

E-commerce Country Factsheet

NETHERLANDS

The Netherlands: A thriving hub for e-commerce

With a well-established digital economy and a strong appetite for online shopping, the Netherlands offers significant opportunities for retailers. E-commerce plays a major role in consumer spending, and cross-border shopping remains a key trend as Dutch shoppers look for competitive pricing and diverse product options. Success in this market requires transparency, reliable logistics, and a seamless shopping experience.



17.5 million
online
shoppers



31%
of total retail
is e-commerce



€36.5 billion
Value of
e-commerce

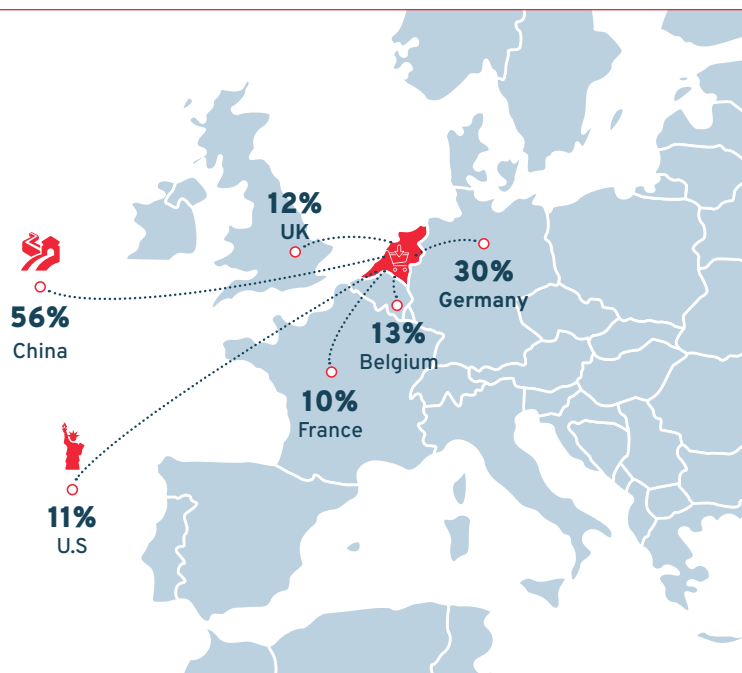


68%
of shoppers buy
cross-border

CONSUMER INSIGHTS

Germany remains the top European destination for Dutch cross-border shoppers

While China continues to lead in cross-border shopping, Germany holds strong as the most popular European market at 30%. Belgium has seen a slight decline, while France is gaining traction. Meanwhile, the U.S. and U.K. remain stable but less dominant.



A wider product and brand selection drives cross-border shopping

Dutch consumers mainly shop internationally for more product and brand variety, though this has declined slightly from last year. Fast and reliable delivery remain key, while lower delivery costs are becoming more important.

Choice of products & brands: 48%

Fast delivery speed: 37%

Reliable delivery: 35%

Easy to find products: 34%

Cheap delivery cost: 28%

Low product prices: 26%

Clothing and footwear is by far the main cross-border purchase category

Dutch consumers continue to favor clothing the most, while home and garden, along with personal care and beauty products, are gaining popularity. Meanwhile, consumer electronics and toys have remained stable in demand.

Clothing and footwear: 40%

Home and garden: 22%

Sport, leisure and hobbies: 19%

Consumer electronics and accessories: 15%

Personal care and beauty products: 15%

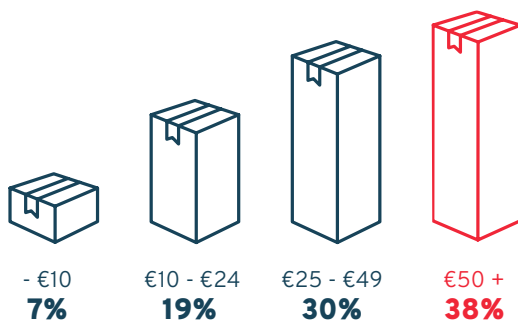
Toys: 10%



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

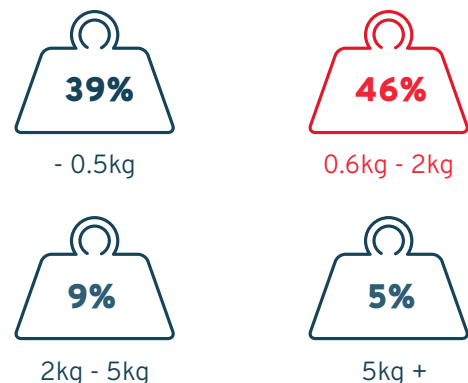
Dutch consumers are shifting towards higher-value cross-border purchases

Fewer shoppers are making low-cost orders, while purchases over €25 are becoming increasingly common, reflecting a preference for mid-range and higher-value products.



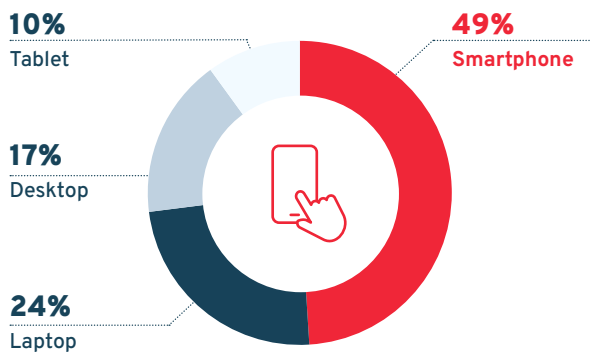
Lighter parcels are decreasing, while mid-weight orders are on the rise

Dutch consumers are ordering fewer very light parcels, while mid-weight orders (0.6 kg to 1 kg) have grown. Heavier shipments remain stable, following European trends.



Smartphone shopping is growing, while desktop usage declines

Smartphone usage for online shopping continues to rise, now clearly the dominant device. Meanwhile, laptop and desktop usage keep declining, as mobile-first behavior becomes the norm.



Home delivery remains dominant, but pickup locations gain traction

While home delivery remains the top choice for Dutch consumers, alternative options like neighbor drop-offs and service points are gaining ground, reflecting a shift toward more flexible and convenient delivery.

At home: at the door: 78%

At home: in the mailbox: 53%

Postal service point: 32%

Neighbour's home: 29%

Courier's parcel shop: 21%



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

Information about delivery charges is key

Dutch consumers still prioritize knowing delivery costs upfront. Trust in the courier and a reliable returns process remain key, while fast delivery matters less—highlighting a focus on transparency over speed.

Pre-purchase information about delivery charges: 59%

Simple and reliable return process: 51%

Having a low customs duty: 51%

Trust in the delivery company: 50%

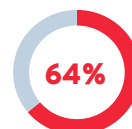
Free delivery above a certain value: 47%



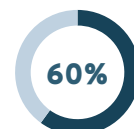
84% of the Dutch follow their parcel via tracking notifications

Sustainability matters, but convenience still prevails

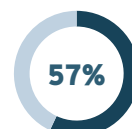
Many Dutch consumers dislike over-packaging and value recyclable materials. While some are open to slower deliveries for sustainability, only a few have changed their habits—convenience still comes first.



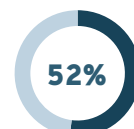
dislike it when parcels are overpackaged



prefer that retailers use recyclable packaging



already recycle packaging materials



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



Key Takeaways | How to score in the Netherlands as an online retailer

- ✓ Be transparent about delivery costs – Dutch consumers expect clear pricing before purchase.
- ✓ Prioritize sustainable packaging – Overpacking is frowned upon; recyclable materials are preferred.
- ✓ Offer flexible delivery options – Home delivery leads, but pickup points are gaining popularity.
- ✓ Appeal to mid-range shoppers – Purchases over €25 are rising, while low-cost orders decline.
- ✓ Ensure reliable parcel tracking – 84% of consumers track their orders, so timely updates are key.

Get in touch with us

Find out how we can help you grow your e-commerce: landmarkglobal.com/contact

Read more news & insights: landmarkglobal.com/news

Follow us on LinkedIn: linkedin.com/company/landmark-global

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 2024 – Netherlands report
- Statista
- Trade.gov



powering  bpostgroup