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# BeCommerce Figures & Trends 2010

ECOMMERCE IN BELGIUM

September 2011

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RESEARCH FACILITATORS

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## About BeCommerce

Belgian Distance Selling Organisation

BeCommerce is the Belgian association for companies active in distance selling, both online (via all forms of e-commerce) and offline (via catalog, direct mail, phone, SMS, TV, etc.). Through awareness raising, information, promotion, certification of e-commerce sites through a quality label and its own code of conduct, BeCommerce encourages the further growth of the eCommerce sector and the strengthening of consumer confidence in distance selling.

More info: [www.becommerce.be](http://www.becommerce.be)



## Patricia Ceysens

President of the Board of Directors

During the spring of 2011 BeCommerce ran a major member survey in association with iVOX into the current situation and expectations of electronic commerce in Belgium. Focusing on the expected growth of the industry, most sold products online, logistical services and payment methods.

The Belgian e-commerce market is far from saturated. There is much room for improvement and expansion. And this is exactly where BeCommerce and its partners will provide the necessary support and knowledge.

Patricia Ceysens,

President of the Board of Directors

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## BeCommerce Annual Figures & Trends

Forecast growth of 40%

The sector is very positive: 70% of respondents expect in 2011 a growth of 40% in their online sales compared to 2010. The Belgian e-commerce market is far from saturated. The market share of the multi-channel players drops to 46% compared to 65.9% in 2009. The pure-players, companies that sell exclusively over the Internet, dominate the market with 54% market share, compared with 34.1% in 2009.

E-commerce is hiring!

In order to accommodate this growth, the right job profiles are needed. Over 75% of the surveyed e-commerce companies is planning to hire 10 new employees on average in 2011 to boost their activities. Belgian e-commerce businesses are looking for online marketers (49%), IT specialists (32%) and logistical operators (19%).

Mapping e-commerce in Belgium

In the top 3 of the best-selling products over the Internet we find decoration products, like last year, at No. 1 (35.1% in 2009 and 46% in 2010). The top 3 is further complemented by fashion accessories (43%) and clothing (43%).

The Belgian Post is still the most popular package vendor. 65% of companies surveyed indicate to deliver parcels through the post to their customers. Couriers (38%) and pickup points (for example, Kiala) are also offered to deliver online orders. More and more e-commerce companies offer the ability to pick up packages at a collection point (from 29.5% in 2009 to 38% in 2010).

Online stores who offer credit card payment are still very popular. 95% of the Belgian e-shops offer payment by Visa and MasterCard, 38% offers payment via American Express. Paying with ordinary bank card - Bancontact/ Mister Cash – is possible with 60% of the Belgian internet shops, Maestro is offered at 49% of the shops. Besides the online payment systems like PayPal (54%) and Ideal (46%), online banking is well established as a payment method.

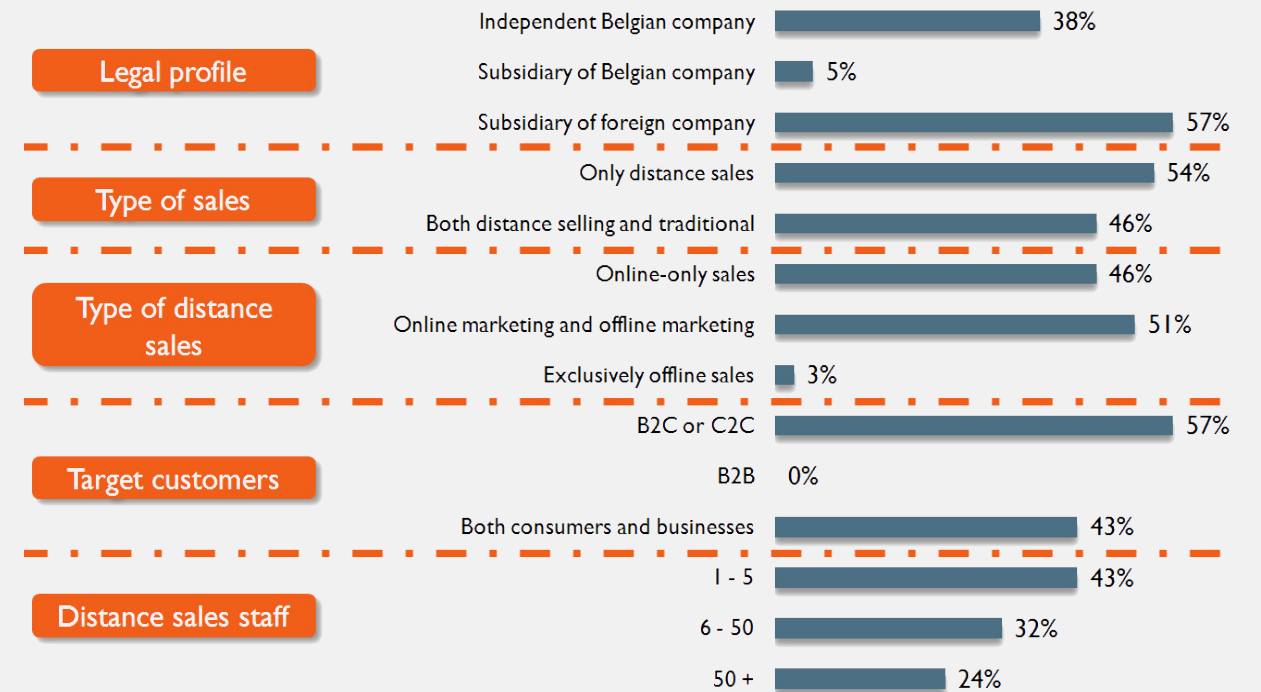
## I. Introduction to the study

### AIM OF THE STUDY

Study of the current situation in the online distance selling market in Belgium as well as expectations and trends

### METHOD

Online quantitative survey with respondents from the BeCommerce database, wich include at that time 537 email addresses, targeting Belgian organisations with distance selling activities.





## II. Current situation

Legal profile

A branch / subsidiary of a foreign parent company

57%

An independent Belgian company

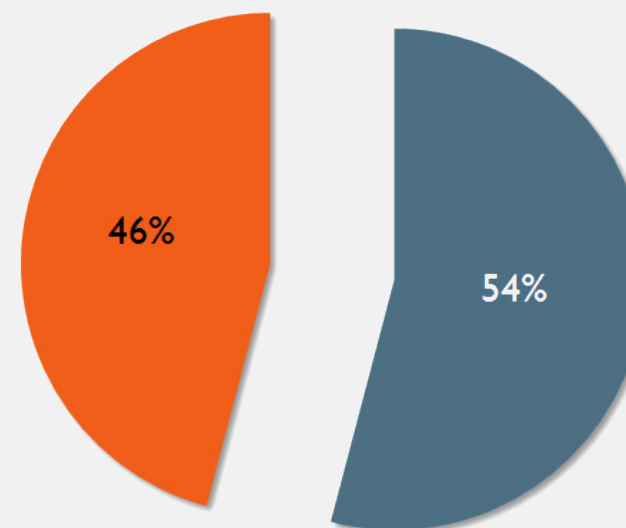
38%

A branch / subsidiary of a Belgian parent company

5%

## II. Current situation

Sales activities

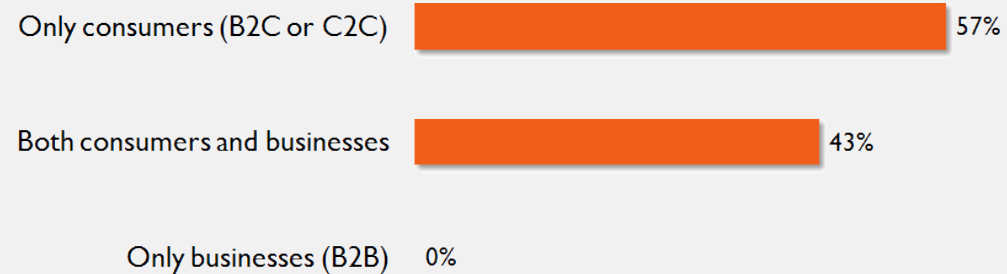


■ Only distance sales  
■ Both distance selling and traditional



## II. Current situation

Target customers distance selling



The share (%) of the distance selling activities in the total business turnover of 2010

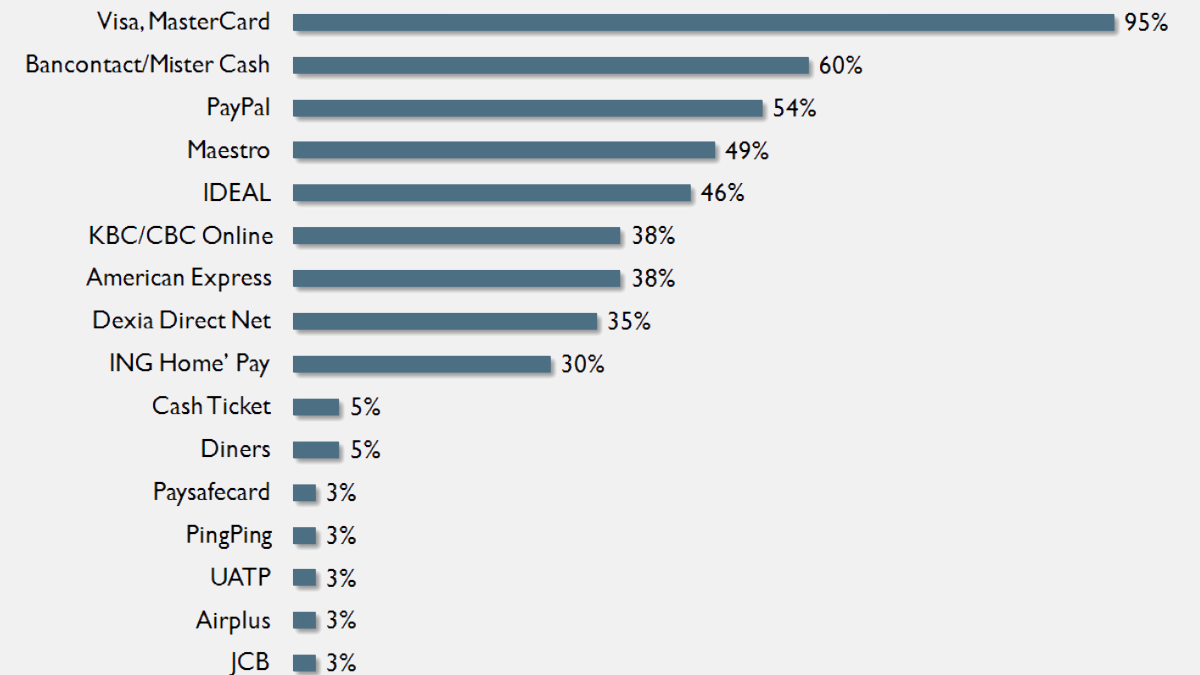
66%

The share (%) of B2C and C2C in the total turnover of distance selling 2010

87%

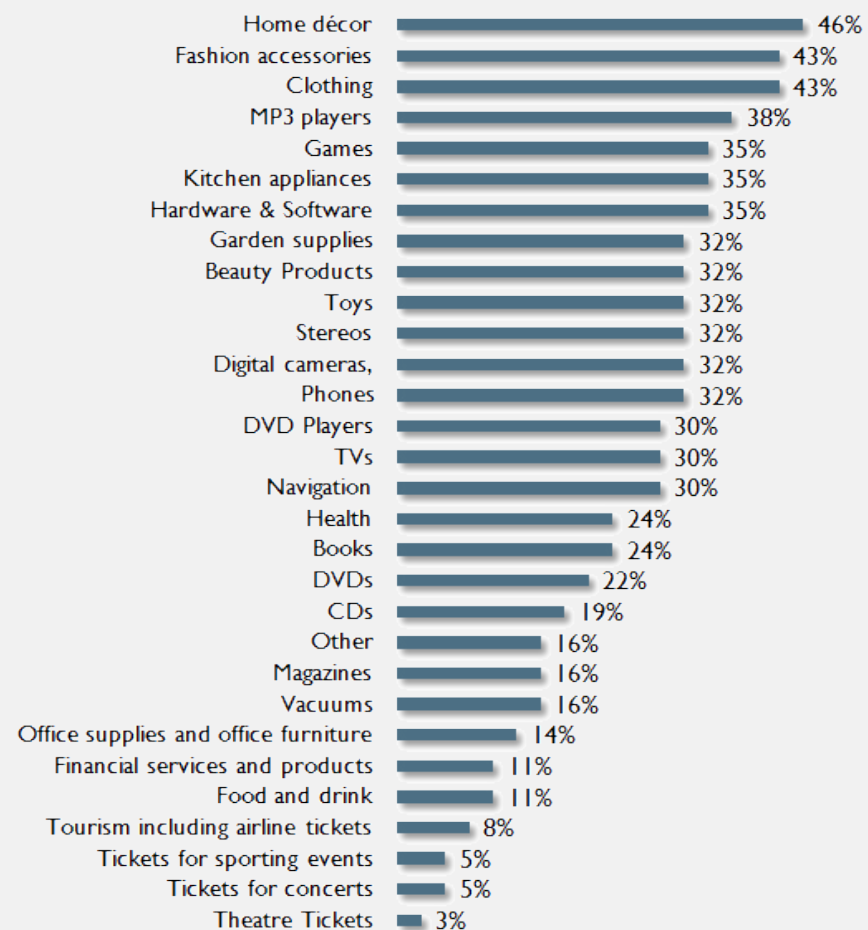
## II. Current situation

Payment methods



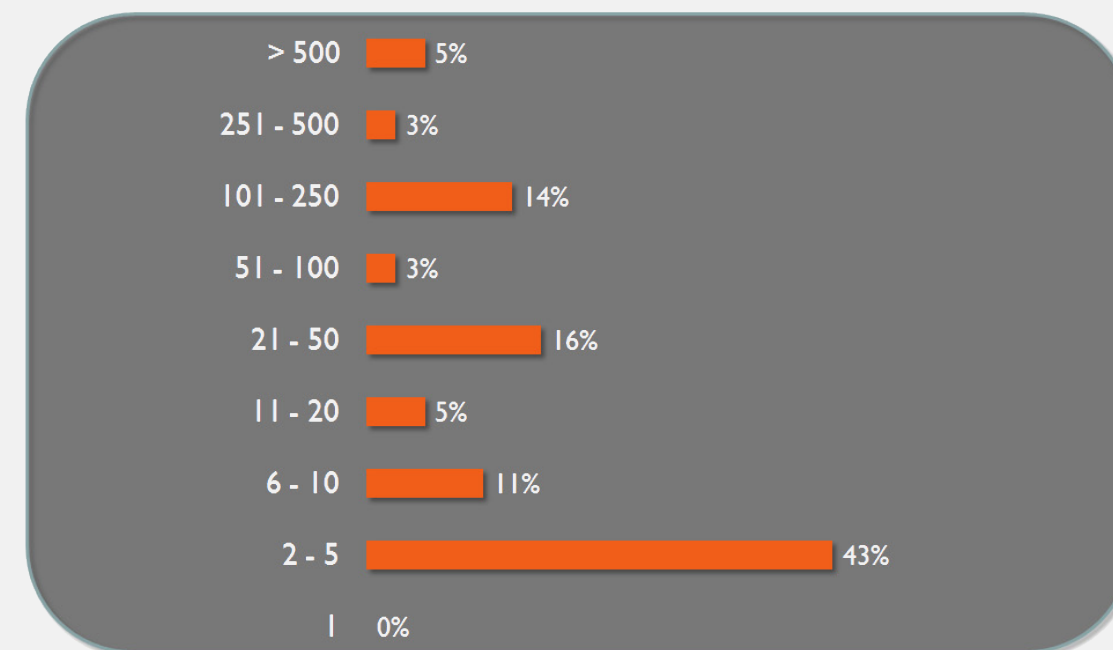
## II. Current situation

Products



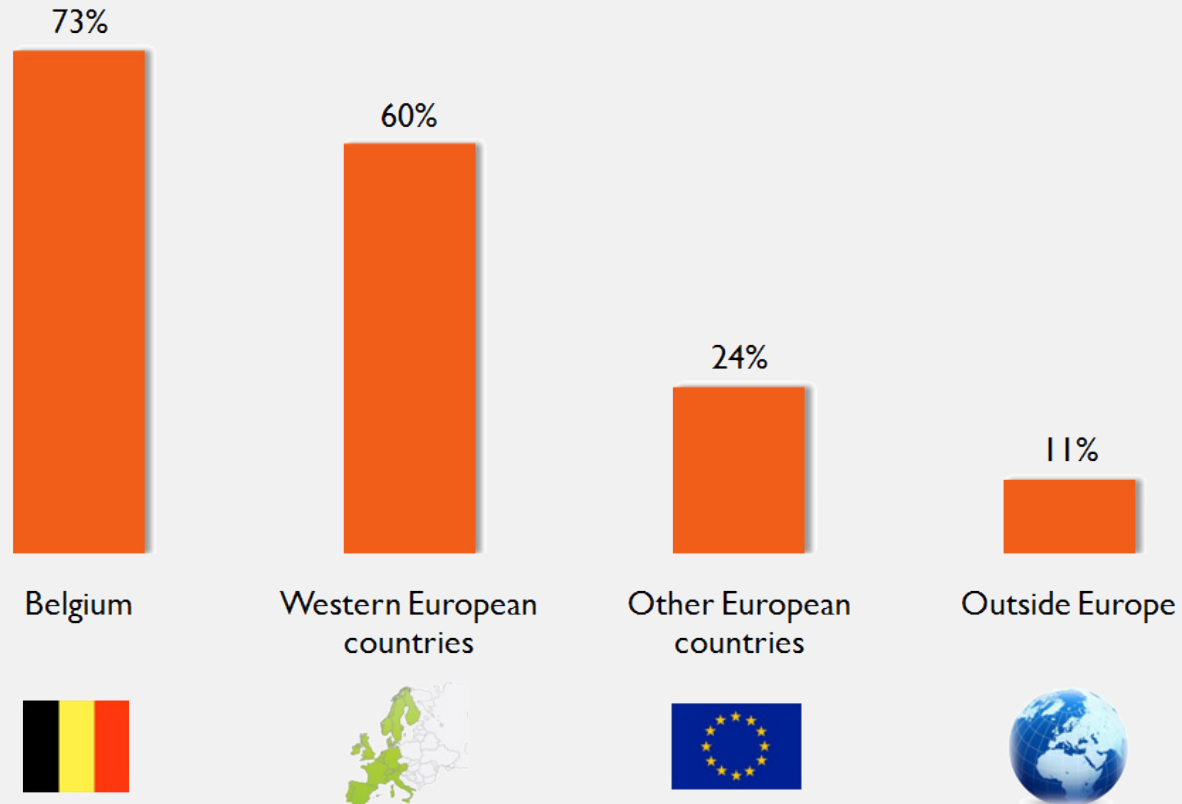
## II. Current situation

Distance selling staff



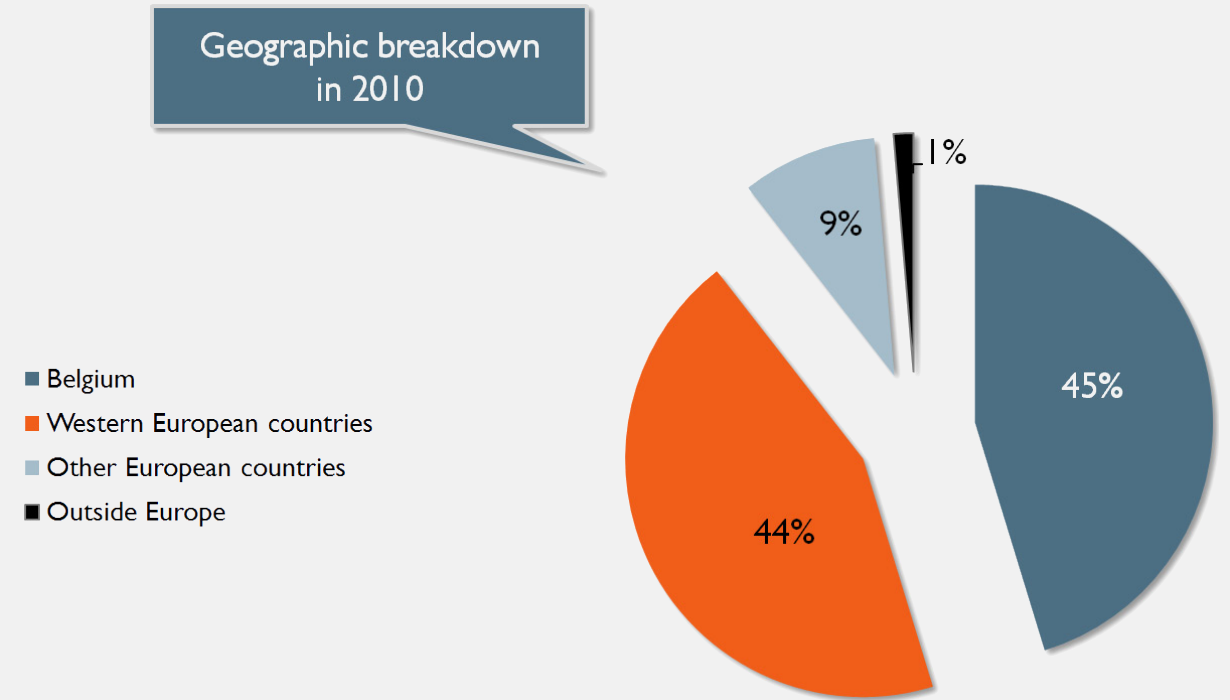
### III. Locations

Market



### III. Location

Geographic breakdown

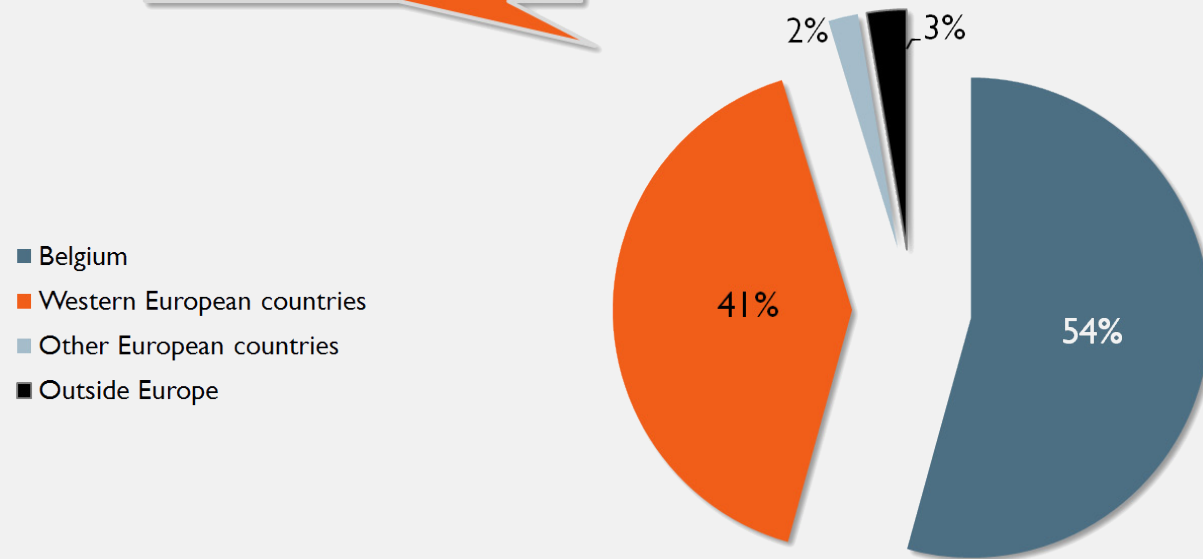




### III. Locations

Turnover

Share of total turnover  
In 2010



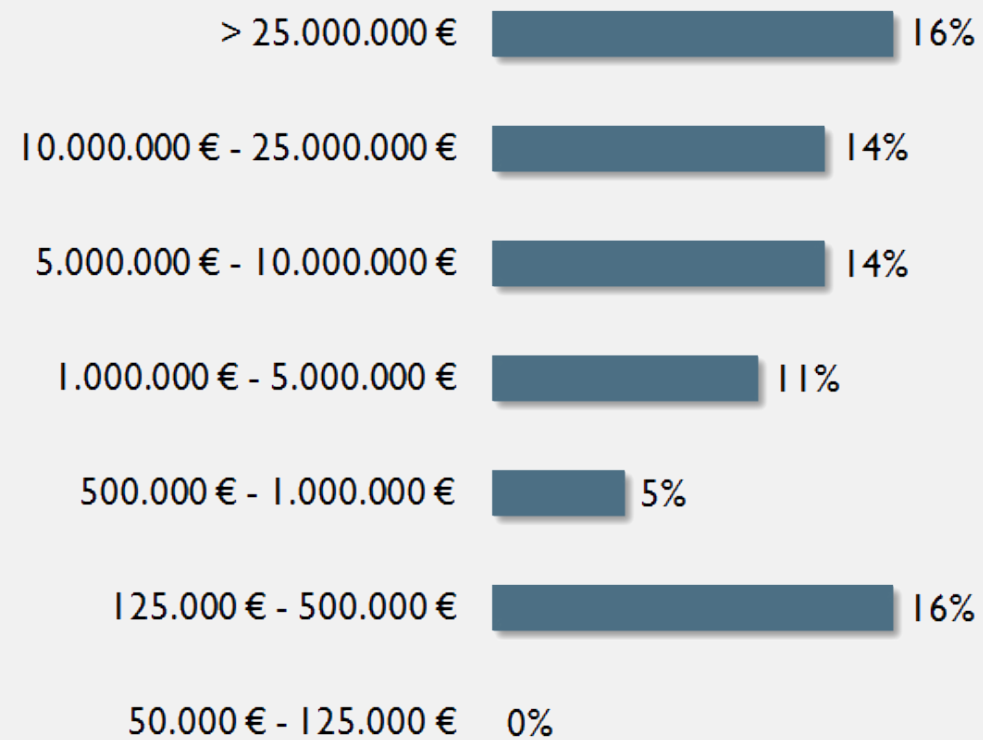
### IV. New hires

Situation



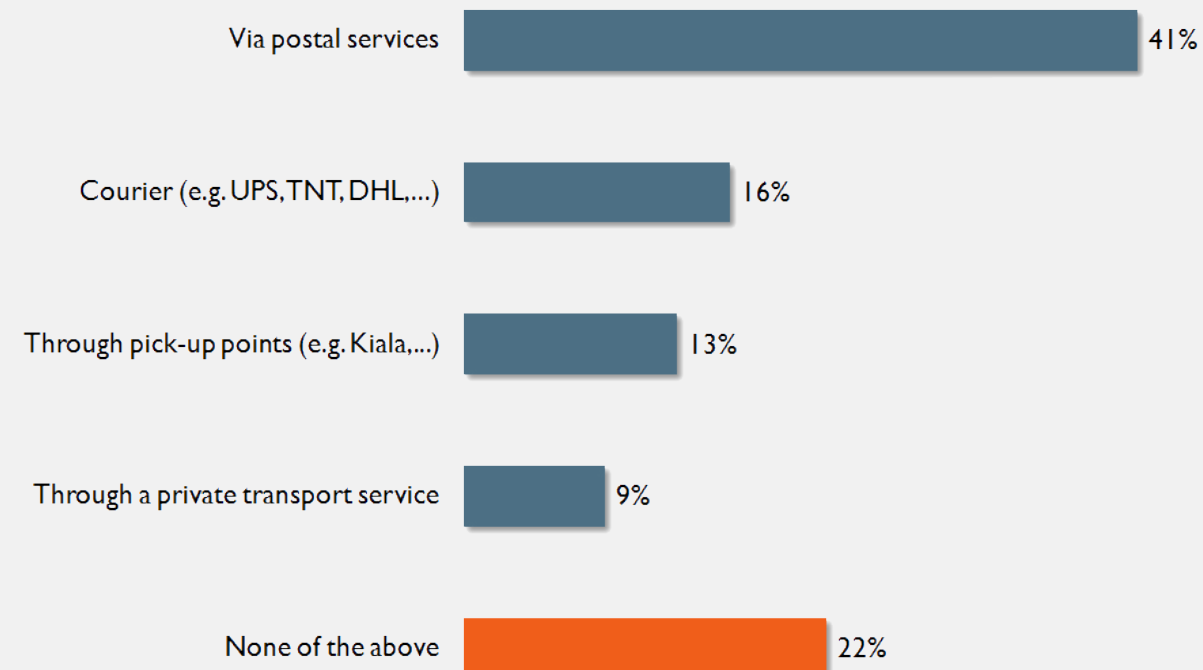
## V. Sales

Distance selling turnover



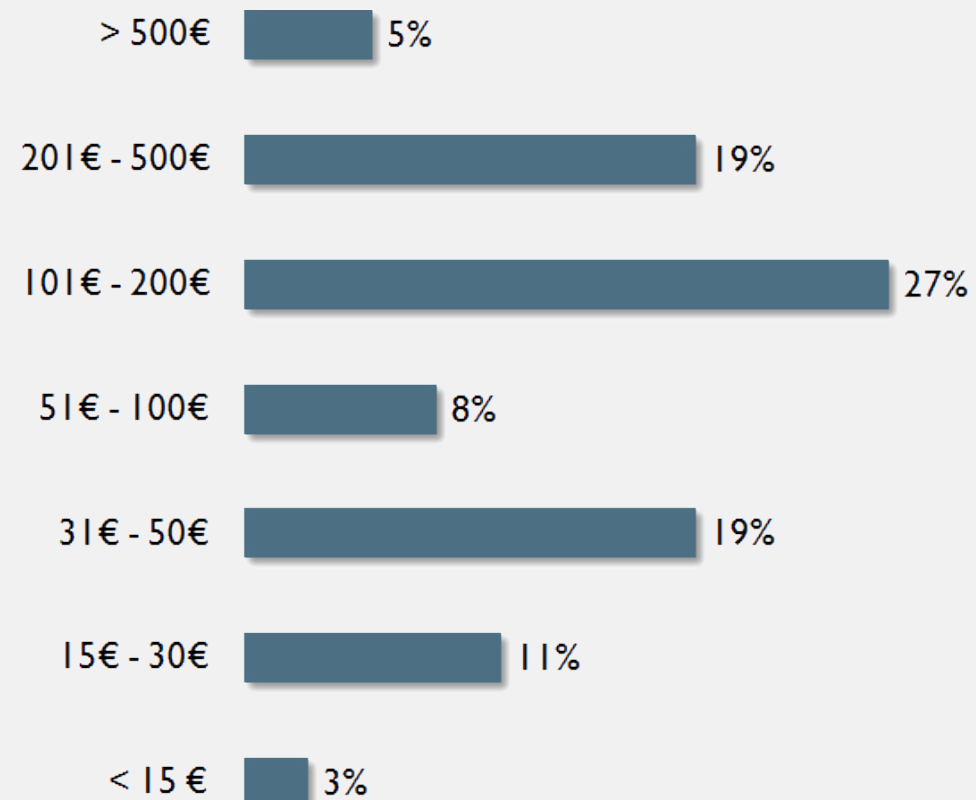
## V. Sales

Order methods



## V. Sales

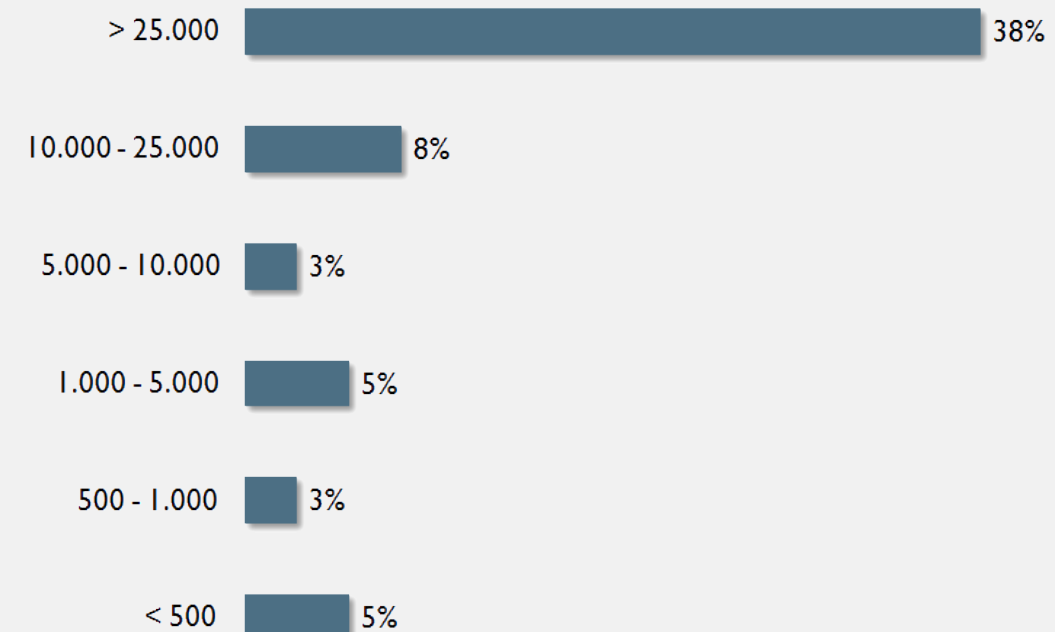
Average price distance selling



I cannot give this information 8%

## V. Sales

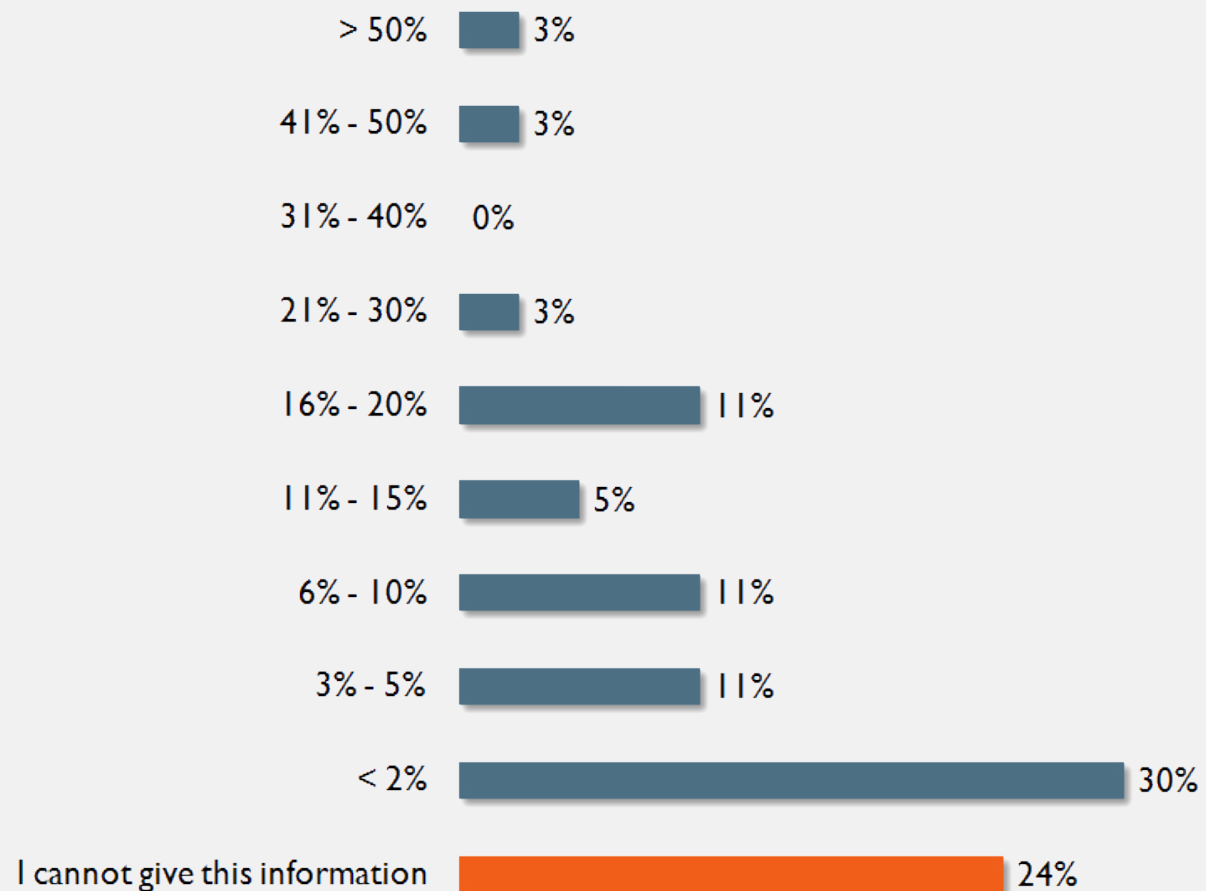
Number of parcels



I cannot give this information 38%

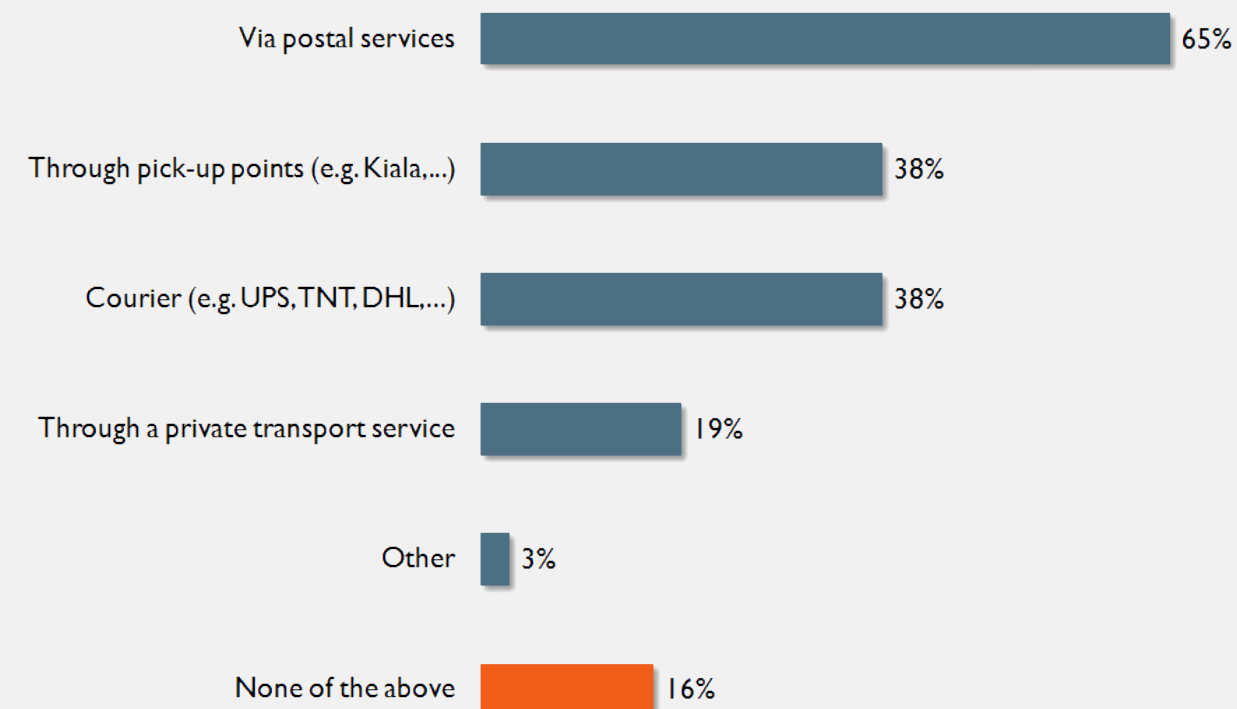
## V. Sales

Returned orders



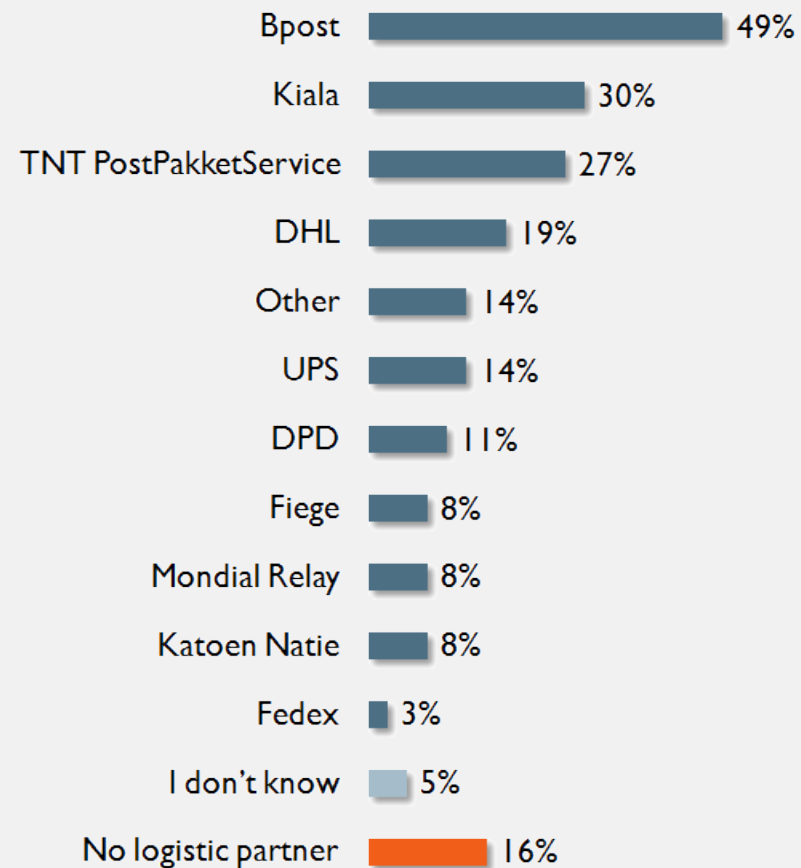
## VI. Logistics

Delivery end user



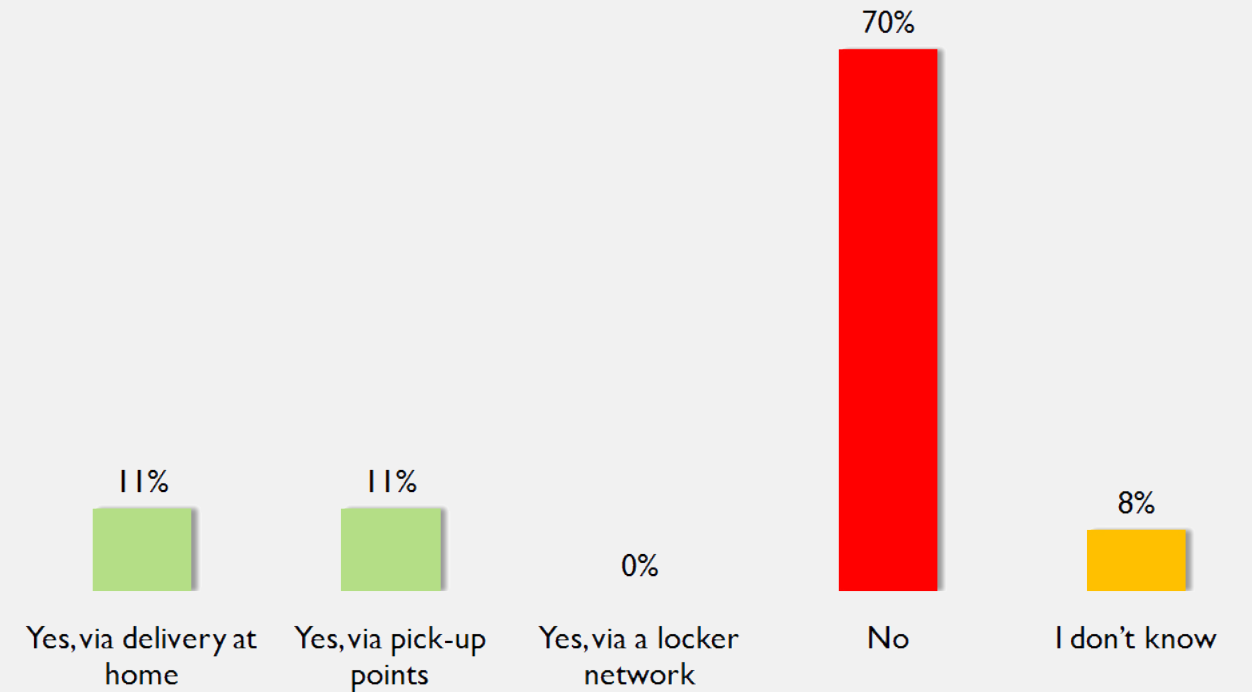
## VI. Logistics

Logistic partner



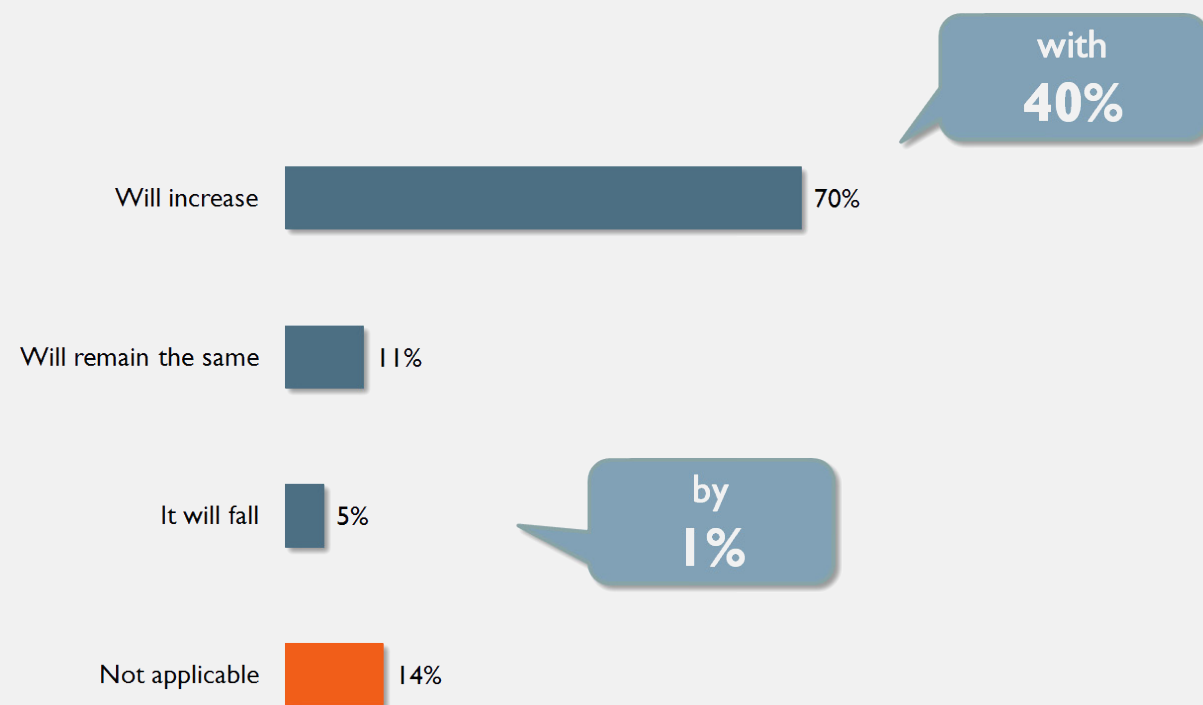
## VI. Logistics

Time slot delivery



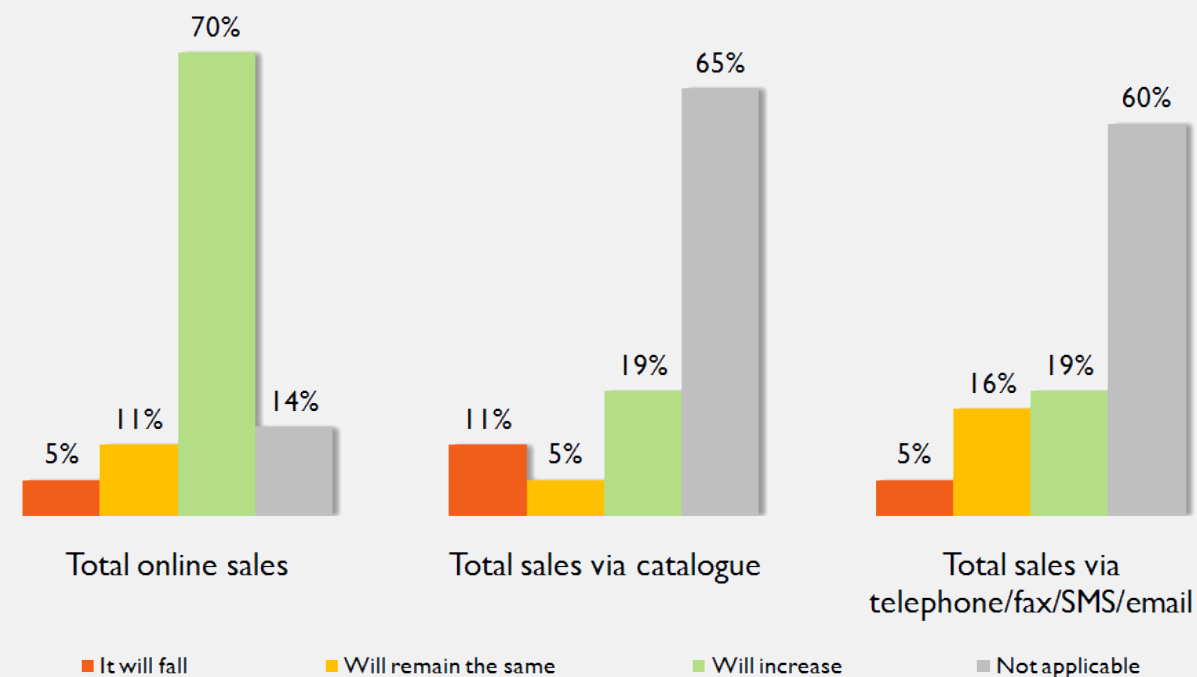
## VII. Experience & trends

Expectations total online sales



## VII. Experience & trends

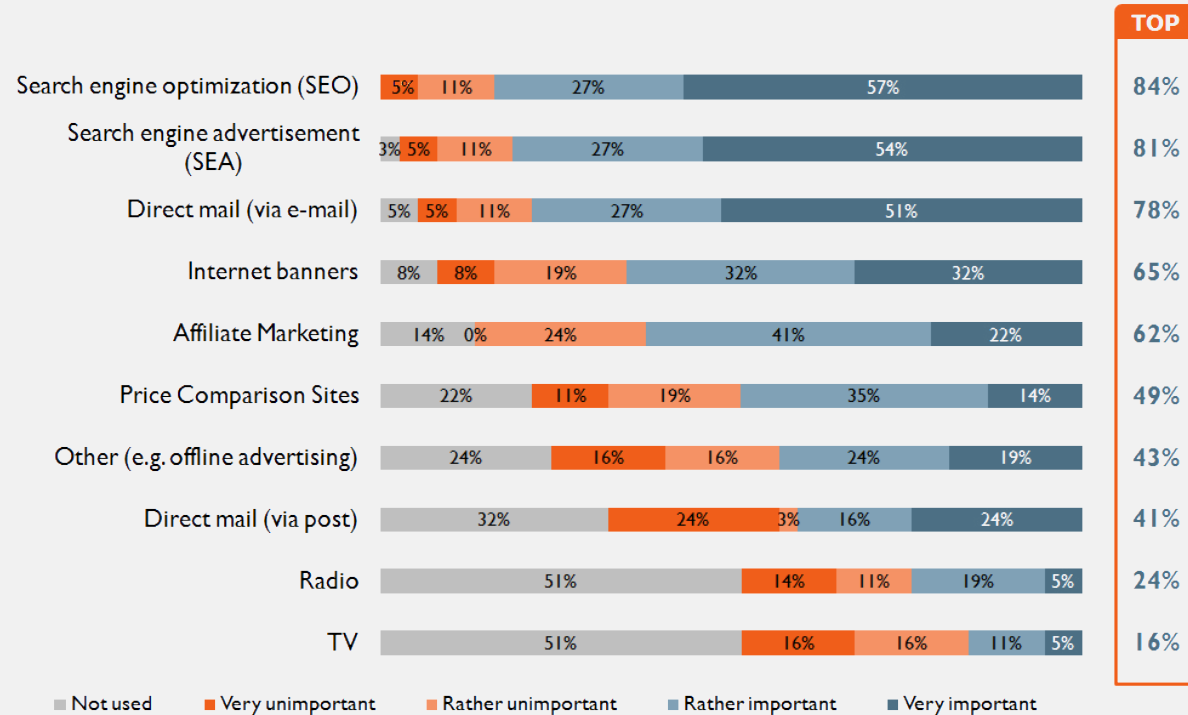
Expectations sales





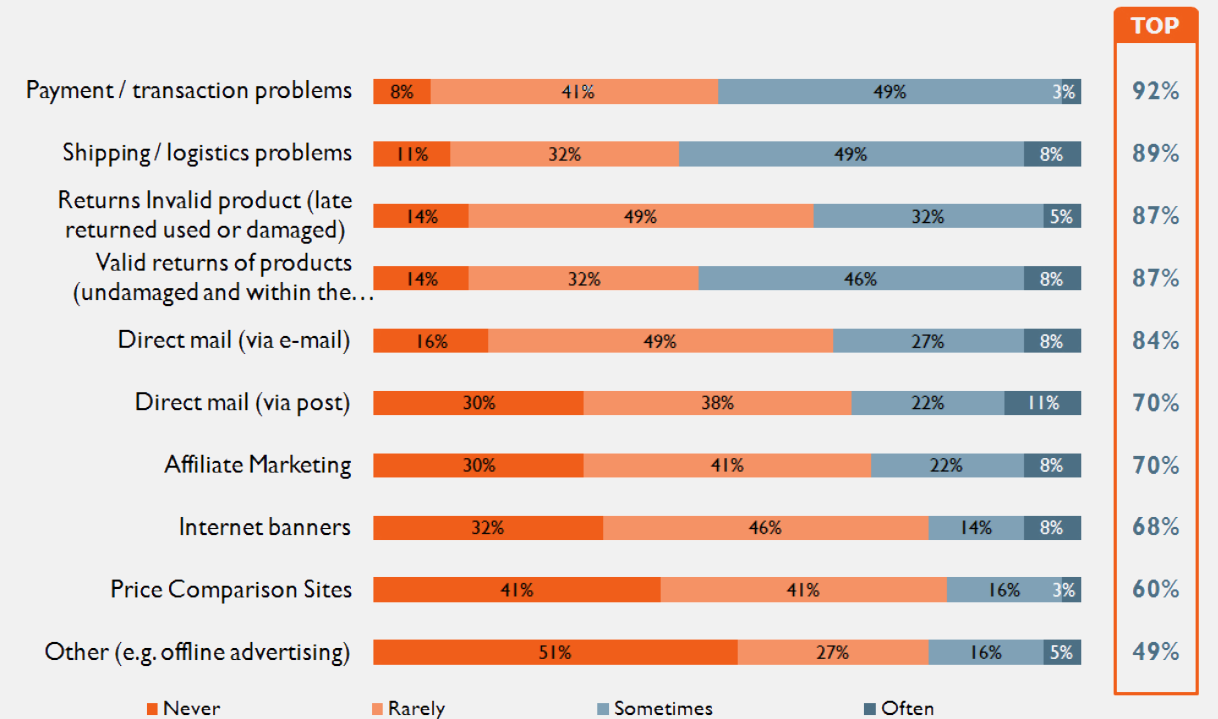
## VII. Experience & trends

Promotion distance selling



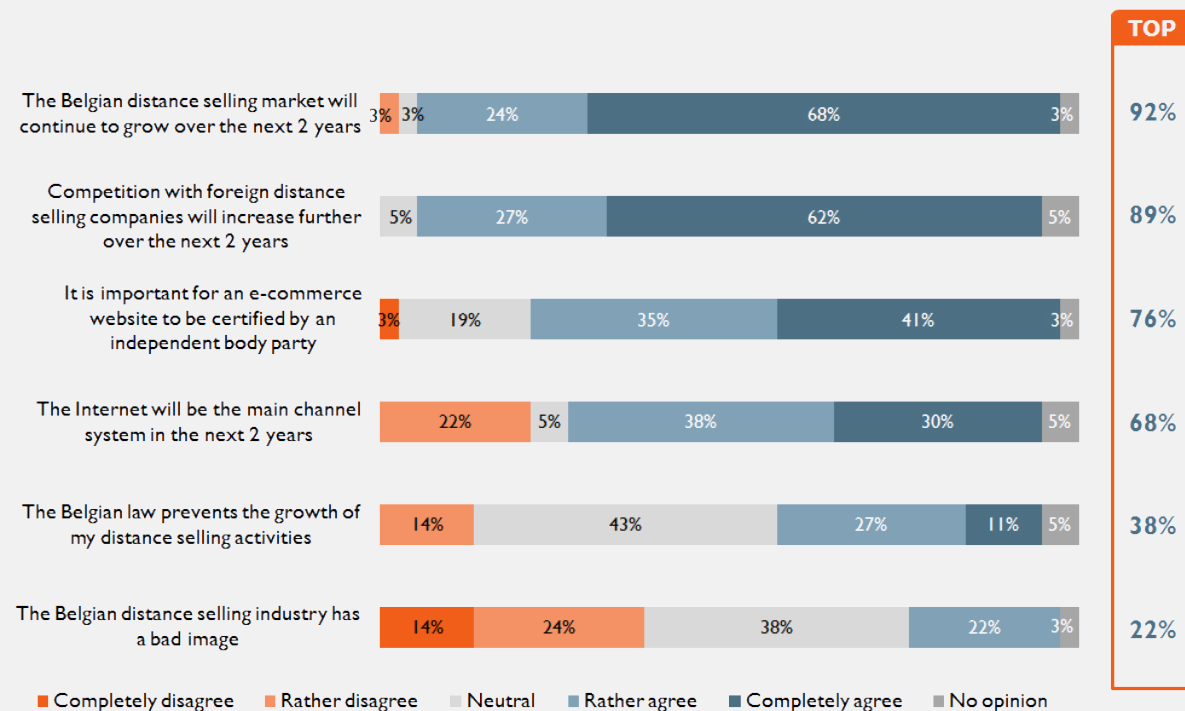
## VII. Experience & trends

Potential problems



## VII. Experience & trends

Trends



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RELIABLE ONLINE SHOPPING