



Online spendings



**2.46
billion**

Compared to Q2 '16

+13%

Number of online purchases

**20.9
million**



+5%

People shopping online

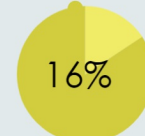
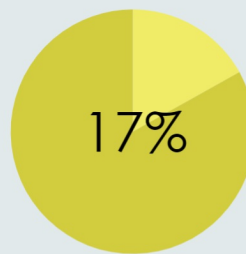
**7.1
million**



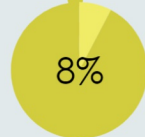
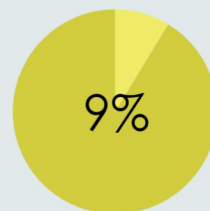
+5%

Share of online spending Based on spendings

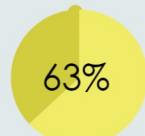
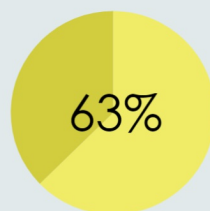
Q2 '16



Online share products Based on spendings



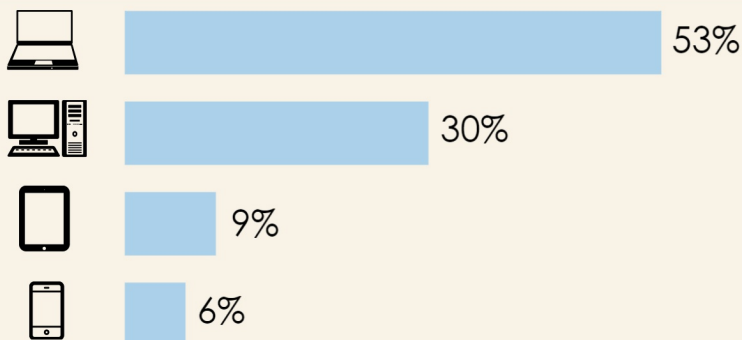
Online share services Based on spendings



Top 5 Categories Based on spendings

- 83% Non-packaged Airline Tickets and Accommodation (service)
- 74% Tickets for Attractions and Events (service)
- 63% Package Holidays (service)
- 43% Media & Entertainment (product)
- 31% Telecom (product)

Distribution of online spending per device



Rookie of the quarter Biggest growth since Q2 2016



Food / Nearfood
Q2 '16: 1.1% | Q2 '17: 1.4%

+26%

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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