

# Country Factsheet Belgium



# € 1,234/year\*

Average spending of the Belgian online shopper.

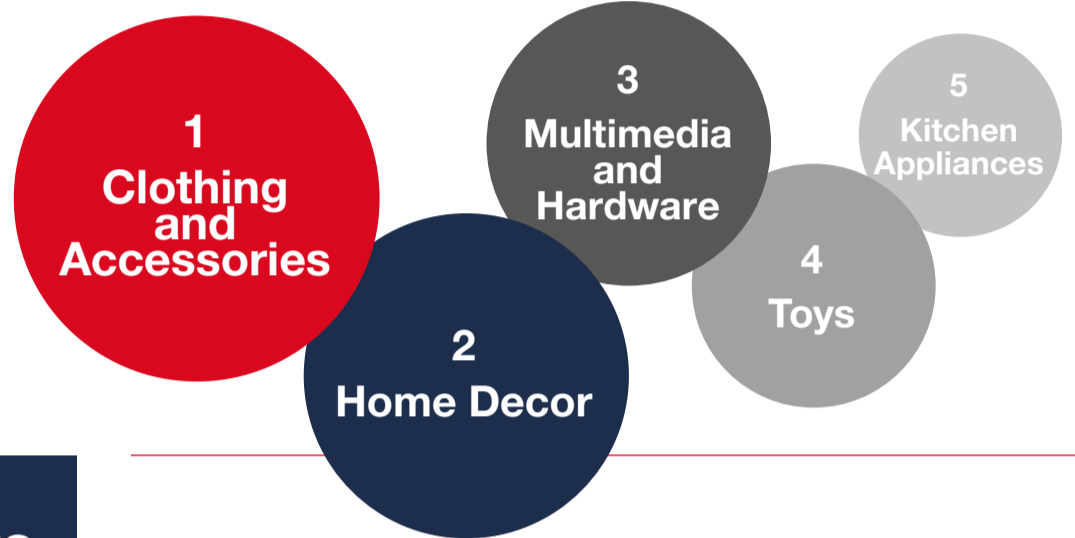
\* this represents \$ 1,388



## The top categories for Belgian e-commerce purchases

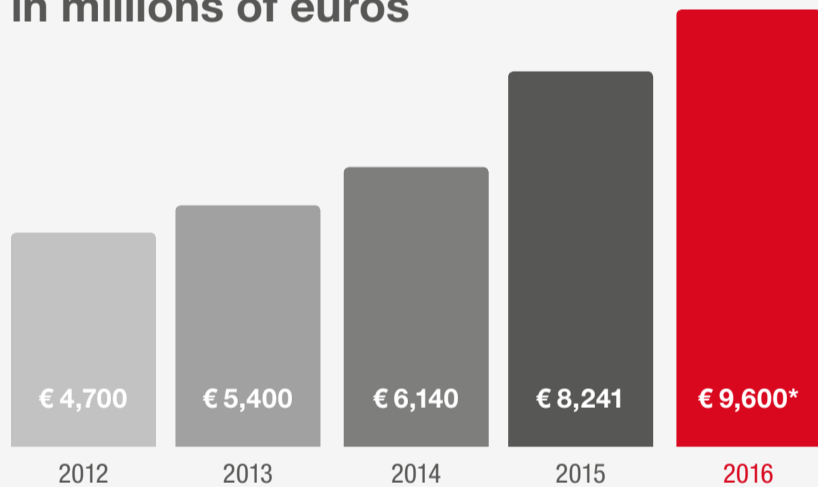
# 73%

of Belgians made an online purchase in 2015.



## Total online SALES OF GOODS AND SERVICES

in millions of euros



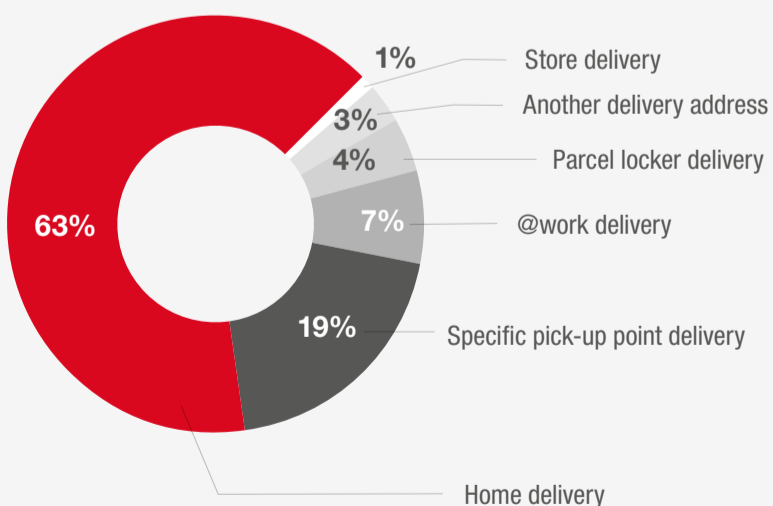
\* this represents \$ 11,020

# 72%

of Belgian's top 100 retailers revenue is made by foreign customers.



## Preferred DELIVERY SOLUTIONS



A new law allowing employees to work overnight, provides a **NEW OPPORTUNITY** to address shipping and fulfillment needs.



Sources infographic Facsheet Belgium - May 2016

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- Why Shoppers Ditch Their Digital Carts. Free shipping, delivery times are top trends among shopping cart abandoners. eMarketer, March 2015.
- BeCommerce Markt Monitor and Ecommerce Foundation, 2016.



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