

# E-Commerce in Belgium

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## Abstracts

E-commerce was the clear winner in 2020, due to the format lending itself perfectly to the time of COVID-19, with lockdowns, physical store closures, and social distancing requirements. This was evident in both grocery and non-grocery retailing, and was boosted by the fact that several retailers across different categories realised the importance of maintaining an online presence and acted accordingly in order to meet consumer demand and maintain sales. One of the main areas of development was w...

Euromonitor International's E-Commerce in Belgium report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the E-Commerce market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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### KEY DATA FINDINGS

#### 2020 IMPACT

E-commerce is the clear winner, as numerous players enhance their online presence in order to maintain sales during COVID-19

Emerging trend of 'webrooming' gets an additional boost from online browsers during lockdowns

Combined 3rd party merchants continue to hold the largest shares in a fragmented category with many smaller independent players

#### RECOVERY AND OPPORTUNITIES

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