

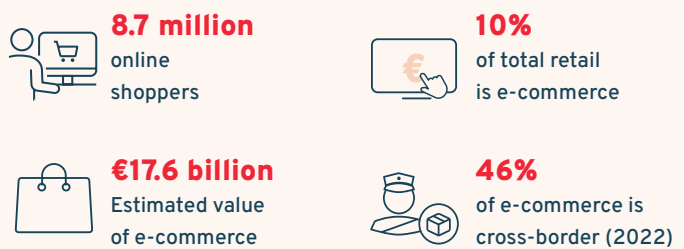
E-commerce  
Country Factsheet

# BELGIUM



## Nearly half of Belgian online purchases are 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. And that while in Belgium 10% of all retail sales are done online.

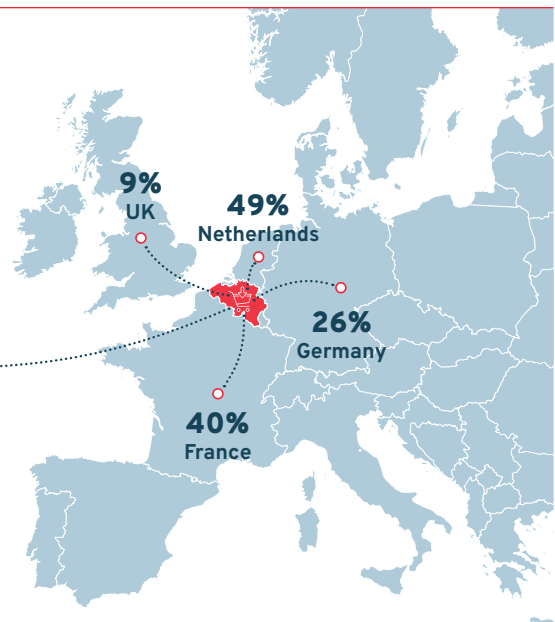


### CONSUMER INSIGHTS

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

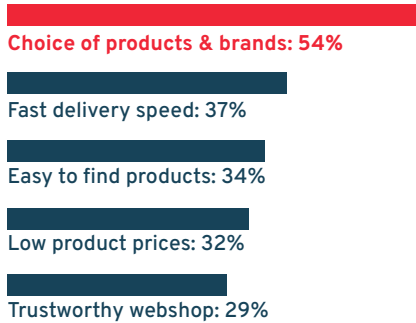
Belgian online shoppers prefer buying in neighbouring countries. Dutch-speaking Belgians prefer Dutch platforms and French-speaking Belgians prefer French platforms. Chinese platforms are in third place.

  
**34%**  
China



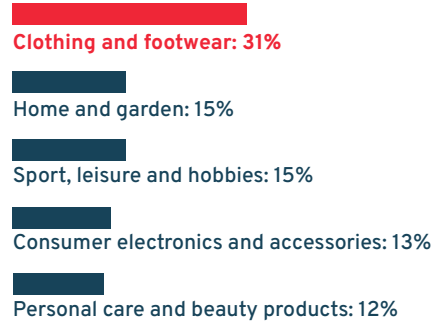
## Belgians primarily shop across borders because of a **larger choice** of products and brands

Product and brand range is the main driver for cross-border online shopping. Over the past few years, Belgians have increasingly held product price to be less important than other factors.



## Clothing and footwear is the main cross-border purchase category

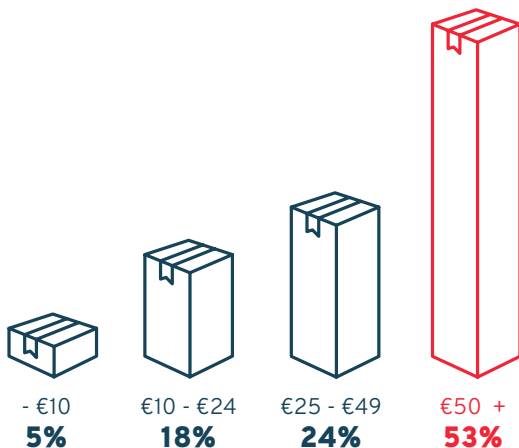
Clothing is by far the most popular purchase category with Belgians. Coming in second and third with less than half the share of clothing are home and garden products, and sport, leisure and hobby products.



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

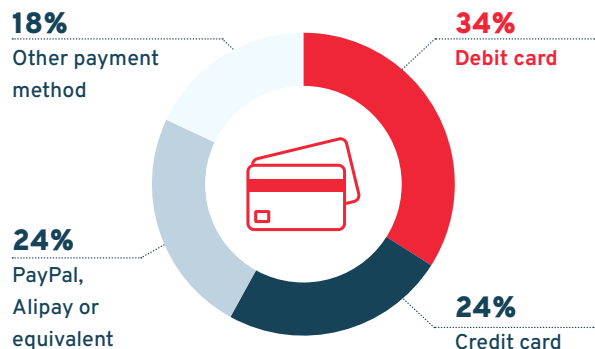
## More than half of Belgian cross-border purchases are **worth over 50 euros**

Compared to the previous year, the average product value of online purchases is clearly on the rise. The value of cross-border purchases in Belgium is higher than the European average.



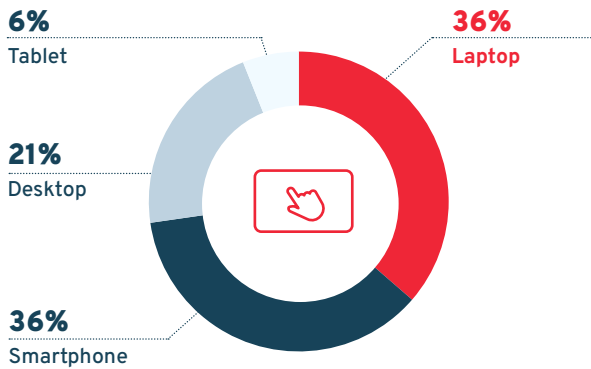
## Debit card is the preferred method of payment for cross-border purchases

Debit cards remain the most popular payment method for Belgians. Credit cards are slightly declining in use.



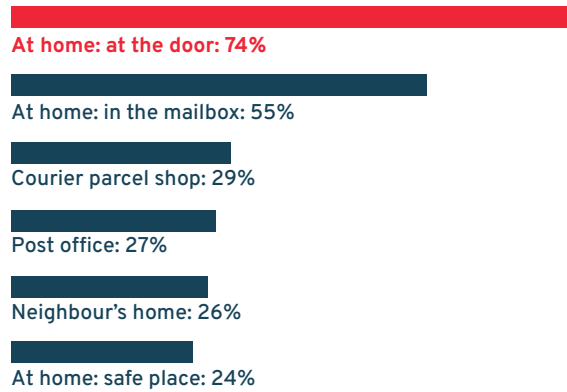
## Belgian shoppers increasingly use their smartphones for online shopping

For the first time, Belgian consumers shop online as much on their smartphone as on their laptop. Smartphone shopping is rising quickly while the use of all other devices is decreasing.



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

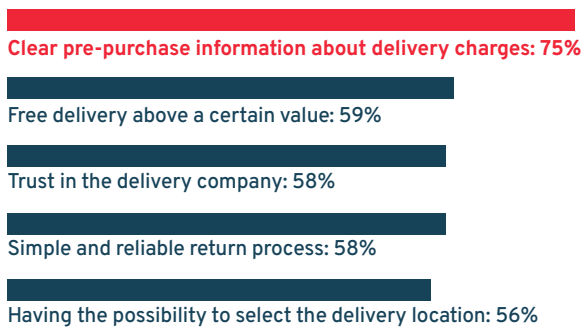
Belgians mostly receive parcels at home at the door or in the mailbox. Collecting packages at a courier parcel shop is increasingly becoming a popular option, as well as leaving parcels at the neighbour's home.



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.

## Pre-purchase info on delivery charges is essential for Belgian shoppers

When shopping abroad, 3 in 4 Belgians want clear information on delivery charges. All other delivery factors, like free delivery above a certain value, are slightly less important to Belgians.



81% of the Belgians follow their parcel via tracking notifications

## Sustainability is gaining importance for Belgian consumers

Belgian consumers are becoming more environmentally conscious. Compared to previous years, they increasingly prefer recyclable and reusable packaging, as well as parcels that are not overpackaged.



## 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, or allow customers to choose a courier parcel shop.
- ✓ Make deliveries more sustainable as this is getting more important for Belgian customers.

## Get in touch with us

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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

- IPC Cross-border E-commerce Shopper Survey 2023 – Belgium Report
- European E-commerce Report 2023 – Ecommerce Europe / EuroCommerce
- Europe Ecommerce Region Report 2023 – RetailX

