

Insights into the growth of Belgian eCommerce

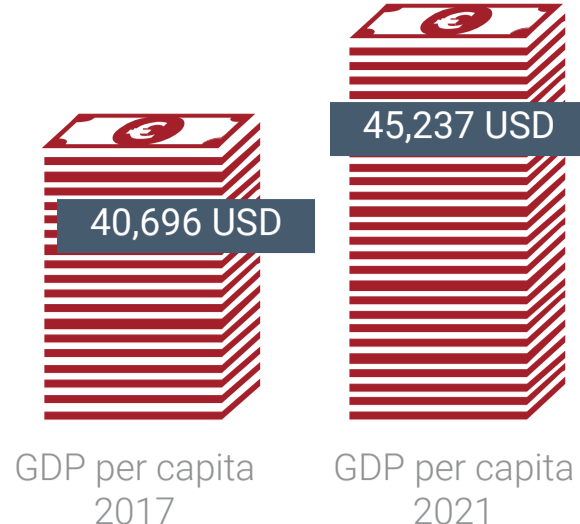
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 11.35 million people with a total GDP of 466.37 billion USD.

GDP per capita is currently 40,696 USD and expected to reach 45,237 USD by 2021.

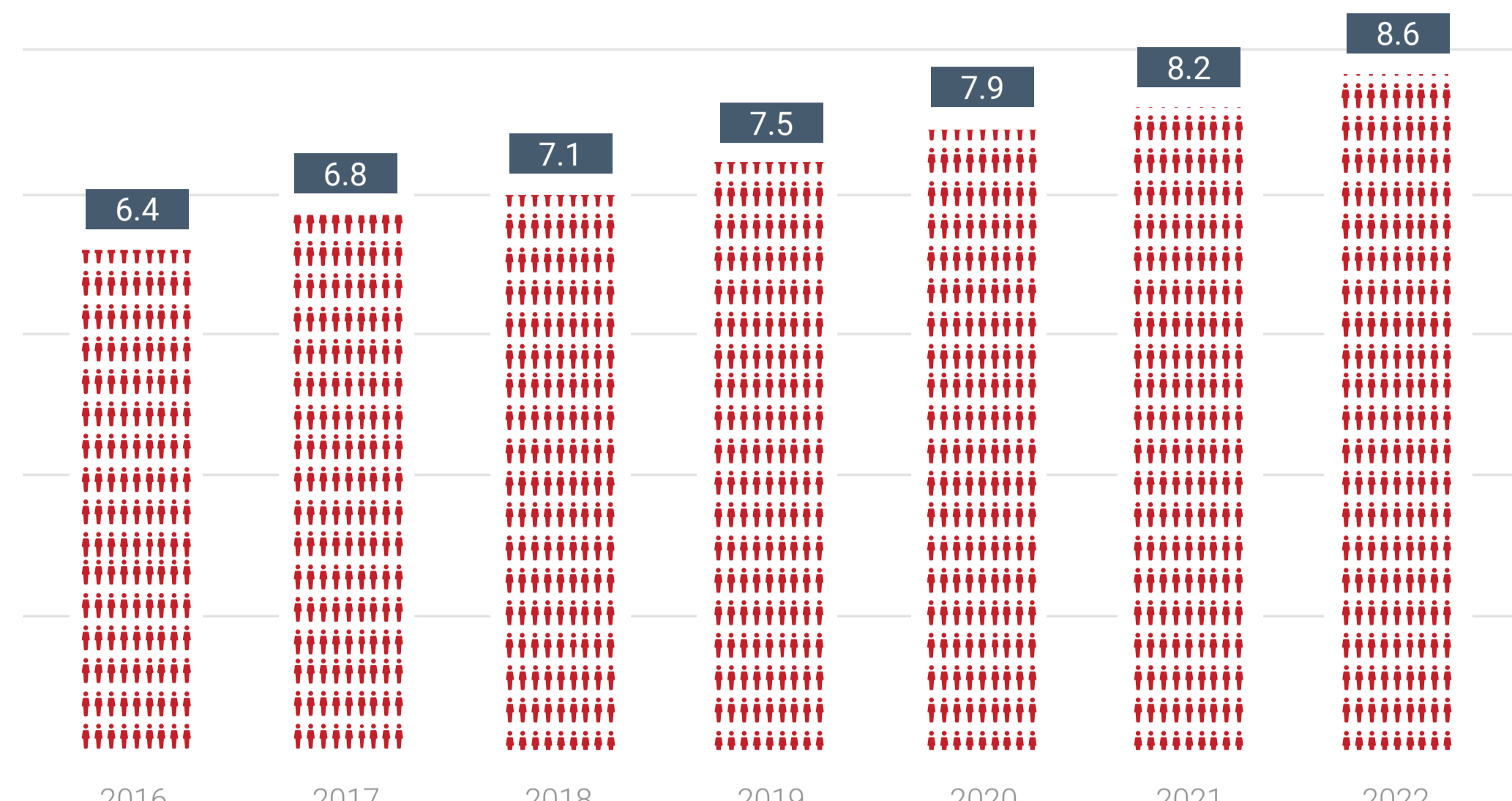


BELGIUM IS RANKED AS THE 37TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

User Insights

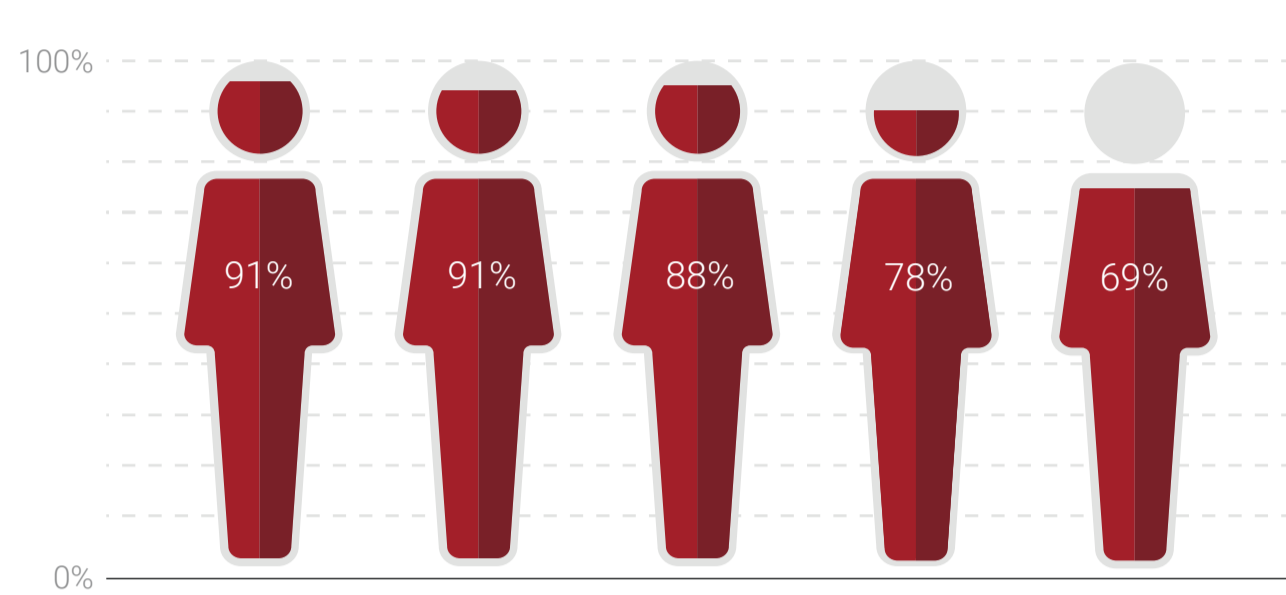
There are currently 6.76 million eCommerce users in Belgium, with an additional 1.49 million users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 5.29 billion USD, expected to reach 7.24 billion USD by 2021.

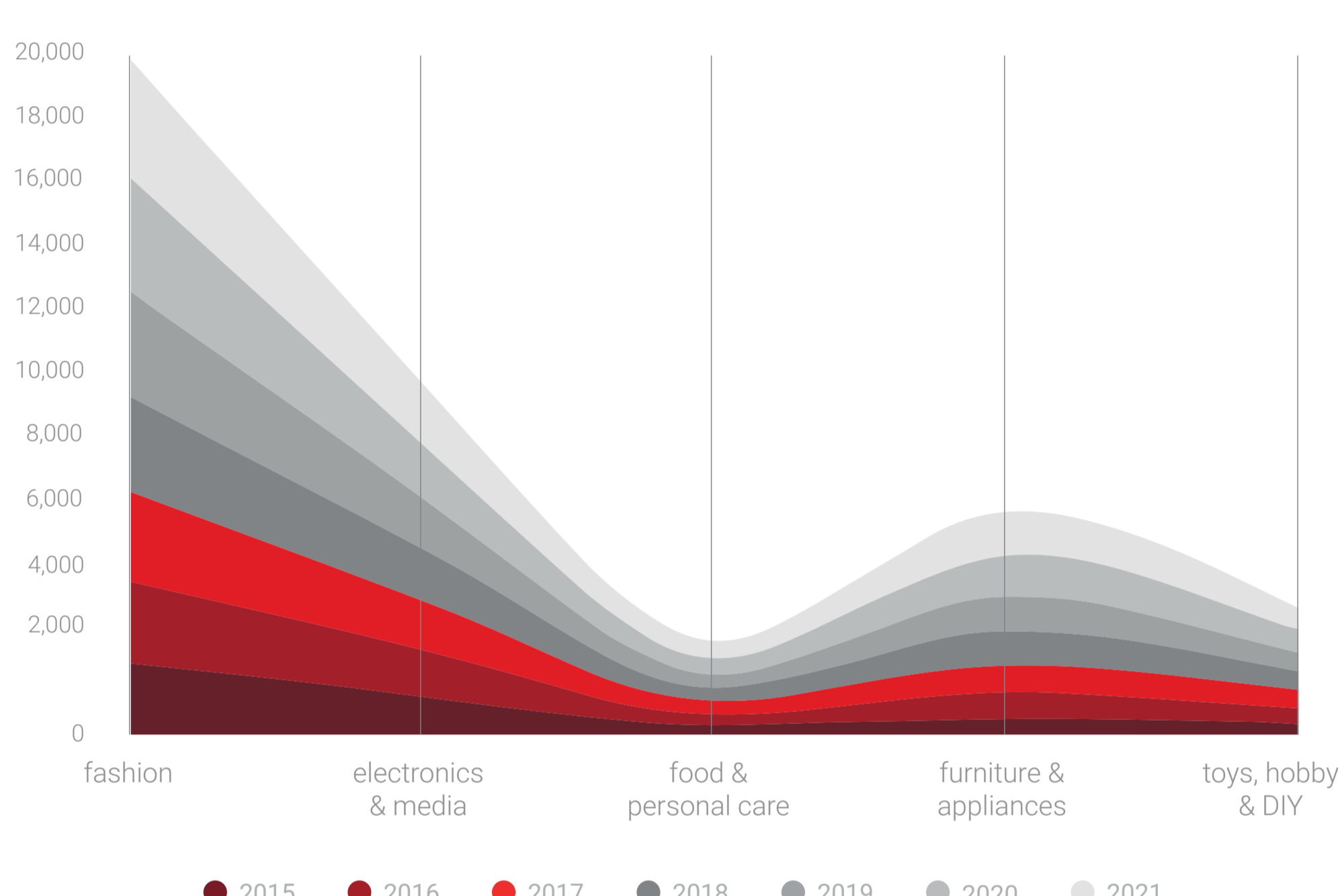


Fashion is currently the leading product category, accounting for 2.42 billion USD market share.



Electronics & Media is second, accounting for 1.35 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



In 2016, India was ranked 6th in the World Bank Logistics ranking.

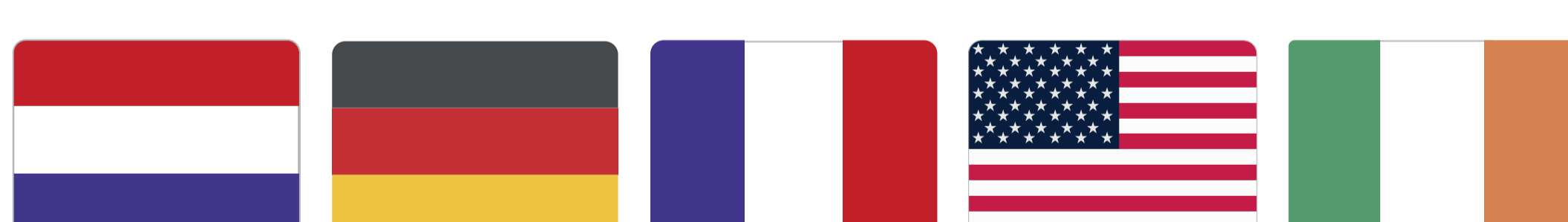
Preferred Online Payment Methods

32% of Belgian shoppers like to pay with credit card when shopping online, while 28% like to use debit card.



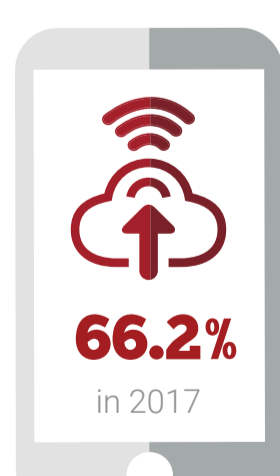
Where does the Belgium buy from?

The Netherlands supplies Belgium with 60.1 billion USD in imports. Other key import partners are Germany (50.4 billion USD), France (36.8 billion USD), the US (33.8 billion USD) and Ireland (19.5 billion USD).



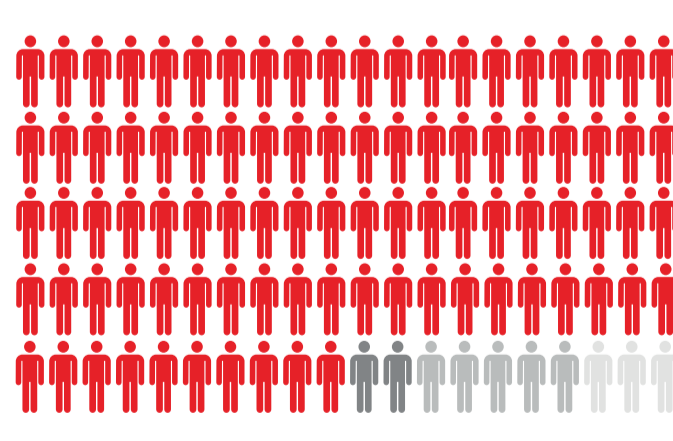
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



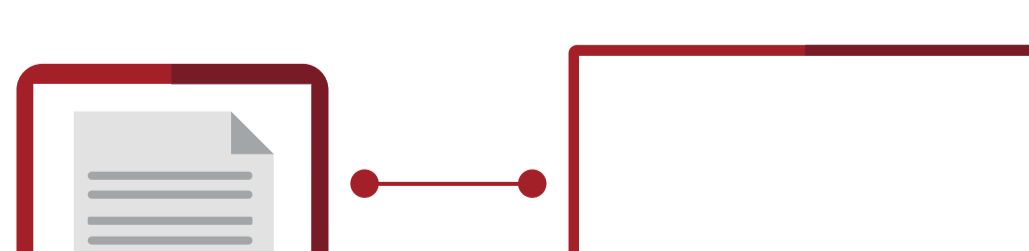
Internet penetration is currently at 79.6%, and should reach 80% by 2021.

Smartphone penetration is 66.2% and is projected to grow to 74.4% by 2021.



Marketing

In 2016, 1.75 billion USD was spent on TV advertising in Belgium.



There are 5.7 million social network users in Belgium, Facebook, YouTube, Instagram and Google+ are the leading social networks.

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.