



Online spendings



**4.90
billion**

Compared to 1st semester '16

+10%

Number of online purchases

**42.3
million**



+2%

People shopping online

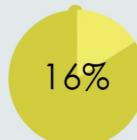
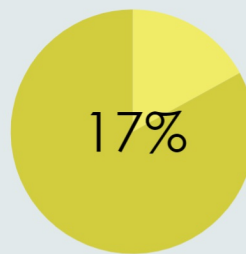
**7.9
million**



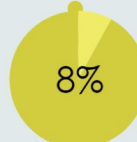
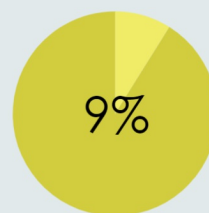
+2%

Share of online spending Based on spendings

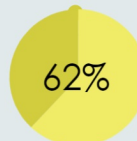
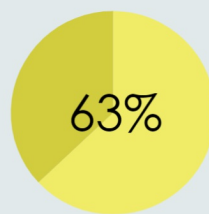
1st semester '16



Online share products Based on spendings



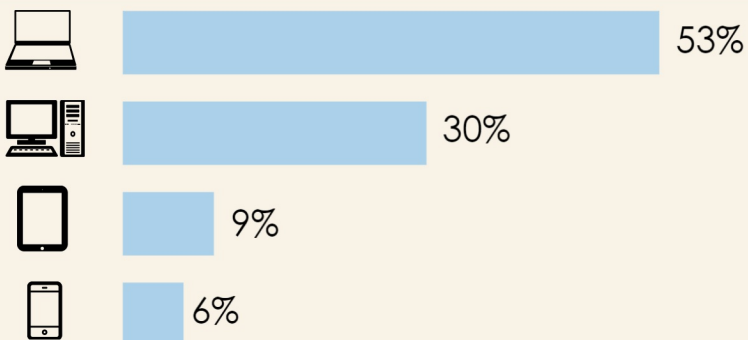
Online share services Based on spendings



Top 5 Branches Based on spendings

- 84% Non-packaged Airline Tickets and Accommodation
- 76% Tickets for Attractions and Events
- 64% Package Holidays
- 42% Media & Entertainment
- 30% Telecom

Distribution of online spending per device



Rookie of the semester Biggest growth since Semester 1 2016



Computer & Accessories
Sem 1 '16: 17.5% | Sem 1 '17: 22.9%

+31%

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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