

RetailX Benelux Ecommerce Region Report 2022

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

€30.6bn

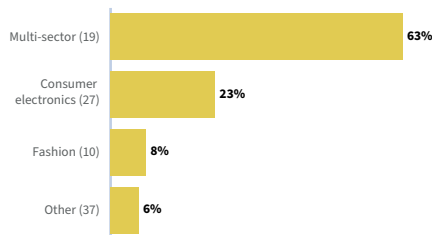
Netherlands' annual ecommerce market revenue, the largest in Benelux

43%

of web traffic from the Benelux region goes to US-headquartered retailers

Web traffic by sector in Benelux

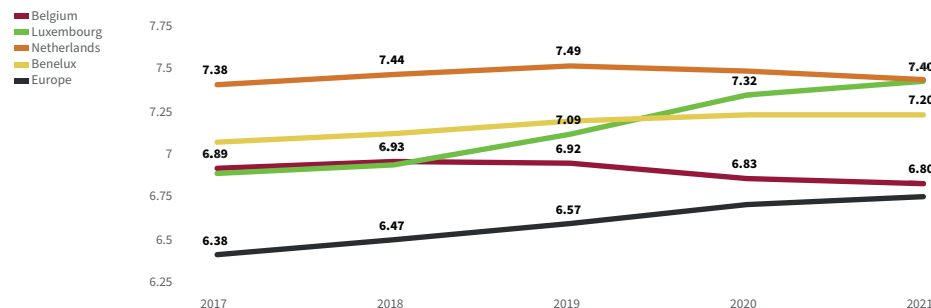
Web visits of local consumers to the Benelux Largest 100 retailers



Note: The number of retailers in a sector is shown in parentheses. Source: RetailX, drawing on data from SimilarWeb

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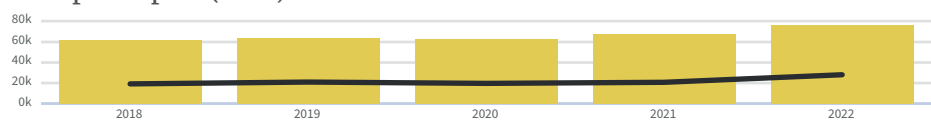
Happiness Index Benelux, 2017-21



Survey respondents evaluate the quality of their current lives on a scale of 0 (unhappy) to 10 (happy)
Source: The World Happiness Report

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GDP per capita (EUR)



Source: RetailX, drawing on data from IMF

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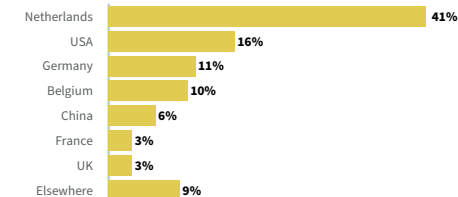
Discover the extent of internet usage in the Benelux region, the percentage of internet users shopping online, development of the market and consumer preferences in Belgium, Luxembourg and the Netherlands.



Why has cross-border trade developed to be a major share of ecommerce, which product categories are bought most often online, how are payment methods changing in these mature markets and how is sustainability altering the competitive final mile? Company profiles highlight Amazon Belgium, bol.com and Kruidvat.

Download the RetailX Benelux Ecommerce Region Report 2022 at <https://internetretailing.net/reports/retailx-country-reports/2022-benelux-ecommerce-region-report/>

Where the Benelux Largest 100 are based



Source: RetailX, drawing on data from SimilarWeb

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58%

of web traffic to Benelux-based Top50 retailers originates outside the region

RetailX in partnership with:

