

E-Commerce in BELGIUM



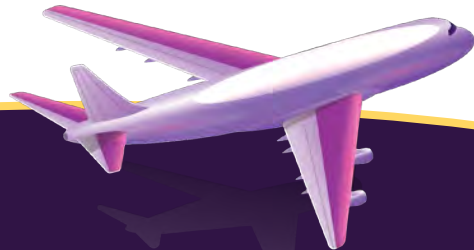
MARKET OVERVIEW



Population:	11 Million
GNI per Capita:	US \$ 47,350
Ease of Doing Business:	Rank 46 / 190 Score 75 / 100
Logistics Performance Indicator:	Rank 4 / 160 Score 4.04 / 5
Currency:	Euro €
Free Trade Agreement:	CETA
Official Language:	Dutch, French, German
Domain:	.be

Internet Inclusivity:	Rank 21 / 100
E-Government Development:	Rank 41 / 193
% of Internet Users:	90%
Top 3 Search Engines:	Google 93% , bing 5% , Escosia 1%
Social Media Stats:	Facebook 56% , Pinterest 33% , Twitter 6% , YouTube 2% , Instagram 2% , Tumblr 0.5%

Mobile vs Tablet vs Desktop:	Desktop 58% , Mobile 38% , Tablet 4%
Level of Cross-border E-commerce:	25%
E-commerce Market Value:	€ 10 billion
E-commerce Payment Methods:	Credit cards 50% , bank transfers 21% , digital wallet 17% , cash 8% , others 8%
Top Payment Services:	PayPal, Amazon Pay, Bancontact, Klarna, HiPay



E-COMMERCE TRENDS



- Almost half of Belgian consumers prefer ordering from a shop in the region or one they already know
- Belgium was relatively late with embracing e-commerce; locals use Dutch online shops often
- Clothing and shoes are amongst the most popular products purchased online
- Belgian shoppers prefer local based payment method Bancontact
- COVID-19 has resulted in growth in the use of local web shops, instead of global web shops



TOP MARKETPLACES



BELGIUM TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
bol.com	B2B/B2C/C2C	Horizontal-everything	Intermediary fee <i>Selling on bol.com process flow</i>
amazon.fr	B2B /B2C	Horizontal-everything	Commission model, subscription model, advertisements <i>Selling on Amazon's European Marketplace</i>
amazon.de	B2B /B2C	Horizontal-everything	Commission model, subscription model, advertisements <i>Selling on Amazon's European Marketplace</i>
cdiscout.com	B2C	Horizontal-everything	Monthly subscription, commission <i>Sell online on the leading French e-commerce site</i>
Zalando.be	B2C	Vertical-fashion	Partnership Model - commission based on product category, advertisements <i>How to sell directly on Zalando</i>



E-COMMERCE SERVICE PROVIDERS IN THE MARKET

Logistics Providers: *Bpost DHL DPD UPS*
E-commerce Payment Processors: *Bancontact Paypal*
Digital Marketing Providers: *Anais Digital The Crew deBottomLine Walkie Talkie*
E-commerce Platform Providers: *Magento Shopify Drupal Lightspeed*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Online in Europe*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Trade Commissioner Services

- § *Doing Business in Belgium*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Market Resources

- § *Complete Guide to GDPR Compliance*
- § *New EU Rules on E-commerce*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*