About this study

comeos

InSites Consulting

Background

Since 2011, Comeos and InSites Consulting have monitored the Belgian e-commerce landscape, and the study has been the reference in its domain ever since.The study provides 360° insights in the online buyers' profile, gives an exhaustive overview per sector and touches upon trends in the market. The full report can be downloaded via the Comeos website.

Method

Method: Online survey
Recruitment: Online research panel
Fieldwork period: 23rd March - 5th April 2018
Interview length: 20 minutes
Country: Belgium

Sample

n = 2014
Each person evaluated up to 3 subcategories

Sample screening

Age: 15-70
Online purchase experience in last 12 months (both products & services)

Sample profile

Representative for the Belgian population on gender, age and region

More information

Comeos:
Fanny Ide, Economic Advisor
T +32 2 788 05 68 | M +32 486 75 83 53
Fanny.Ide@comeos.be

InSites Consulting:
Pieter De Vuyst, Business Director
T +32 9 269 14 10 | M +32 497 16 34 20
Pieter.DeVuyst@insites-consulting.com

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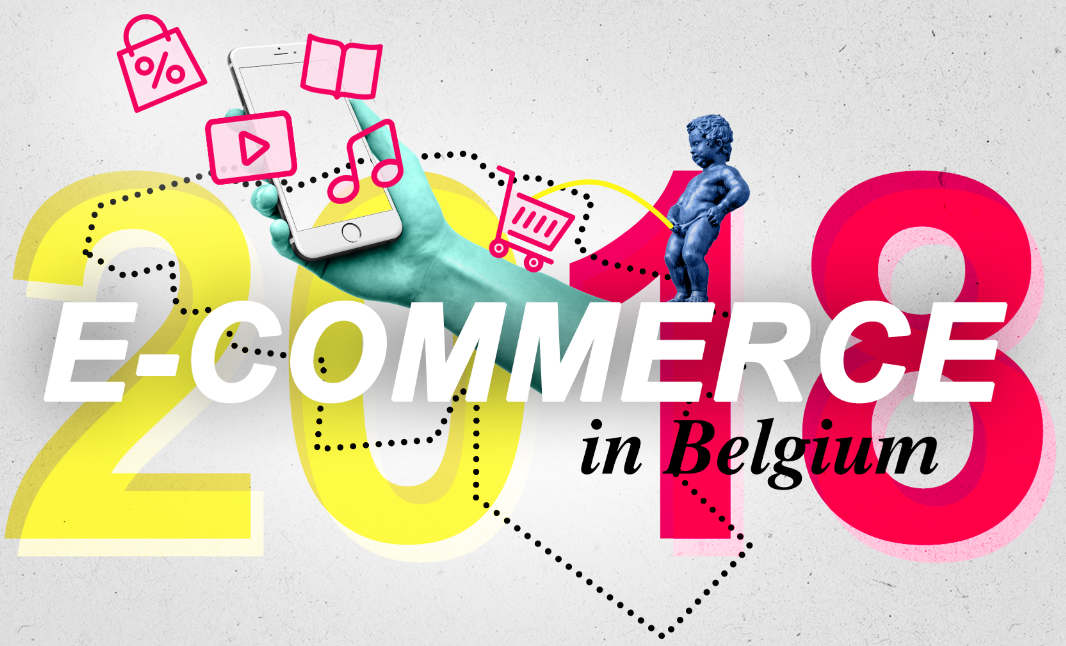

Pieter De Vuyst | Business Director
Christophe Jauquet | Business Director

E-COMMERCE in Belgium 2018

M-COMMERCE penetration

2015	2016	2017	2018
21%	21%	22%	35%

2 in 3 Belgians bought something online the past 12 months. **That is 3 out of 4 online Belgians!** Mobile is driving future growth. 1 in 3 surfers have experience in e-buying. **E-payment options will accelerate that growth.**

23%

E-payment experience

In the past decade, **trust in e-commerce has grown tremendously.** Today, sharing personal data or doubtful security measurements are no longer barriers. Personal data is a sacred good though. **Anonymous shopping is the consumer's preference.**

I prefer shopping as A GUEST 34%

92% *of the buyers did not* EXPERIENCE ANY ISSUES

Across sectors, **webshops perform strongly.** On average **1 in 3** (36%) is a **strong promotor**.

I'll buy more rapidly if SOMETHING EXTRA *is added to the delivery* 34%

Convenience & price have driven e-commerce since the start, **but are no longer differentiators.** Consumers' options are endless. To convince them, you need to go the extra mile.

2013	2014	2015	2016	2017	2018
35%	24%	26%	25%	21%	20%

PRICE *driver for website choice*

I don't care if I buy 51% BELGIAN OR FOREIGN

54% *would seek an* ALTERNATIVE *if home delivery is not an option*

We buy more often and spend more online.
1 in 4 online shoppers would buy anything. Belgian or not.

24% *is prepared to buy anything online*

Online and offline retail blend, but webrooming prevails. **Brick & Mortar has a bright future!**

SHOP

SHOWROOMING 28%
BROWSE → BUY
BUY ← BROWSE
WEBROOMING 48%

Since the start, **home delivery has been the standard for Belgian online shoppers (64%).**

Things differ heavily per sector. **Food is the best example of the success of pick-up points.**

If I want to experience a product I WILL GO TO A SHOP 46%

> € 100 spent per month in 2018

59%

2018
44%
MONTHLY PURCHASE

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All figures apply to the Belgian online buying population. More information on the methodology is available on the back page.