

4^e E-commerce in Belgium

Persconferentie 12 juni 2014

E-commerce



Belgium 2014

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 **InSites Consulting**
taking research forward

4^{de} onderzoek online consumenten

- Zelfde methodologie = grotere relevantie
- > 1000 respondenten: grootste onderzoek in België
- **Meer klanten**
 - *+ 330.000 nieuwe online klanten*
- **Kopen vaker online (28%= 1x/maand)**
- **Besteden gemiddeld minder**

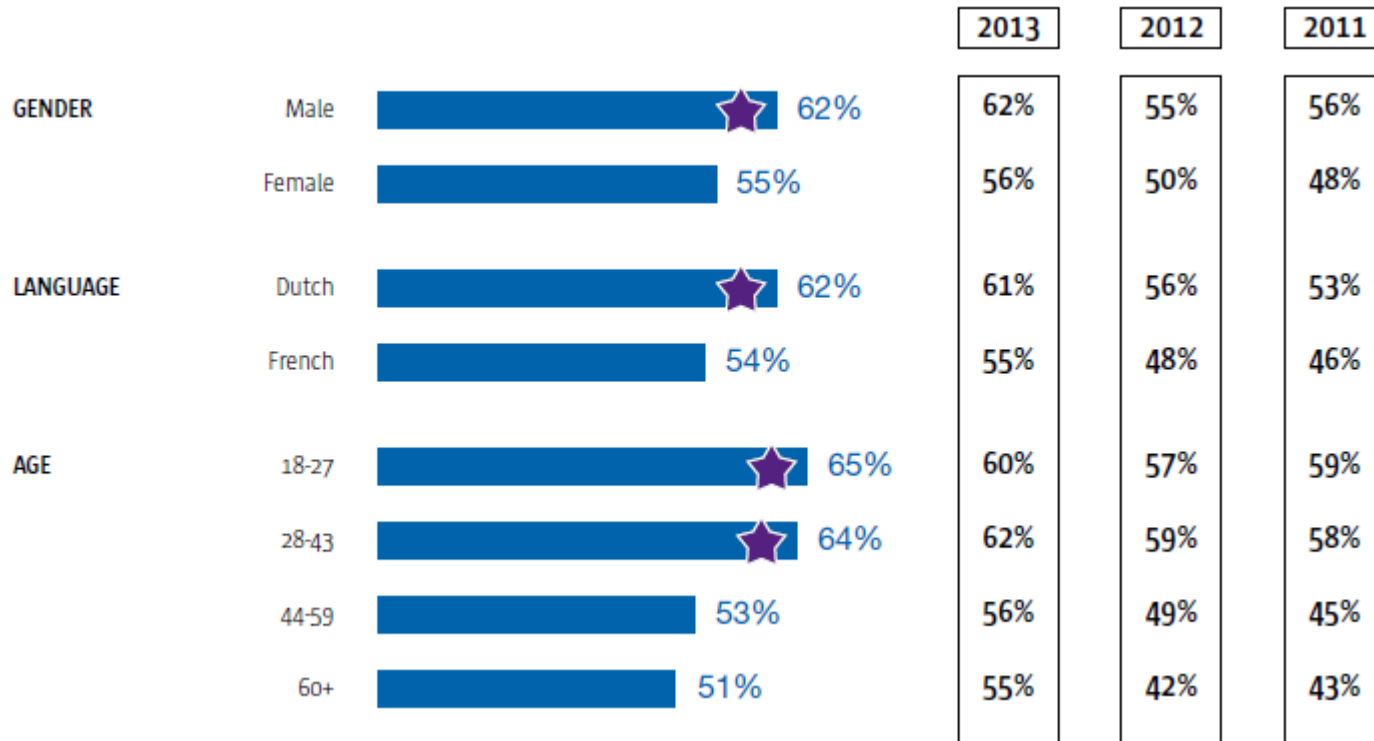


330.000 nieuwe online klanten

	EVER PURCHASED ONLINE				PURCHASED ONLINE LAST YEAR			
	2014	2013	2012	2011	2014	2013	2012	2011
ONLINE POPULATION	75%	75%	67%	66%	74%	70%	59%	58%
BELGIAN POPULATION*	61%	59%	52%	52%	60%	57%	46%	45%

* Extrapolated to the Belgian population regarding the current internet-population (81%)

Vlamingen: 8% meer dan Walen

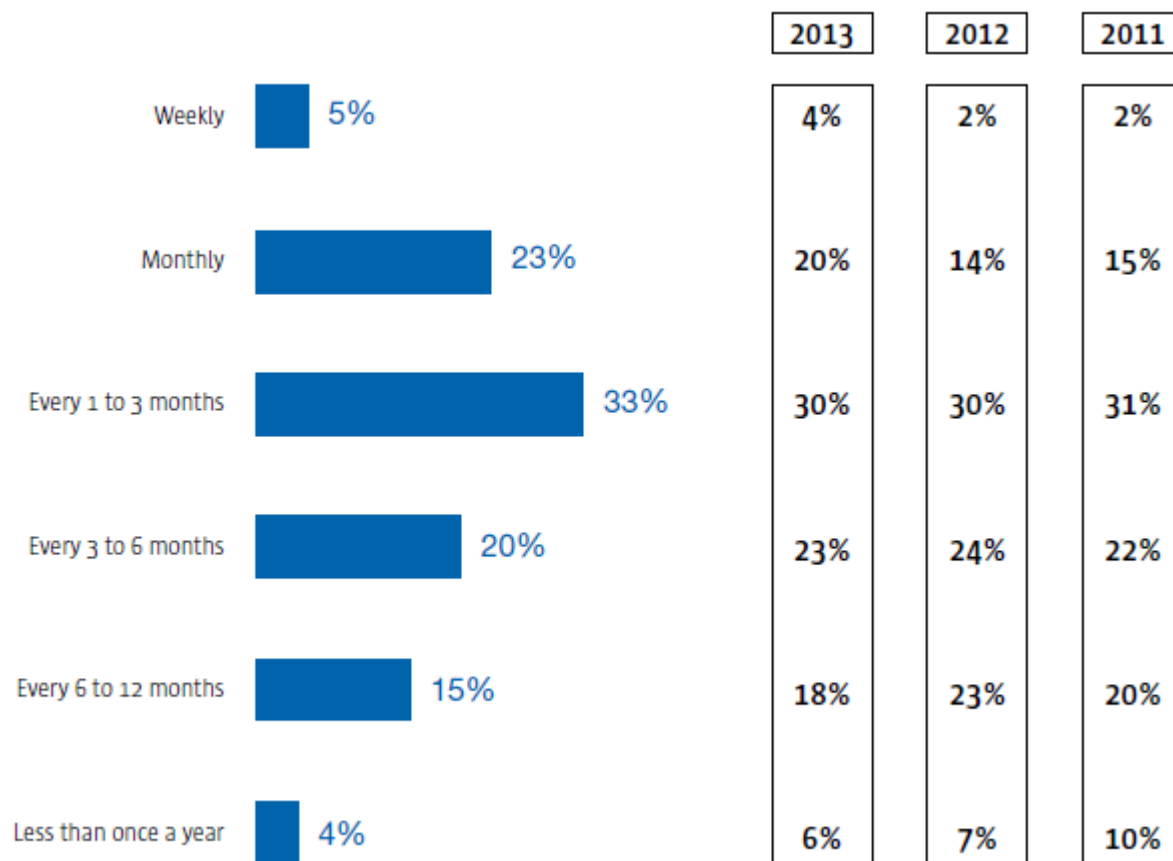


Drempels: waarom koopt surfer niet online?



Veiligheid en privacy blijven drempels

Frequentie stijgt: meer mensen kopen vaker



28% minstens
maandelijks =
+4%

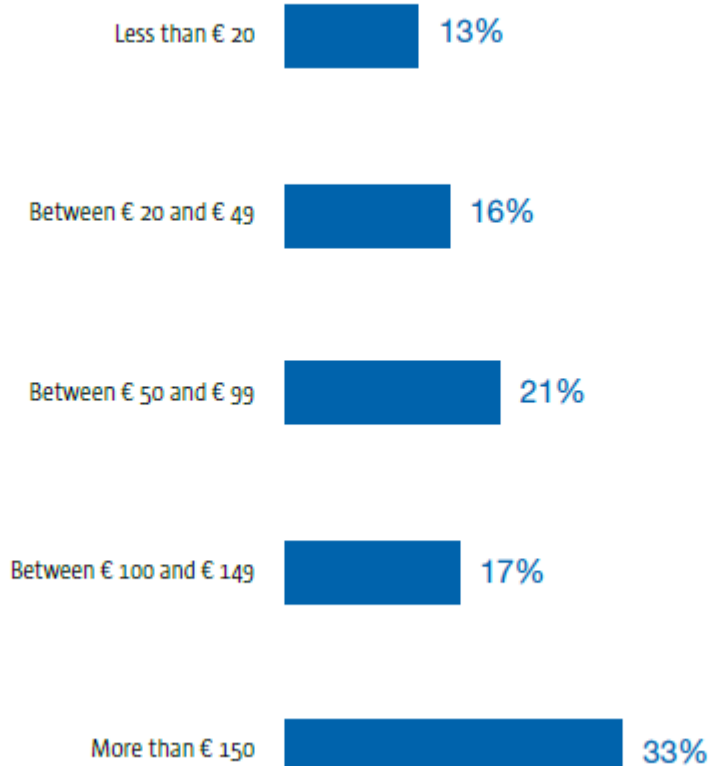
Gemiddelde besteding zakt

Average 2014
 € 161 / month
 (€ 1,932 / year)

Average 2013
 € 170 / month
 (€ 2,040 / year)

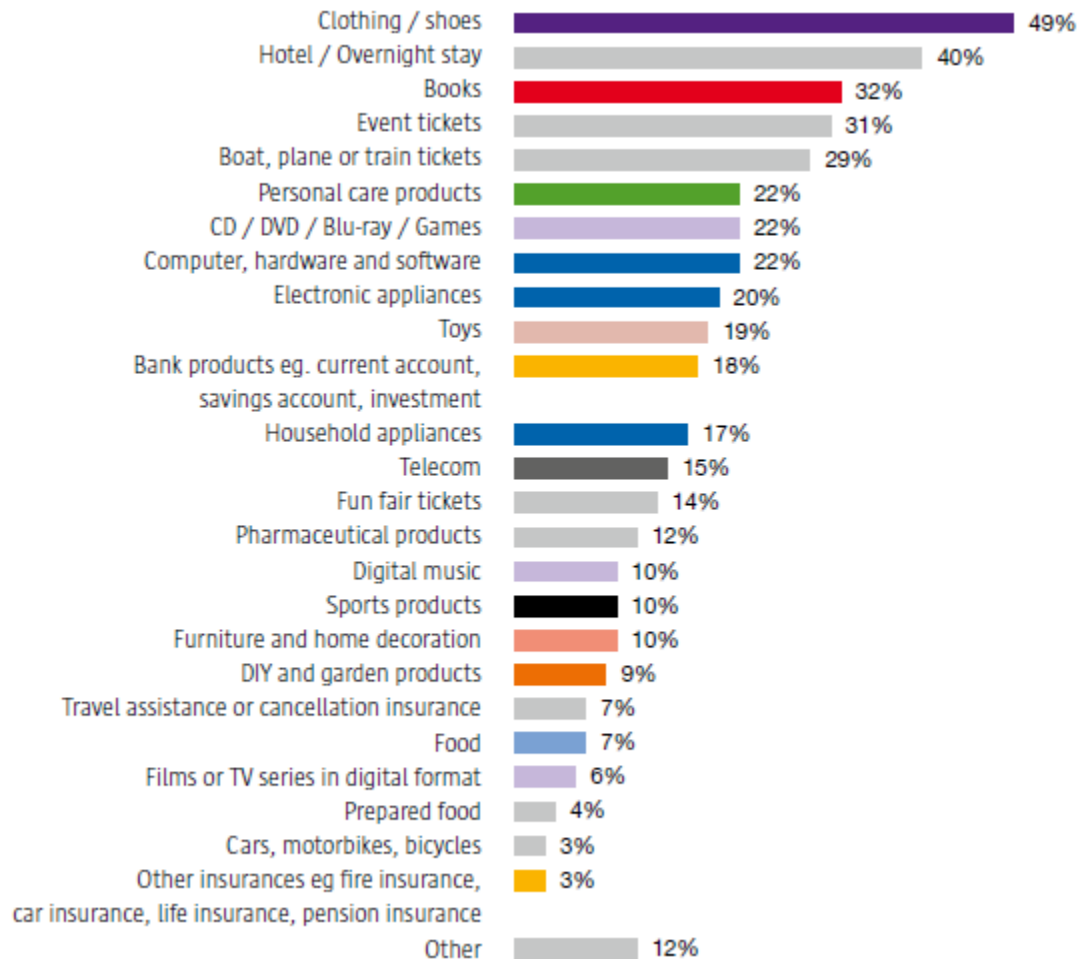
Average 2012
 € 163 / month
 (€ 1,944 / year)

Average 2011
 € 130 / month
 (€ 1,560 / year)

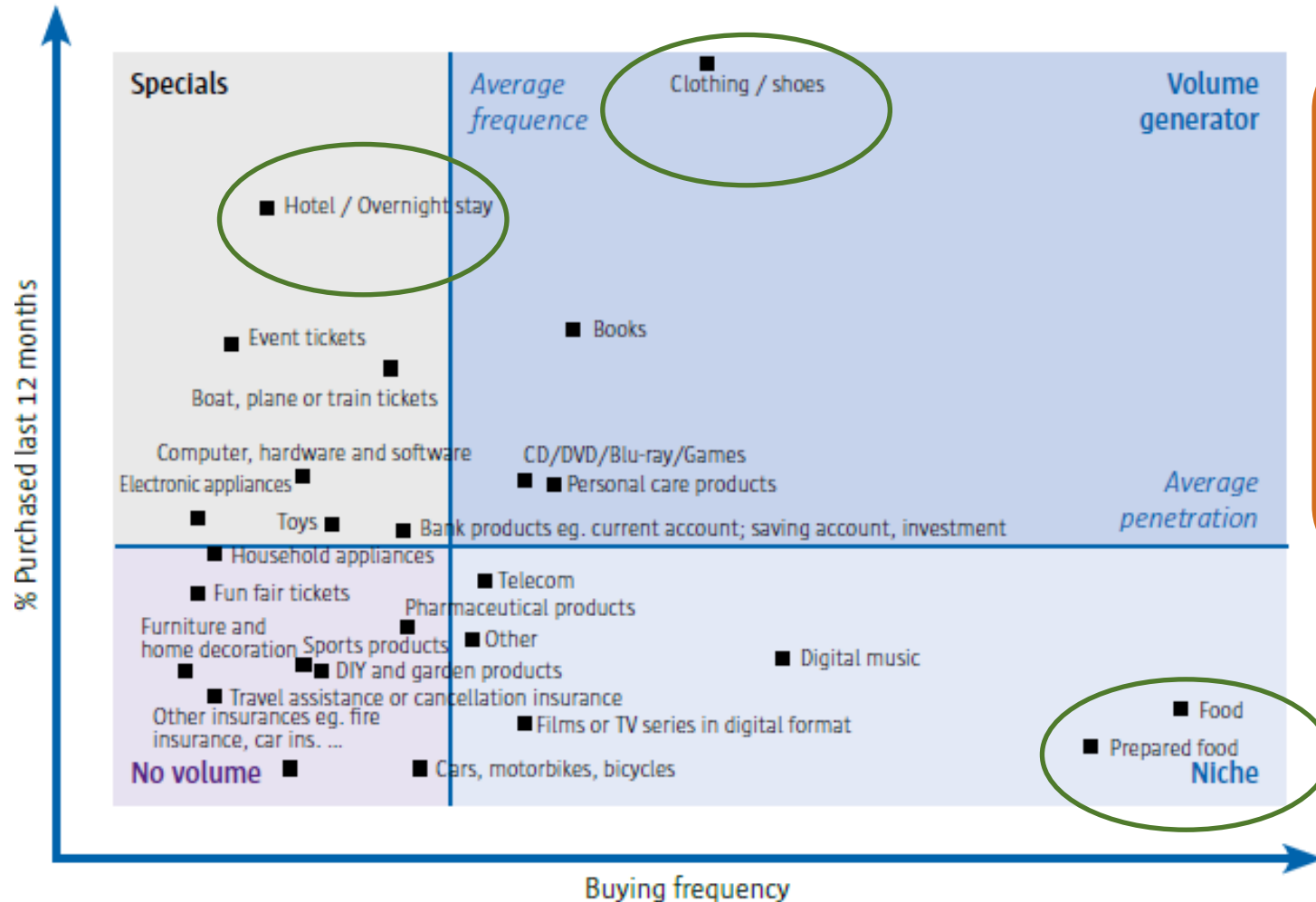


	2013	2012	2011
Less than € 20	16%	26%	19%
Between € 20 and € 49	17%	10%	16%
Between € 50 and € 99	20%	19%	22%
Between € 100 and € 149	12%	13%	13%
More than € 150	35%	32%	30%

Helpt online klanten kocht schoenen en kleren



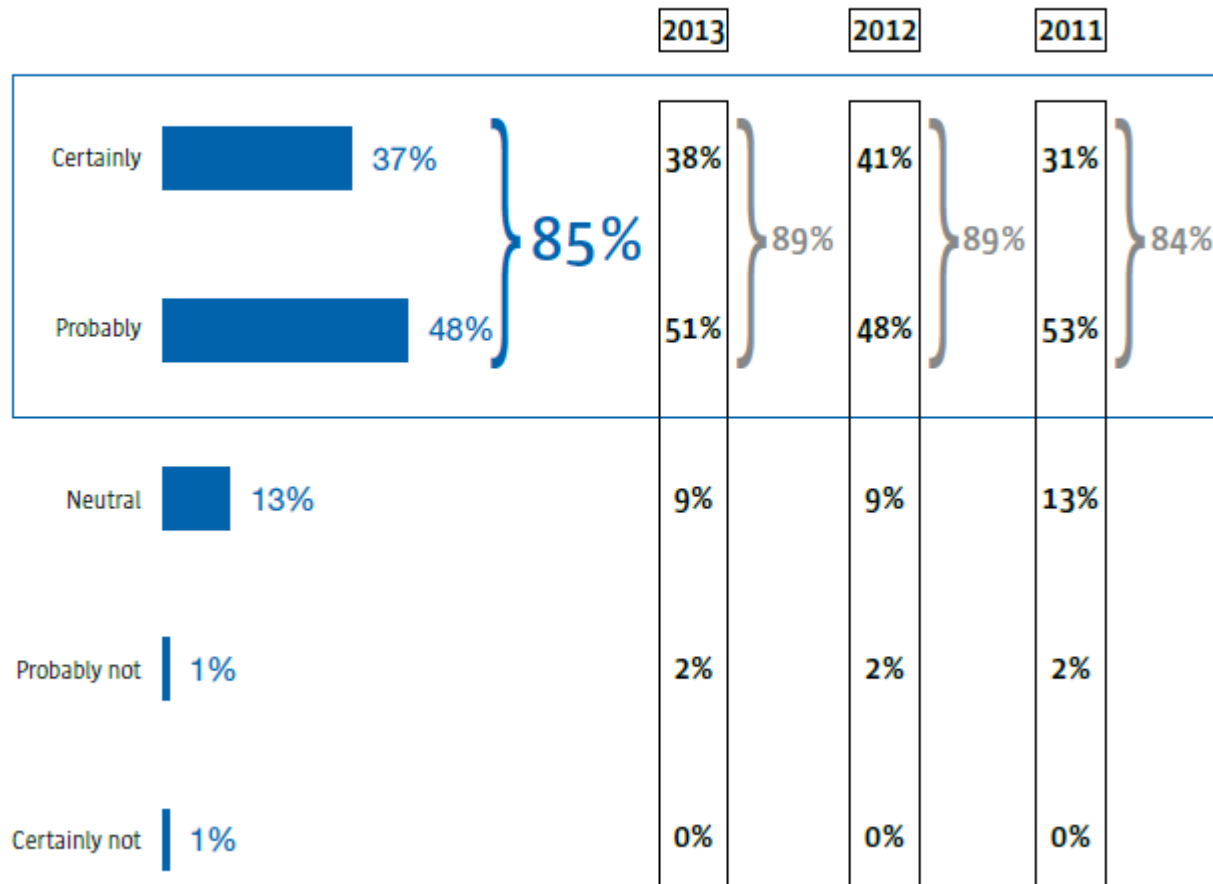
... en genereren volume



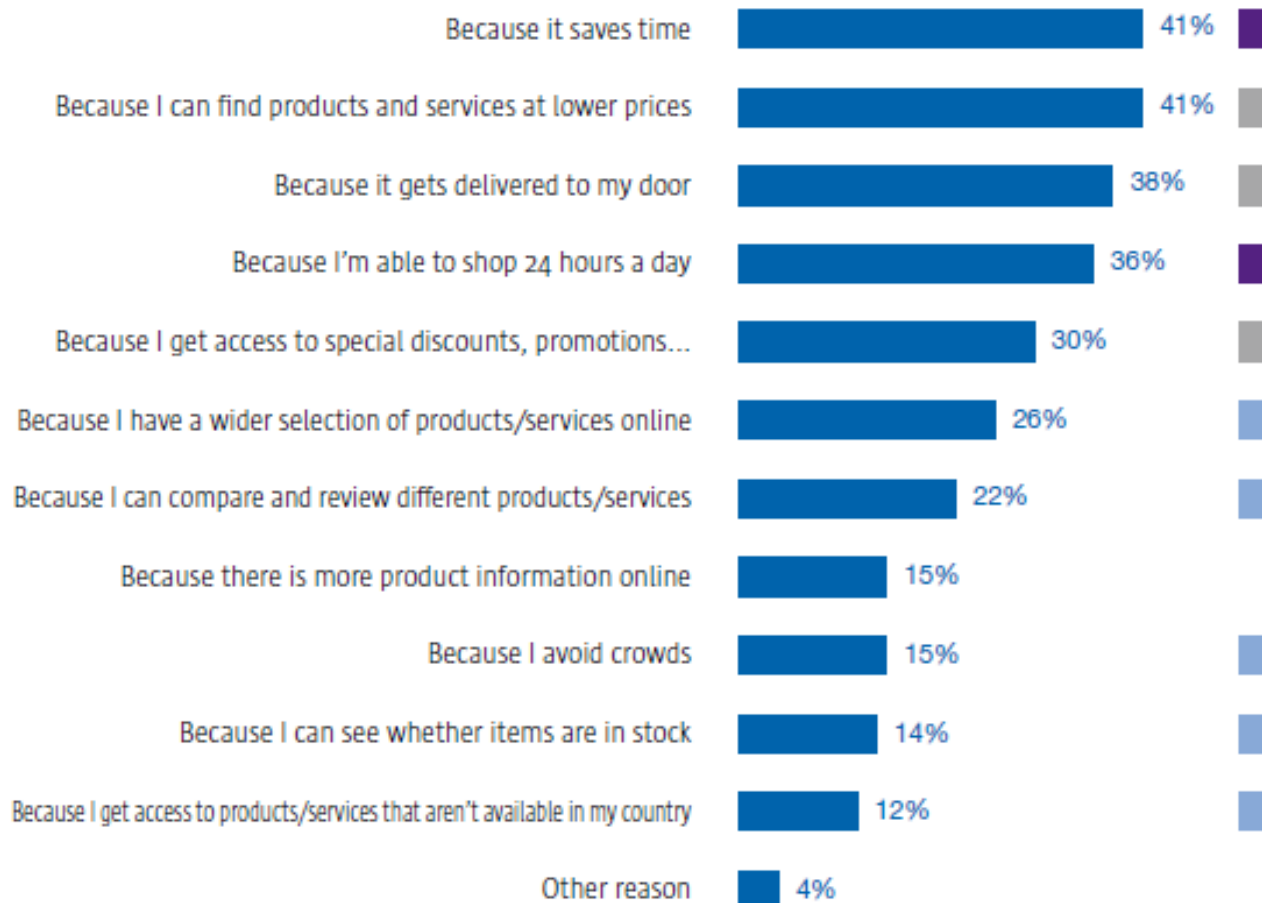
Hotel: quasi éénmalig;
Kleren en schoenen: vaak en veel;
Voeding: meest frequent, nog niet de grote volumes

Slechts 1% van de klanten haakt zeker af

Q: How likely are you to purchase other new products or services on the Internet in the future?

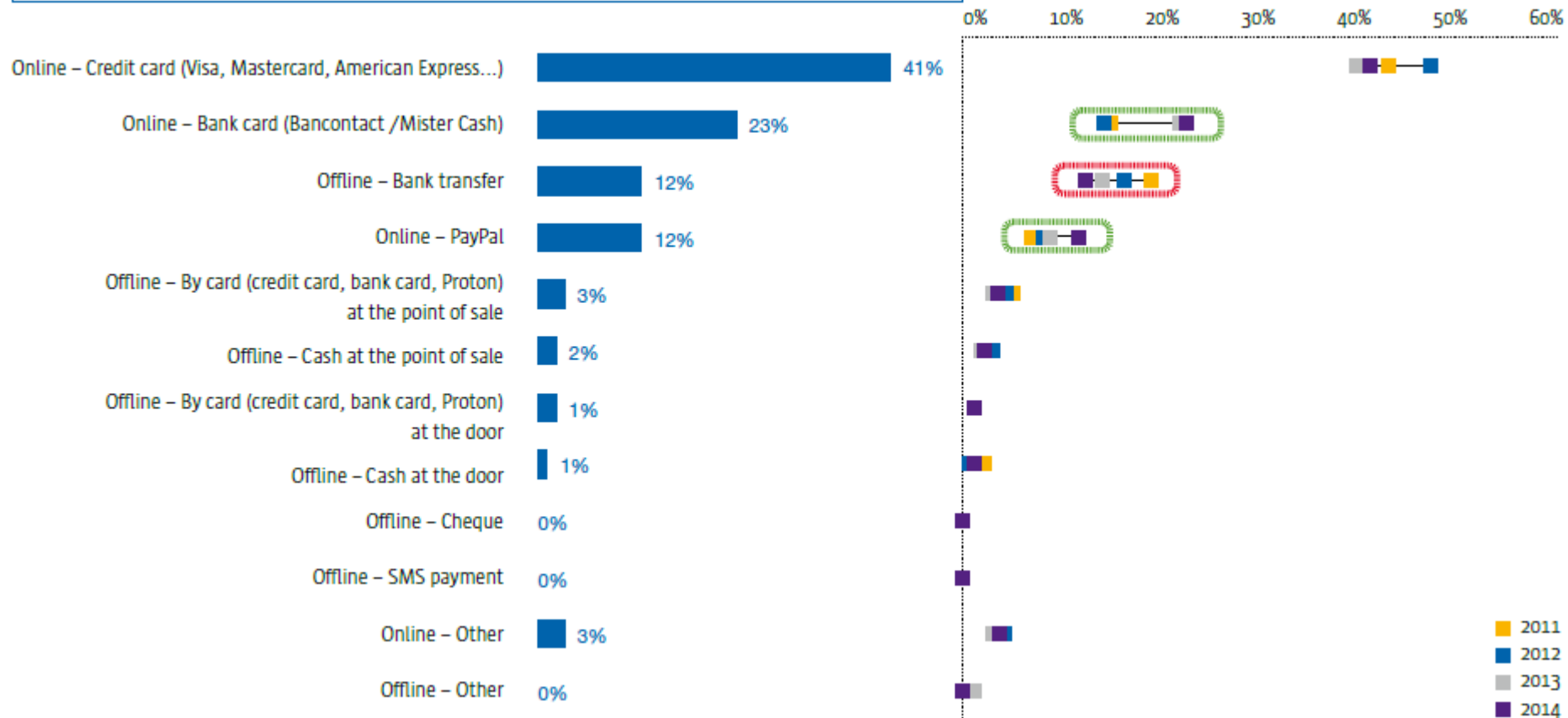


Tijd, geld en gemak



1 betaling op 10 gebeurt nog offline

TRANSACTION PAYMENT METHOD



80% verkiest site met offline winkel(s)

I think a purely online seller without offline counterpart is less reliable than an online seller with an offline counterpart

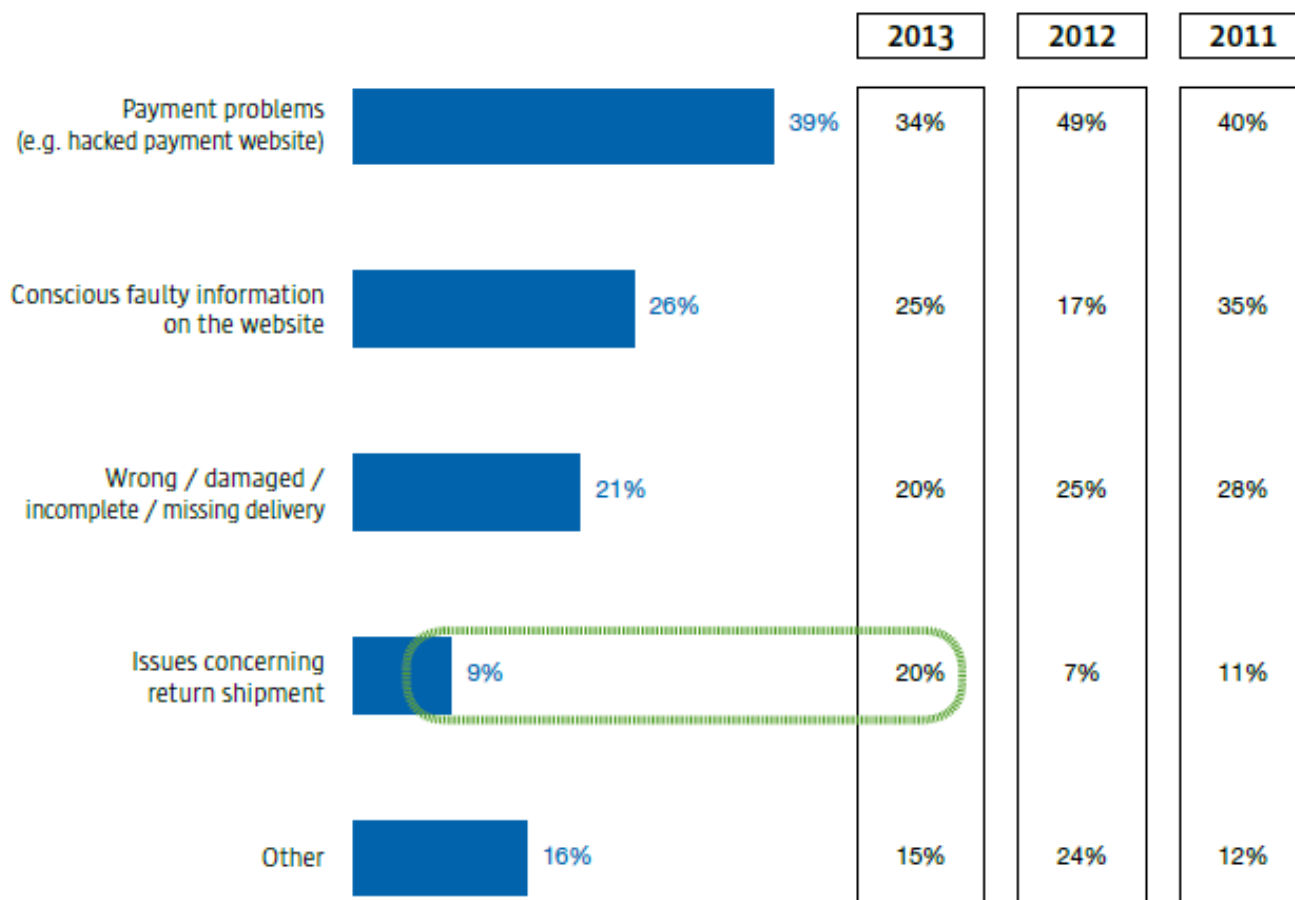


I prefer an online purchase with a purely online seller without offline counterpart, to an online seller with an offline counterpart

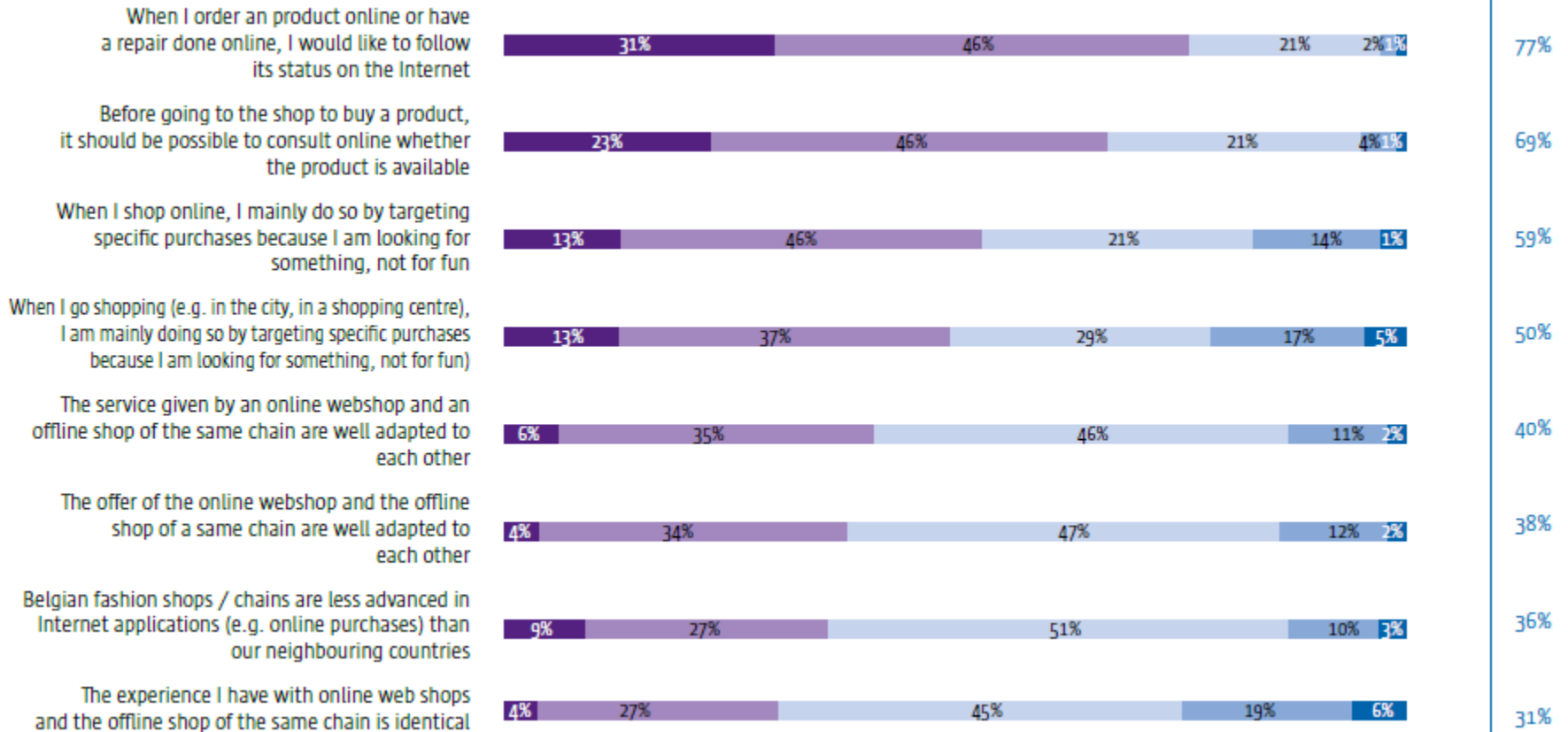


12% ondervond problemen bij aankoop

En die problemen waren...



Klanten willen in de voorraad kijken



Waar zit groei?

- Drempels wegwerken bij online bevolking: vooral betalingen vormen probleem
- Internetpenetratie verhogen:
 - België 81%, Nederland 93%, Luxemburg 91%, UK 83,6%, Duitsland 83%
 - Tarieven mobiel internet kunnen gebruik stimuleren: UK 31% mobiel, België 8,1%

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