

Country Factsheet

Belgium



Belgium strengthens its position as a cross-border e-commerce hub

Belgium's e-commerce market continues its steady expansion in 2025, with mobile shopping firmly taking hold and smartphones now the leading device for online purchases. Belgian consumers remain highly active cross-border shoppers, with France and the Netherlands sharing the top spot as preferred destinations and China continuing to rise. Product variety, delivery transparency and sustainability are increasingly shaping purchasing decisions, confirming Belgium's maturity as a digitally engaged and discerning market.



10.3 million
online
shoppers



€1,590
average yearly
spend per shopper



€18.4 billion
value
of e-commerce

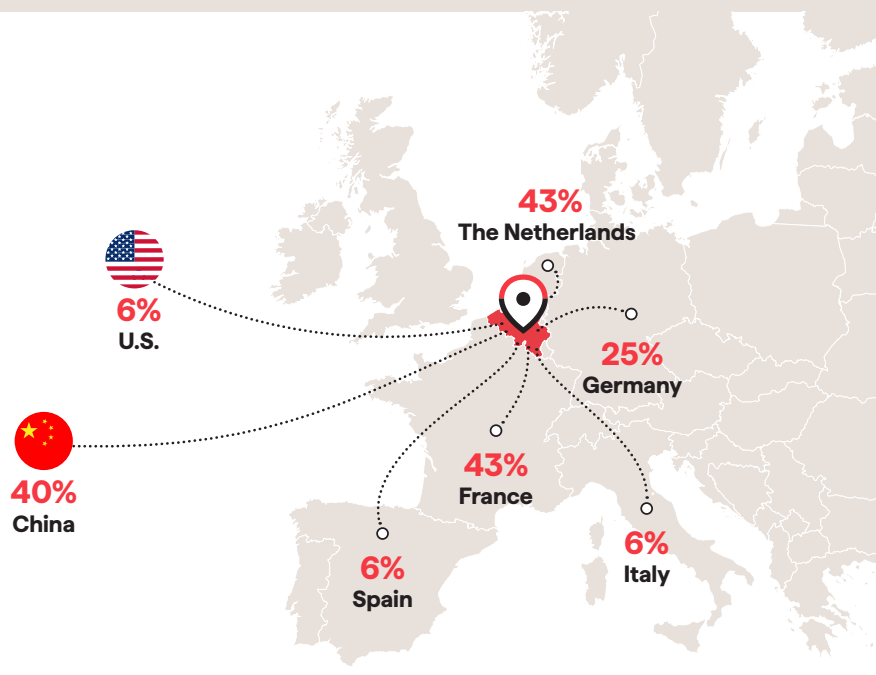


32%
of e-commerce
is cross-border

CONSUMER INSIGHTS

The Netherlands returns as a top cross-border destination

The return of the Netherlands reshapes Belgium's cross-border shopping landscape in 2025, placing it back among the leading destinations. France remains firmly positioned at the top, while China continues to gain importance. Germany, the UK and the US lose momentum, pointing to a more concentrated set of preferred destinations.



Broader product choice remains the top purchase driver

Access to a wider product and brand range remains the main motivation for Belgian cross-border shoppers. Delivery, price and reliability factors now sit at similar levels, pointing to a more balanced set of purchase drivers.

More choice of products & brands: 48%

Fast delivery speed: 34%

Low product prices: 33%

Reliable delivery: 33%

Easy to find products: 33%

Cheap delivery cost: 31%

Clothing remains dominant in Belgian cross-border purchases

Clothing and footwear further strengthens its lead in 2025, increasing its share among cross-border purchases. Home and garden remains the second-largest category, while electronics regain ground and move ahead of beauty products.

Clothing and footwear: 40%

Home and garden: 16%

Consumer electronics and accessories: 16%

Accessories (jewellery, watches, bags): 14%

Personal care and beauty products: 12%

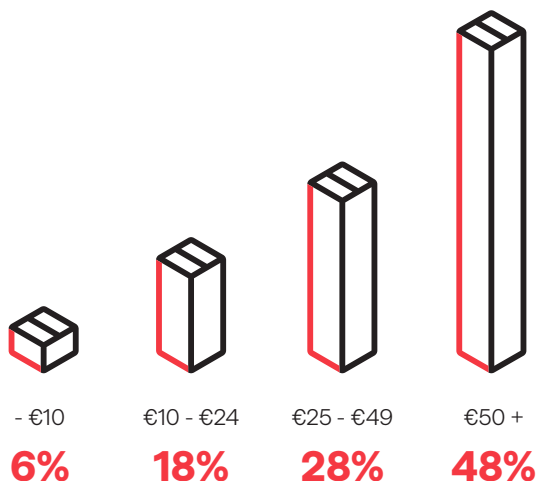
Sport, leisure and hobbies: 11%



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.

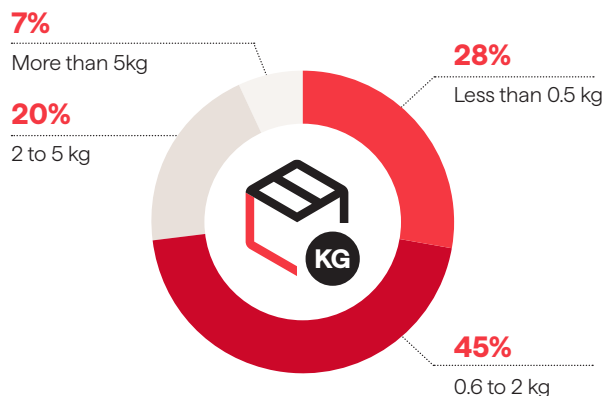
Mid-range purchases remain central among Belgian shoppers

Orders between €25 and €49 remain the most common in 2025. Higher-value purchases still account for nearly half of all cross-border orders.



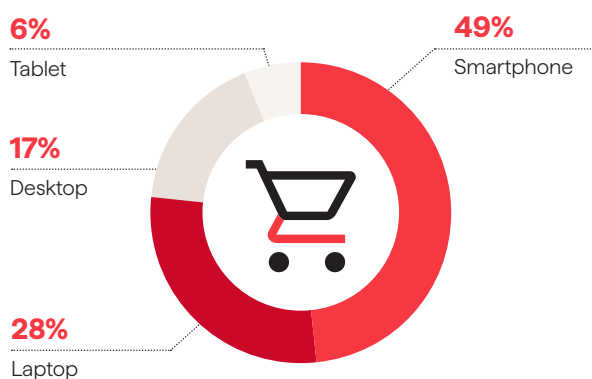
Midweight parcels remain the most common in Belgium

Parcels between 0.6 and 2 kg continue to dominate Belgian cross-border shipments in 2025. Lighter parcels remain prevalent overall, while heavier shipments account for a limited share, keeping the weight distribution skewed toward lighter ranges.



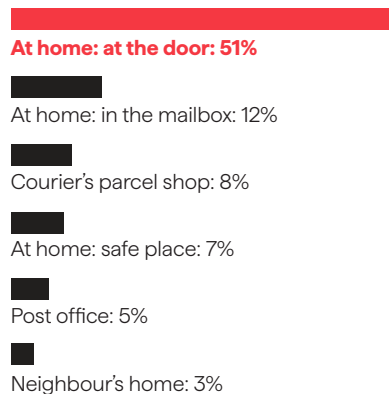
Smartphones dominate online shopping in Belgium

Smartphone usage continues to grow in 2025, reinforcing its position as the dominant device for online shopping in Belgium. Laptop and desktop usage both decline further, confirming the shift toward mobile-first behaviour.



Home delivery remains dominant as alternatives lose momentum

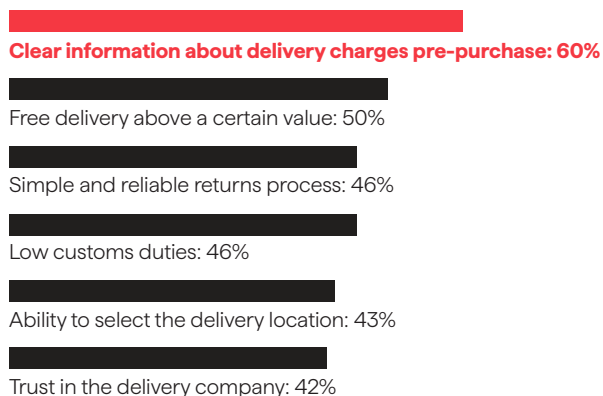
Delivery at home, especially at the door, remains by far the preferred option in 2025. All alternative delivery options now account for a much smaller share, indicating a renewed concentration around direct home delivery.



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.

Clear delivery cost information remains the top priority

Clear information about delivery charges before purchase remains the most important delivery-related factor in 2025. While expectations around free delivery and returns soften slightly, customs-related aspects and delivery location choice gain importance, reflecting a stronger focus on transparency and control.



85% of the Belgians follow their parcel via tracking notifications

Sustainability remains a consideration for Belgian shoppers

Recycling parcel packaging and preference for recyclable materials remain widely shared behaviours among Belgian shoppers in 2025. While concerns about overpackaging persist, many consumers also indicate a willingness to delay delivery to reduce environmental impact.



Key Takeaways

How to succeed in Belgium as a retailer

- ✓ **Offer a wide product range.** Product choice remains the main driver for cross-border purchases.
- ✓ **Ensure transparent delivery costs.** Clear information before checkout is key for shoppers.
- ✓ **Optimise for mobile.** Smartphones are now the leading shopping device.
- ✓ **Prioritise home delivery.** Delivery at the door remains the preferred option.
- ✓ **Highlight sustainable packaging.** Many shoppers recycle and value recyclable materials.

Sources

- IPC Cross-border E-commerce Shopper Survey 2025 – Belgium Report
- European e-commerce report 2025 – Ecommerce Europe / EuroCommerce
- Statista
- Capital One Shopping
- Clickforest

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

Get in touch with us

Landmark Global is the cross-border e-logistics specialist, helping online retailers ship parcels worldwide with speed, reliability and local market expertise. We provide end-to-end e-commerce solutions, including delivery, returns, customs and fulfillment, serving over 220 destinations on 4 continents.



Learn more at www.landmarkglobal.com