E-COMMERCE

HOW DO PEOPLE NAVIGATE THE DIGITAL COMMERCE LANDSCAPE?









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HOW IS E-COMMERCE IN BELGIUM DOING?



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HOW IS E-COMMERCE IN BELGIUM DOING?

Belgium 18-74yo
=
+8 Mio people

Total trade value
=
Approx 115 Bn €

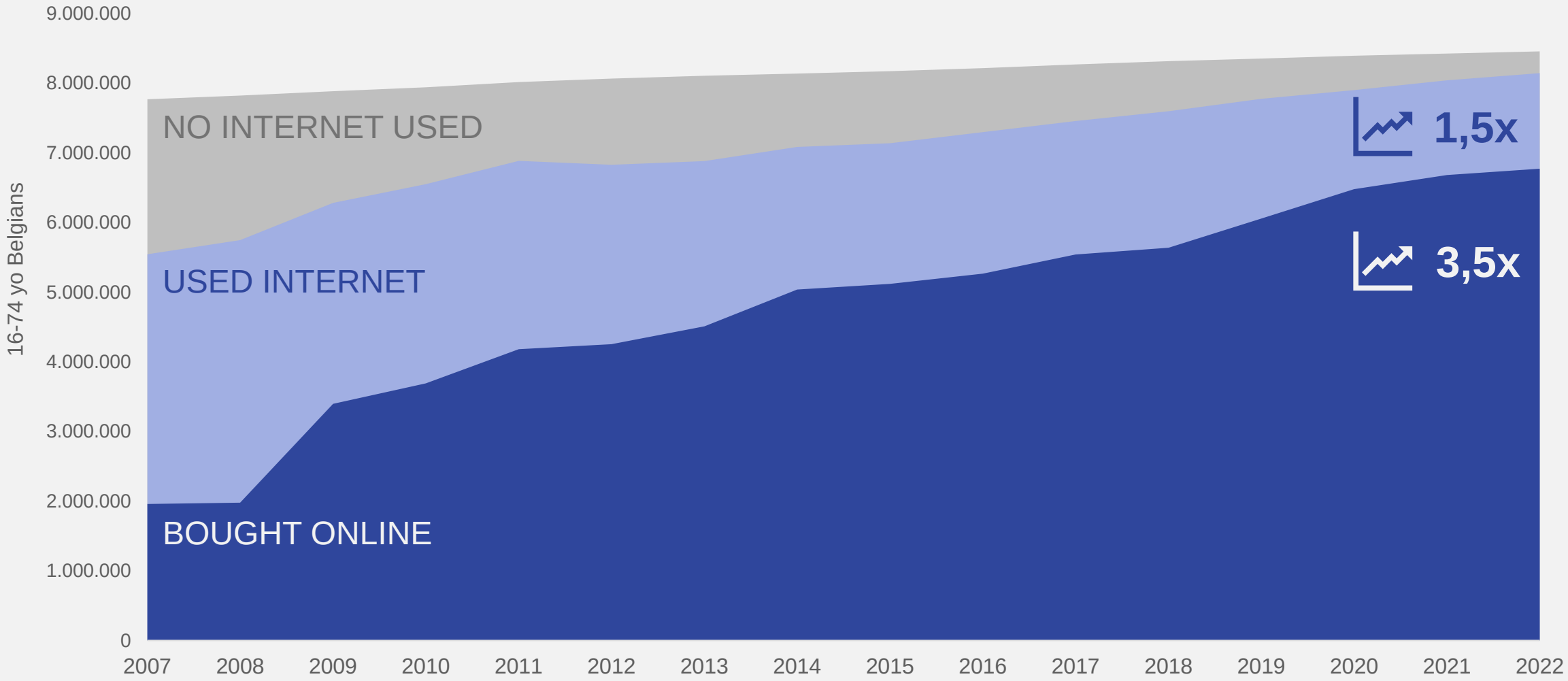
Almost 9 out 10
Belgians*
buy online

Online trade
=
Approx 15 Bn €
(13%)

*Of the 18-70yo population

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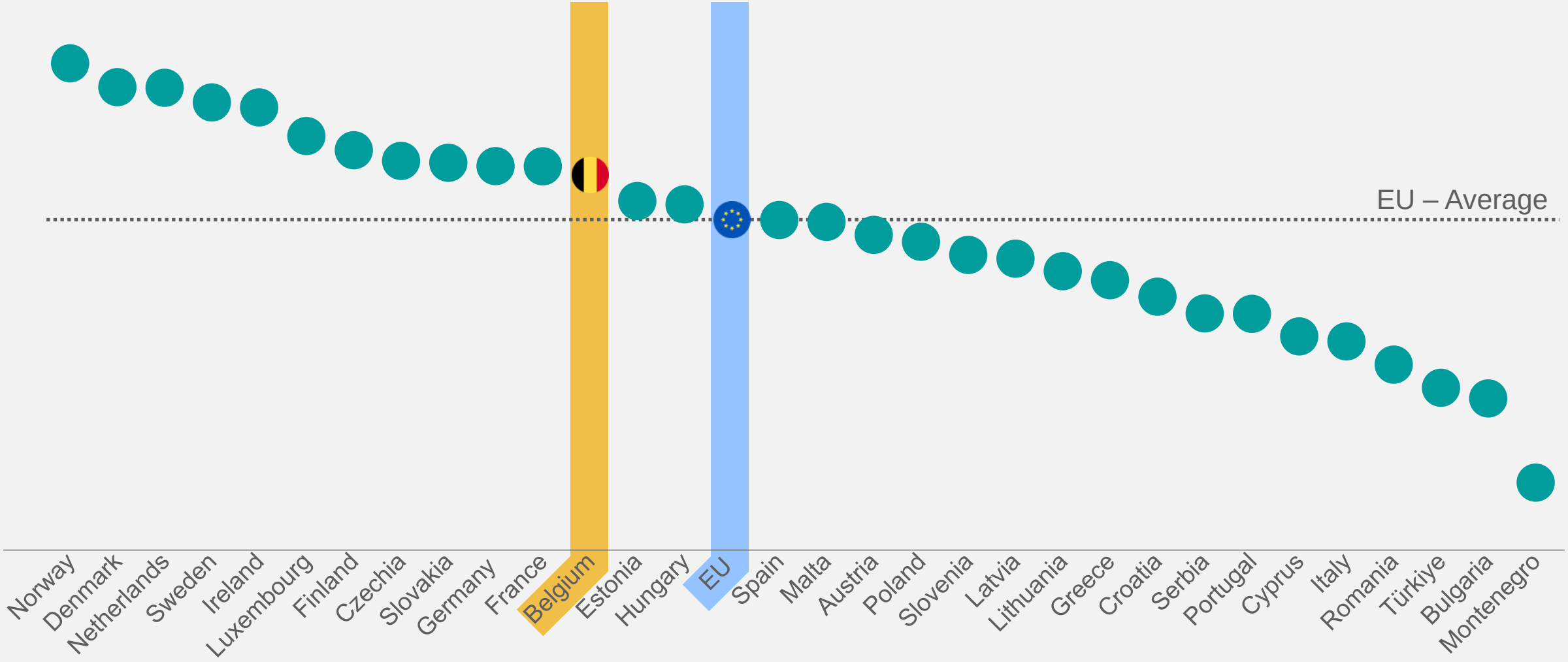
THE INTERNET GAP IS NEARLY CLOSED
THE ONLINE BUYING PENETRATION IS CATCHING UP



*Source: Statbel – ICT survey (16-74 yo)

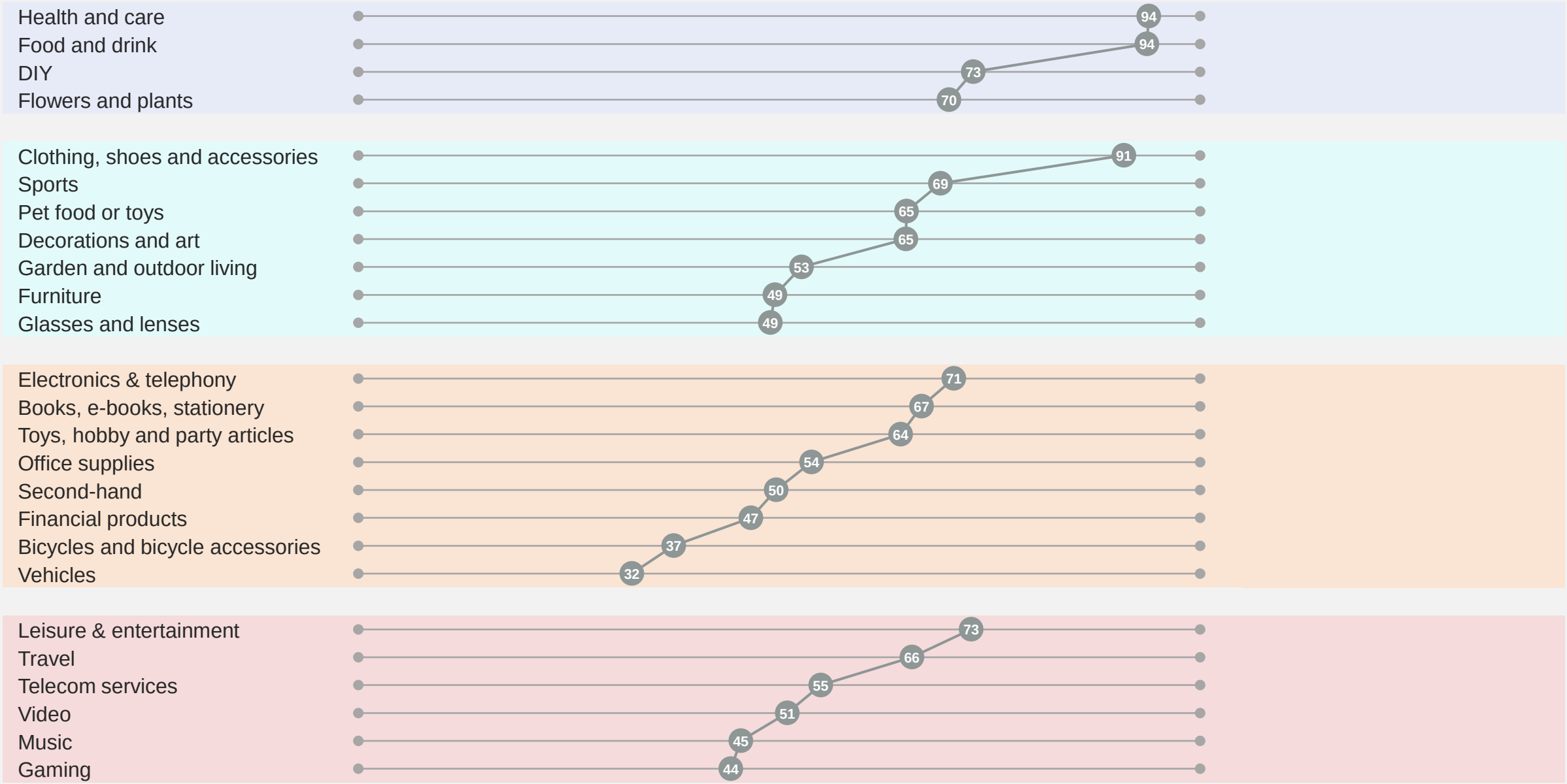
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BELGIAN ONLINE SHOPPING PENETRATION = LITTLE ABOVE EU AVERAGE

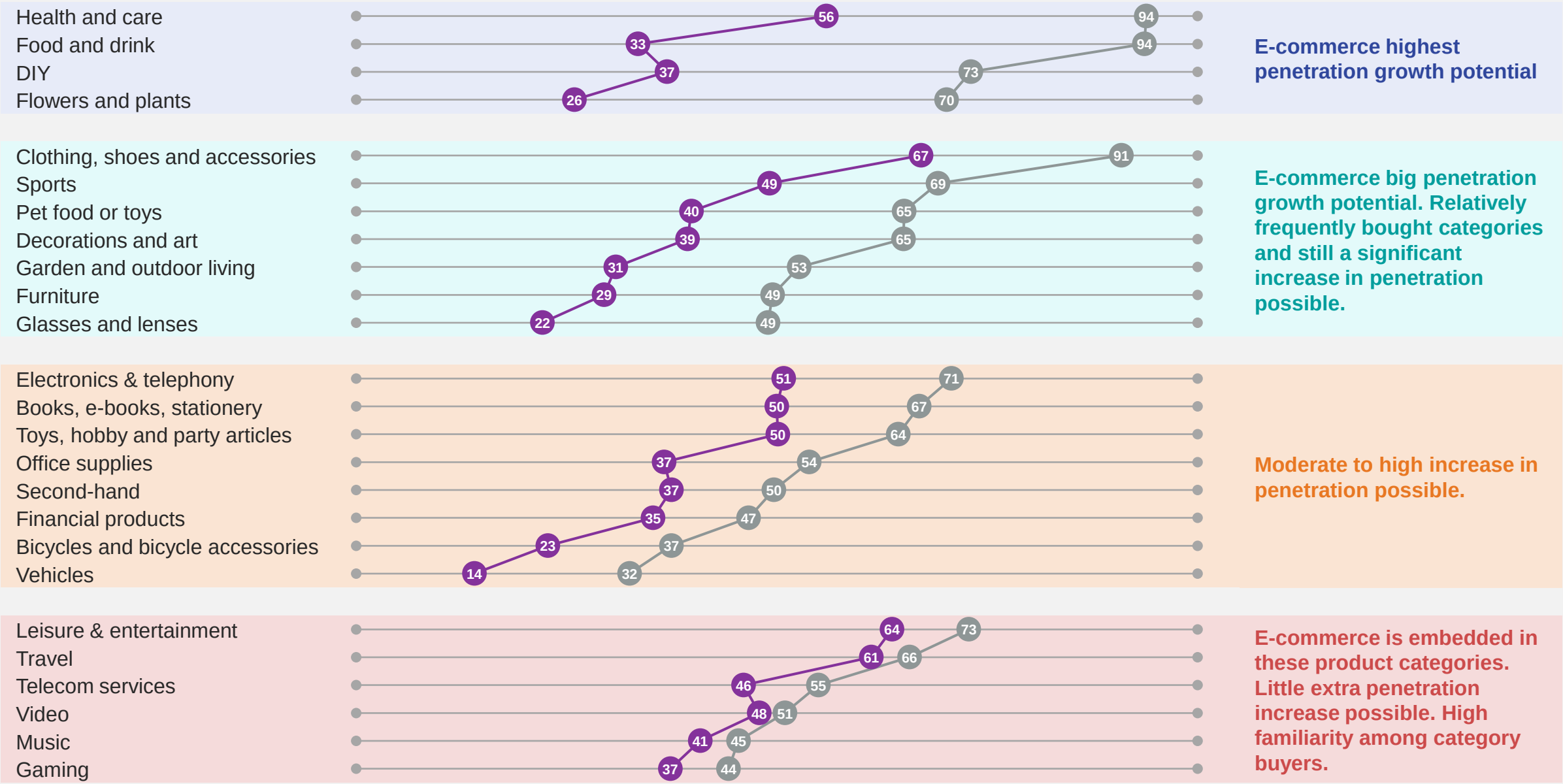


*Source: Eurostat

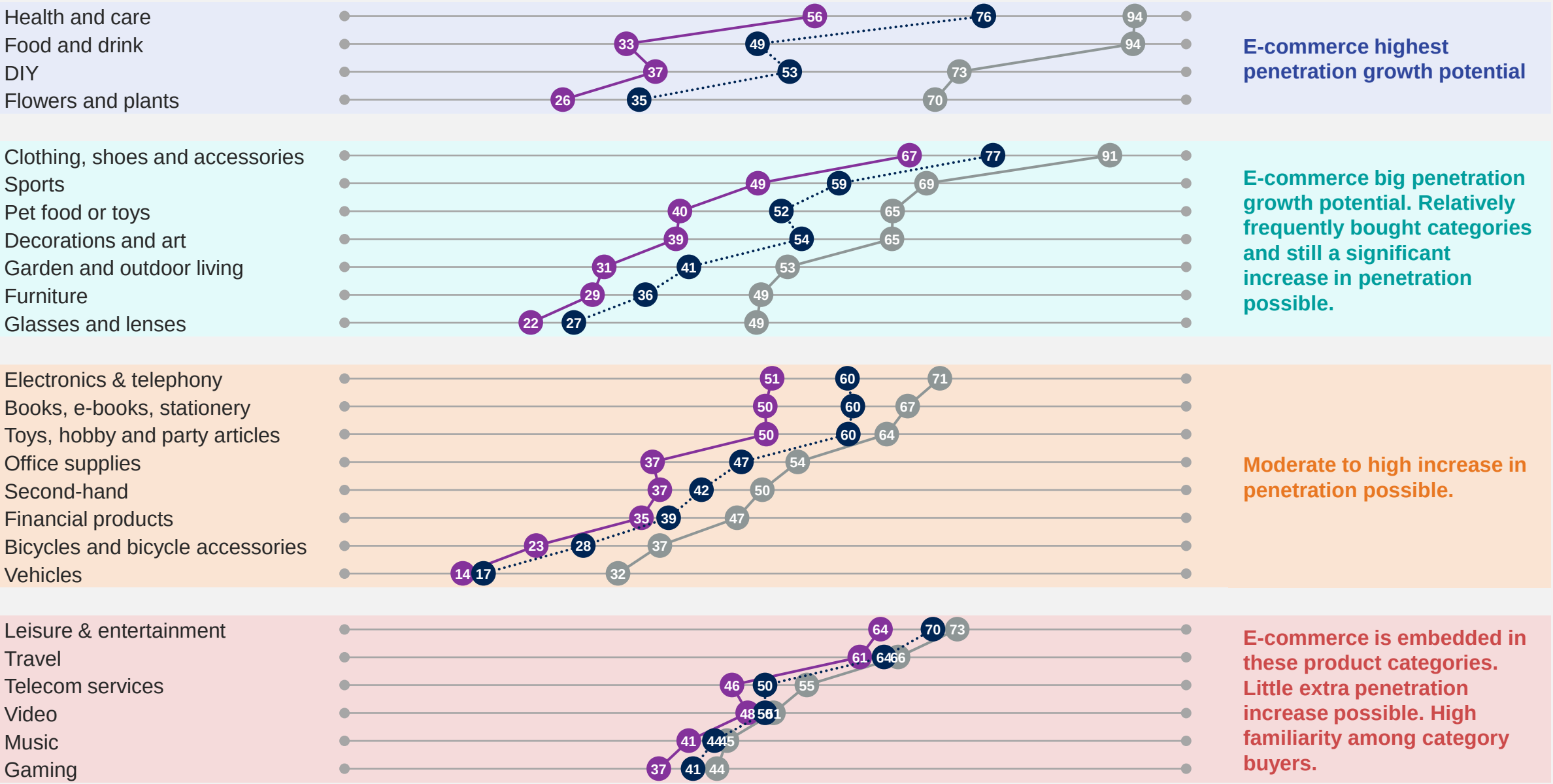
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Health and care
Food and drink
DIY
Flowers and plants
94
94
73
70
Clothing, shoes and accessories
Sports
Pet food or toys
Decorations and art
Garden and outdoor living
Furniture
Glasses and lenses
91
69
65
65
53
49
49
Electronics & telephony
Books, e-books, stationery
Toys, hobby and party articles
Office supplies
Second-hand
Financial products
Bicycles and bicycle accessories
Vehicles
71
67
64
54
50
47
37
32
Leisure & entertainment
Travel
Telecom services
Video
Music
Gaming
73
66
55
51
45
44
BOUGHT 2022

© Ipsos


Health and care
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E-commerce highest penetration growth potential
Clothing, shoes and accessories
Sports
Pet food or toys
Decorations and art
Garden and outdoor living
Furniture
Glasses and lenses
67
49
40
39
31
29
22
91
69
65
65
53
49
49
E-commerce big penetration growth potential. Relatively frequently bought categories and still a significant increase in penetration possible.
Electronics & telephony
Books, e-books, stationery
Toys, hobby and party articles
Office supplies
Second-hand
Financial products
Bicycles and bicycle accessories
Vehicles
51
50
50
37
37
35
23
14
71
67
64
54
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47
37
32
Moderate to high increase in penetration possible.
Leisure & entertainment
Travel
Telecom services
Video
Music
Gaming
64
61
46
48
41
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73
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51
45
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E-commerce is embedded in these product categories. Little extra penetration increase possible. High familiarity among category buyers.
BOUGHT ONLINE P12M
BOUGHT 2022

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Health and care
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E-commerce is embedded in these product categories. Little extra penetration increase possible. High familiarity among category buyers.
BOUGHT ONLINE P12M
BOUGHT ONLINE P12M + CONSIDERS TO BUY ONLINE
BOUGHT 2022

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SO, HOW IS E-COMMERCE IN BELGIUM DOING?

ALIVE AND GROWING!

Almost all Belgians shop online and they will do it more in the years to come.

Categories with the biggest gap will see the biggest growth in online sales.

We will follow the path of the Nordic countries. There will be both growth in # customers as in frequency.

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HOW DO SHOPPERS NAVIGATE THE ONLINE PURCHASE JOURNEY?



PEOPLE ARE TRIGGERED TO BUY



THEY LOOK FOR INFORMATION AND A PLACE TO BUY



THEY CHOOSE THE WEBSHOP TO MAKE THE PURCHASE

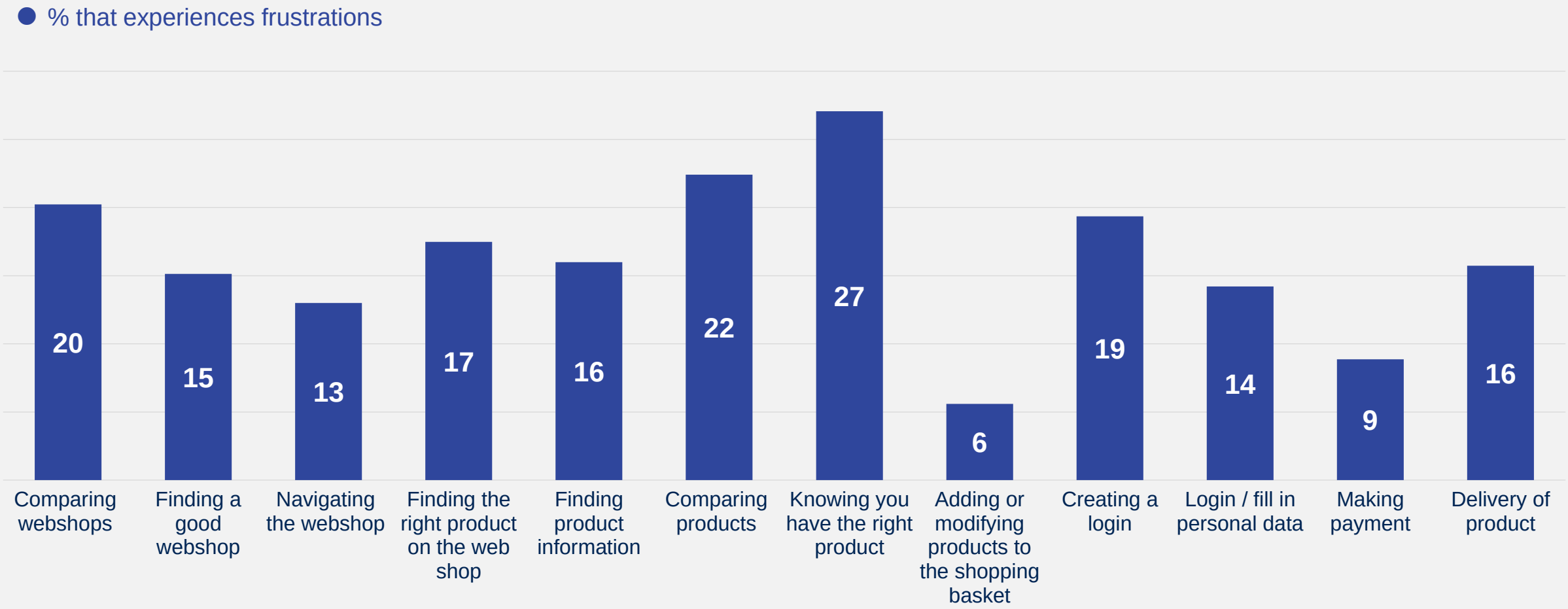


THEY PAY THE PRODUCT AND HAVE IT DELIVERED

BUT DOES THIS JOURNEY ALWAYS GO SMOOTH?

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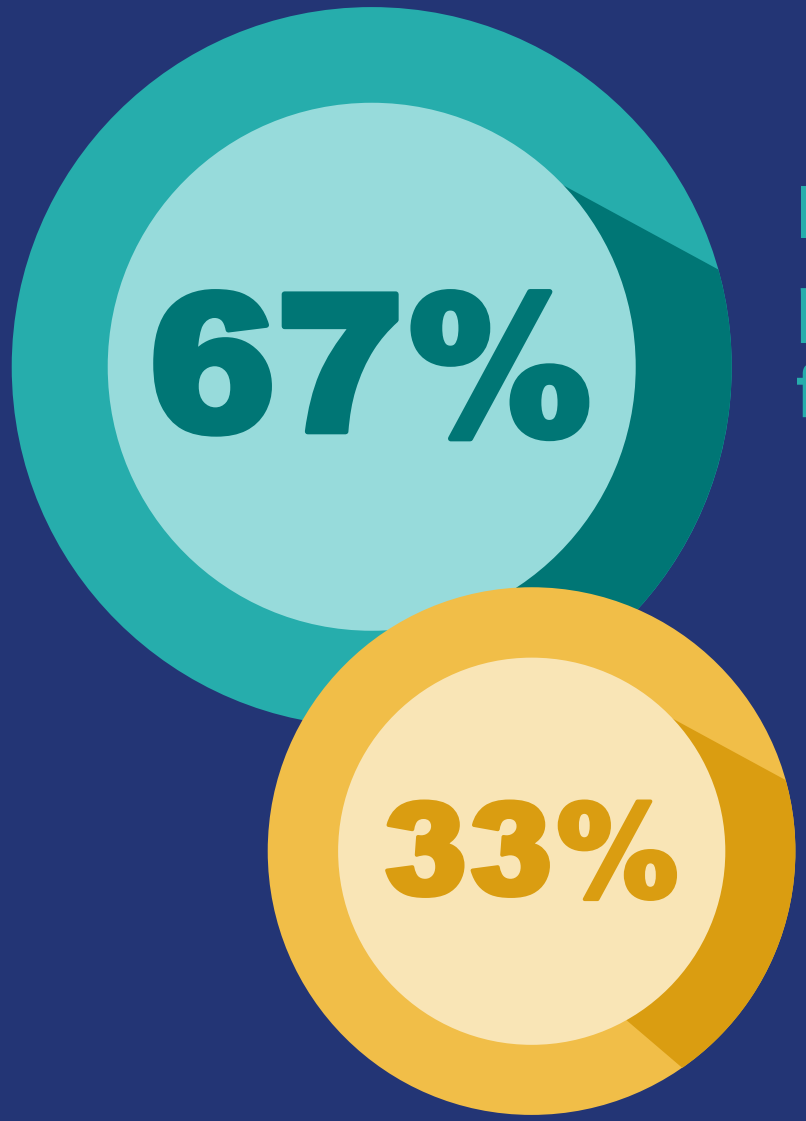
CLEARLY NOT: 81% OF SHOPPERS MENTION FRUSTRATIONS DURING ONLINE SHOPPING



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TRIGGER



Initiated the purchase starting from a need

Got inspired to buy

- By friends, family 10%
- Impulse buy 10%
- By advertising 9%
- To keep up with latest trends 7%
- By salesperson 5%

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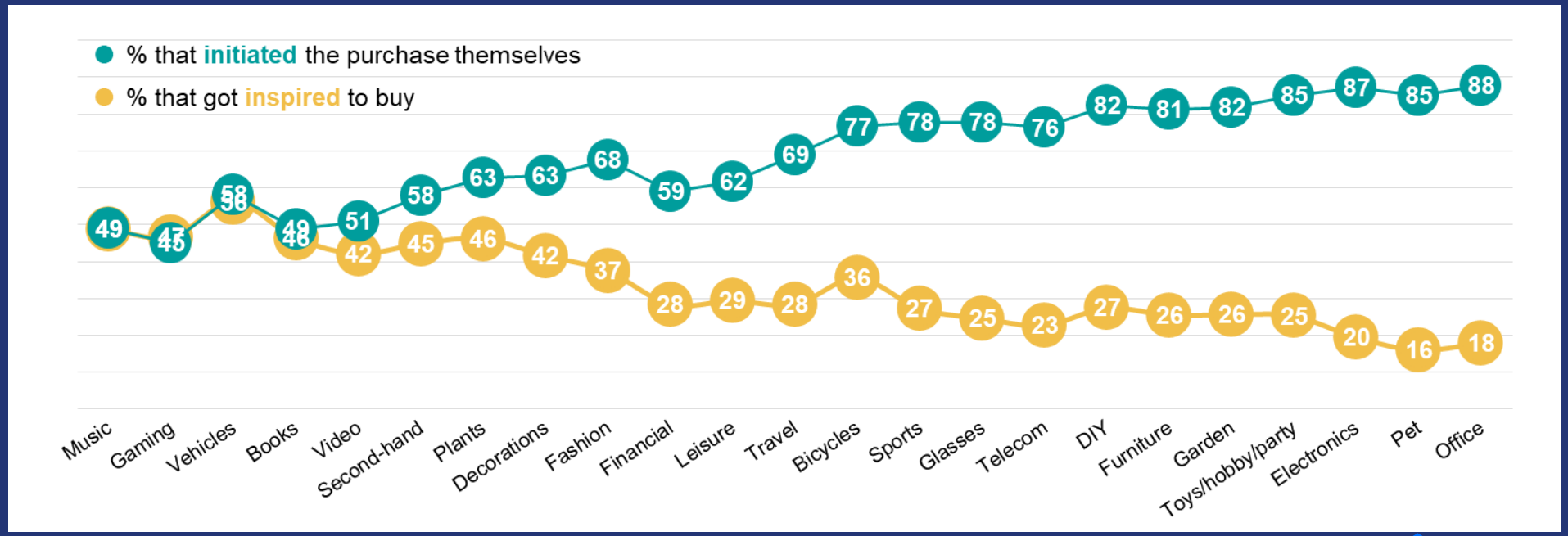
TRIGGER

Initiated the purchase starting from a need

67%

33%

Got inspired to buy



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LOOK FOR INFORMATION

2 in 10 Did not search for information and bought the product directly

8 in 10 Looked for information

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LOOK FOR INFORMATION

8 in 10 Looked for information

43% Searched for product information

39% Looked at price

25% Sought information on payment or service

21% Looked for reviews

15% Searched for information about the brand/shop

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CHOOSE THE WEBSHOP

1 in 3 Had only 1 website in mind

+ Another 40% has a limited number (e.g. top 3)!
= 73% has max 3 websites in their mindset.

IT IS A FIERCE BATTLE TO GET IN THE CONSIDERATION SET

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1 in 2

Did NOT consider other webshops for their latest purchase

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CHOOSE THE WEBSHOP

Main reason to COMPARE webshops

PRICE

Main reason to NOT COMPARE webshops

SATISFACTION

PRICE GETS YOU IN CONSIDERATION SET, SATISFACTIONS KEEPS YOU THERE

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PLATFORMS HAVE STRONG FOOTHOLD IN THE ONLINE MARKET



CHOOSE THE WEBSHOP



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ALSO IN PREFERENCE, PLATFORMS GO STRONG



CHOOSE THE WEBSHOP

I MOSTLY BUY...

50% On platforms

22% On specialized webshops

28% No preference

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WHY CHOOSE A SPECIFIC WEBSHOP (TOP 10)



CHOOSE THE WEBSHOP

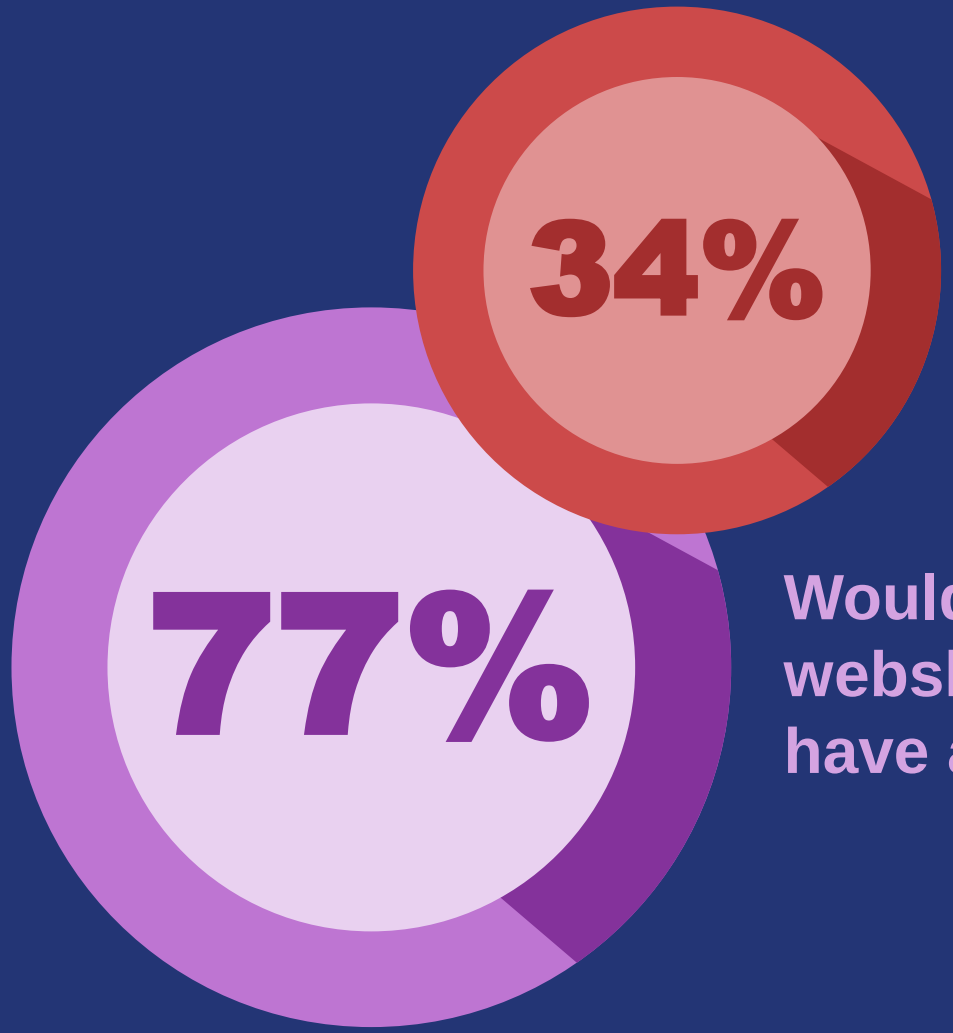


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ACCOUNTS ARE OF VALUE, BUT SHOPPERS SHOULD BE GIVEN CHOICE



PAY THE PRODUCT



Would stop purchase if obligated to create account

Would rather choose webshop they already have an account with

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PAY THE PRODUCT

2 in 10

Would stop their purchase if preferred methods are not available

Bancontact



PayPal



Creditcard



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SO, HOW DO SHOPPERS NAVIGATE THE PURCHASE JOURNEY?

THEY SEEK A GOOD PRICE, CONVENIENCE AND LEAST RESISTANCE

Platforms seem to cater the needs and wants of online shoppers best.

Customers are looking, beside price, for convenience, remove all frictions.

The best way to get your customer online might be in the physical store.

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WHAT ABOUT THE ROLE OF THE PHYSICAL STORE?



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EVOLUTION OF CHANNELS

Markets



Stores



Telesales



Webshops



Mobile shopping



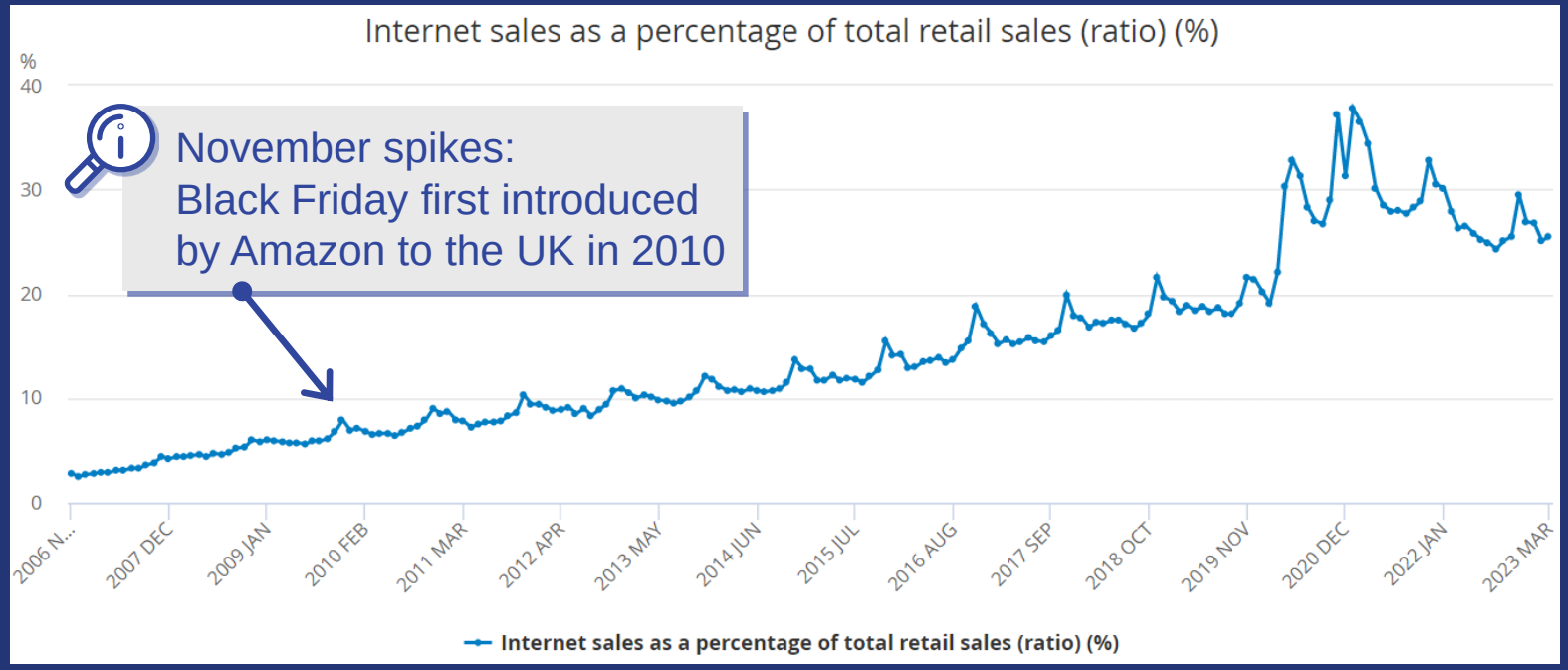
Voice shopping / AI assisted shopping



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IN BELGIUM, ABOUT 87% OF ALL SALES ARE NOT E-COMMERCE SALES. = ABOUT 100 BN € THROUGH OFFLINE CHANNELS.

DESPITE COVID IT TAKES A LINEAR PATH. IT TOOK UK ABOUT 7 YEARS TO GO FROM 10% TO 20% OF VALUE SHARE FOR ONLINE.



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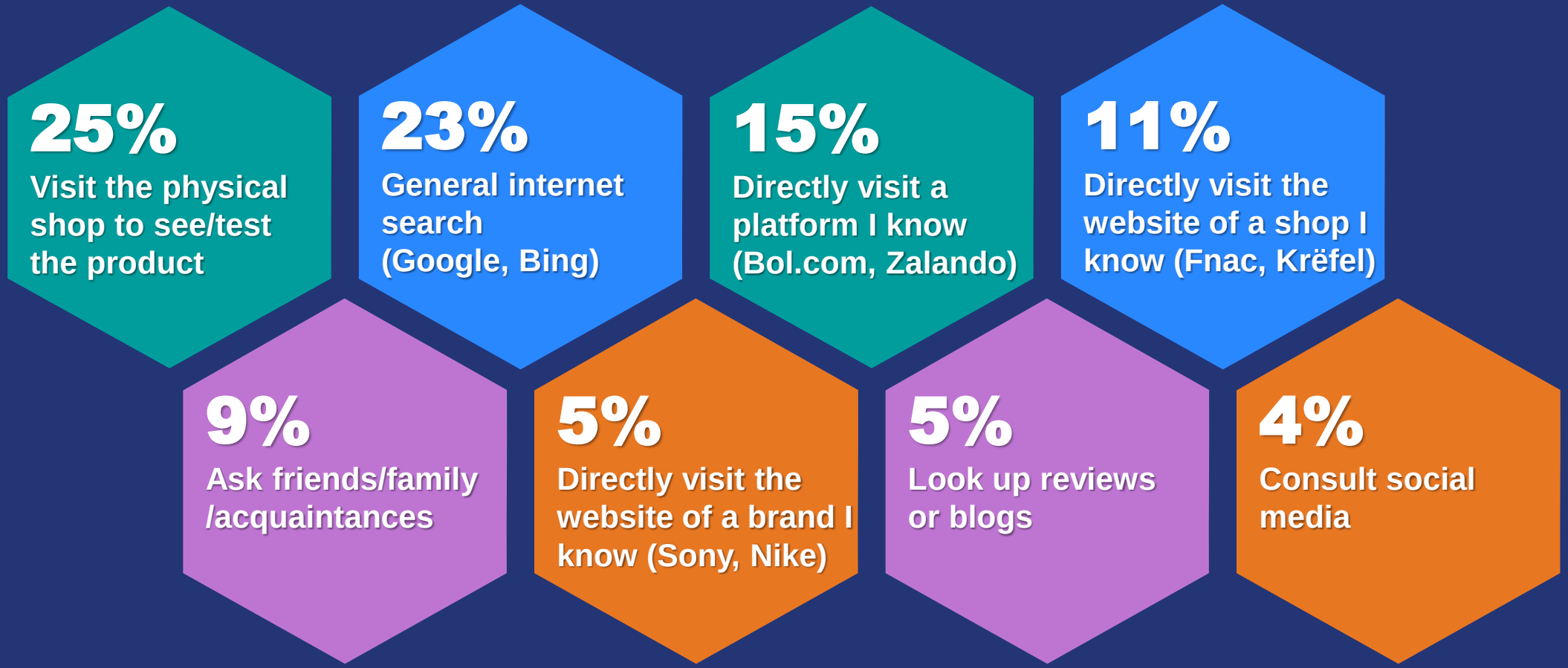
PEOPLE STILL BUY IN-STORE FOR TRUST, ADVICE, PRODUCT EXPERIENCE!

REASONS WHY PEOPLE BUY OFFLINE / IN-STORE (TOP 5)



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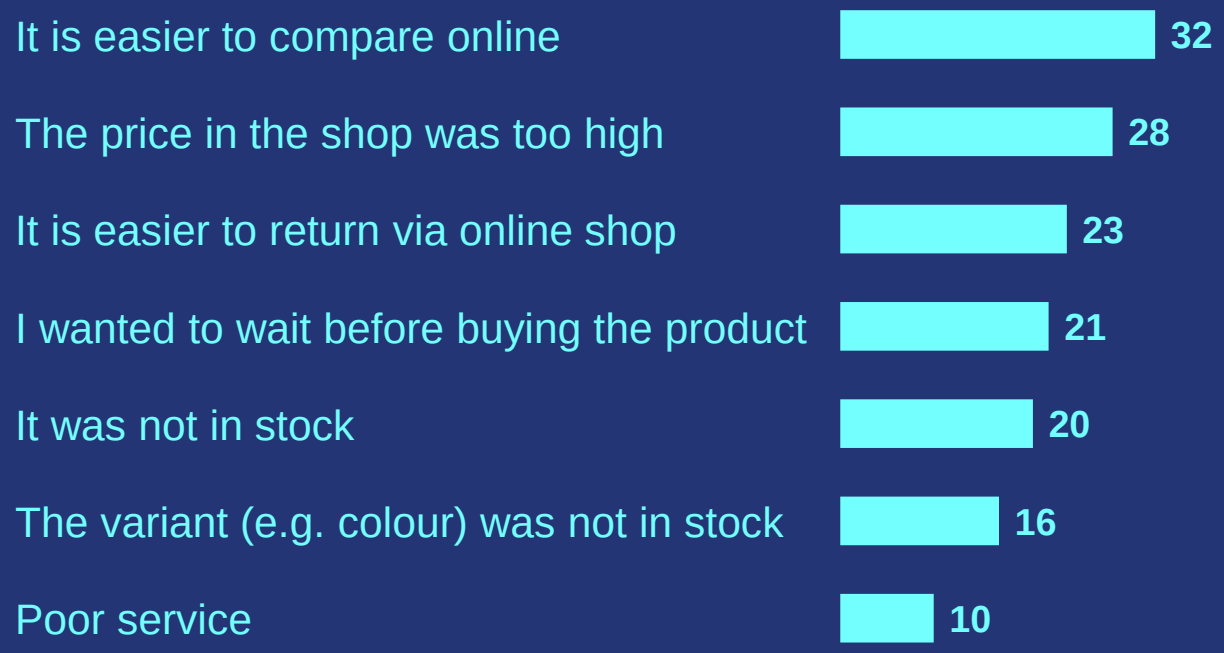
WHAT WOULD PEOPLE DO FIRST WHEN THEY WANT TO BUY A PRODUCT ONLINE THAT THEY DON'T BUY OFTEN?



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1 in 10 of the online shoppers even visited a physical store during their search, but still bought online!

WHY?



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SO, WHAT IS THE ROLE OF THE PHYSICAL STORE?

STILL A TRUSTED GO TO FOR MANY SHOPPERS

The physical store is in many categories still the most important channel

Remove (online) barriers and frustration and integrate online and offline seamlessly

Experience, trust and advice should be key focus points

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THANKS
& CONTINUE SELLING (ONLINE)!

Questions?

More information & data in full report. Download it now!

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