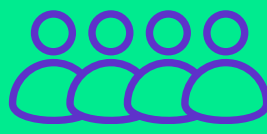




# Market Monitor. 2024



Buyers  
**8,9**  
million

**5,3%**

Growth of buyers since 2023

**96%**

of the Belgian inhabitants (>15year) bought online



**25%**

Online share of spendings



Spendings  
**€17,4**  
billion



**Travel packages**  
€4 billion



**Single airline tickets & accomodation**  
€2,3 billion



**Clothes**  
€1,7 billion



**National transportation**  
+18%

**6,7%**  
**€1 billion**



Growth of spendings since 2023



**Telecom**  
+21%



**12%**

Online share of purchases



**Clothes**  
32,3 million



**Gaming & Gambling**  
24,4 million



**Media & entertainment**  
18,1 million

**4,6%**  
**8 million**



Growth of purchases since 2023



Purchases  
**179**  
million



**€97**

Average spending per purchase in 2024



**€1954**

Average spending per buyer in 2024



**20**

Average number of online purchases per buyer in 2024

Read the report on our Wiki.



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