

5^e studie e-commerce in Belgium

Persconferentie 11 juni 2015

5^e onderzoek online consumenten

- Zelfde methodologie= vergelijken met voorgaande jaren
- 1.500 respondenten: grootste onderzoek in België
- Onderzochten voor het eerst mobiele aankopen
- Conclusies:
 - Meer mensen kopen vaker online maar geven minder uit
 - Online handel kan fysieke winkels versterken
 - Schermgrootte en betaalproblemen grootste barrières voor mobiel betalen



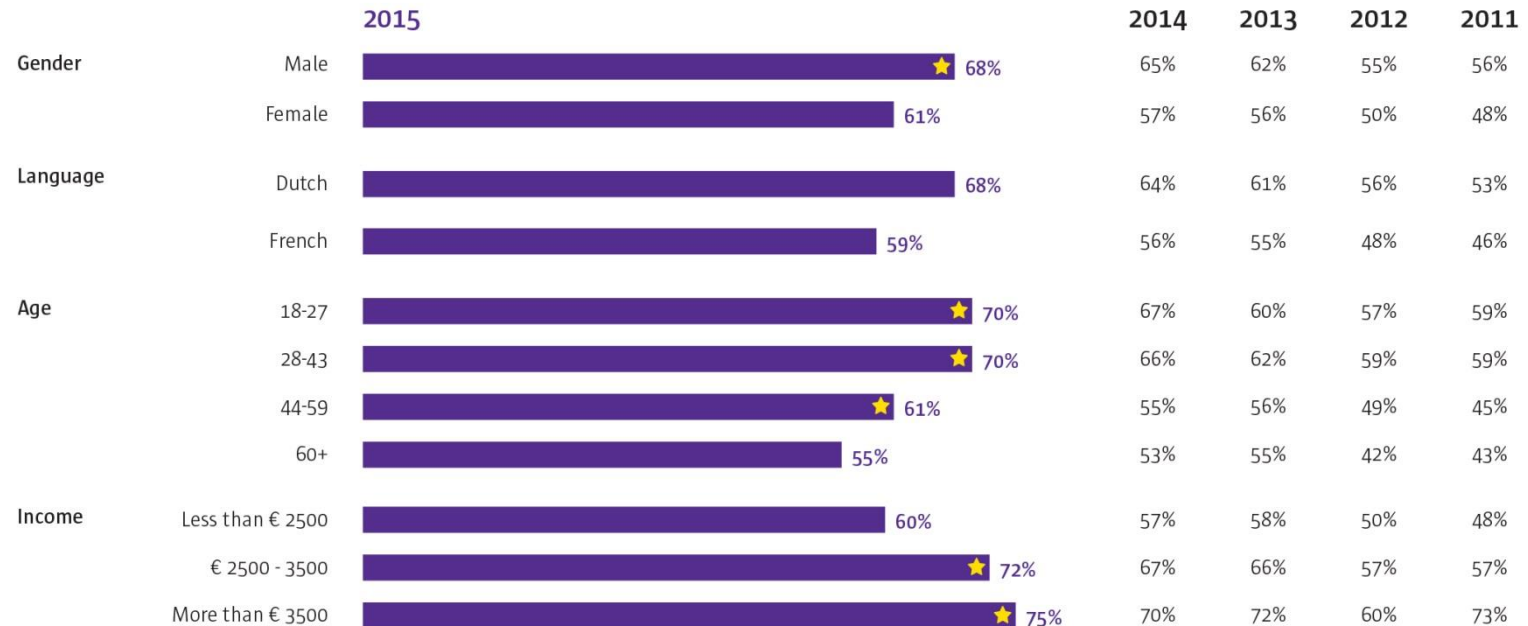
Wie koopt online?

440.000 nieuwe klanten

	EVER PURCHASED ONLINE VIA A WEBSITE OR A MOBILE APPLICATION					PURCHASED ONLINE LAST YEAR VIA A WEBSITE OR A MOBILE DEVICE				
	2015	2014	2013	2012	2011	2015	2014	2013	2012	2011
ONLINE POPULATION	77%	75%	75%	67%	66%	76%	74%	70%	59%	58%
BELGIAN POPULATION*	65%	61%	59%	52%	52%	64%	60%	57%	46%	45%

* Extrapolated to the Belgian population regarding the current internet-population (84,7% in 2015)

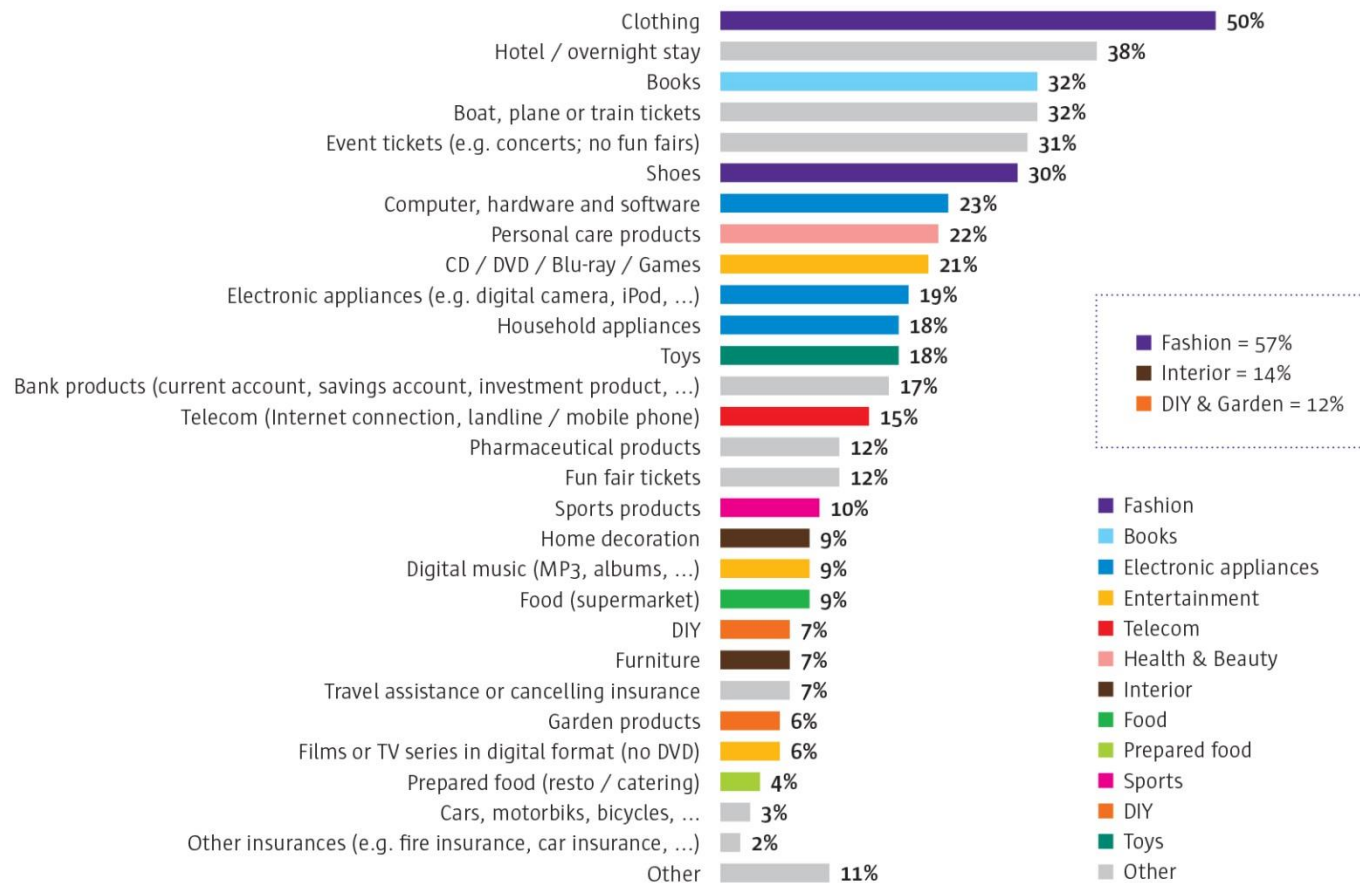
Mannen: 7% meer dan vrouwen



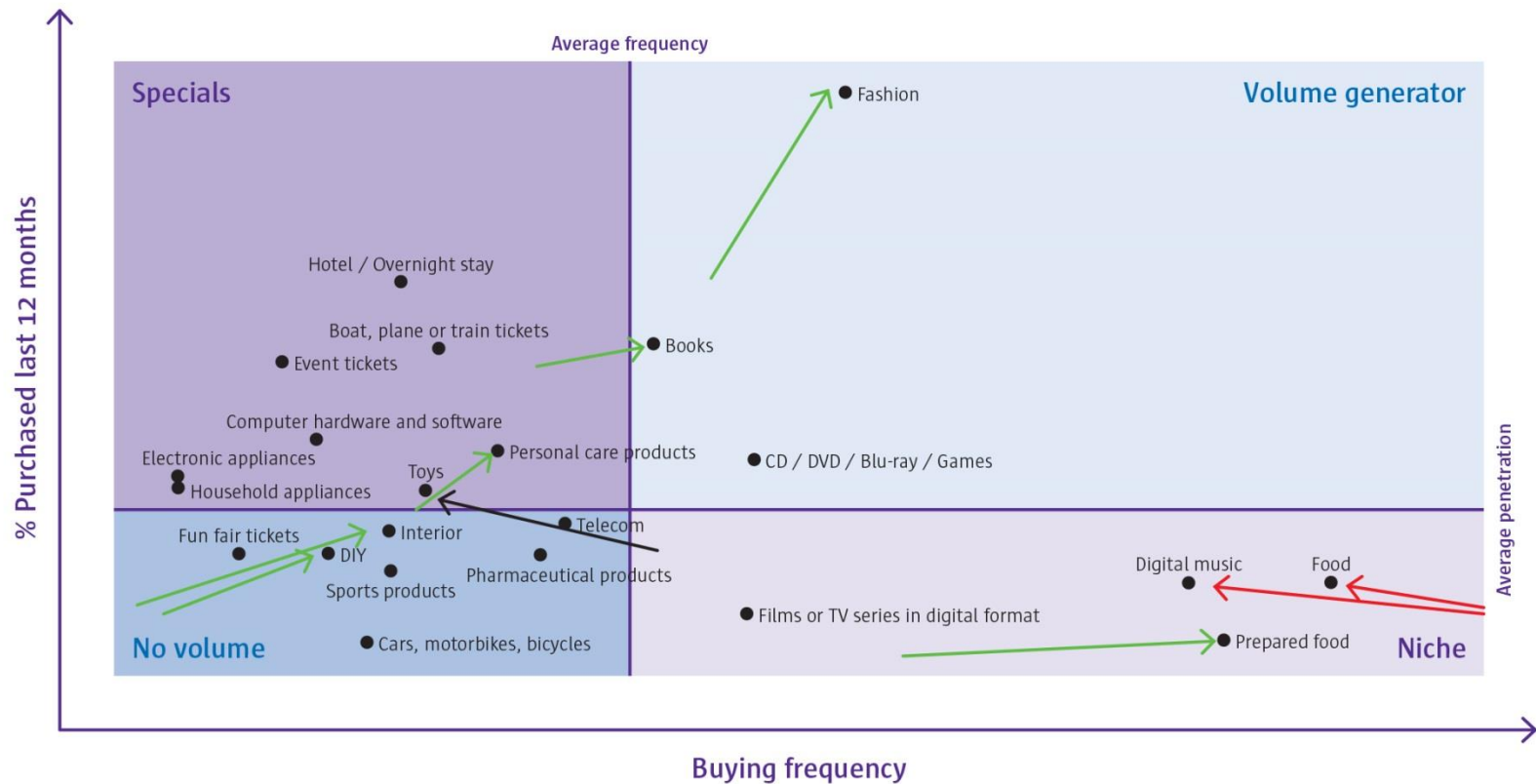
★ Sign. Different from at least one other target group (95% confidence level)

Wat kopen we online?

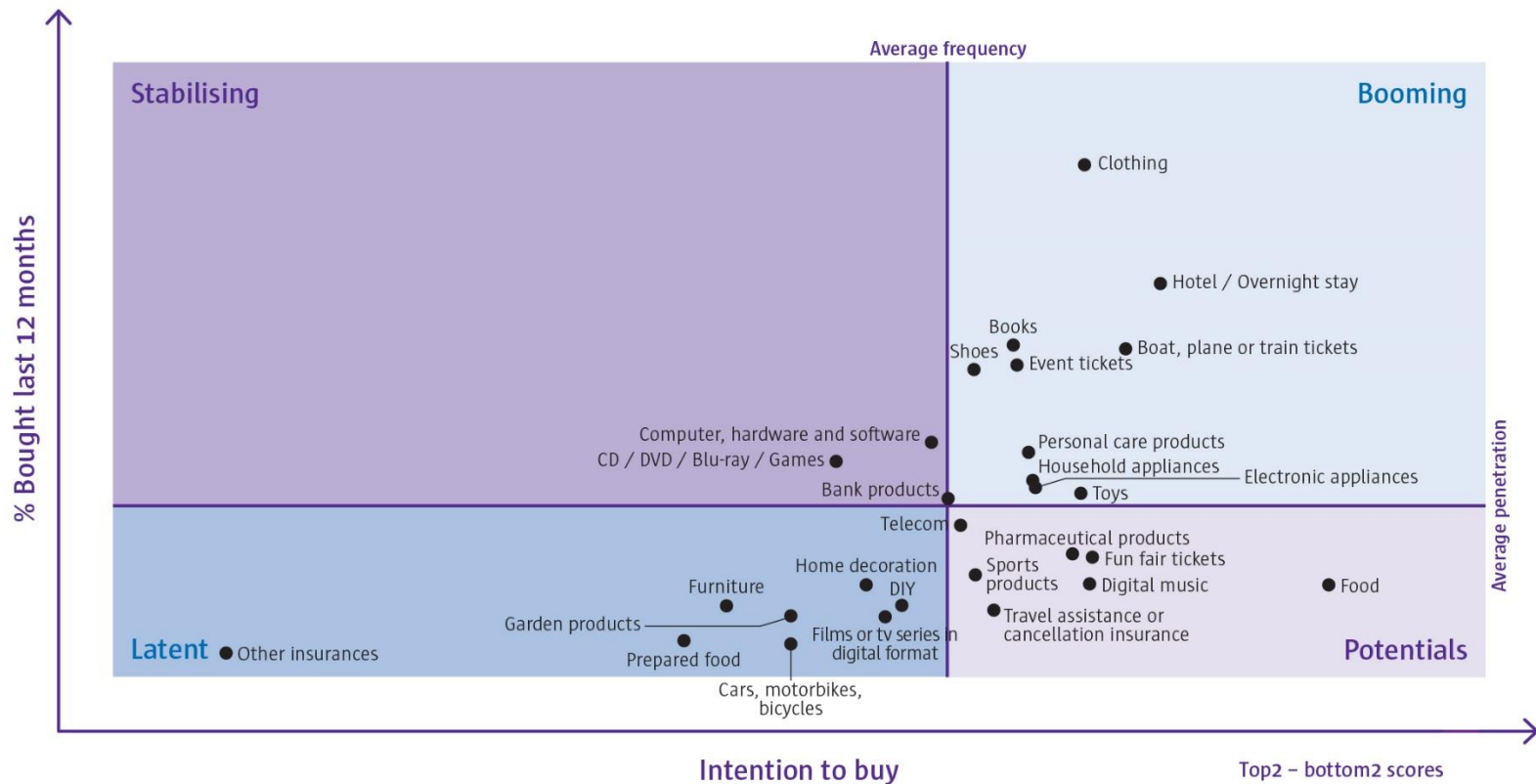
Kleren en schoenen meest populair



Food is een nicheproduct...

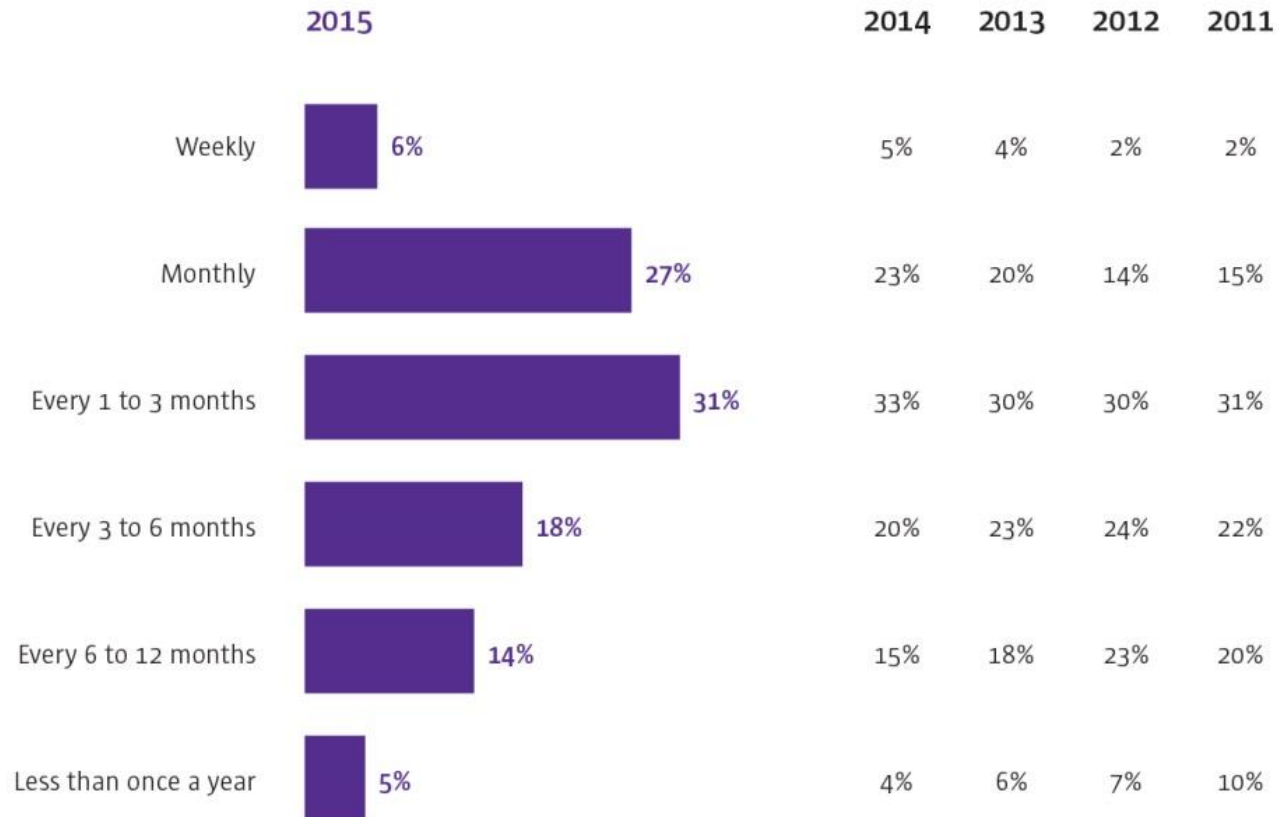


...maar heeft veel potentieel

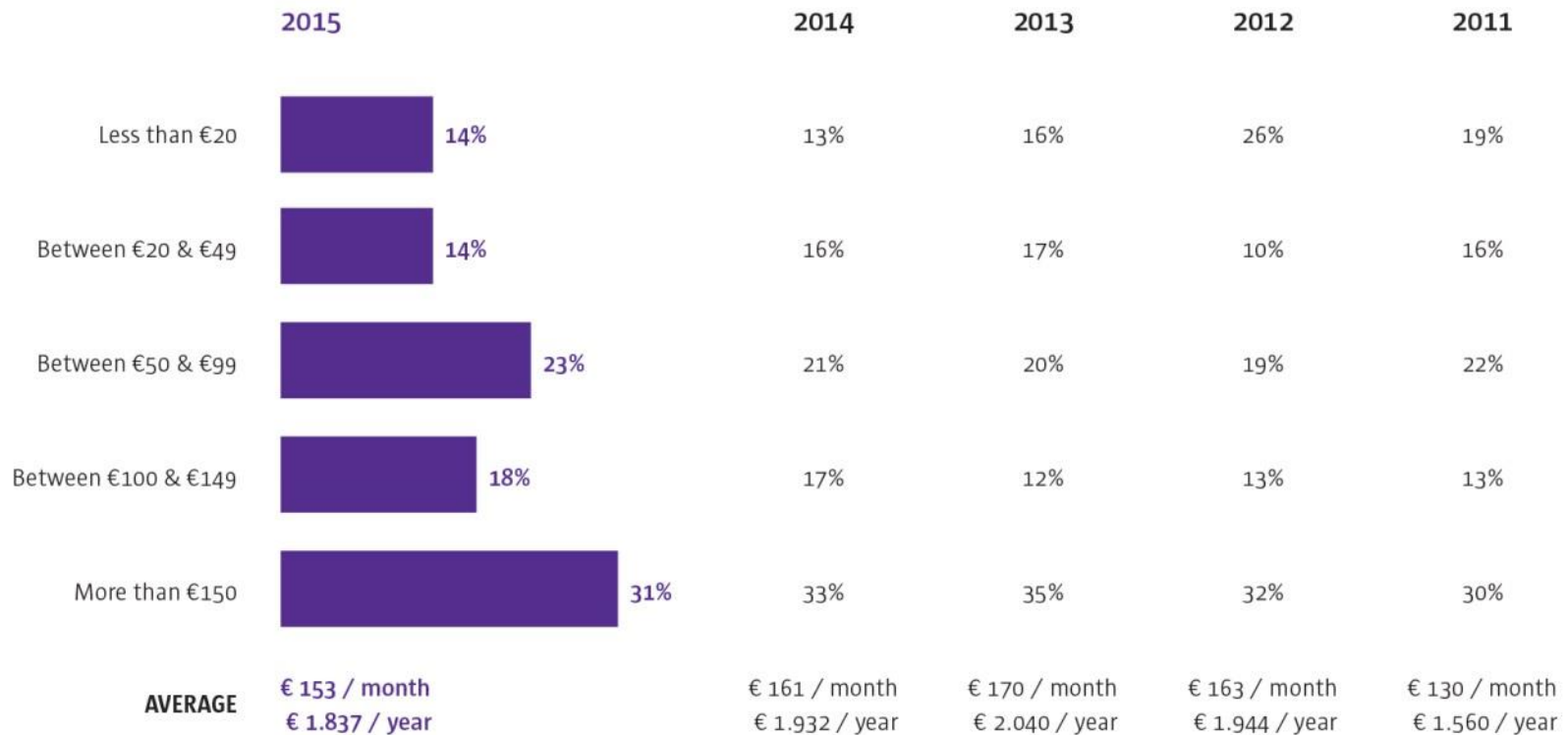


Hoe kopen we online?

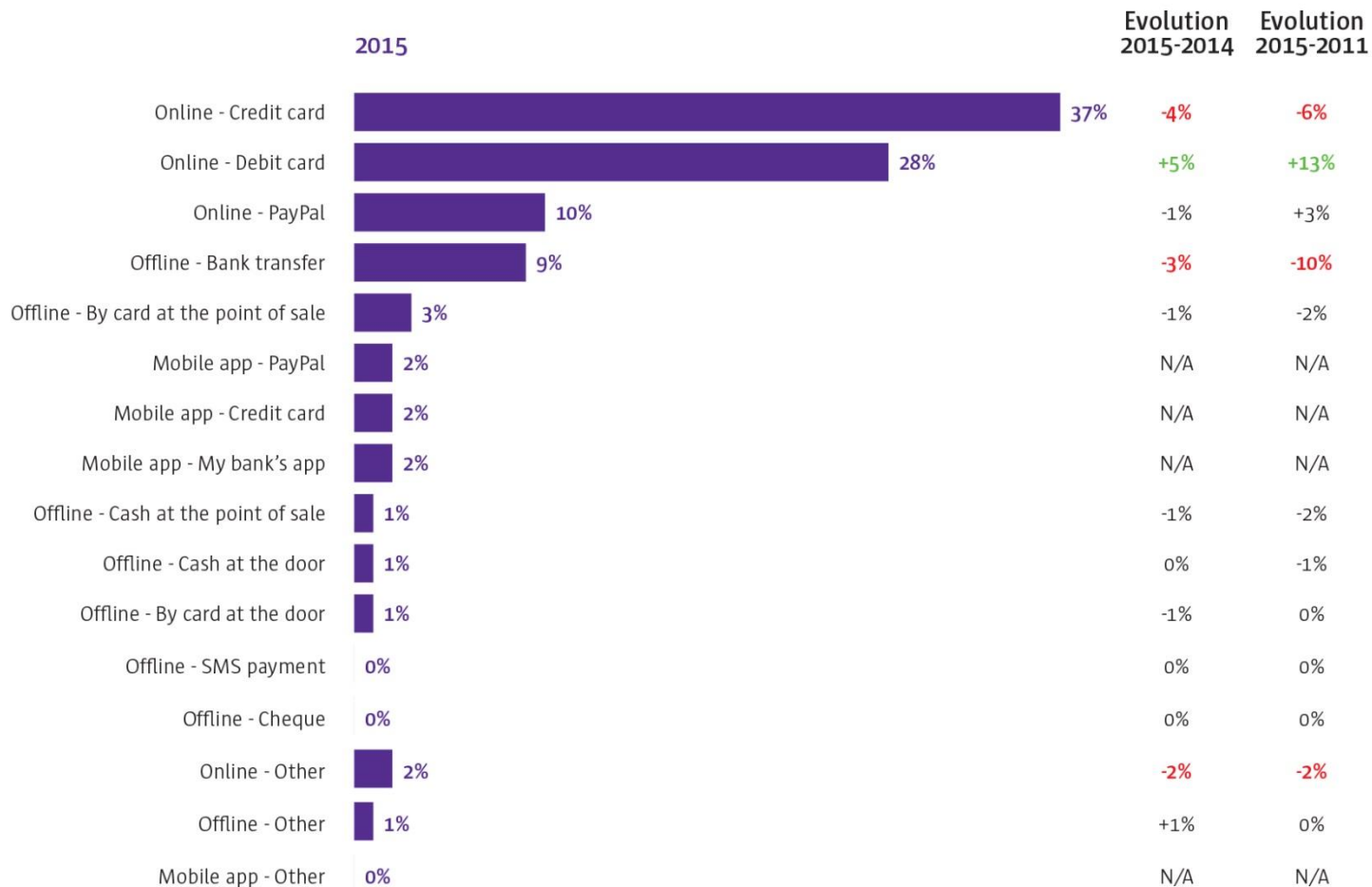
Minstens maandelijks kopen: +5%



Maar gemiddelde uitgave daalt met €8/maand

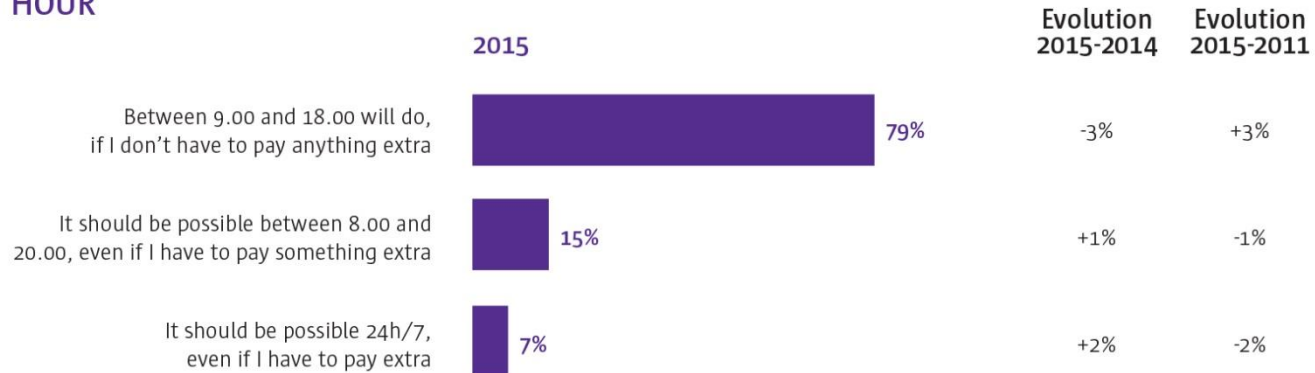


Gebruik debetkaarten stijgt

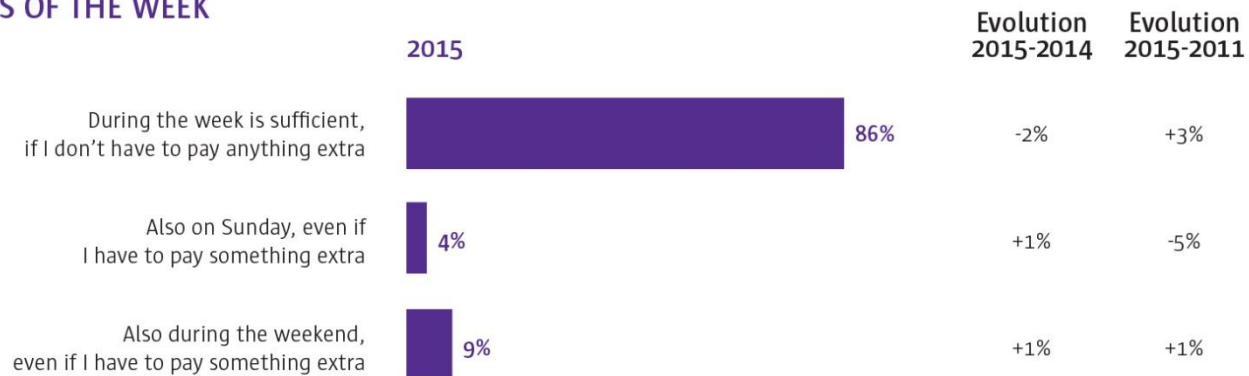


+2% bereid om te betalen voor levering 24/7

HOUR

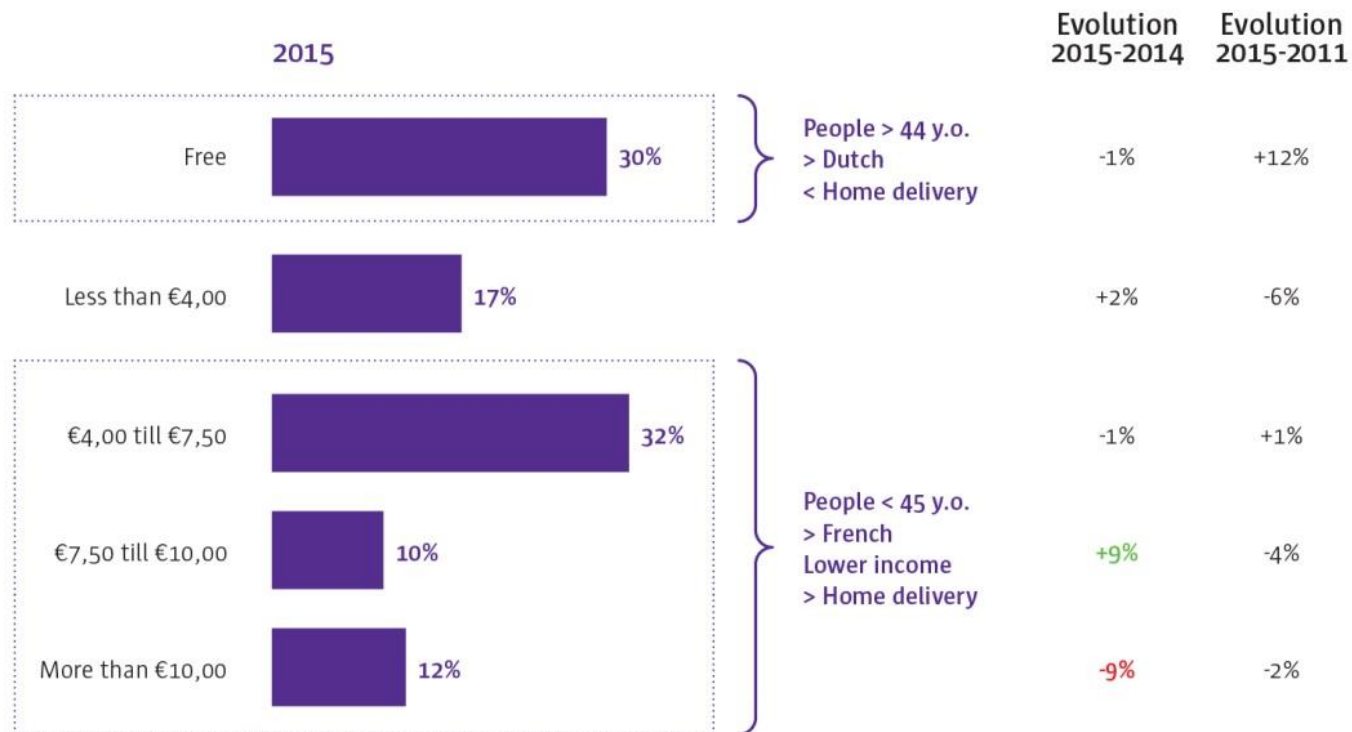


DAYS OF THE WEEK

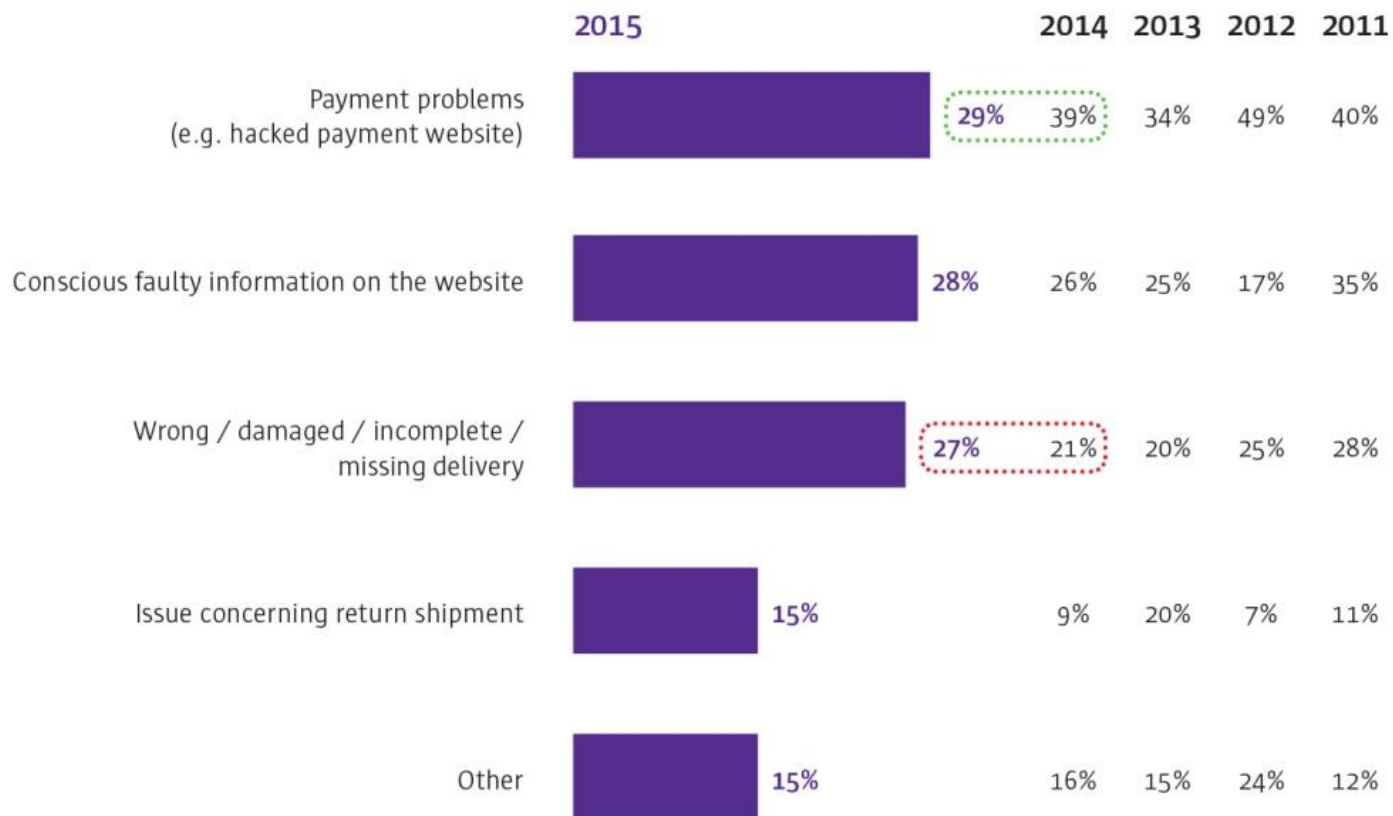


Maar -9% bereid om >€10 te betalen

COST OF DELIVERY



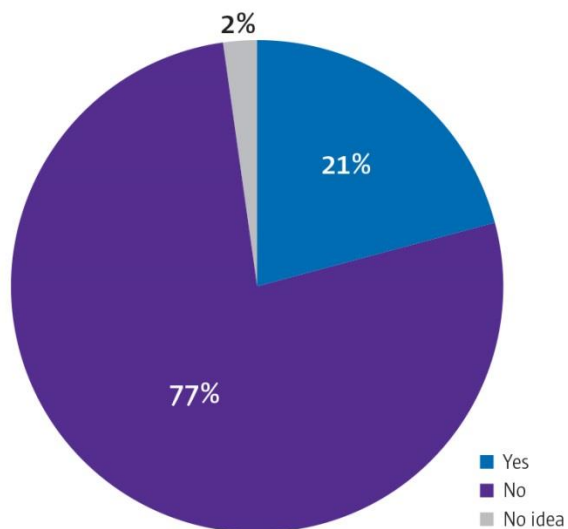
Minder betaalproblemen, meer leveringsproblemen



Met welk toestel kopen we online?

21% e-consumers heeft al gekocht via tablet/smartphone

CURRENT MOBILE PURCHASE BEHAVIOUR



	Mobile purchases in the past 12 months	Mobile purchases exclusively
ONLINE BUYING POPULATION	21%	2,5%
ONLINE POPULATION	15%	2%
BELGIAN POPULATION*	13%	1,6%

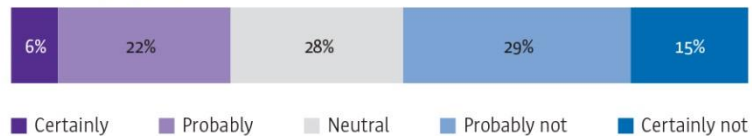
* Extrapolated to the Belgian population regarding the current internet-population (84,7% in 2015)

15% zou niet opnieuw mobiel kopen

FUTURE INTENTION TO BUY NEW PRODUCTS/SERVICES

ON A MOBILE DEVICE

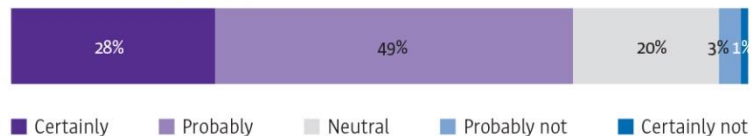
Online buying population



TOP 2

28%

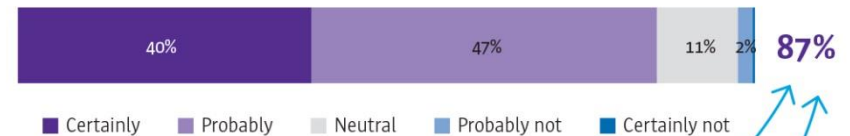
Online *mobile* buying population



TOP 2

77%

IN GENERAL



TOP 2

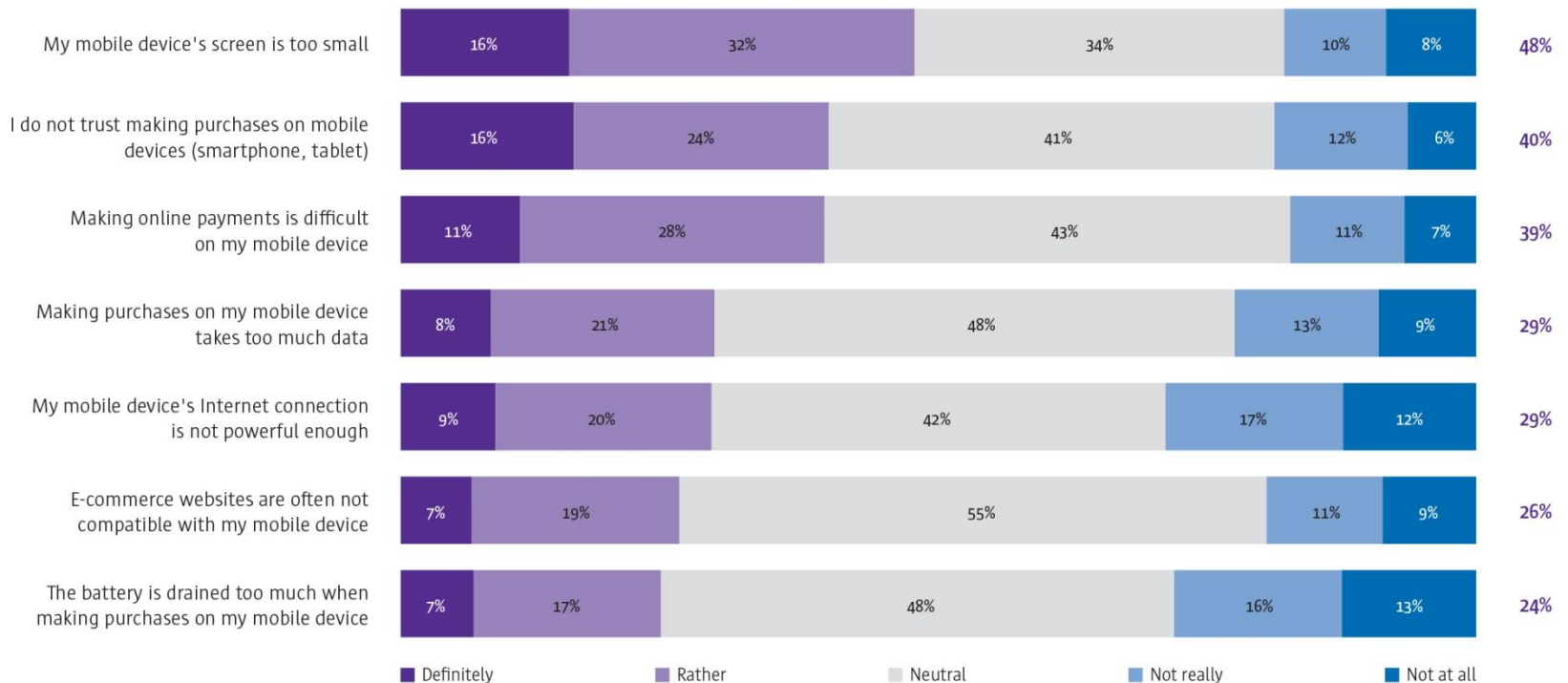
87%

Gap: 59%

Gap: 10%

Barrières: schermgrootte, vertrouwen en betalingen

2015

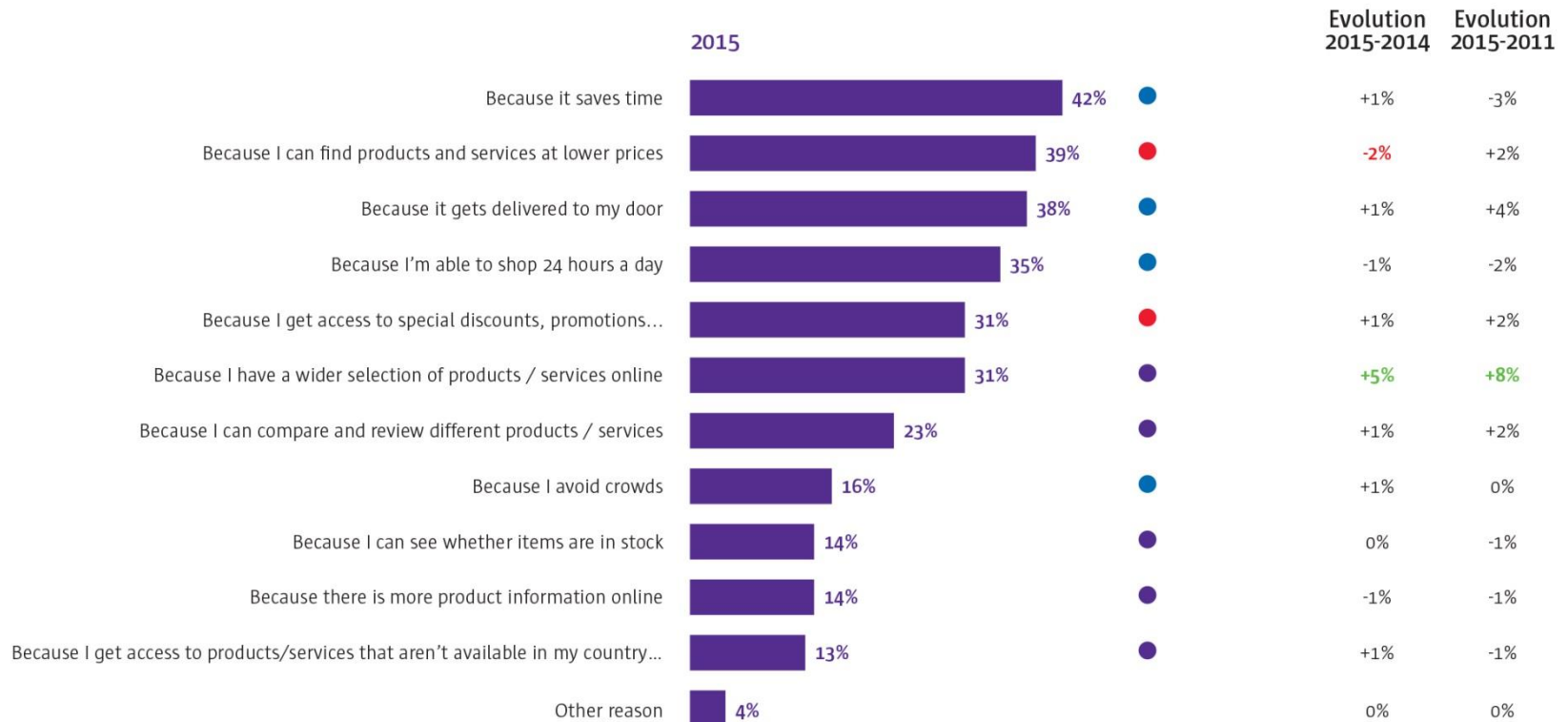


Waarom kopen we online?

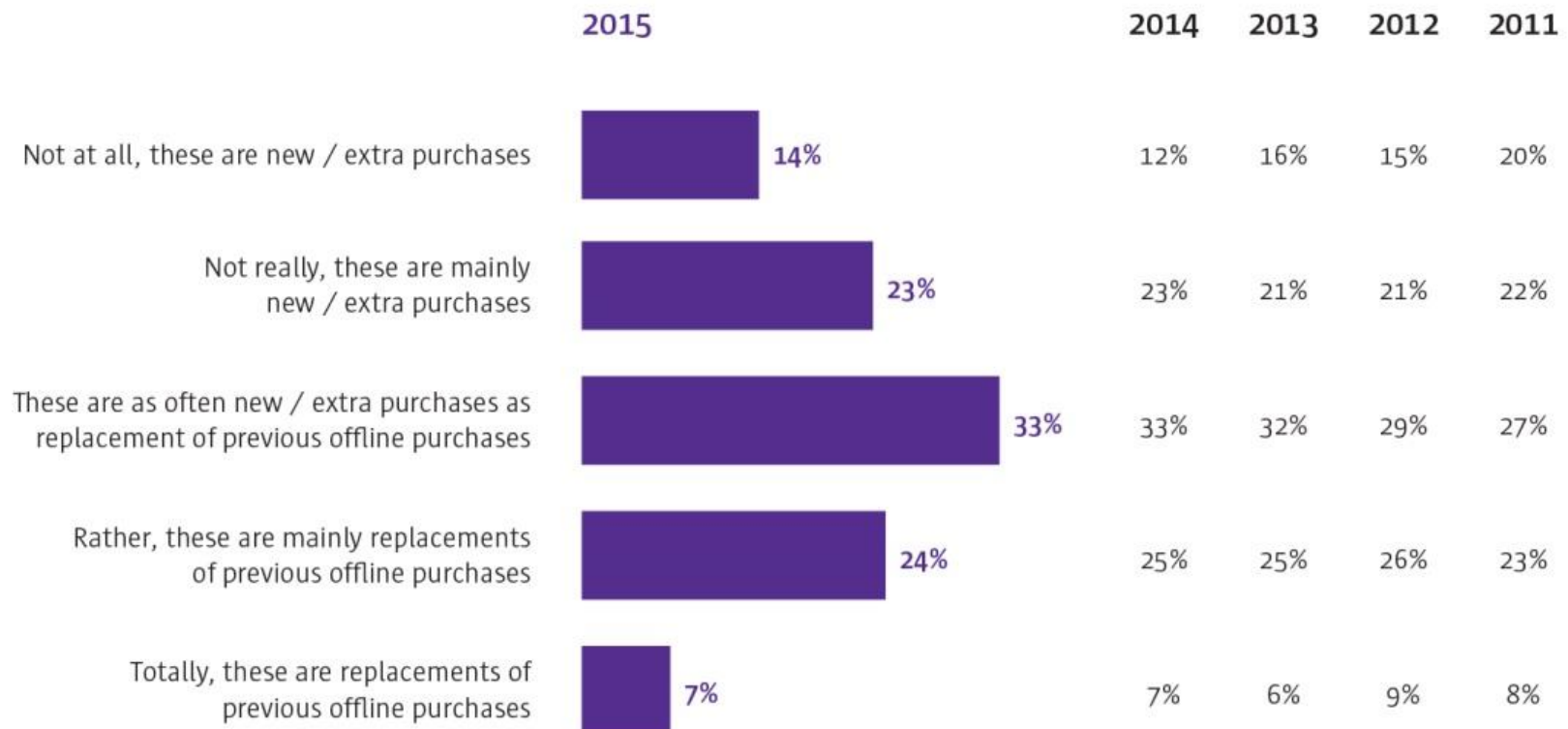
Tijd belangrijker dan prijs

% CONSUMERS WHO INDICATE THIS AS A TOP 3 DRIVER TO BUY ONLINE

● Time & convenience ● Money ● Purchase management



Online vervangt offline niet



Online versterkt offline

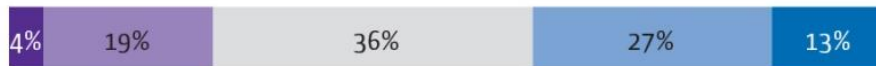
Before I go shopping, I often search for inspiration online so I know exactly what I want to buy in the shop



45%

N/A

I often go shopping, simply to get inspired and see ideas; I later buy online what I thought was interesting in the shop



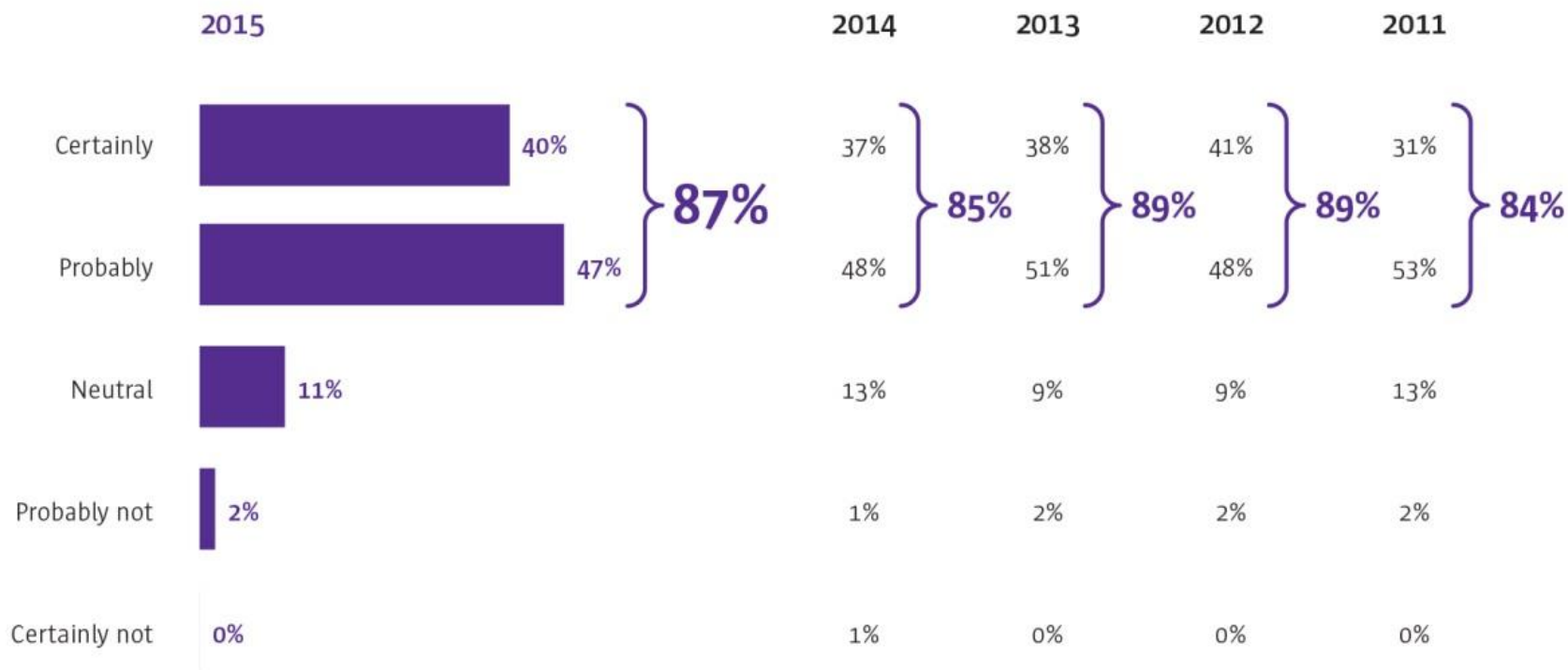
23%

N/A

■ Totally agree ■ Rather agree ■ Neutral ■ Rather disagree ■ Completely disagree

Algemene tevredenheid: +2%

Q: How likely are you to purchase other new products or services on the internet in the future?



Wat vragen we?

Stimuleer e-commerce

- **Groei internetpenetratie**
- **Betrouwbaar betaalplatform:** gebruik betaalkaarten stijgt, vertrouwen en gebruiksgemak mobiele betalingen moet ook toenemen
- **Professionele logistiek:** leveringsproblemen moeten uitzonderlijk zijn en steeds meer mensen willen leveringen 24/7
- **Cyber security:** nood aan aanspreekpunt en snelle actie bij overtredingen

