

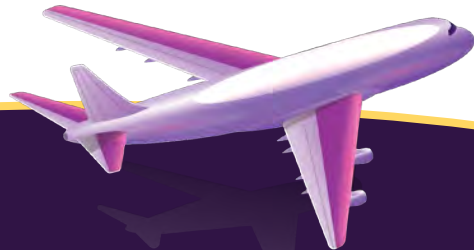
E-Commerce in NETHERLANDS



MARKET OVERVIEW



Population:	17 Million
GNI per Capita:	US \$ 53,200
Ease of Doing Business:	Rank 42/ 190 Score 76.1/ 100
Logistics Performance Indicator:	Rank 6/ 190 Score 4.02/ 5
Currency:	Euro €
Free Trade Agreement:	CETA
Official Language:	Dutch
Domain:	.nl



Internet Inclusivity:	Rank 23 / 100
E-Government Development:	Rank 10 / 193
% of Internet Users:	93%
Top 3 Search Engines:	Google 94% , bing 3% , DuckDuckgo 1%
Social Media Stats:	Facebook 55% , Pinterest 28% , Twitter 10% , Instagram 3% , YouTube 2% , LinkedIn 1%
Mobile vs Tablet vs Desktop:	Desktop 56% , Mobile 41% , Tablet 4%
Level of Cross-border E-commerce:	49%
E-commerce Market Value:	€ 25.8 billion
E-commerce Payment Method:	Bank transfer 60% , credit cards 16% , other 7% , digital wallet 7%
Top Payment Services:	PayPal, iDEAL, Amazon Pay, Klarna

E-COMMERCE TRENDS



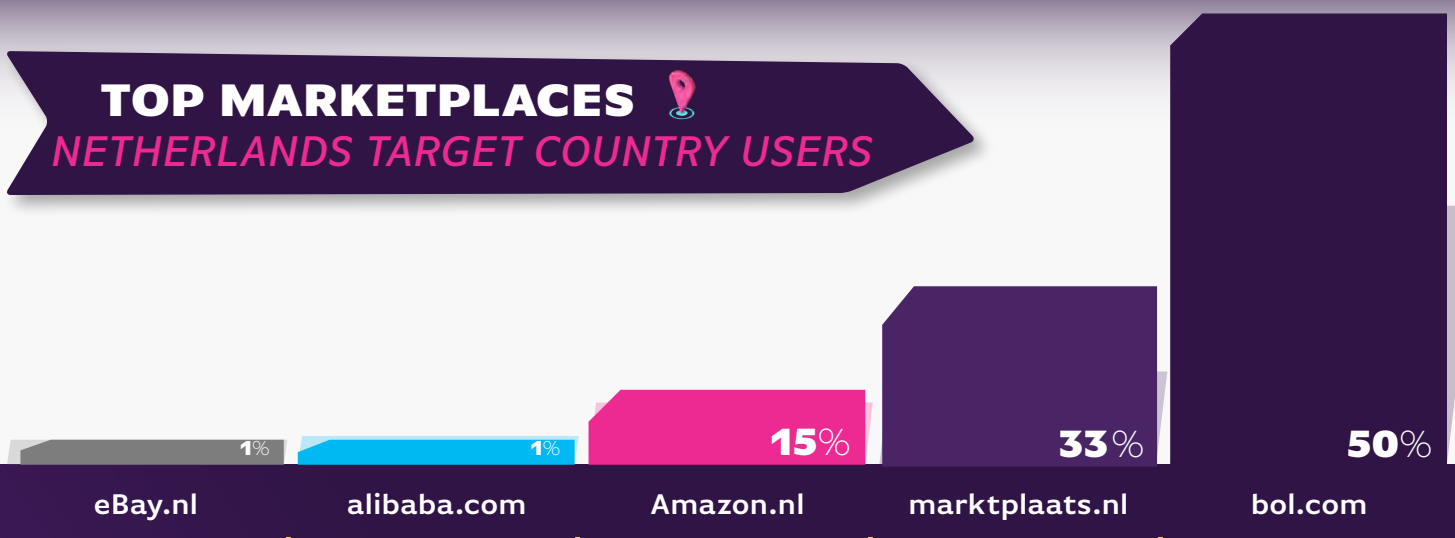
- Increase in new customers to e-commerce, is pushing companies to personalize branding like never before
- Voicereach capabilities are increasingly used throughout the marketplace
- Increasingly flexible delivery terms are becoming the norm
- Advertisements through social media is growing rapidly
- Increasing level of robotization used throughout the supply chain



TOP MARKETPLACES



NETHERLANDS TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
bol.com	B2B /B2C	Horizontal-everything	Commission model, subscription model, advertisements <i>Selling on bol.com process flow</i>
marktplaats.nl	B2C /C2C	Horizontal-everything	Advertisements from external companies <i>Marktplaats Overview</i>
amazon.nl	B2B /B2C	Horizontal-everything	Commission model, subscription model, advertisements <i>Selling on Amazon's European Marketplace</i>
alibaba.com	B2B	Horizontal-everything	Storefront fees and commissions on transactions <i>Sell on Alibaba.com</i>
eBay.nl	B2B /B2C	Horizontal-everything	Fee per listing and commission on sale price based on product category <i>eBay selling Internationally</i>

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: [GLS](#) [DHL](#) [DPD](#) [PostNL](#)
- E-commerce Payment Processor: [Ideal](#) [Paypal](#) [Afterpay](#) [Buckaroo](#)
- Digital Marketing Providers: [iprospect](#) [JellyFish Media](#) [Adobe Marketing](#)
- E-commerce Platform Providers: [Magento](#) [Shopify](#) [Ecwid](#) [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 the Netherlands](#)
- § [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](#)
- § [Netherlands Online Marketplace Information](#)

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](#)

