



## Online spendings

Compared to Q1 '15



**2.29 billion**

+9%

## Number of online purchases

**21.4 million**



+7%

## People shopping online

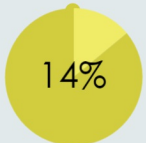
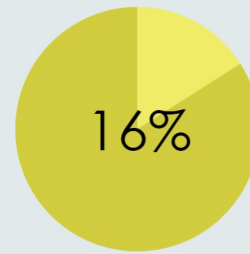
**7.0 million**



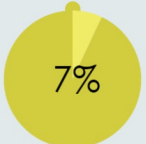
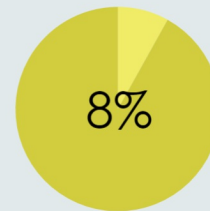
+3%

## Share of online spending Based on spendings

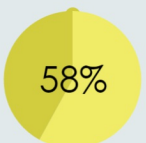
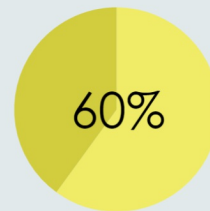
Q1 '15



## Online share products Based on spendings



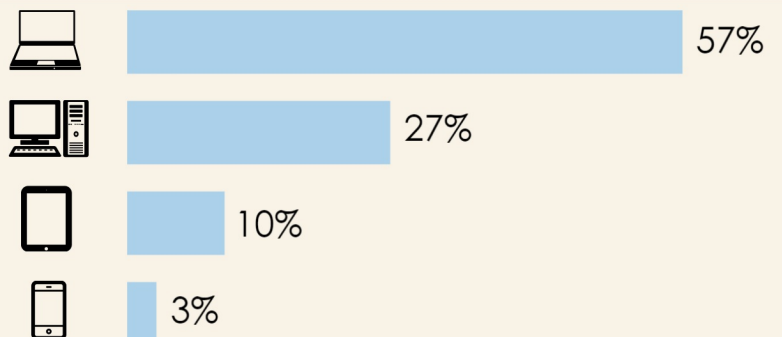
## Online share services Based on spendings



## Top 5 Branches Based on spendings

- 82% Non-packaged Airline Tickets and Accomodation
- 75% Tickets for Attractions and Events
- 57% Package Holidays
- 42% Media & Entertainment
- 30% Telecom

## Distribution of online spending per device



## Rookie of the quarter Biggest growth since Q1 2015

Food/Nearfood  
Q1 '15: 0,4% | Q1 '16: 1%

+171%

powered by:



The BeCommerce Market Monitor reports the total Belgian online consumer market on a quarterly basis. The report is based on continuous data tracking of retail panels and consumers, supplemented with additional consumer research.

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