected to reach **7.1 billion** by 2021.

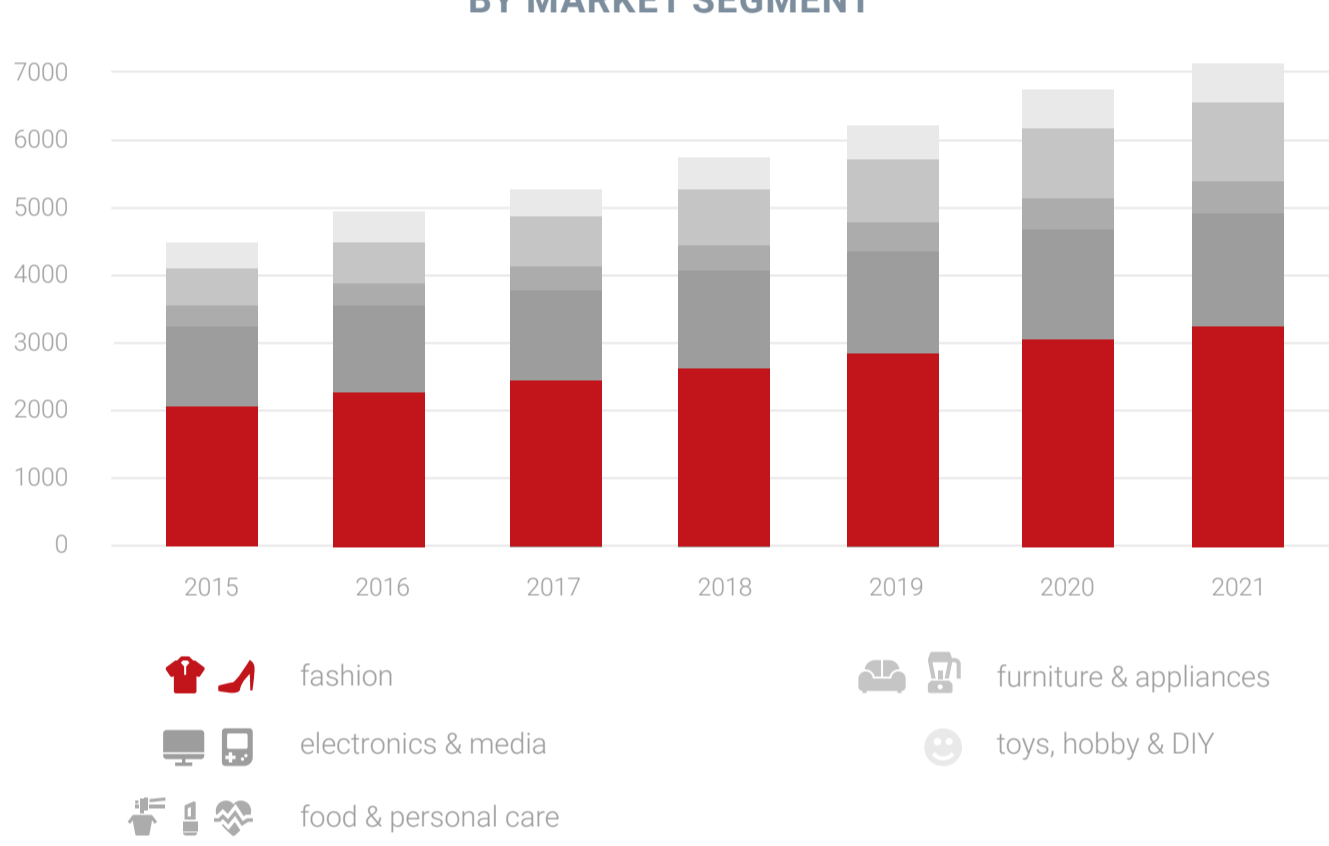


Fashion is currently the **leading product category**, accounting for **2.3 billion USD** market share.



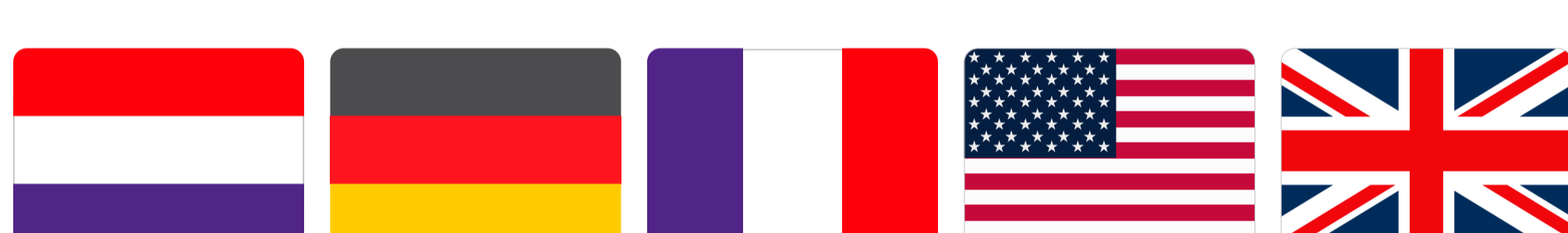
Electronics is the **second leading product category** accounting for **1.3 billion USD**.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



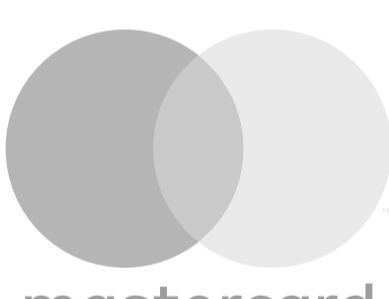
Where does Belgium buy from?

The **Netherlands** supplies Belgium with **86.5 billion USD** in imports. Other key import partners are **Germany (63.1 billion USD)**, **France (47.4 billion USD)**, the **US (34 billion USD)** and the **UK (22.1 billion USD)**.



Preferred Online Payment Methods

32% of online payments are made via **credit card**. **Debit card** is preferred by **30%** of online shoppers when paying online.



PayPal, and **bank transfer** are two popular alternate payment methods.

Logistics & Infrastructure

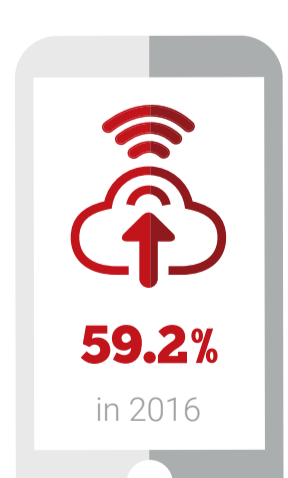
98% of Belgium's population reside in **urban areas**, this coupled with excellent logistics mean that cross border retail is relatively easy.



In 2016, Belgium ranked **6th** in the **World Bank Logistics ranking**, making it among the easiest countries to deliver to in the world.

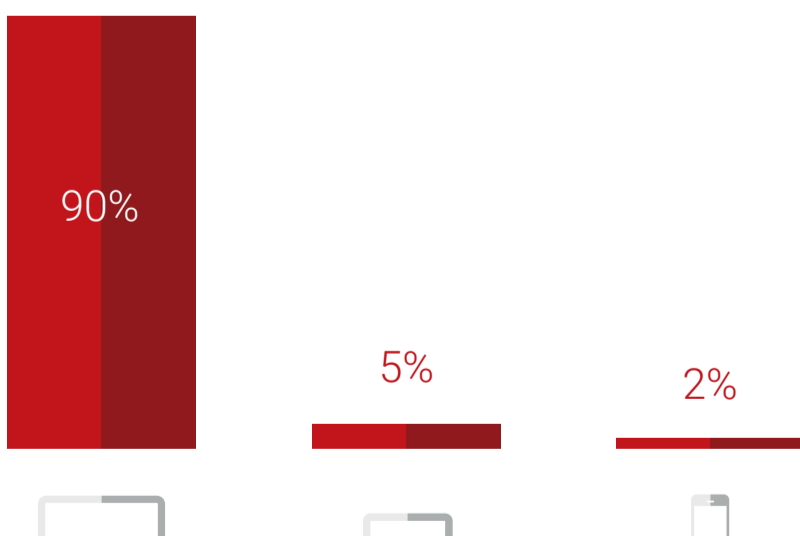
Device Usage

Internet penetration is currently at **80.1%**, and should reach **82.8%** by 2021.

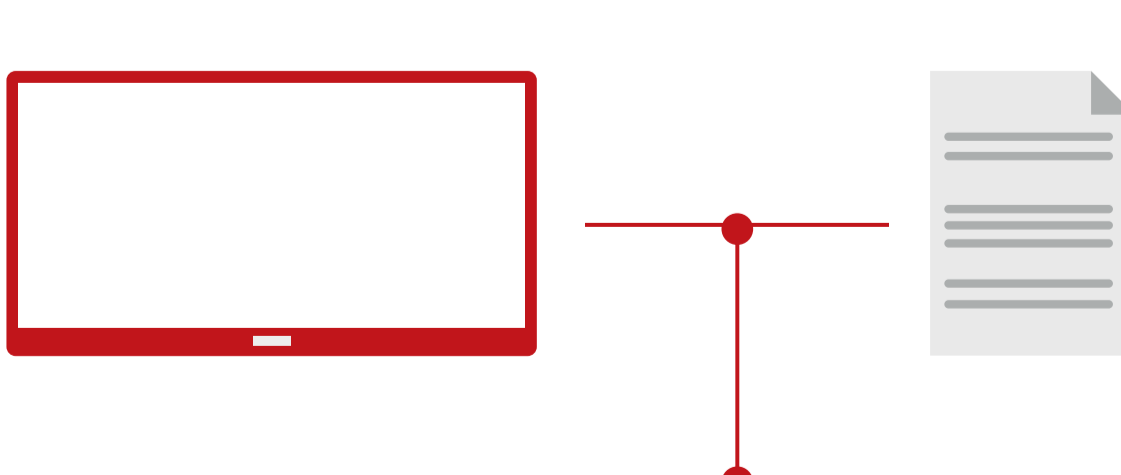


Smartphone penetration is **59.2%** and is projected to grow to **71.3%** by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing



TV has grown to **1.5 billion USD** market spend and leads the advertising spend categories. **Newspaper** is the second largest spend at almost **1 billion USD**. **Digital** has increased year on year, with market spend currently at **231 million USD**.

Belgium's social media usage is high with **95%** logging on to **Facebook**, **71.5%** to both **Instagram** and **YouTube**. Other popular networks include **Swarm**, **LinkedIn** and **Twitter**.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.