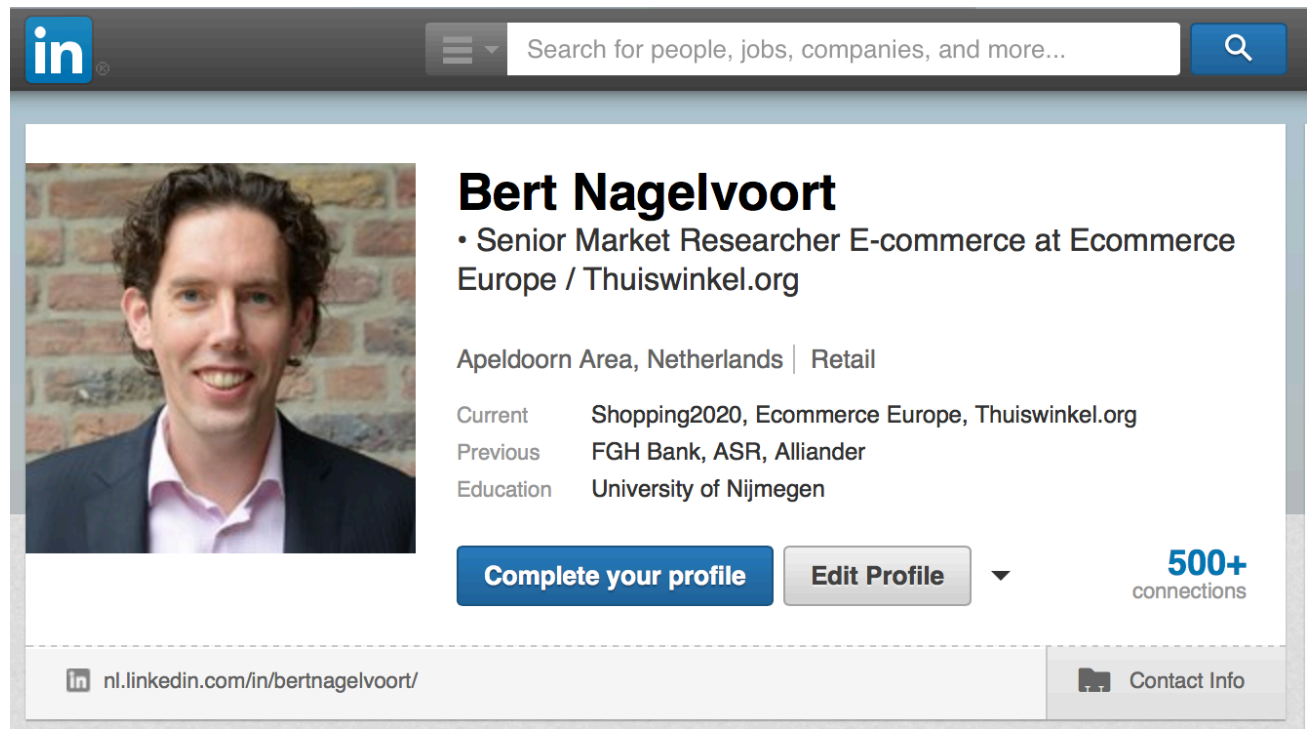




# E-COMMERCE: Hoge vlucht of sisser

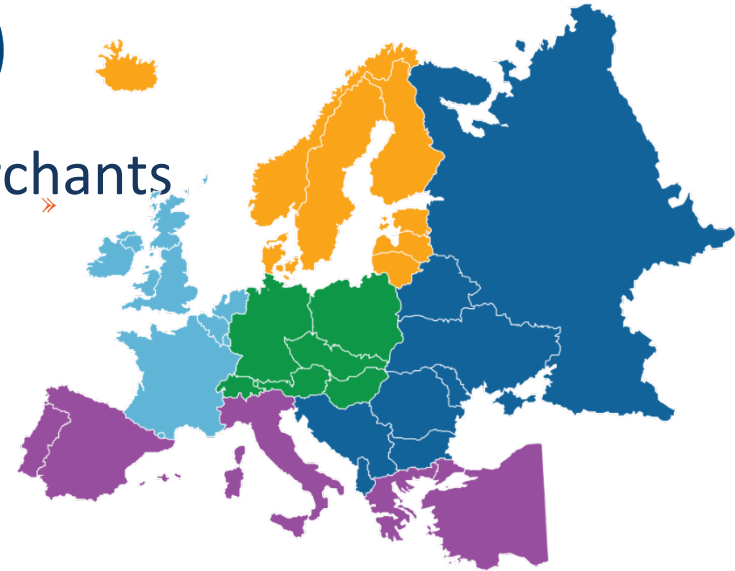
Bert Nagelvoort  
Senior Researcher E-commerce



The screenshot shows a LinkedIn profile for Bert Nagelvoort. At the top left is the LinkedIn logo. To its right is a search bar with the text "Search for people, jobs, companies, and more...". Below the search bar is a profile picture of Bert Nagelvoort, a man with dark curly hair wearing a dark suit jacket over a light pink shirt. To the right of the profile picture, his name "Bert Nagelvoort" is displayed in a large, bold font. Below his name is his current title: "Senior Market Researcher E-commerce at Ecommerce Europe / Thuiswinkel.org". Underneath this is his location: "Apeldoorn Area, Netherlands | Retail". A list of his work history and education follows: "Current: Shopping2020, Ecommerce Europe, Thuiswinkel.org"; "Previous: FGH Bank, ASR, Alliander"; "Education: University of Nijmegen". At the bottom of the profile section, there are two buttons: "Complete your profile" (in blue) and "Edit Profile" (in grey). To the right of these buttons, it says "500+ connections". At the very bottom of the profile card, there is a URL "nl.linkedin.com/in/bertnagelvoort/" and a "Contact Info" button with a folder icon.

- 1. Introduction E-commerce Europe**
- 2. E-commerce in a Worldwide perspective**
- 3. E-commerce in Western Europe & Belgium**
- 4. 5 Megatrends in e-commerce**

# Who Do We Represent?



## B2C E-commerce in Europe

- Representing 25.000+ Europe's online merchants
- Selling B2C goods and services
- A € 363 bn (\$ 496.9 bn) market
- 16+ national e-commerce associations



**Belgium Association**

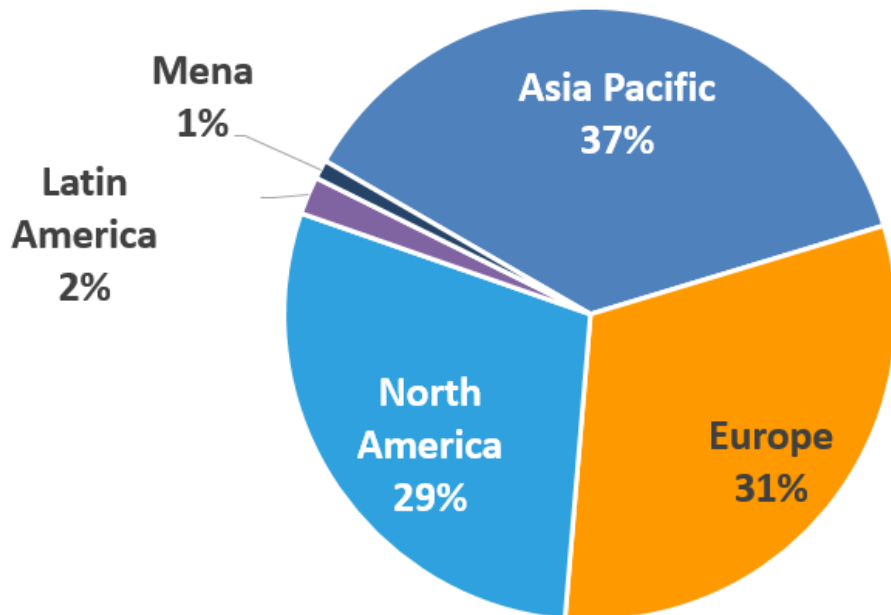
[be.commerce.be](http://be.commerce.be)



# E-commerce turnover in global perspective

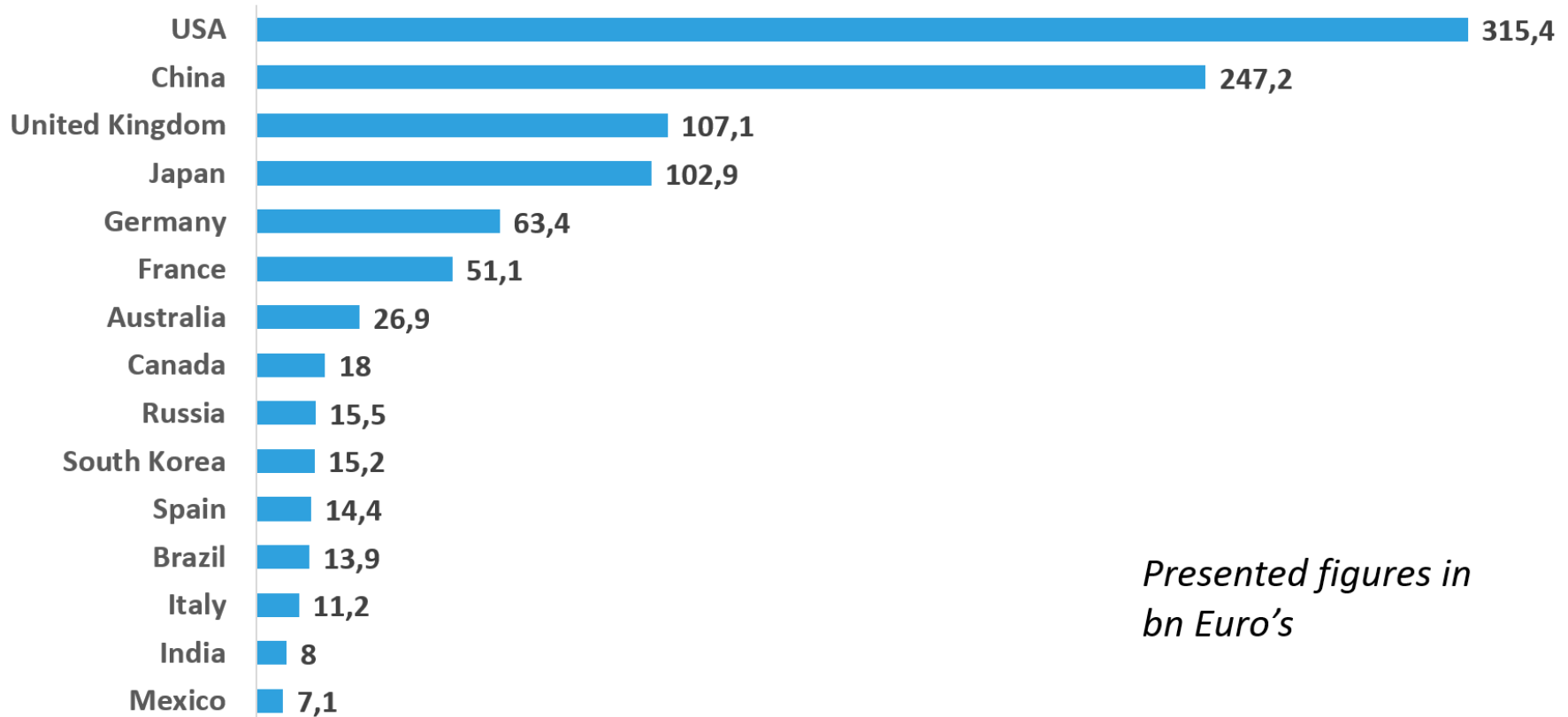
Forecast growth 2013 - 2014 23%

## Worldwide share of E-commerce turnover



Region	2013 in Euro	Growth in %
Asia-Pacific	€ 427.2	45.6%
Europe	€ 363.4	17.1%
North America	€ 340.7	10.0%
Latin America	€ 25.0	21.4%
MENA	€ 11.1	32.6%
<b>Total covered regions</b>	<b>€ 1,167.4</b>	<b>23.9%</b>

# Top 15 Global leading e-commerce countries

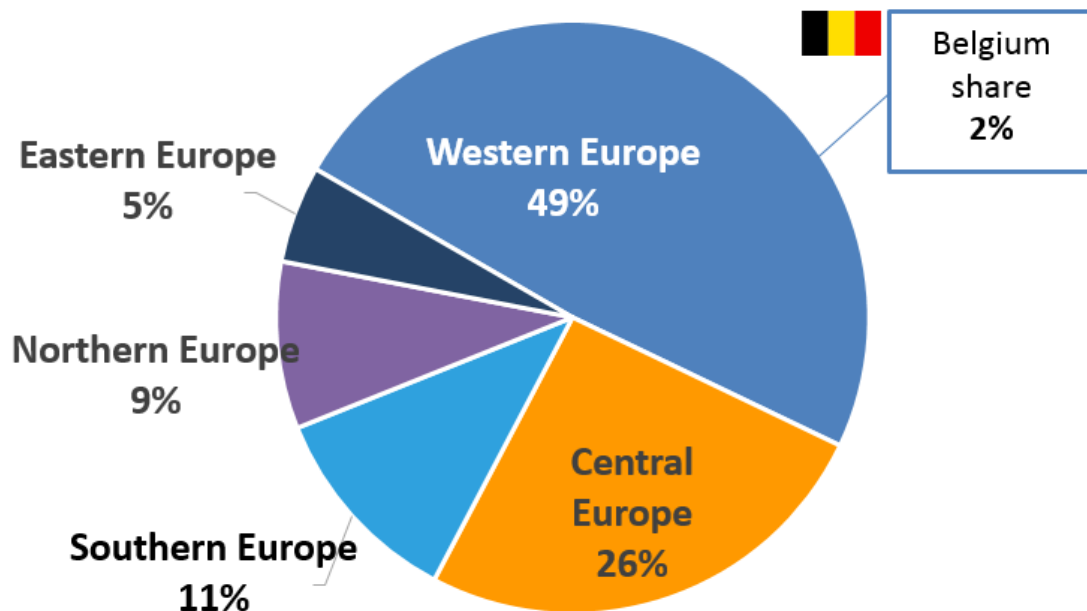


*Presented figures in  
bn Euro's*

# E-commerce turnover in European perspective

Forecasted growth 2013 - 2014 17.5%

## Worldwide share of E-commerce turnover



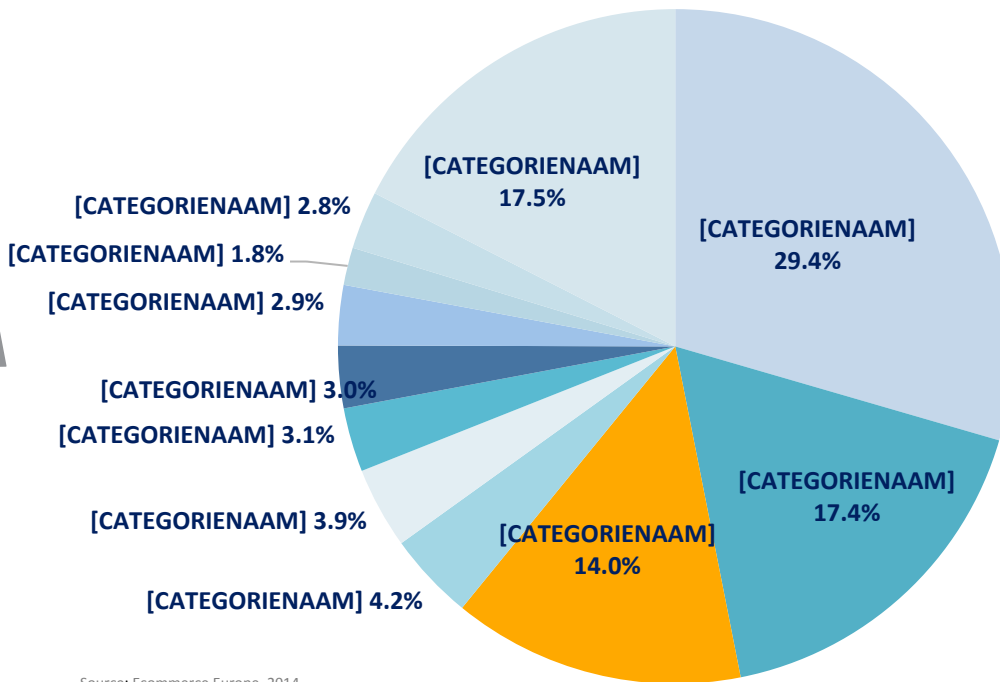
Region	2013 in Euro	Growth in %
Western Europe	€ 177.7	12.4%
Central Europe	€ 93.3	22.7%
Southern Europe	€ 40.8	18.9%
Northern Europe	€ 33.2	12.2%
Eastern Europe	€ 19.3	47.3%
<b>Total covered regions</b>	<b>€ 364.3</b>	<b>17.5%</b>



# Share of Top 10 Countries in B2C E-commerce Sales

B2C E-commerce in Europe

**The UK, Germany and France together account for about 61% of the European B2C e-commerce market**



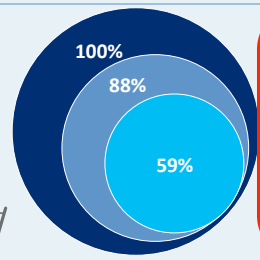
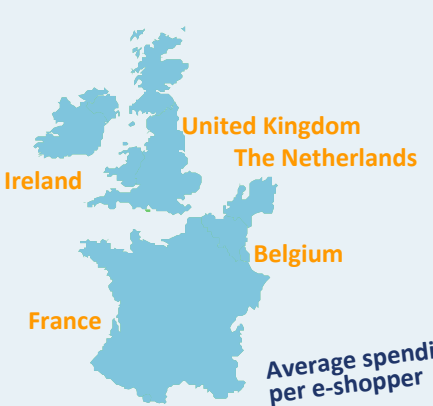
Source: Ecommerce Europe, 2014



# Western Europe 2013 Key B2C E-commerce Data of Goods and Services at a Glance



Europe € 364.3 bn +17.5%  
 EU 28 € 317.9 bn +14.7%  
 Western Europe € 177.7 bn +12.4%  
 Total B2C E-commerce 2013 of Goods & Services



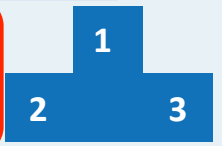
**161 million** people live in Western Europe  
**142 million** people use the Internet  
**95 million** people are e-shoppers

**€ 177.7 bn**  
 E-commerce Turnover  
 Goods & Services



Average spending per e-shopper  
**€ 1,864**

**63 million** e-households



Ranking Western Europe in turnover

1		United Kingdom	€ 107.1 bn
2		France	€ 51.1 bn
3		The Netherlands	€ 10.5 bn
4		Ireland	€ 4.6 bn
5		Belgium	€ 3.8 bn
6		Luxembourg	€ 0.4 bn

**9.5%** Estimated share of online sales of goods in total retail sales of goods

Estimated 74% of active Internet users are on social media

National e-commerce Associations:

- Belgium
- France
- Ireland
- Netherlands

**88%** of the population has Internet access

In cooperation with:

Powered by: payments. knowledge. growth. Put potential to work: enabling global e-commerce

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[www.ecommerce-europe.eu](http://www.ecommerce-europe.eu)  
 info: [info@ecommerce-europe.eu](mailto:info@ecommerce-europe.eu)  
 for reports: [research@ecommerce-europe.eu](mailto:research@ecommerce-europe.eu)  
 Twitter: @Ecommerce\_eu

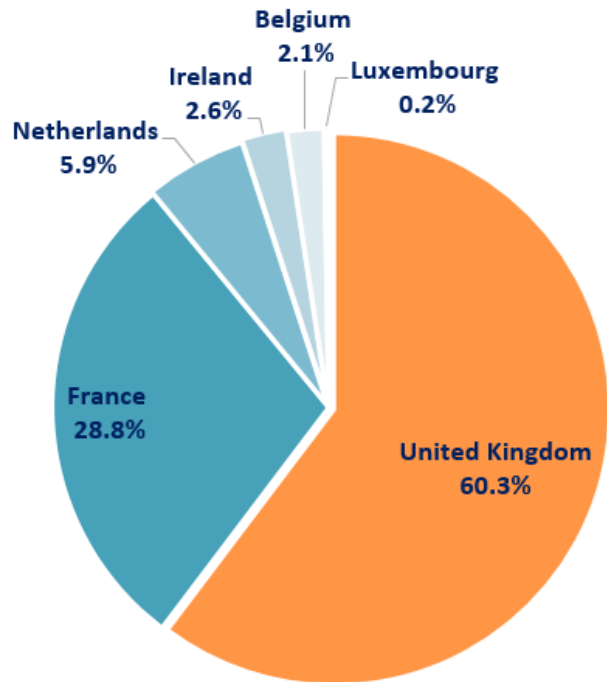
Free download at:  
<https://www.ecommerce-europe.eu/facts-figures/free-downloads>

# Market Share and Growth Rate

## Western Europe

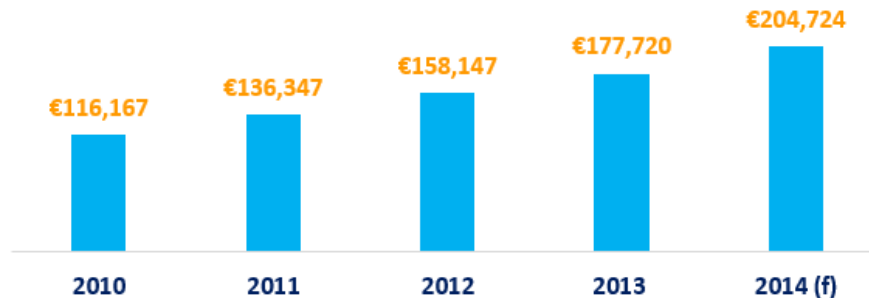
### WESTERN EUROPEAN B2C E-COMMERCE MARKET

Share of the Western European e-commerce market, 2013



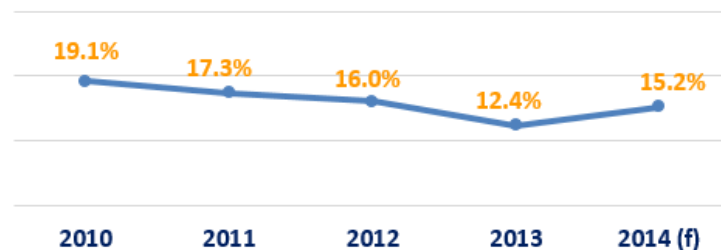
### WESTERN EUROPEAN B2C E-COMMERCE SALES

Total online sales of goods and services, in millions of euros, 2009-2014

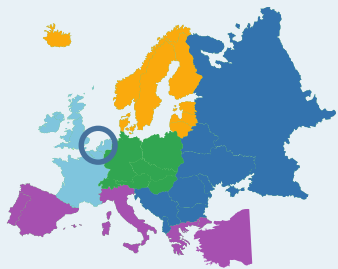


### WESTERN EUROPEAN B2C E-COMMERCE GROWTH RATE

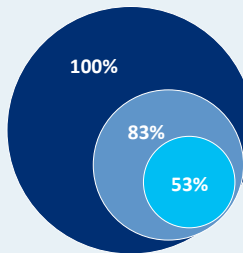
Percentage change in B2C e-commerce turnover, 2010-2014



# Belgium 2013 Key E-commerce Facts at a Glance



Average spending per e-shopper



**11.2 million** people live in Belgium  
**9.3 million** people use the Internet  
**5.9 million** people are e-shoppers

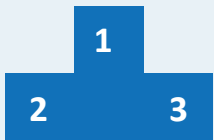
**€ 3.8 bn**  
 E-commerce Turnover  
 Goods & Services



Europe € 364.3 bn +17.5%  
 EU 28 € 317.9 bn +14.7%  
 Western Europe € 177.7 bn +12.4%  
 Belgium € 3.8 bn +25.6%

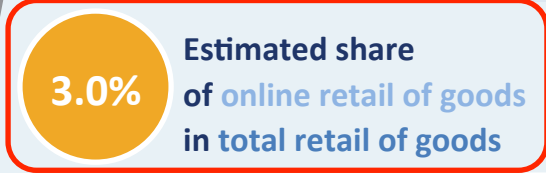
Total B2C E-commerce 2013 of Goods & Services

**3.8 million**  
 E-households



Ranking Western Europe in turnover

1		United Kingdom	€ 107.1 bn
2		France	€ 51.1 bn
3		The Netherlands	€ 10.5 bn
4		Ireland	€ 4.6 bn
5		Belgium	€ 3.8 bn
6		Luxembourg	€ 0.4 bn



Estimated 59% of active Internet users are on social media

Belgium trust mark  
 BeCommerce kwaliteitslabel



**83%** has Internet access

Belgium national e-commerce association  
[www.becommerce.be](http://www.becommerce.be)



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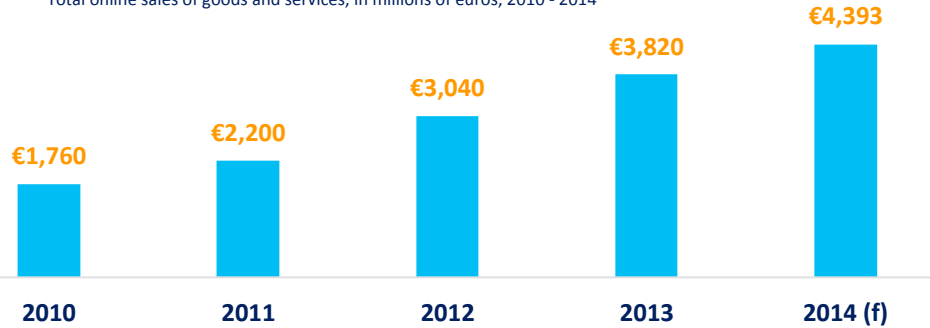
Free download at:  
<https://www.ecommerce-europe.eu/facts-figures/free-downloads>

# B2C E-commerce of Goods and Services

## Country Report Belgium

### B2C E-COMMERCE BELGIUM

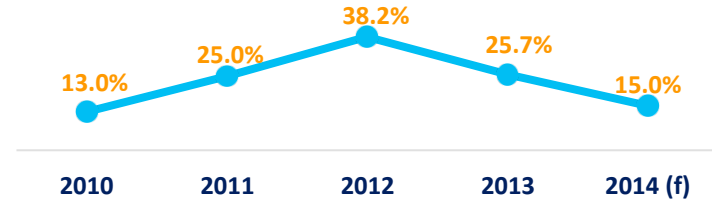
Total online sales of goods and services, in millions of euros, 2010 - 2014



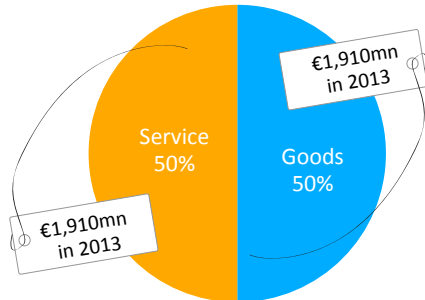
Source: BeCommerce 2014

### B2C E-COMMERCE GROWTH RATE BELGIUM

Percentage change in B2C e-commerce turnover, 2010 - 2014



### Share Goods and Services



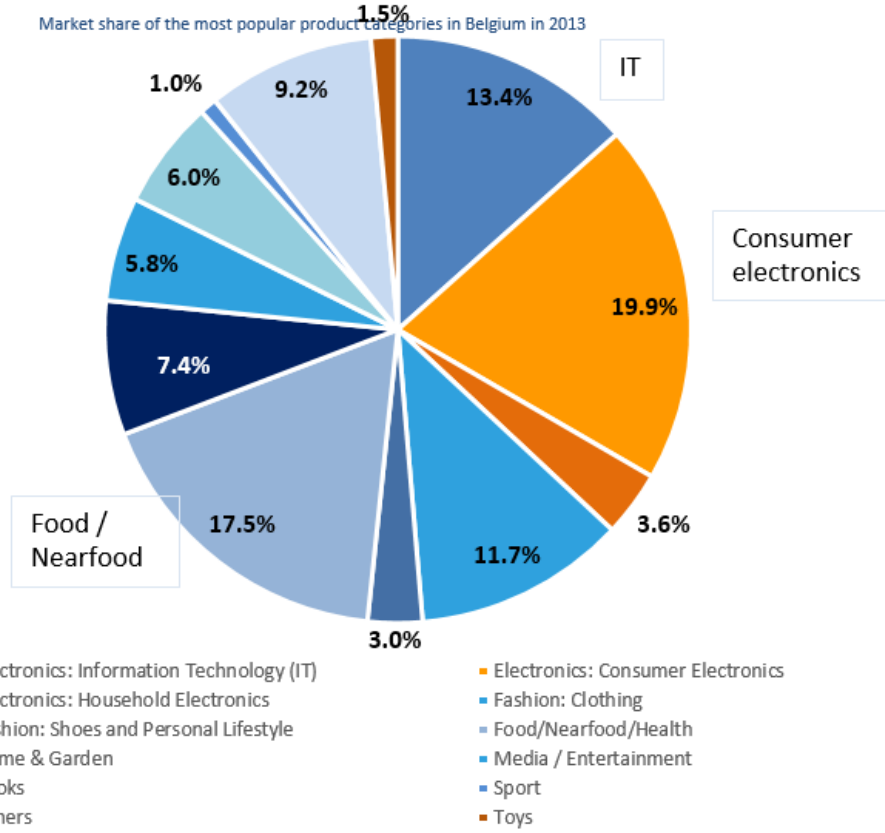
Source: BeCommerce 2014

**€3.82bn**  
Total online sales of goods in 2013

# Market Share of Product Categories

## Country Report Belgium

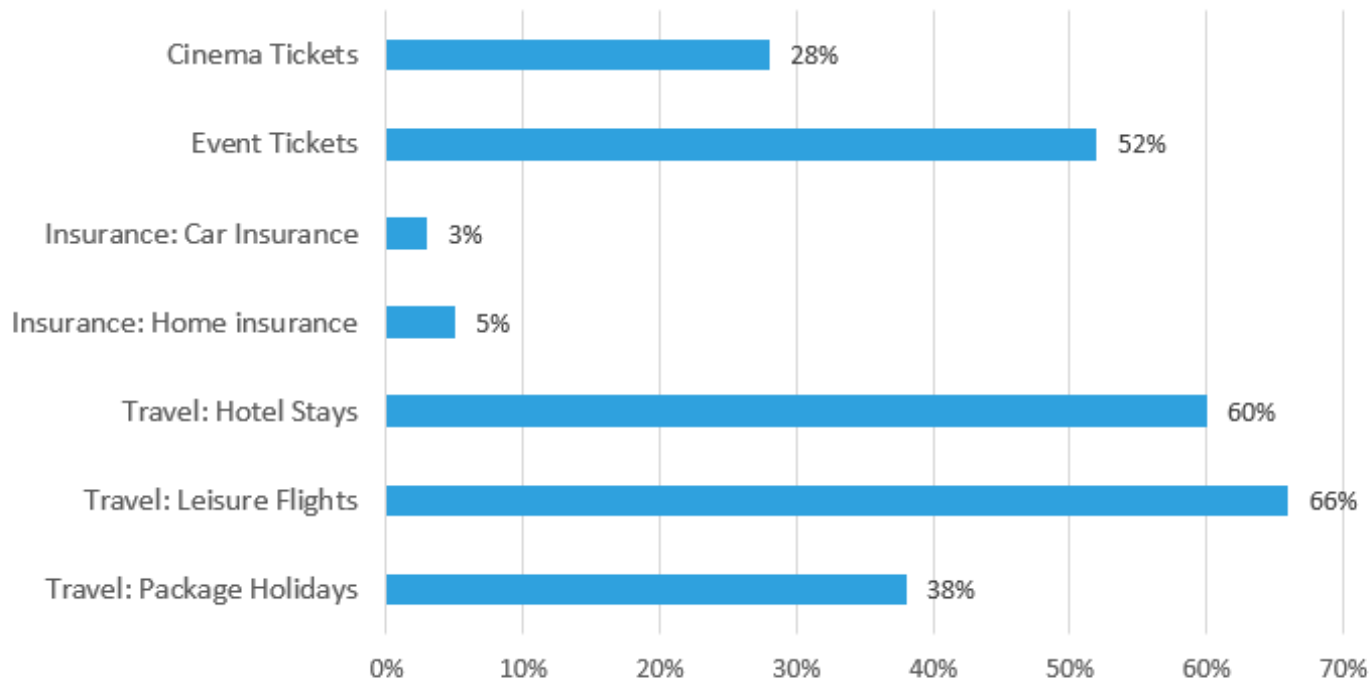
**MARKET SHARE OF PRODUCT CATEGORIES BELGIUM**  
Market share of the most popular product categories in Belgium in 2013



**€380.4mn**  
B2C e-commerce  
sales of  
Consumer  
Electronics

# Online B2C Sales per Service Group

## Country Report Belgium



Sources: Ecommerce Europe 2014

# Online B2C Sales per Service Group

## Country Report Belgium

