

## E-commerce Country Factsheet

# BELGIUM




## Belgium solidifies its role in cross-border European e-commerce

Belgium's e-commerce market continued to grow in 2024, with one in four consumer euros now spent online and nearly all Belgians shopping digitally. A strong preference for cross-border platforms—especially in neighboring countries—combined with high average spend and increasing mobile use, confirms Belgium's strategic relevance in the European e-commerce landscape.

 **11.3 million**  
online shoppers

 **€1550**  
average yearly spend per shopper

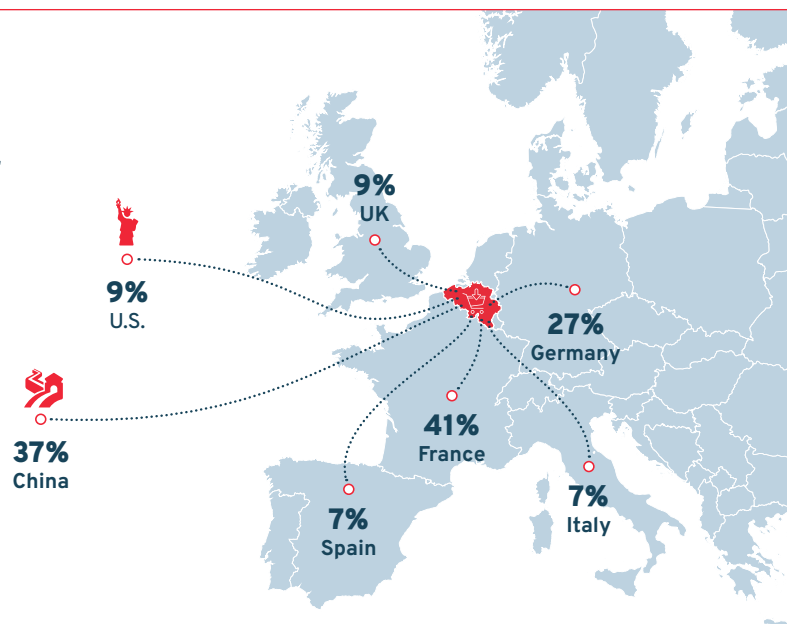
 **€18 billion**  
value of e-commerce

 **32%**  
of e-commerce is cross-border

### CONSUMER INSIGHTS

## France gains ground in Belgium's cross-border shopping landscape

France slightly increased its share and now ranks first among reported cross-border destinations. China and Germany also saw modest growth, while the UK and US remained stable. Spain and Italy entered the list with 7% each, reflecting a broader regional diversification. Notably, data for the Netherlands—typically a leading destination—was missing this year, making direct year-on-year comparison difficult.



## Broader product choice remains the top purchase driver

Belgian consumers still prioritise access to a wider product and brand range, though its importance declined slightly. Delivery speed and ease of finding products gained relevance, while reliability and low delivery costs now rank equally with low prices.

**More choice of products & brands: 46%**

**Fast delivery speed: 39%**

**Easy to find products: 36%**

**Low product prices: 30%**

**Reliable delivery: 30%**

**Cheap delivery cost: 30%**

## Clothing remains dominant in Belgian cross-border purchases

Clothing and footwear widened its lead as the top category, growing to 37%. Home and garden held second place, while beauty products overtook electronics. Sports and media followed with relatively stable shares.

**Clothing and footwear: 37%**

**Home and garden: 17%**

**Personal care and beauty products: 16%**

**Consumer electronics: 15%**

**Sport, leisure and hobbies: 14%**

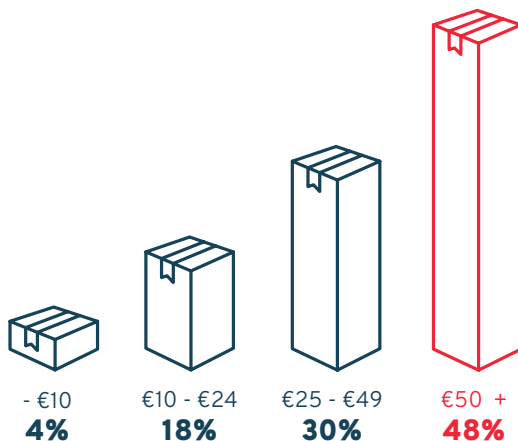
**Books, music and media: 12%**



Landmark Global has the expertise, infrastructure and operational capabilities to deliver your parcels to Belgium on time in a cost-effective way, from anywhere. We also offer a flexible return management.

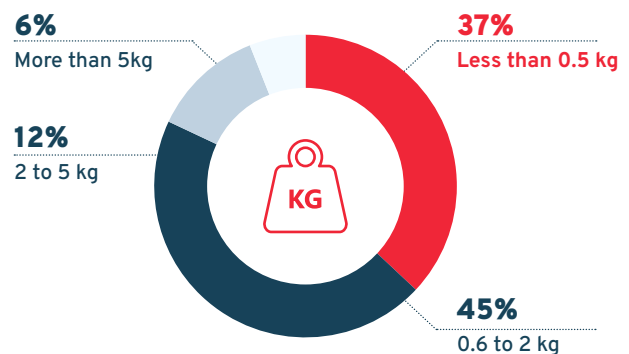
## Mid-range purchases gain ground among Belgian shoppers

Orders between €25 and €49 increased notably, while purchases over €50 declined slightly but still make up nearly half of all cross-border orders. Belgium remains above the European average in terms of order value.



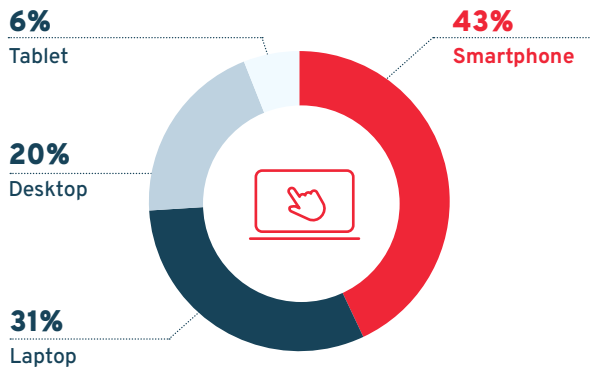
## Midweight parcels regain ground in Belgium

Parcels between 0.6 and 2 kg rose notably this year, reclaiming their lead. Very light shipments declined slightly, while parcels over 5 kg lost share. The overall distribution remains skewed toward lighter weights.



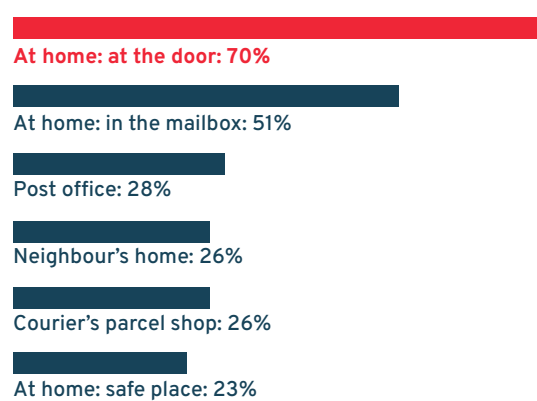
## Smartphones are now the top online shopping device in Belgium

Smartphone usage rose to 43%, overtaking laptops at 31%. Desktop usage continues to decline, now near 20%, while tablets remain marginal. The mobile-first shift has steadily accelerated since 2019.



## Home delivery still dominates, but alternatives stabilize

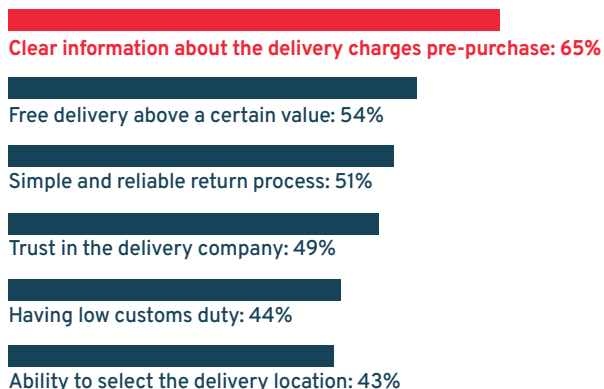
Delivery at the door and in the mailbox remain the most used options, though both declined slightly. Post offices, parcel shops, and neighbour drop-offs held steady, suggesting a consistent demand for flexible alternatives.



Landmark Global can deliver your shipments directly to your Belgian customers' doorstep or their selected pick-up location of their choice. End-to-end tracking comes with every delivery.

## Transparent delivery costs remain a top priority for Belgians

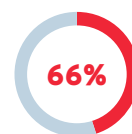
Clear information about delivery charges remains the most important factor, despite a slight drop. Fewer shoppers now expect free delivery or highlight returns and trust, while low customs duties and location selection gained relevance.



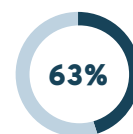
**82%** of the Belgians follow their parcel via tracking notifications

## Sustainability remains important to Belgian shoppers

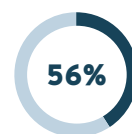
Most consumers continue to recycle packaging and prefer retailers to use recyclable materials. Overpackaging remains a common frustration, while more than half are willing to delay delivery to reduce environmental impact.



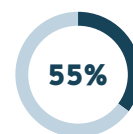
already recycle the packaging of their parcels



prefer that retailers use recyclable packaging



dislike overpackaged parcels



are willing to postpone delivery date to reduce the environmental impact



## Key Takeaways | How to succeed in Belgium as a retailer

- ✓ Localise your webshop in both Dutch and French—language strongly influences cross-border shopping.
- ✓ Emphasise product variety, fast delivery, and ease of navigation to attract Belgian shoppers.
- ✓ Be transparent about delivery charges and offer free shipping above a threshold.
- ✓ Prioritise home delivery, but include flexible options like parcel shops and post offices.
- ✓ Optimise for mobile—smartphones are now the most-used device for online shopping.
- ✓ Use recyclable packaging and avoid overpacking, as sustainability remains a growing concern.

## Get in touch with us

Find out how we can help you grow your e-commerce: [landmarkglobal.com/contact](https://landmarkglobal.com/contact)

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## How Landmark Global can help your business

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

### Our fully integrated logistics services



Parcel  
Delivery



Returns  
Management



Customs  
Clearance



International  
Mail Delivery

#### Sources

- IPC Cross-border E-commerce Shopper Survey 2024 – Belgium Report
- European e-commerce report 2024 – Ecommerce Europe / EuroCommerce
- Statista



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