



Online spendings



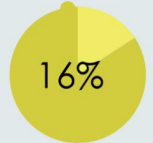
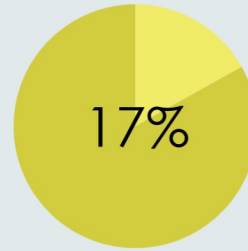
**2.44
billion**

Compared to Q1 '16

+6%

Share of online spending Based on spendings

Q1 '16



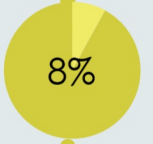
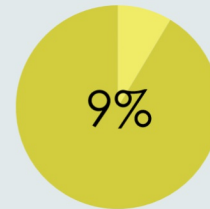
Number of online purchases

**21.4
million**



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Online share products Based on spendings



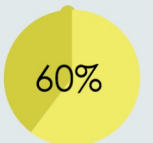
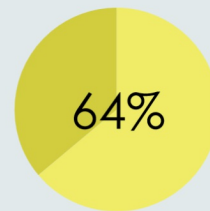
People shopping online

**7.1
million**



+2%

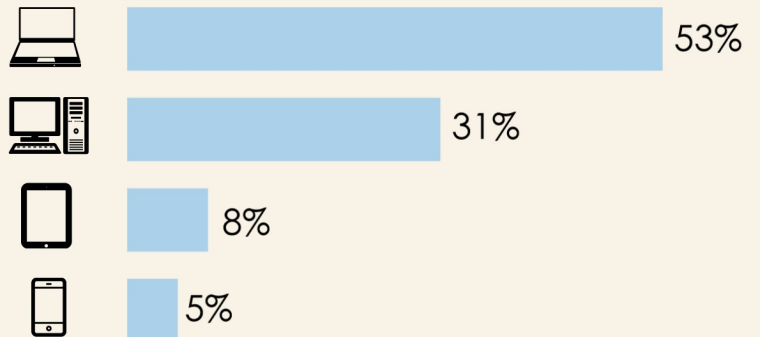
Online share services Based on spendings



Top 5 Categories Based on spendings

- 85% Non-packaged Airline Tickets and Accommodation (service)
- 78% Tickets for Attractions and Events (service)
- 64% Package Holidays (service)
- 41% Media & Entertainment (product)
- 30% Telecom (product)

Distribution of online spending per device



Rookie of the quarter Biggest growth since Q1 2016



Computer & Accessories
Q1 '16: 16.5% | Q1 '17: 22.9%

+39%

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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