

E-commerce
Country Factsheet

BELGIUM



More than half of Belgian online purchases are done cross-border

Belgians buy a lot of online products abroad, much more than consumers in other EU countries. This is due to the fact that Belgian e-commerce platforms are not as strongly developed as in neighbouring countries such as the Netherlands and France.



7.8 million
online shoppers



€1,572
Average spend per shopper



€12,9 billion
Value of e-commerce in 2021



55%
of e-commerce is cross-border

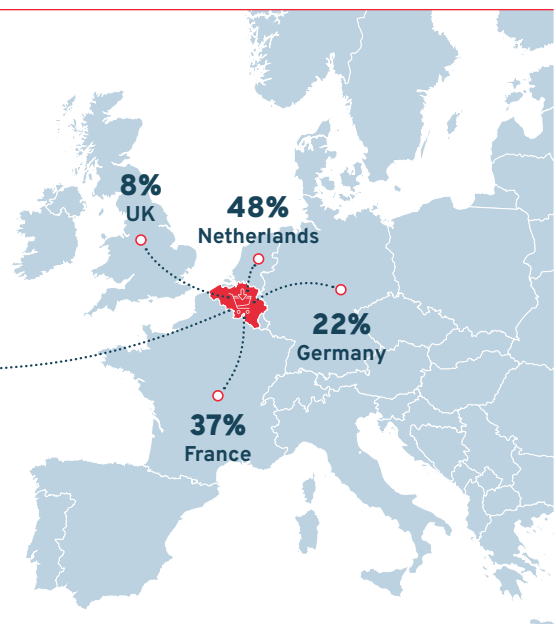
CONSUMER INSIGHTS

Belgians shop on platforms in their **own language** in neighbouring countries

Belgian online shoppers prefer buying in neighbouring countries. Dutch-speaking Belgians prefer Dutch platforms and French-speaking Belgians prefer French platforms. China comes third.



30%
China



Belgians primarily shop across borders because of lower prices

Low prices are the main driver for cross-border online shopping. Fast deliveries and low delivery costs are also important to the Belgian customer, but to a considerable lesser degree.

Low prices: 58%

Delivery speed: 39%

Low delivery cost: 34%

Product is not available elsewhere: 27%

Good return policy: 15%

Amazon and bol.com are the most popular online marketplaces in Belgium

A webshop's popularity partly depends on the consumer's language. That is why Dutch-speaking Belgians mainly shop at bol.com, while Amazon.fr is very popular with French-speaking Belgians.

Amazon: 23%

Bol.com: 19%

AliExpress: 11%

Zalando: 7%

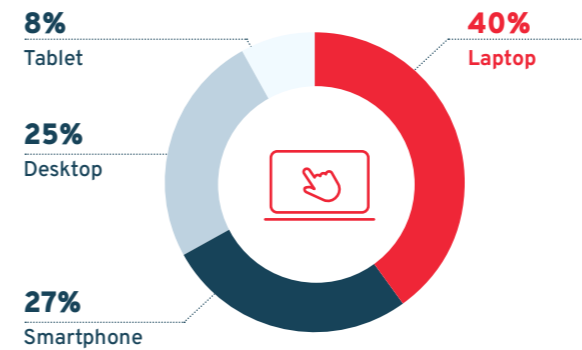
eBay: 3%



Landmark Global partners with both postal and commercial logistic operators to deliver your parcels from anywhere to Belgium on time and in a cost-effective way.

Belgian shoppers prefer using their computer for online shopping

Although one in three Belgian consumers shop online from their smartphone or tablet, 65% prefers using a desktop or laptop for online purchases.



Delivery at home is by far the most used delivery option in Belgium

Belgians mostly receive parcels at home at the door or in the mailbox. Delivery in a safe place is an accepted alternative when not at home. Collecting packages is also common in Belgium.

At home: at the door: 57%

At home: in the mailbox: 33%

At home: safe place: 18%

Courier parcel shop: 15%

Post office: 13%

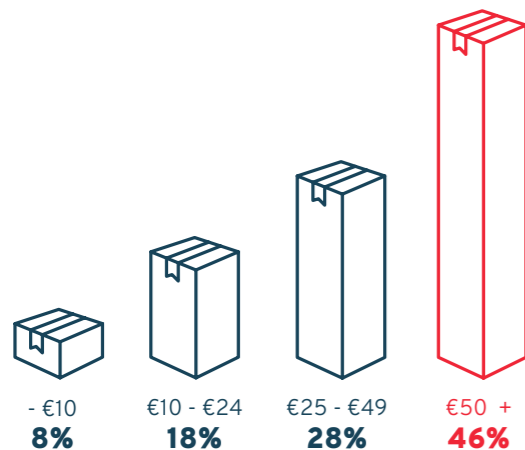
Locker: 11%



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

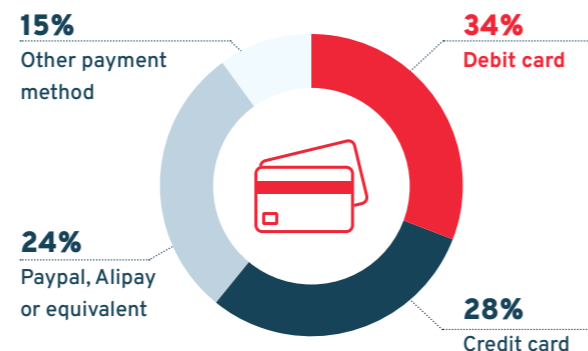
Nearly half of Belgian cross-border purchases are worth over 50 euros

Compared to the previous year, the average product value of online purchases has increased slightly. The value of cross-border purchases in Belgium is higher than the European average.



Online shoppers increasingly pay for online purchases with a debit card

Debit cards are increasingly popular as a payment method for Belgians. Credit cards and digital wallets come second and third. PayPal and equivalent means of payment are slightly declining in use.



Information on delivery charges is essential for Belgian shoppers

When shopping abroad, Belgians want clear information on delivery charges. 52% expect free delivery when product prices exceed a certain value. Most Belgian shoppers track their parcels.

Pre-purchase information about delivery charges: 63%

Free delivery above a certain value: 52%

Trust in the delivery company: 48%

Simple and reliable return process: 46%

Having the possibility to select the delivery location: 44%



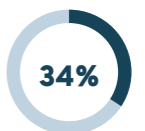
86% of the Belgians follow their parcel via tracking notifications

Sustainability is gaining more importance

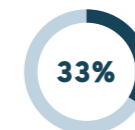
About one third of consumers values recyclable and reusable packaging, does not like overpackaging or accepts longer delivery times if this lowers environmental impact.



absolutely prefer recyclable packaging



want the packaging to be re-useable



dislike it when parcels are overpackaged



are willing to postpone the delivery date to reduce the environmental impact

Key Takeaways | How to succeed in Belgium as an online retailer

- ✓ Present your webshop both in Dutch and French, as Belgians prefer shopping in their own language.
- ✓ Be aware debit cards are very popular, so include this option in your webshop as well.
- ✓ Be very transparent about the delivery charges and offer free delivery above a certain value.
- ✓ Offer home delivery, preferably via bpost, which also offers delivery at a safe place at home.
- ✓ Make deliveries more sustainable as this is getting more important for Belgian customers.

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Open your world

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

- Euromonitor
- IPC Cross-border E-commerce Shopper Survey 2021 – Belgium Report
- E-commerce in Europe 2021 (Postnord)



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