

# Mobile E-Commerce in Belgium

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## Abstracts

Mobile e-commerce comes out top in 2020, thanks to the growing penetration of smartphones and mobile apps within a strong e-commerce environment. Already growing as a trend, mobile e-commerce has seen an additional boost from the time of COVID-19 in 2020, as an increasing number of both players and consumers embraced the concept. Within e-commerce in Belgium, consumers appear to be more and more keen to make their purchases via mobile phones, with mobile e-commerce overtaking e-commerce per se.

Euromonitor International's Mobile 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.

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

### Why buy this report?

Get a detailed picture of the Mobile 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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Ongoing innovation is key to further developments, in the time of COVID-19 and beyond

Mobile e-commerce drives e-commerce overall, with Bol.com holding the largest brand share

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GLOBAL INDUSTRY ENVIRONMENT

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