



Belgium




Population 15+

9.3mn



Internet users

8.0mn (86%)



Number of e-shoppers

6.9mn (74%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

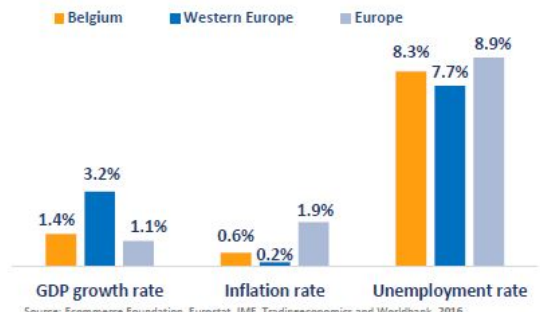


Source: Belgian Market Monitor and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Eurostat, Belgische Markt Monitor and GRK, 2016

E-commerce Markets Western Europe

BELGIUM VS REGIONAL AND EUROPEAN AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

EUROPEAN RANKING



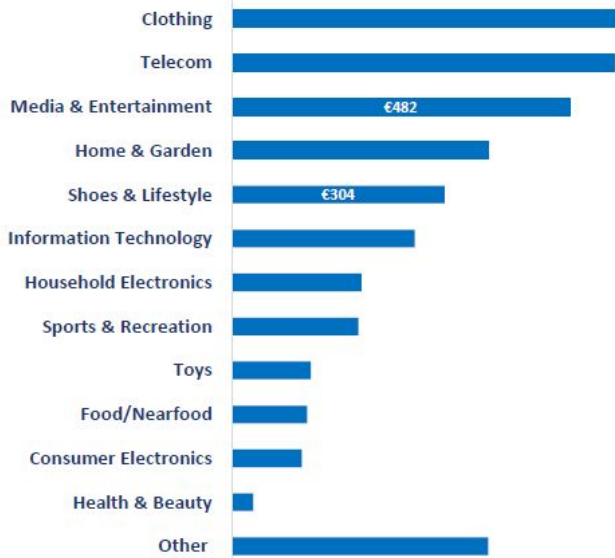
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Belgium

OVERVIEW OF POPULAR PRODUCT GROUPS

Online sales of popular product groups, in millions of euros, 2015



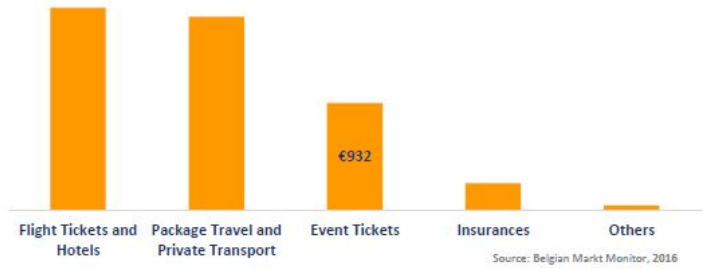
Source: Belgian Markt Monitor, 2016

E-commerce Markets

Western Europe

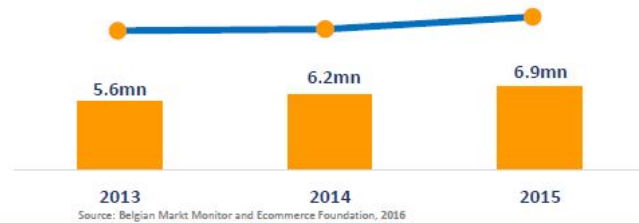
OVERVIEW OF POPULAR SERVICE GROUPS

Online sales of popular service groups, in millions of euros, 2015



Source: Belgian Markt Monitor, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: Belgian Markt Monitor and Ecommerce Foundation, 2016