

BOSS BELGIAN ONLINE SHOPPER SURVEY

2026 INSIGHTS

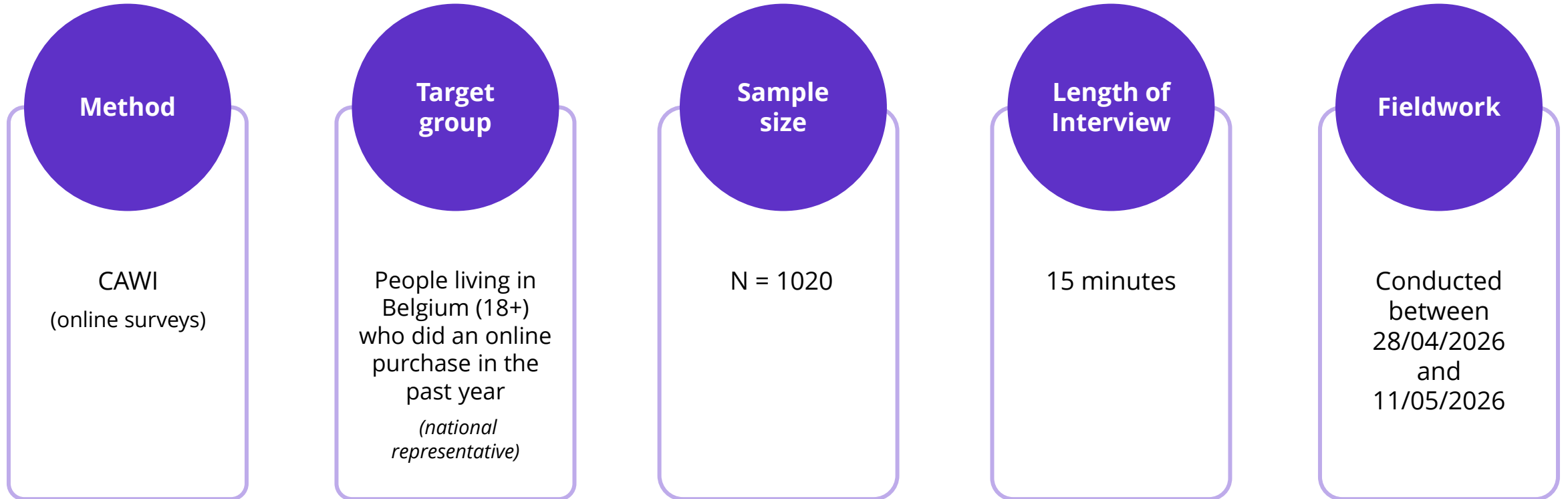
Commissioned by  **becom.**

Performed by **NielsenIQ**



Methodology

Methodology

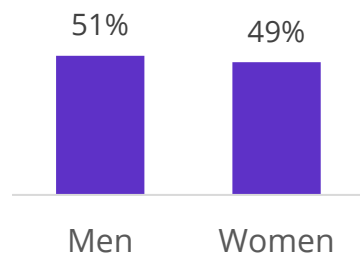


Important note: As of 2026, NIQ and Becom have broadened the scope of their research. Whereas the previous edition performed by NIQ focused exclusively on Belgian online shoppers aged 18–64, the 2026 study also includes shoppers aged 65 and above. This change reflects the fact that online shopping is no longer limited by age. As a result, the 2026 target group differs from that of 2025, which affects the comparability of the results. Where relevant, trends between 2025 and 2026 will therefore be presented based solely on online shoppers aged 18–64.

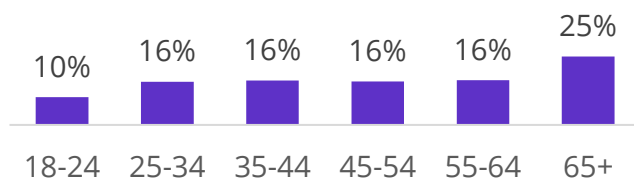
Sample description

Belgian online shoppers aged 18+ making online purchases, N=1020

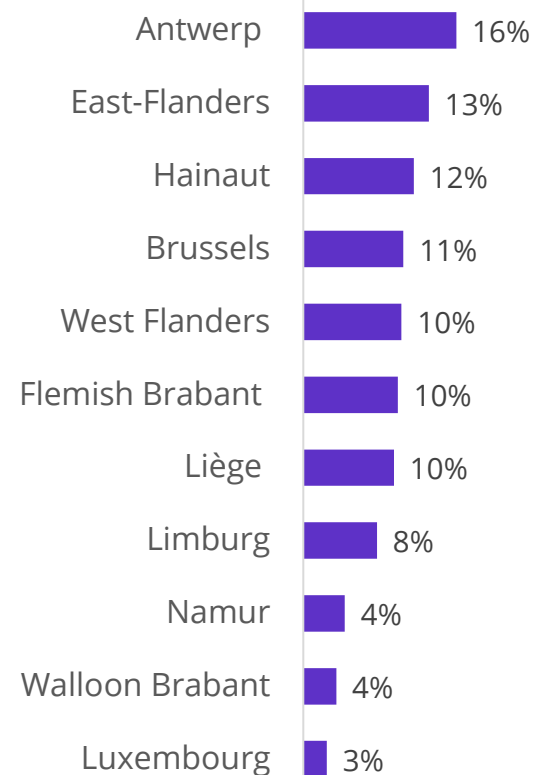
Gender



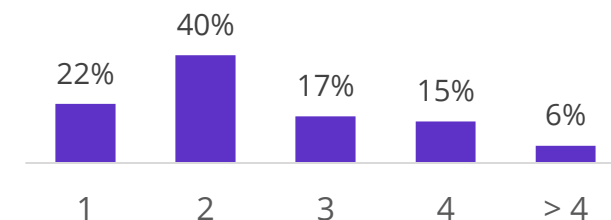
Age



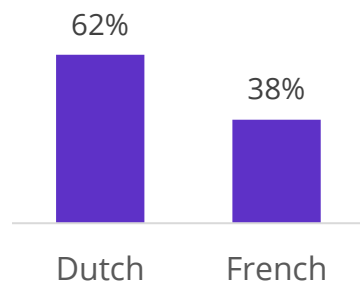
Province



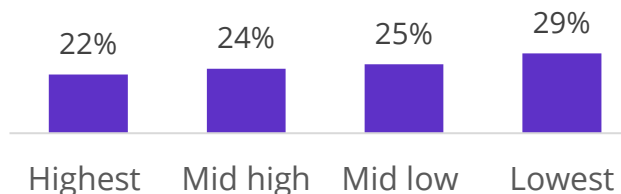
People in Household



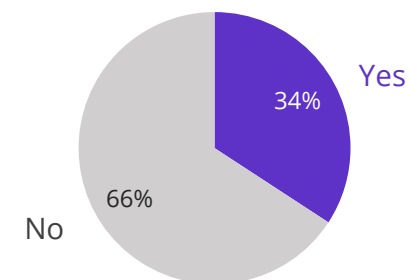
Language



Social class



Minors in Household





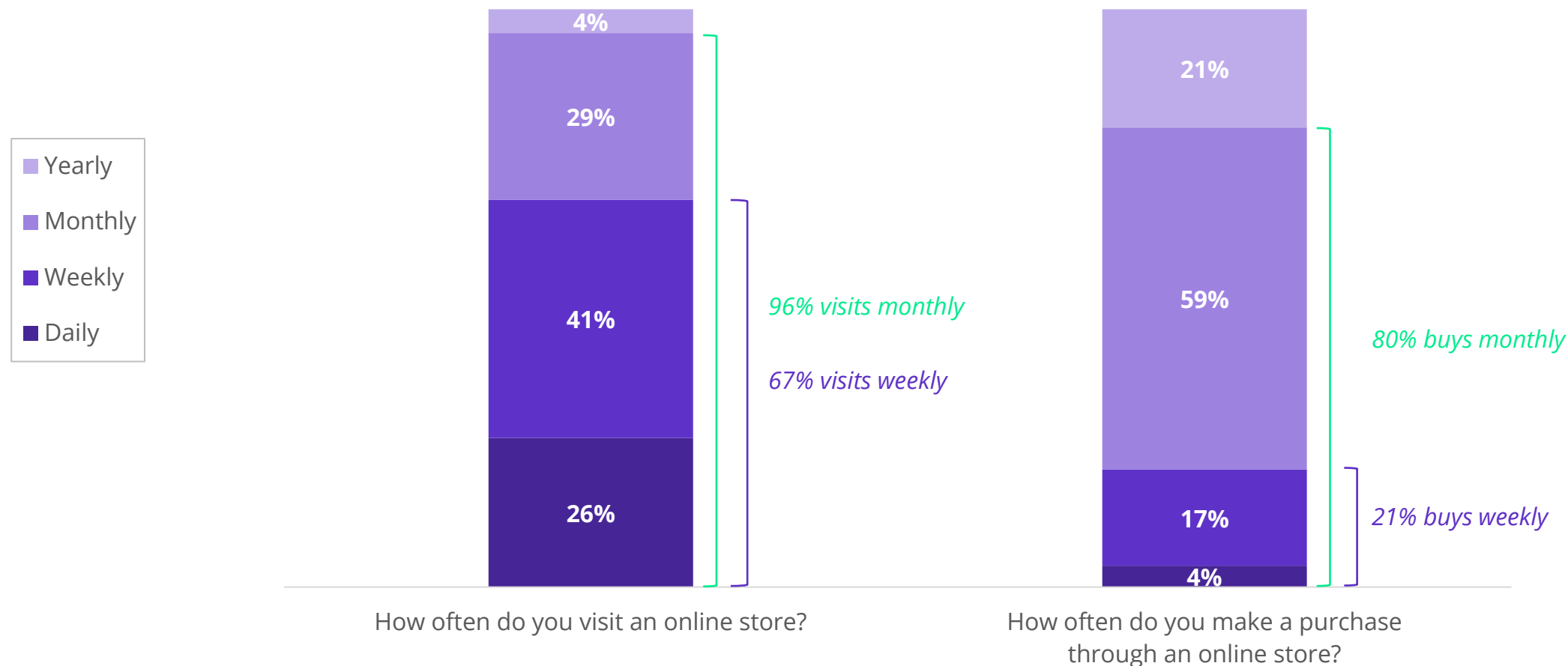
Popularity of online shopping

What does the e-commerce landscape in Belgium look like?

Belgian online shoppers visit and shop on webshop regularly

Almost all visit, and even buy, on a webshop on at least a monthly basis.

Online shopping is a common activity for many online shoppers. Belgian online shoppers often visit online stores and frequently buy something online.



This is not surprising, as they clearly recognize the advantages and enjoyment that come with shopping online



Differences in **age** regarding those statements can be found in the appendix.

Online shopping advantages

Agree Neutral Disagree

It is easy to shop online since I can do it **anywhere and anytime**

78%

17%

6%

I always try to **save** as much **money** as possible online

67%

25%

8%

I use the internet to **search for products** that cannot be found elsewhere

64%

26%

10%

Enjoyment of shopping online

I **look forward** to the moment I can **open** the package I ordered online

62%

27%

12%

Online shopping is a way to get **inspiration**

53%

32%

15%

I love **sharing** the things I buy or want to buy online with my friends
(e.g., on Facebook, X, WhatsApp)

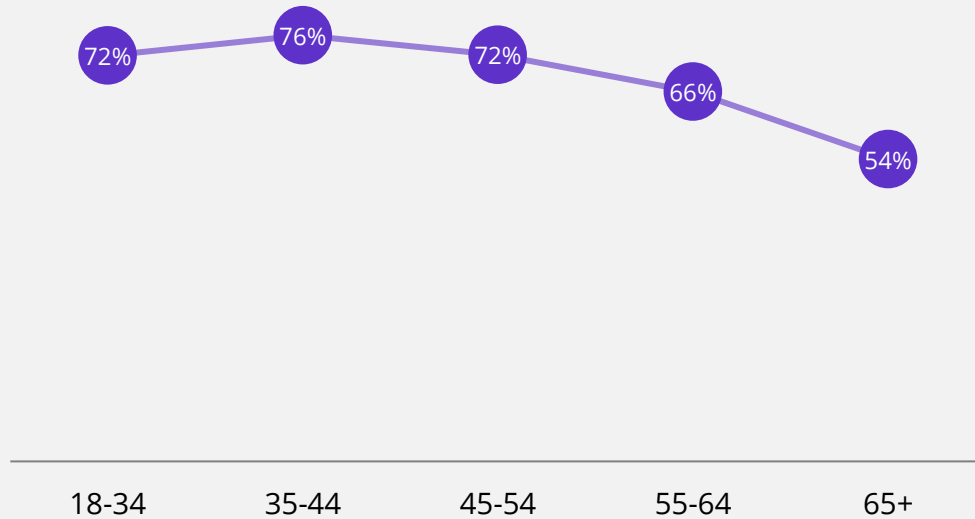
13%

21%

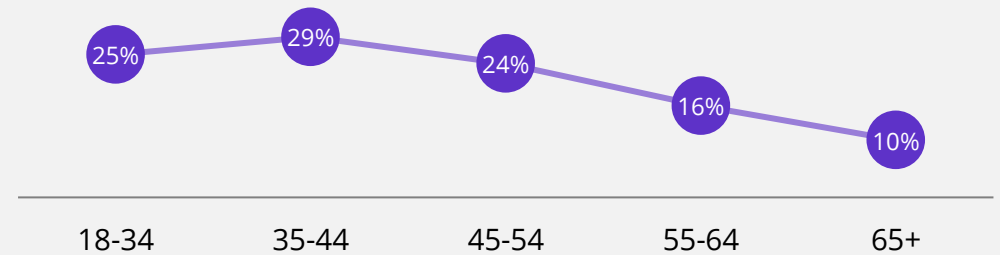
66%

Online shopping is also still more popular among the younger generations

Visits online stores on a weekly basis



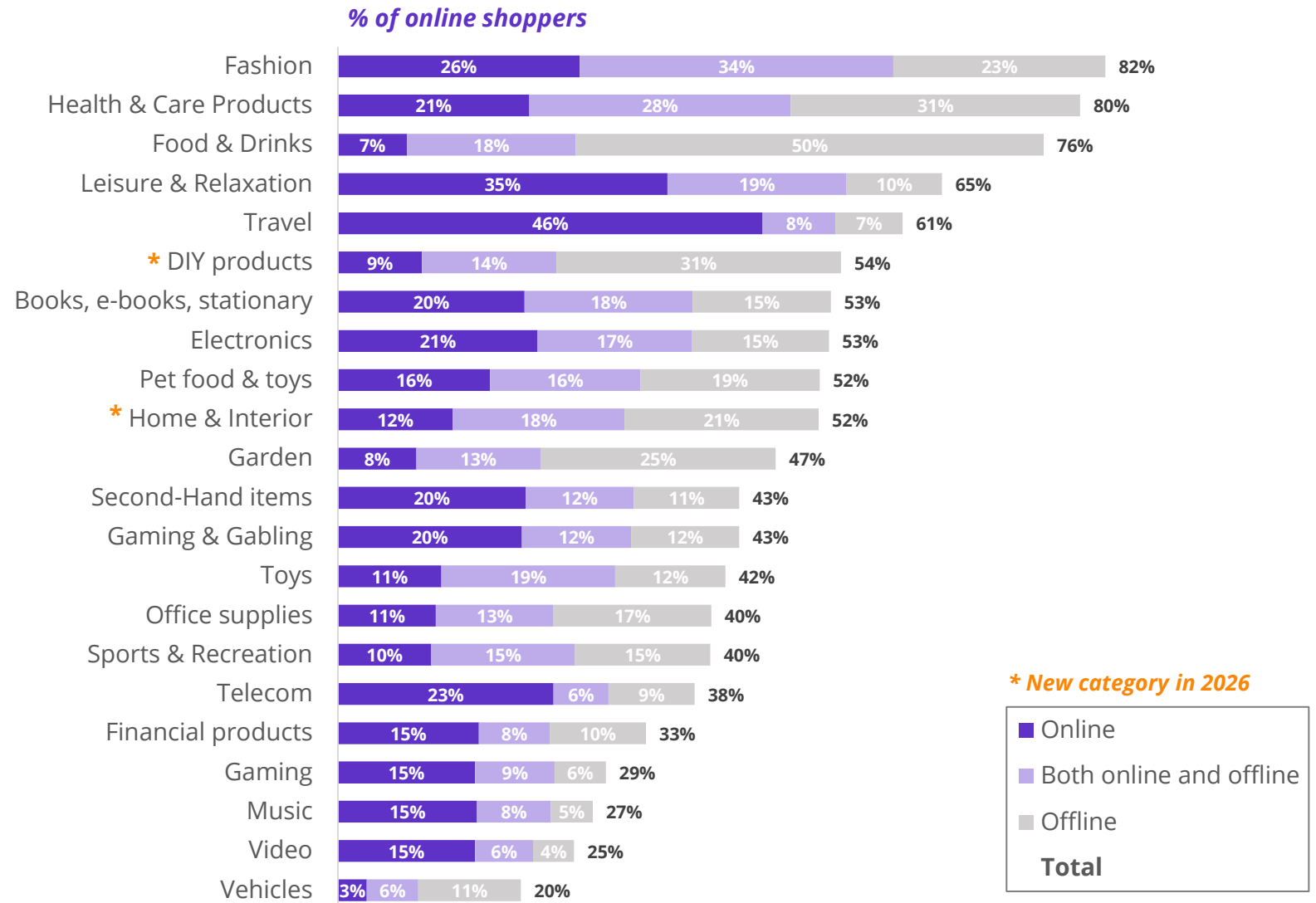
Makes online purchases on a weekly basis





**People buy a
wide range of
products online
(and offline)**

Which categories are bought online or offline?



Q3. Which of the following products and/or services have you purchased in the past 12 months?
Base: All respondents, n=1020



People buy a wide range of products online (and offline)

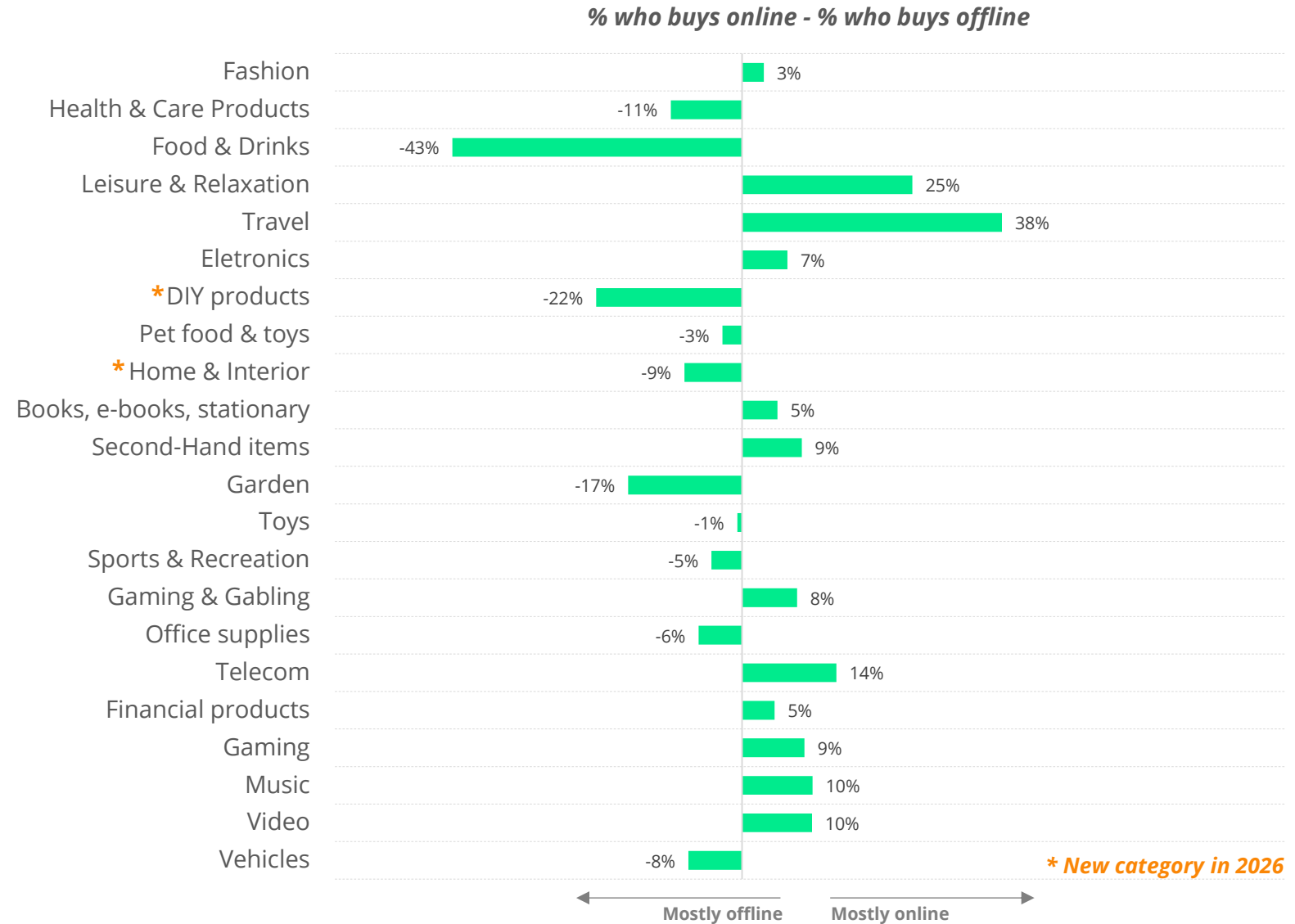
Products / Services that are typically bought (solely) **online**:

- Travel
- Leisure & relaxation
- Telecom

Products / Services that are typically bought (solely) **offline**:

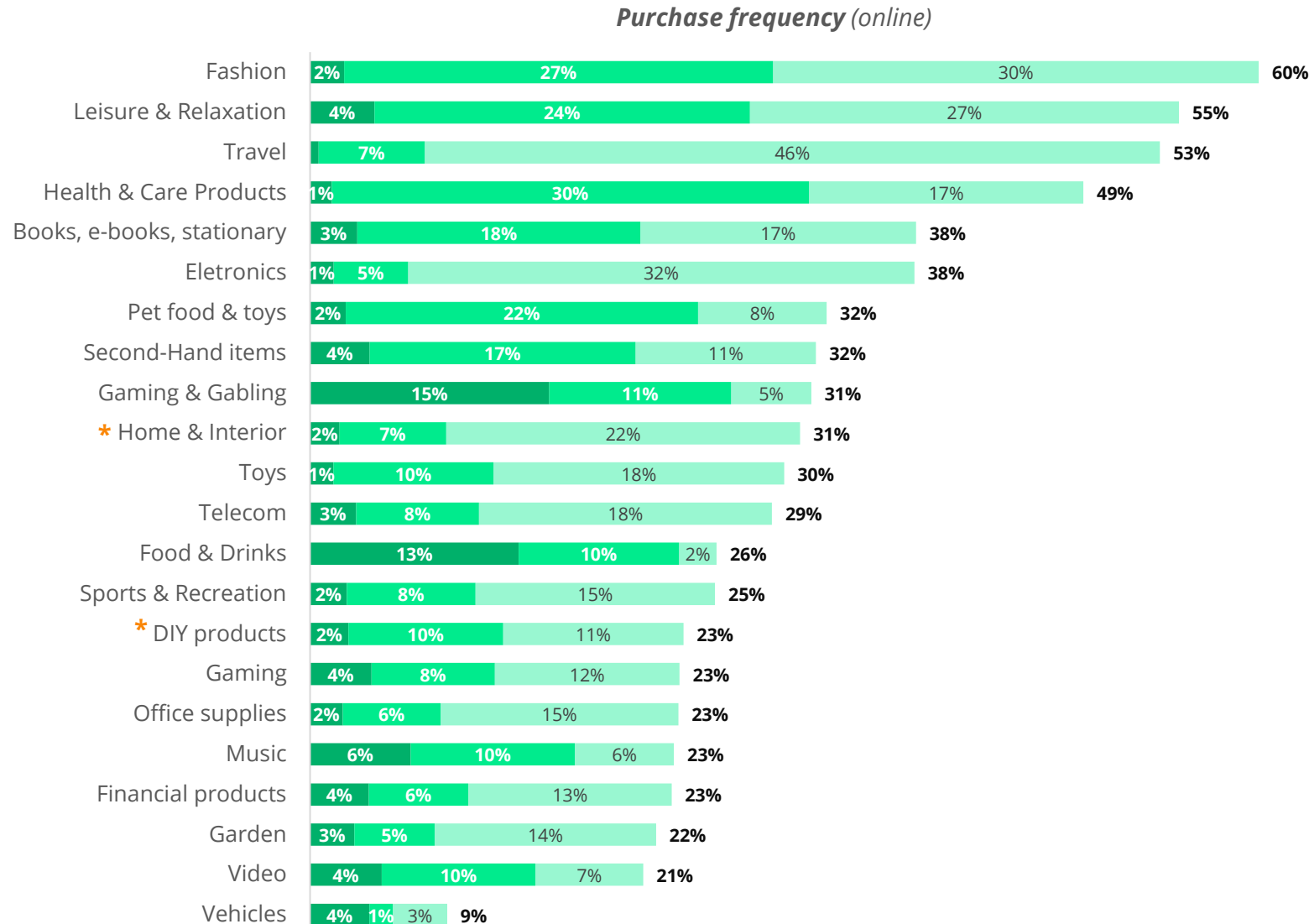
- Food and drinks
- DIY products
- Garden items
- Health & Care products

Which categories are bought online or offline?



Q3. Which of the following products and/or services have you purchased in the past 12 months?
Base: All respondents, n=1020

But, how often are these products and services bought online?



Half of the online shoppers who buy food & drinks, or gambling products do so every week, making these the categories with the highest weekly purchase frequency.

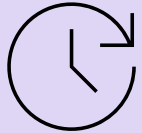
* New category in 2026

■ Weekly

■ Monthly

■ Yearly

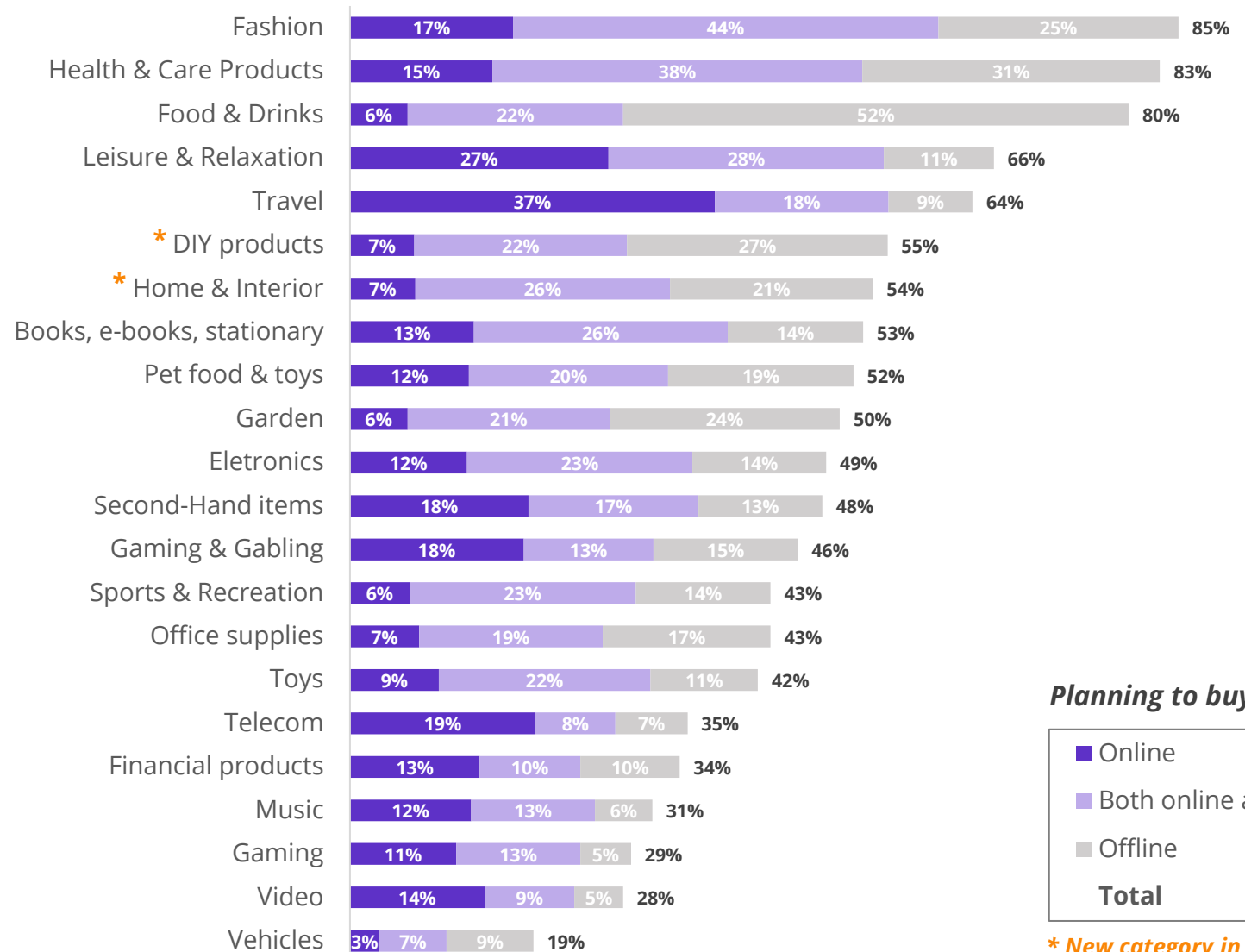
Total online purchase P12M



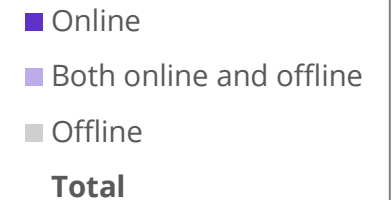
Purchase intent in the next year is highest for everyday & lifestyle categories

With the intention being up to 85% for Fashion, 83% for Health & Care and 80% for Food & Drinks.

And are consumers planning on buying in the future?

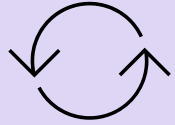


Planning to buy:



* New category in 2026

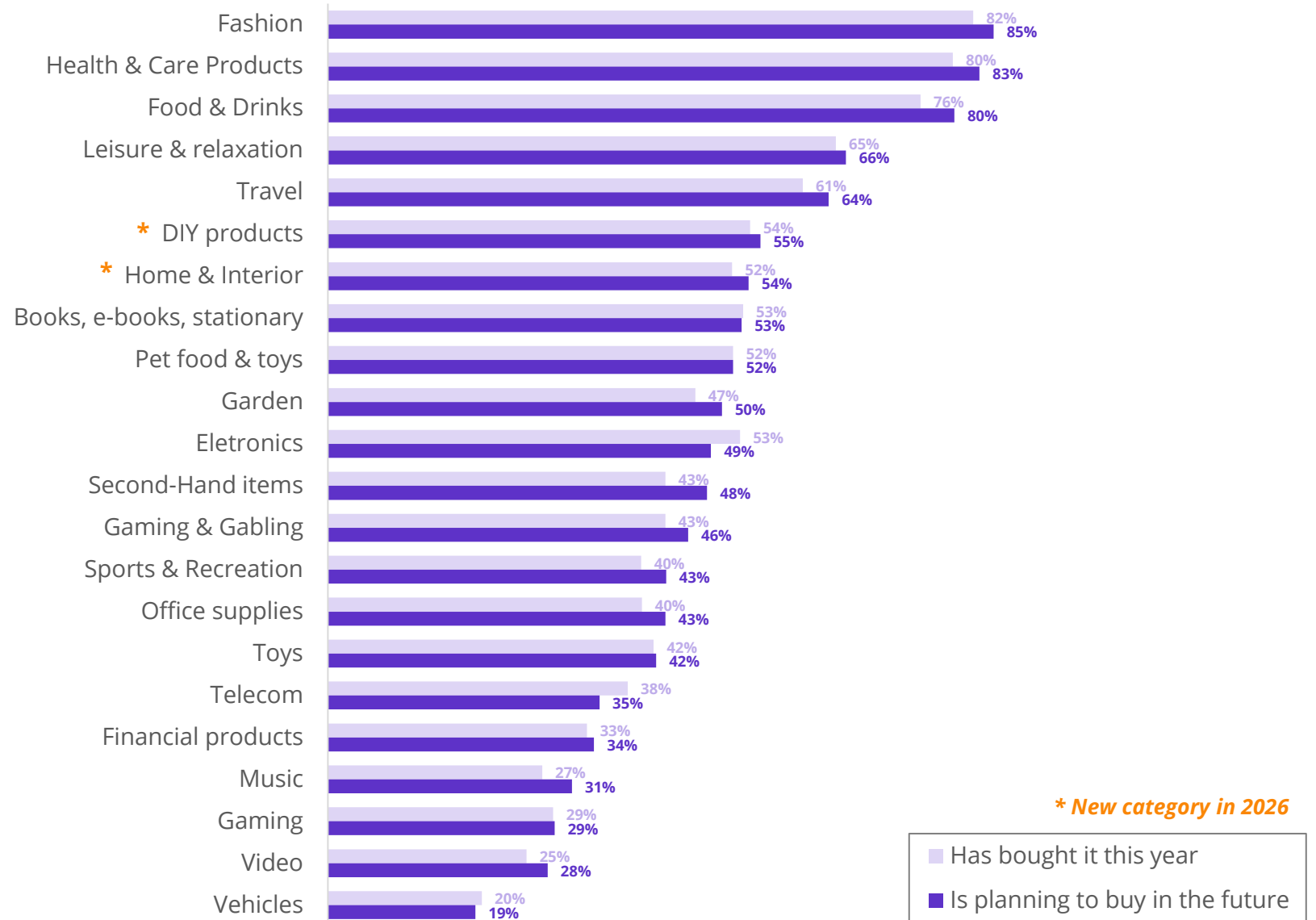
Q3b. Are you planning to buy the following products and/or services in the next 12 months?
Base: All respondents, n=1020



The number of shoppers per category is expected to remain largely stable from this year to next

Second-hand items are projected to see the strongest growth, while electronics and telecom are expected to experience a decline in shopper numbers.

And are consumers planning on buying in the future?

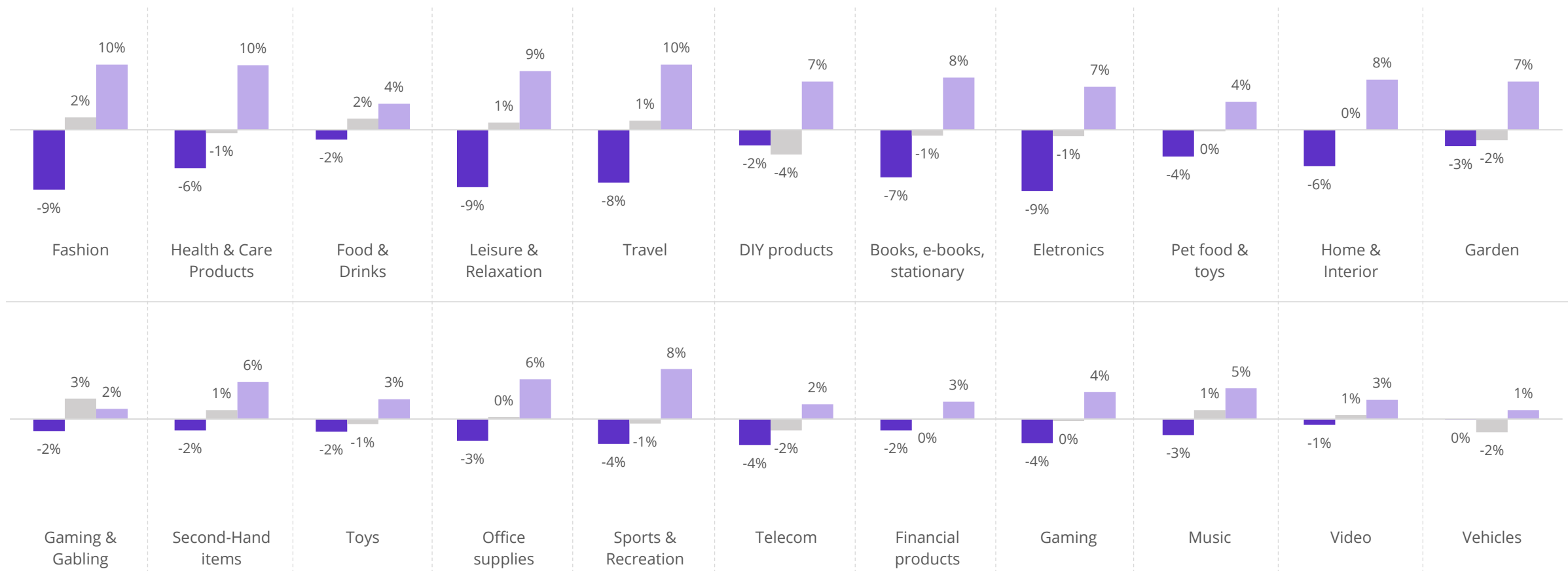


Q3. Which of the following products and/or services have you purchased in the past 12 months?; Q3b. Are you planning to buy the following products and/or services in the next 12 months? | Base: All respondents, n=1020

Future purchases will shift strongly toward multichannel

Across categories, consumers are planning to move away from online-only toward blended online + offline journeys.

Shift in purchase channel: Past 12M vs. Future 12M



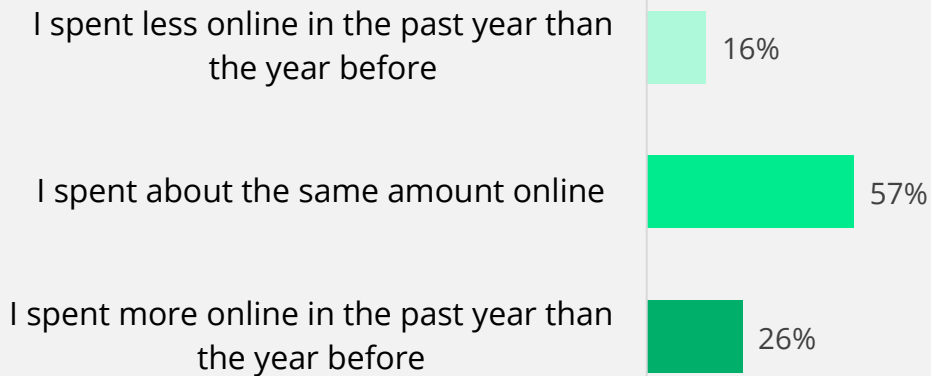
Q3. Which of the following products and/or services have you purchased in the past 12 months?; Q3b. Are you planning to buy the following products and/or services in the next 12 months?
Base: All respondents, n=1020

However, the future for the online market remains to look bright

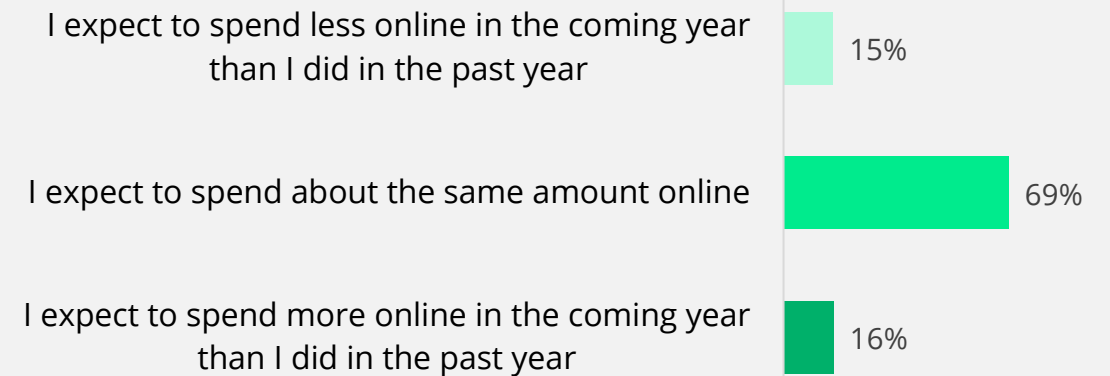
More than 4 in 5 indicate to have spent (at least) the same online as in the past year, 1 in 4 even indicates they spend more. Looking ahead, the majority is expecting to spend (at least) the same amount online in the coming 12 months.

Online shoppers in 2026, about their **online spending** in the ...

past 12 months

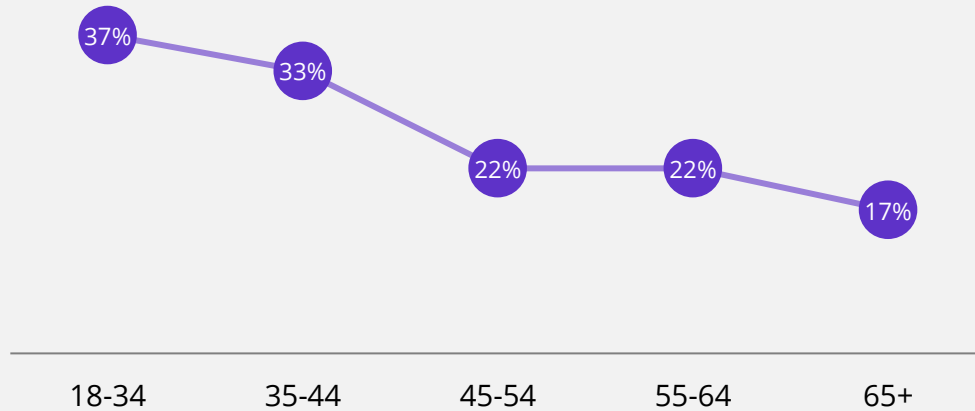


coming 12 months

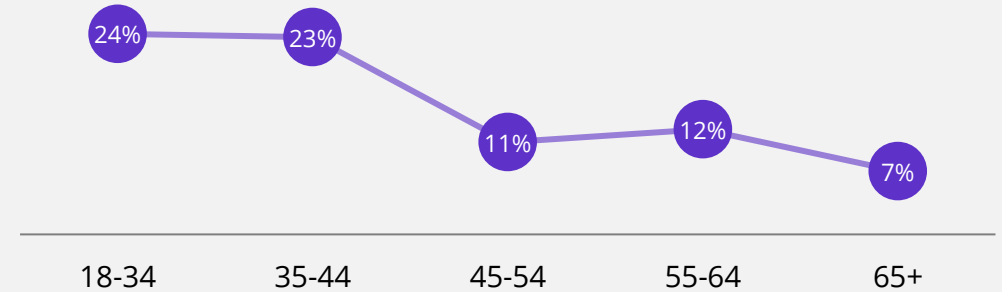


Also for the past and future spendings, we see that it is higher among younger shoppers than the older generations

"I spent more online in the past year than the year before"



"I expect to spend more online in the coming year than I did in the past"



POPULARITY OF ONLINE SHOPPING

Belgians are no stranger to online shopping

Visiting online stores and **making online purchases** is a common activity for the Belgian online shopper, with almost all doing both activities at least monthly.

A wide range of products & services is bought online

While categories like **fashion, health & care and food & drinks** are highly popular online, they are still frequently purchased offline as well. In contrast, **travel and leisure & relaxation** stand out as categories that are predominantly bought online. The **frequency of online purchases** varies significantly across these different product and service categories.

The future of the (online) market looks rather stable

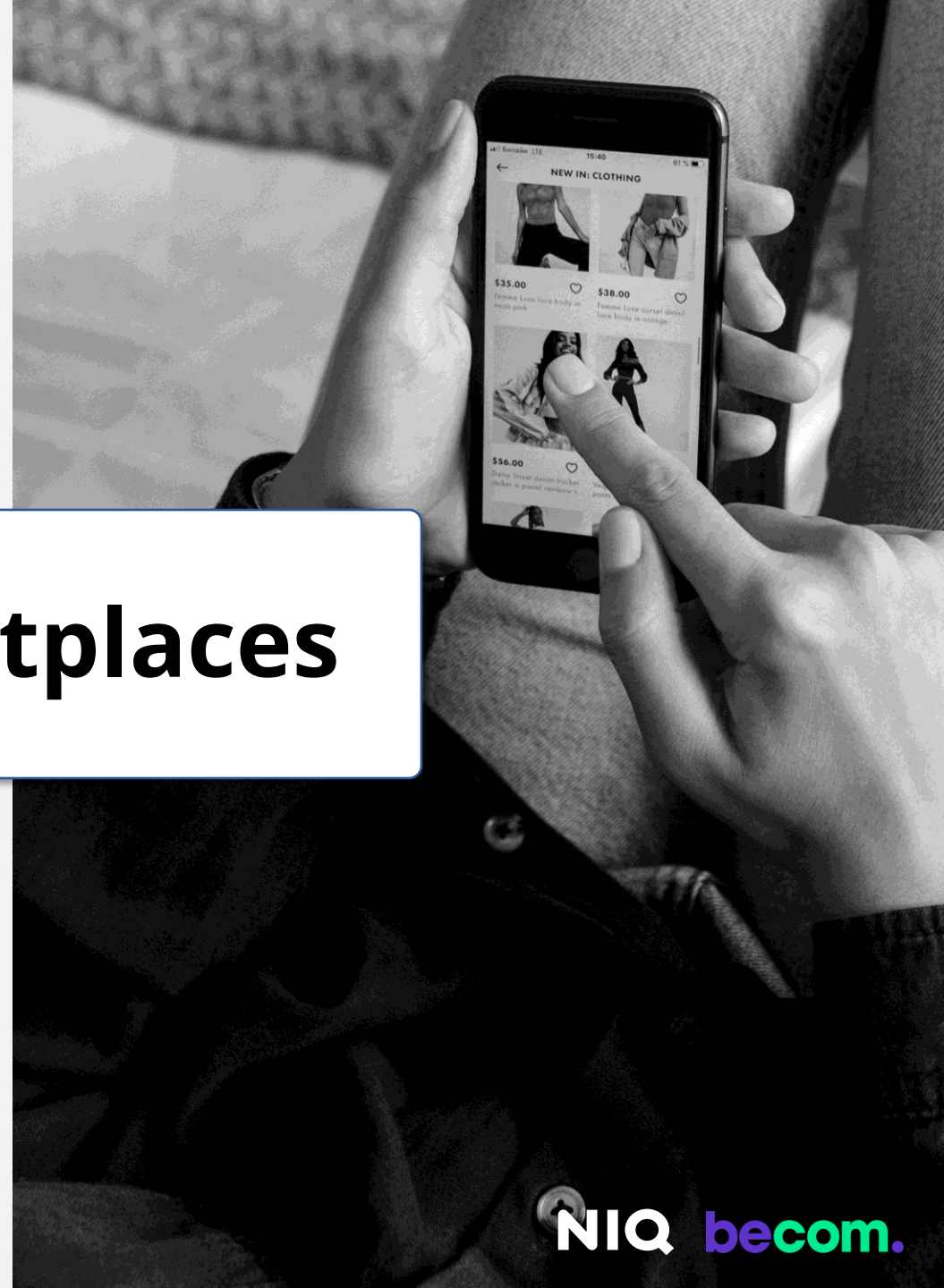
The number of shoppers per category is expected to remain largely stable from this year to next. However, purchasing behavior is likely to shift significantly toward a **multichannel approach**, combining both online and offline channels. Despite this shift, most Belgian online shoppers still anticipate **maintaining at least the same level of online spending** in the coming year.



Ways of shopping online

How do Belgian online shoppers purchase online? Are they familiar with (Chinese) marketplaces, and social commerce?

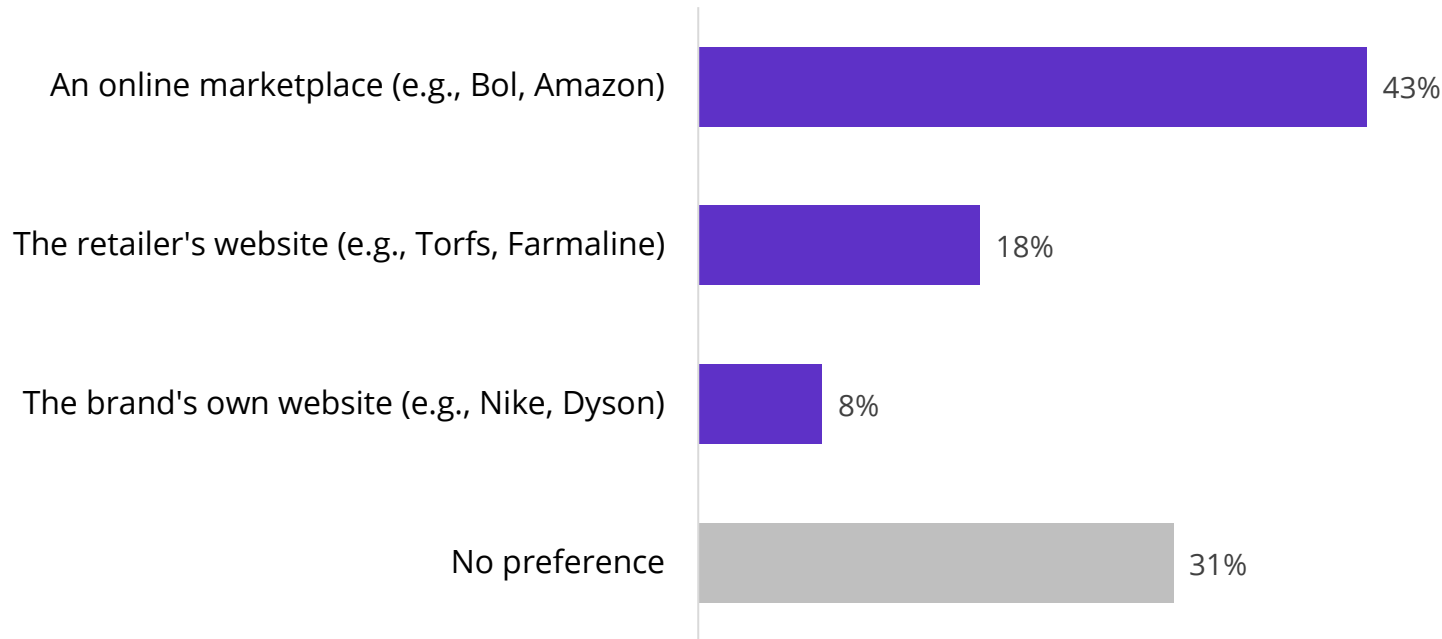
Marketplaces



Marketplaces do seem to be the preferred platform to make online purchases on

Almost 1 in 3 does indicate to not have a preferred platform.

Which of the following platforms do you prefer for making an online purchase?



43%

**of online shoppers prefers
online marketplaces over
the website of the retailer
or brand itself**

This is slightly higher among the younger age groups (< 45) and those living in Wallonia (however, not significant).

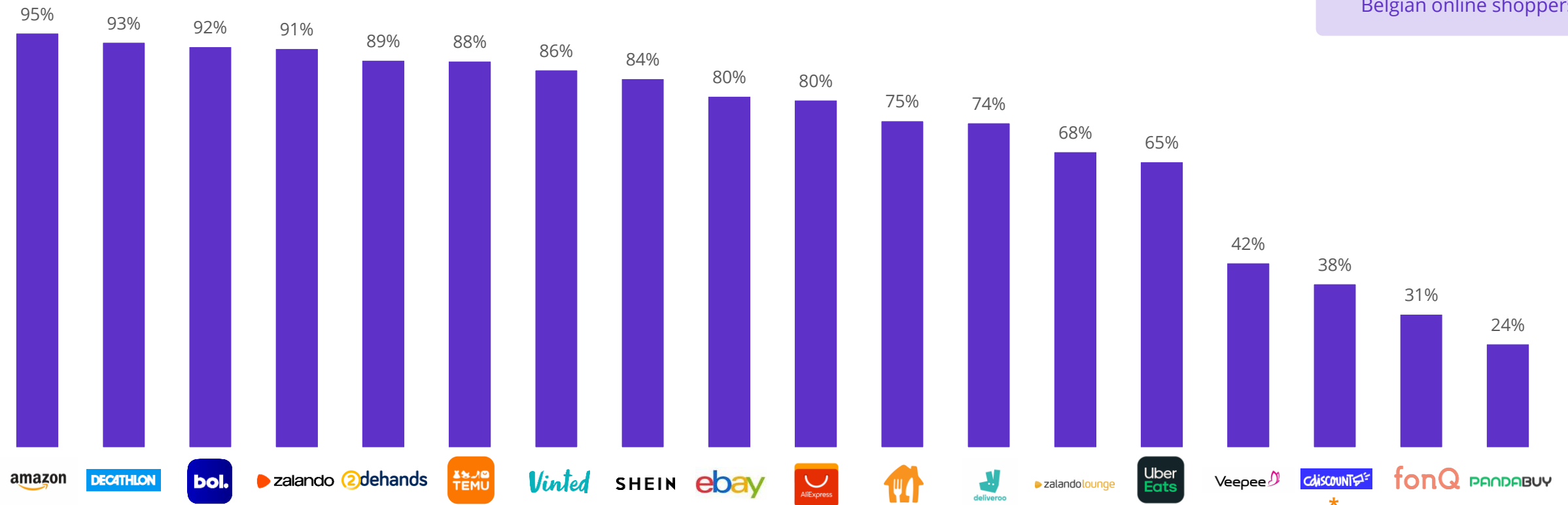
On the other hand, it's lower for those from the oldest age group (65+), where only 35% has a preference for marketplaces.

It is thus also no surprise that awareness of the available marketplaces is overall high

Amazon, Decathlon, Bol and Zalando have the highest brand awareness, with almost all online shopper knowing them.

Awareness of Marketplaces

On average, **13 marketplaces** of the 18 questioned **are known** by Belgian online shoppers.



Q20. Below you will find a list of online marketplaces. Please indicate how you feel about each of these online marketplaces.
Base: Split sample 2 (representative sample), n=511

* New in 2026

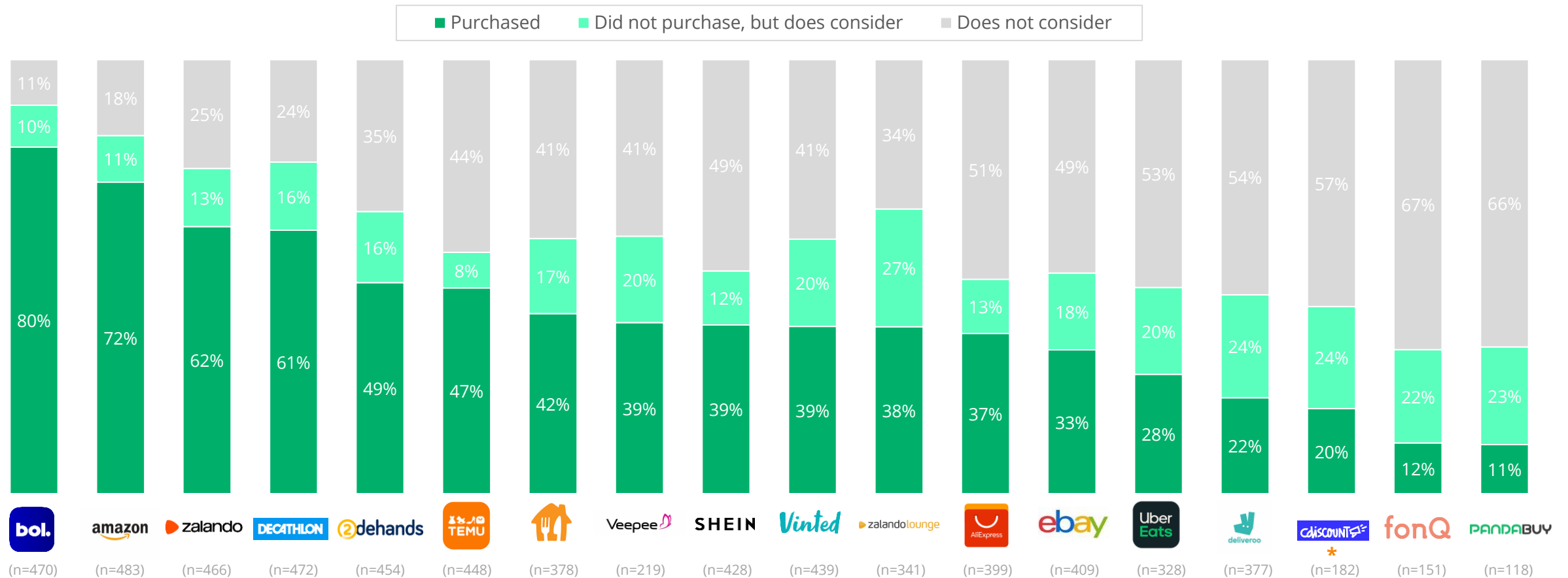
NIQ becom.

Shopping on those marketplaces is clearly done by many

Bol and Amazon are by far the most popular marketplaces to buy on, followed by Zalando and Decathlon.

97% of Belgian online shoppers has purchased from at least one of these marketplaces.

Purchase on Marketplaces *



Q21. And on which of the following online marketplaces have you ever made a purchase?
Base: Split sample 2 (representative sample) - All respondents that know these brands

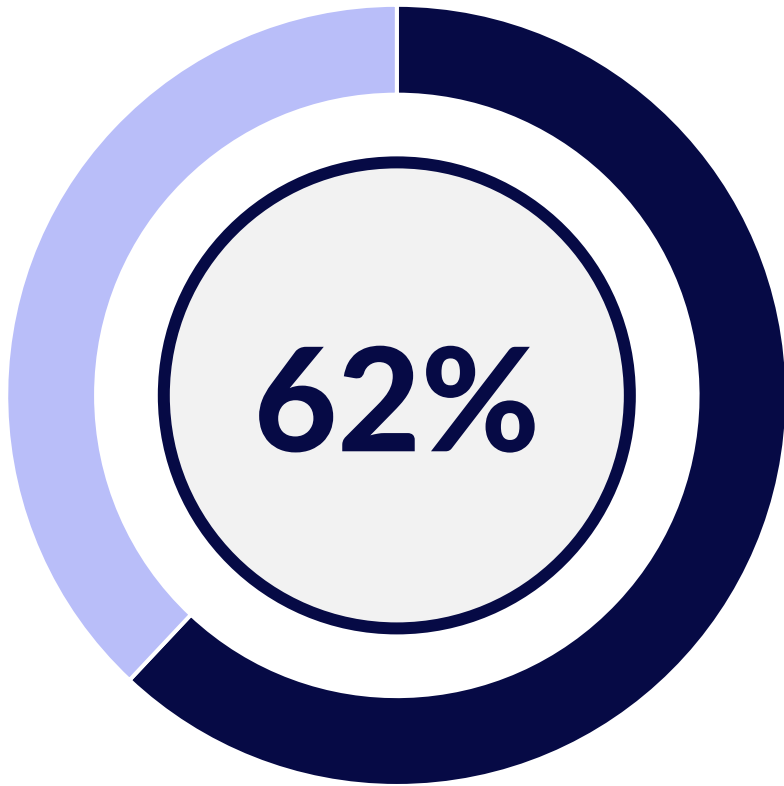
* New in 2026
*information on total base (Belgian online shoppers) included in appendix
NIQ becom.

(Chinese) marketplaces



Despite the lower sentiment towards Chinese marketplaces, the majority of Belgians indicates to have made a purchase on them already

NIQ Multiscope



of Belgians ***ever*** bought something on a ***Chinese webshop***

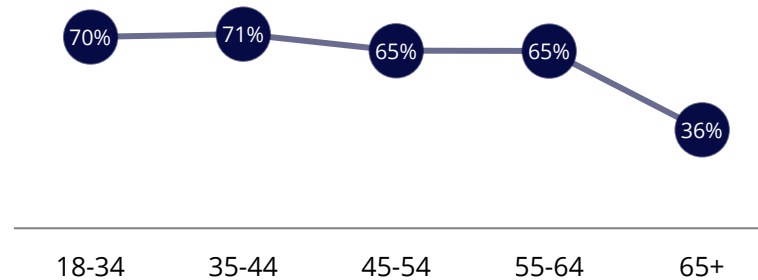
Q. Heeft u al ooit iets gekocht via een Chinese webshop (zoals Temu, Shein, AliExpress, ...)?
Base: All respondents, n=495

The purchase rates seems to depend strongly on socio-demographic characteristics

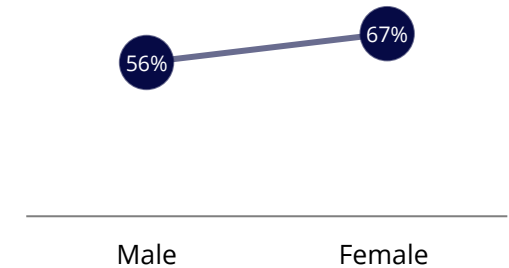
NIQ Multiscope

64%
of Belgians *ever*
bought something
on a *Chinese*
webshop

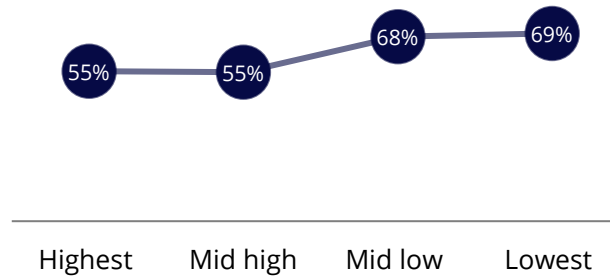
Age



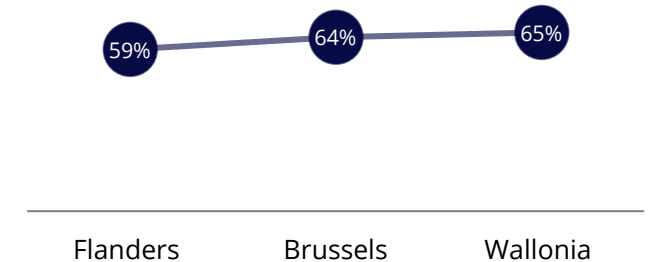
Gender



Social class



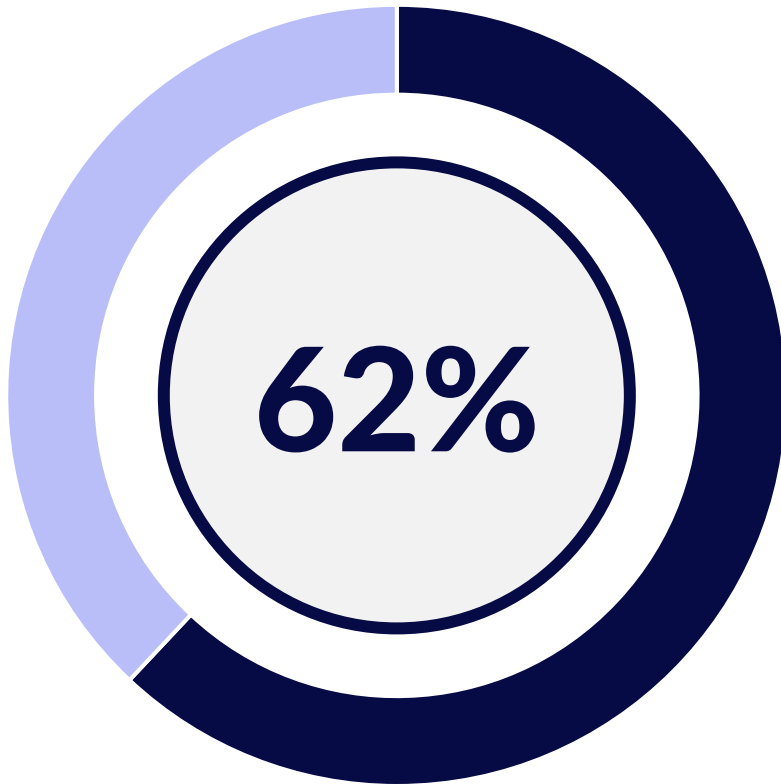
Region



Q. Heeft u al ooit iets gekocht via een Chinese webshop (zoals Temu, Shein, AliExpress, ...)?
Base: All respondents, n=495

The majority of those who have shopped on Chinese webshops encountered issues

NIQ Multiscope



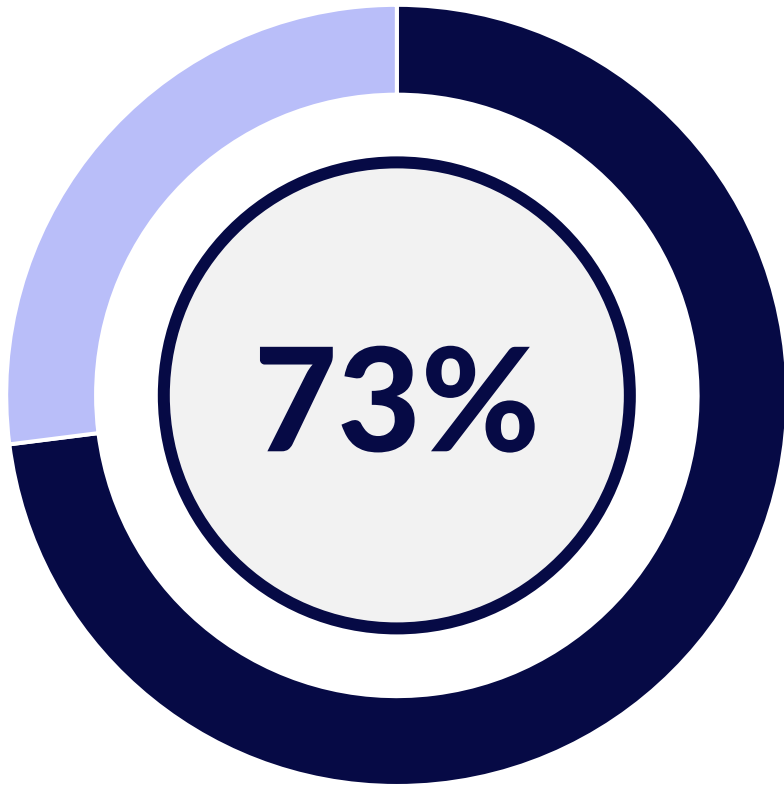
of the Chinese webshop buyers
has encountered **issues** when
ordering via a Chinese webshops

(mainly related to low quality or delivery taking too long)

Q. Heeft u bij eerdere aankopen via Chinese webshops één van de volgende problemen ervaren?
Base: Respondents who ever bought something on a Chinese webshop, n=301

However, in most cases, this doesn't withhold them from buying on Chinese webshops again

NIQ Multiscope

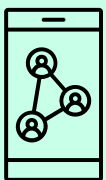


of the Chinese webshop buyers
would ***consider to buy*** on a
Chinese webshop ***again***

Q. Overweegt u in de toekomst (opnieuw) iets te kopen via een Chinese webshop?
Base: Respondents who ever bought something on a Chinese webshop, n=301

Social commerce

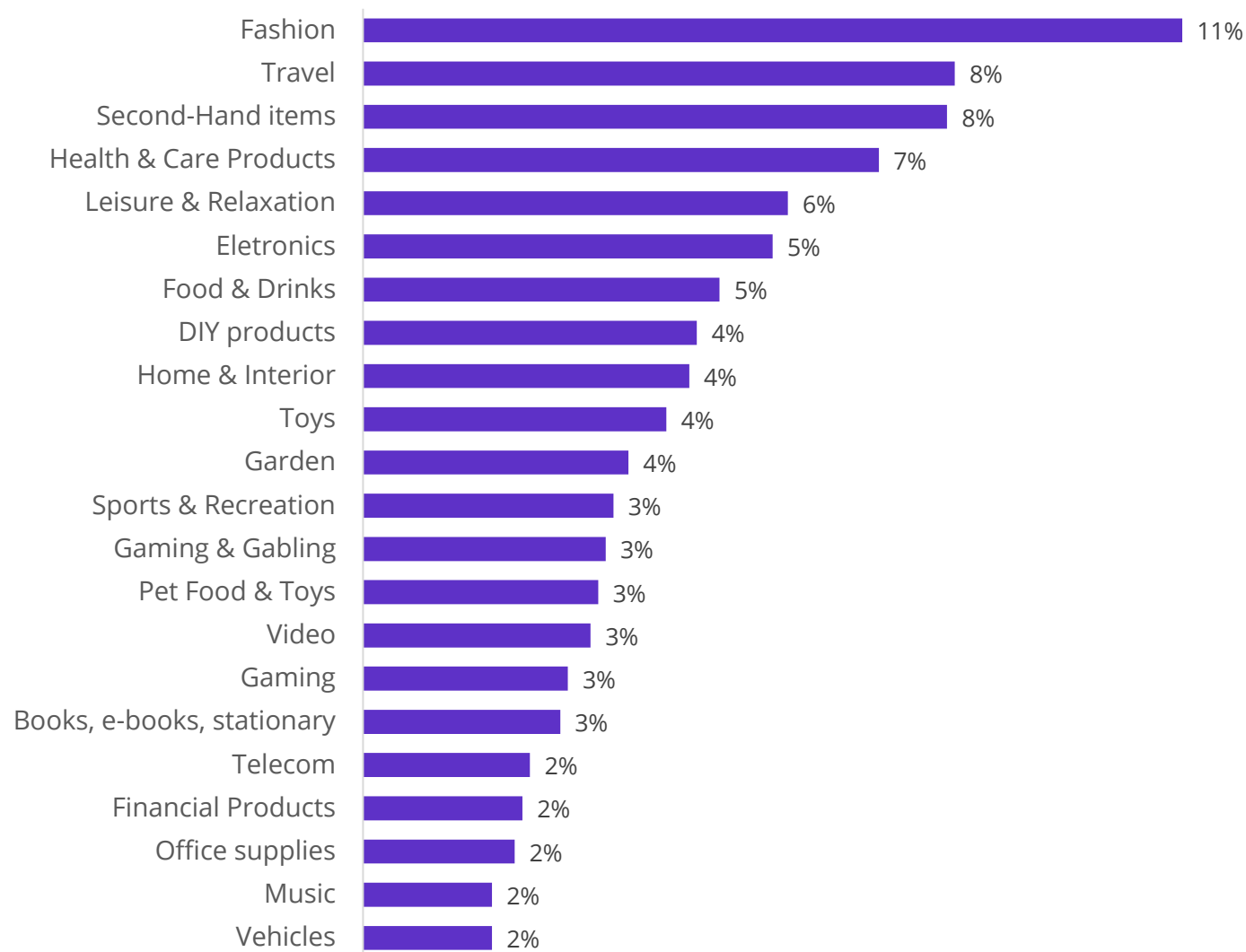




Social commerce is not (yet) very popular in Belgium

64% of Belgian online shoppers has not made a purchase on social media yet for one of the categories mentioned on the right.

For which of the categories have you made a purchase on social media?

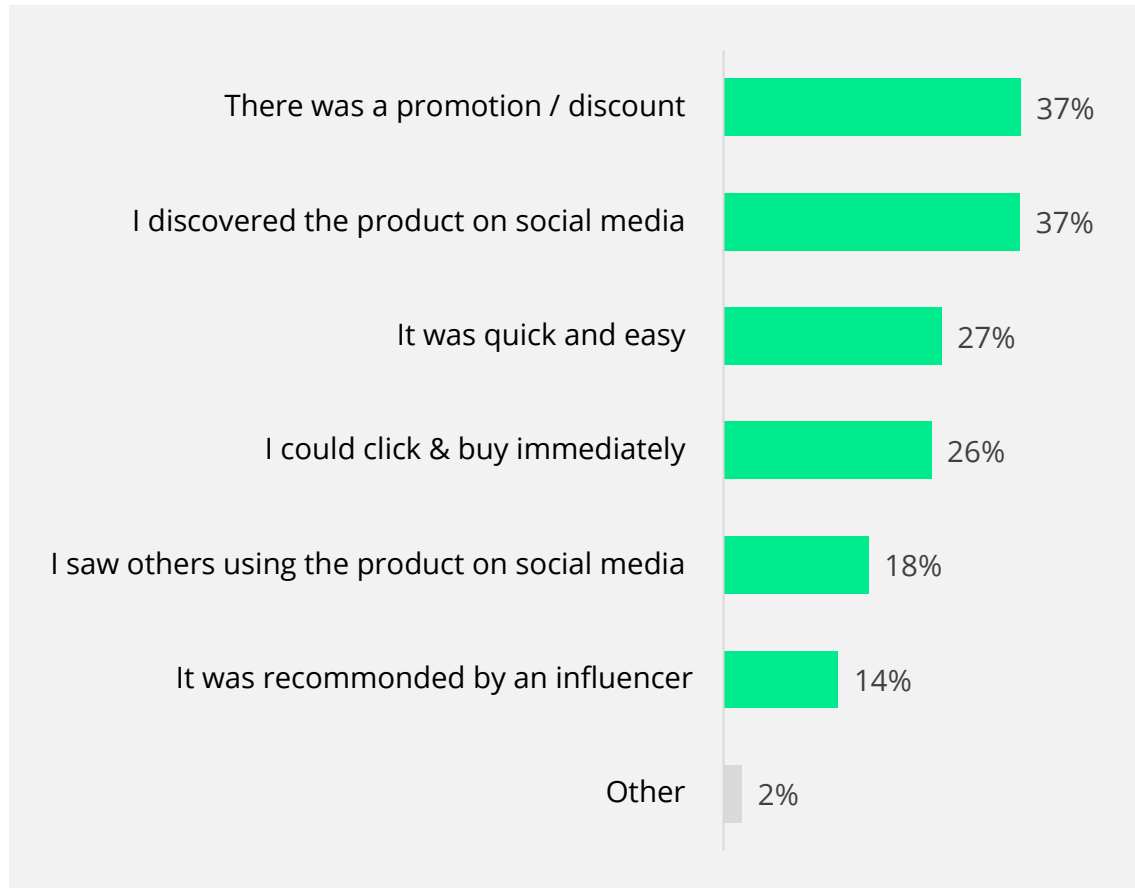


K1. For which of the following categories have you ever made an online purchase via social media (e.g. Instagram, TikTok, Facebook) in the past 12 months? | Base: Split sample 1 (representative sample), n=489

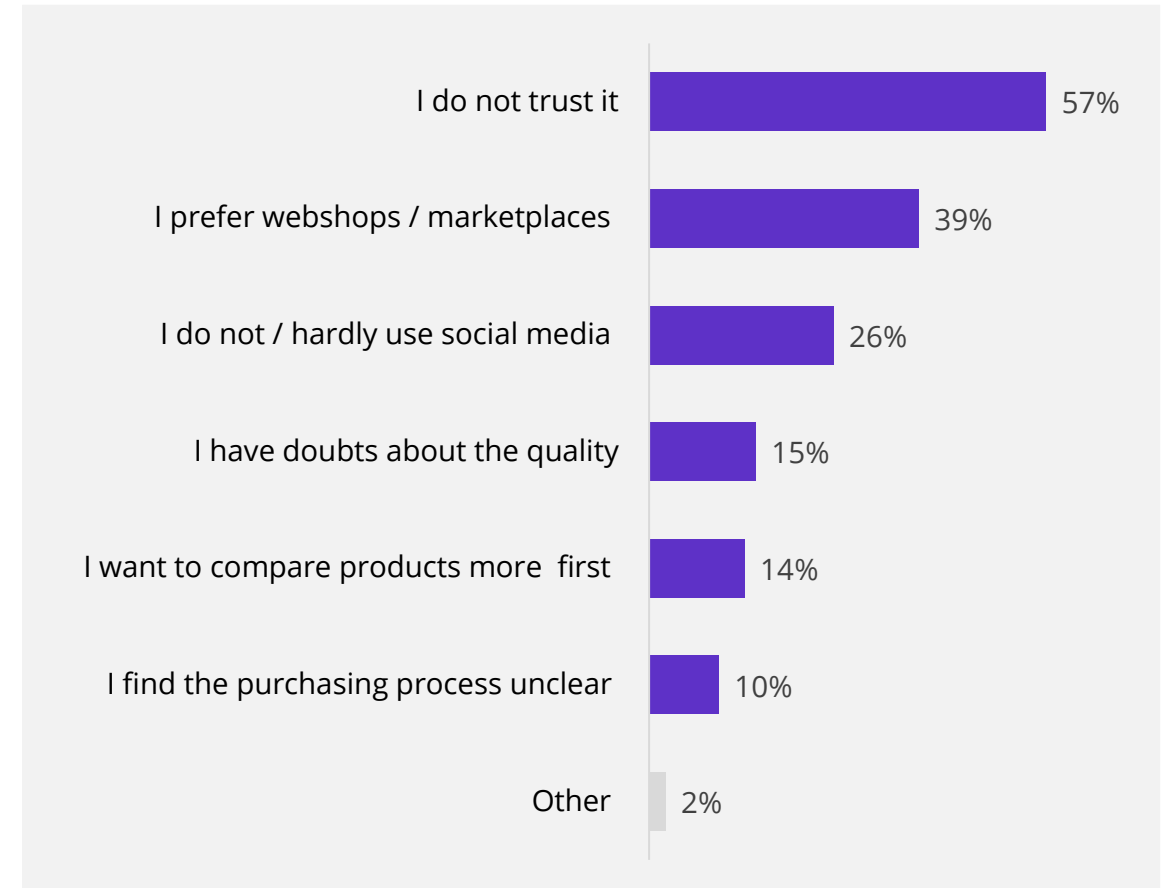
The low popularity of social commerce is due to a lack of trust

For those who have bought on social media already, they were mainly triggered by a promotion / discount, or by discovering the product on social media.

Why do you shop on social media?



Why don't you shop on social media?



K2. Why have you ever made a purchase via social media? K3. Why have you never made a purchase on social media?

Base: Split sample 1 (representative sample) and has done an online purchase via social media in the past 12 months, n=162 / Has not done an online purchase via social media in the past 12 months, n=327

WAYS OF SHOPPING ONLINE

Marketplaces dominate the online shopping landscape

A large share of Belgian consumers **prefers marketplaces**, and almost all Belgians indicate to have made a purchase on a marketplace in the past already. This highlights its role in the Belgian e-commerce landscape today.

However, while awareness and usage of marketplaces are high, the **sentiment** towards platforms **varies**. Certain marketplaces, especially those with a Chinese origin, receive more negative evaluations despite still being used by many.

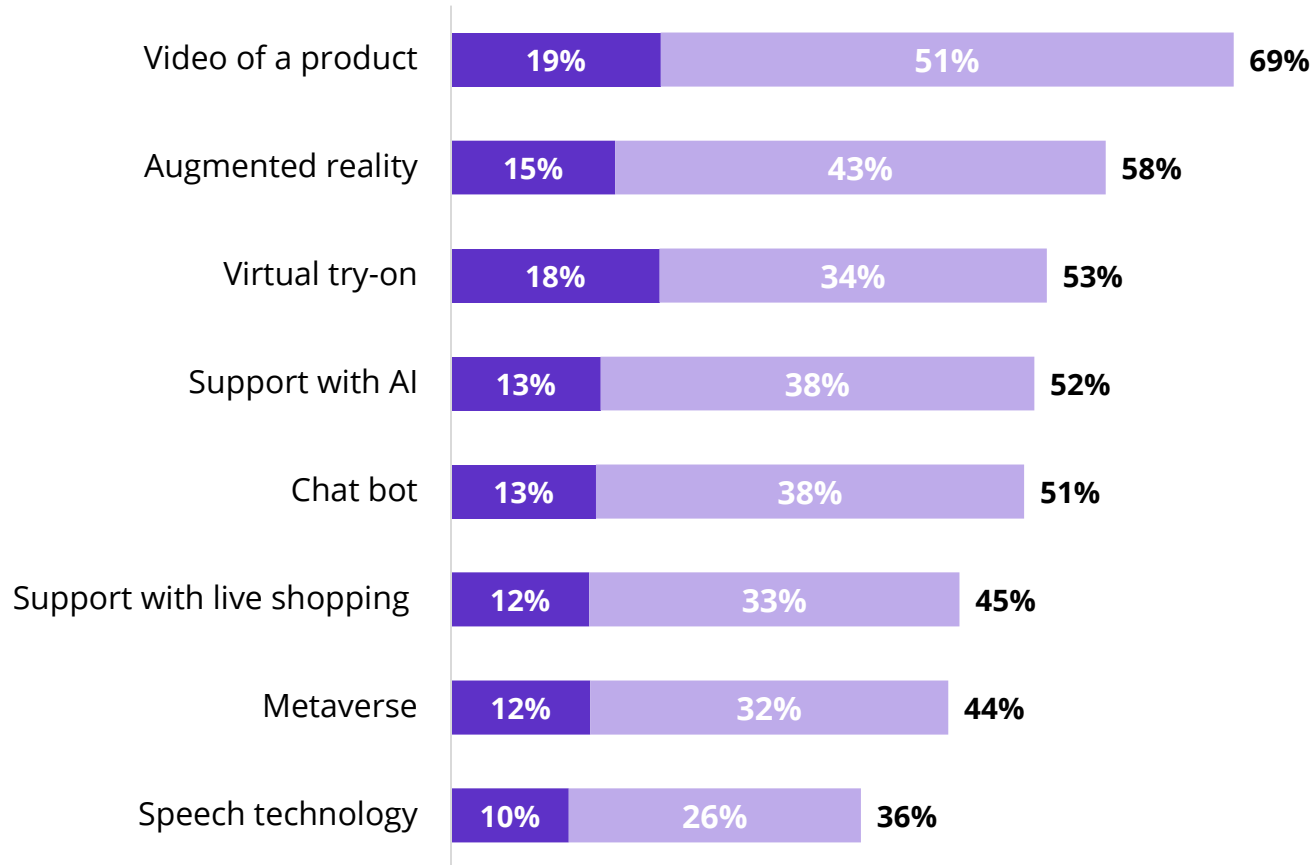
Social commerce is slowly emerging

The popularity of alternative formats of online shopping, such as social commerce, are still **limited**, with the majority not using them (yet). The low usage rate is mainly due to **lack of trust** and **preference for more established channels**.

Belgians do show some interest in technological innovations related to online shopping

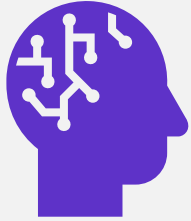
Shoppers are most interested in product videos and virtual try-on features.

Which innovations could improve your online shopping experience?



The Belgian online shopper indicated, on average, 1 technological innovation that could improve their online shopping experience

■ This would improve my experience
■ This would potentially improve my experience
Total



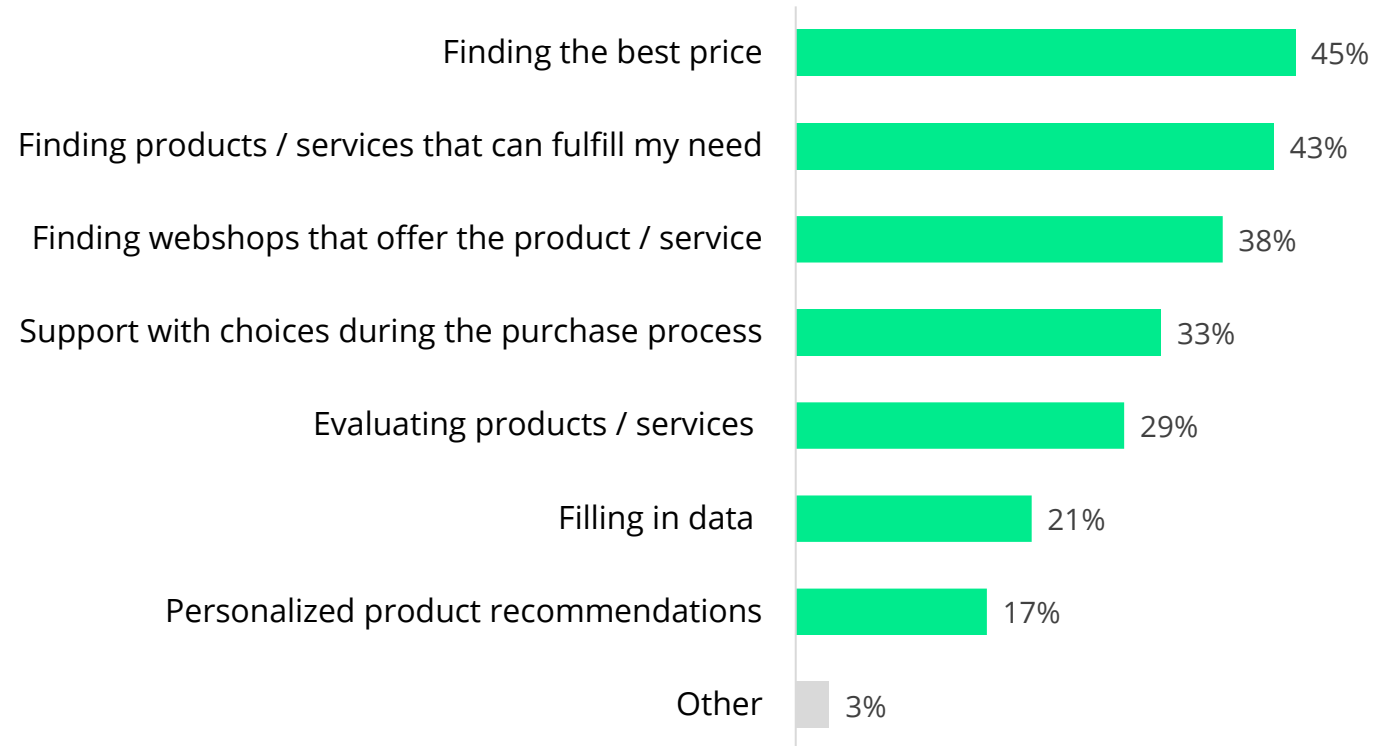
29%

has already **used AI tools** during their online purchasing process



For those who have used AI, it was mostly used to find the best price, or products/services to fulfill their needs

For what did they use AI?



TECHNOLOGY

Belgians show some interest in technological innovations

This interest is highest for product videos and virtual try-on features. Unsurprisingly, we can see that the interest is overall **higher among the younger generations** than among the older generations.

The use of AI and chatbots are being considered by most

About 2 in 3 indicate to have used, or consider using, **chatbots** when shopping online. For **AI tools**, this share sits are about 3 in 5. Here, we see that **AI tools** are mainly used to find the best price, or products/services that the shopper is looking for. Also here, we see that consideration and usage are overall **higher among the younger generations**.



Key Take-Aways

KEY TAKE-AWAYS

1

Online shopping remains strong & consistent

Belgian online shoppers frequently visit and purchase from webshops. The **interest to buy online is also expected to continue**, as many indicate plans to (re)purchase several categories online and anticipate maintaining at least the same level of online spendings. Notably, however, is a clear intention to move toward a more multichannel approach.

2

High confidence in e-commerce, yet caution remains

While 73% rate their **confidence in e-commerce** at at least 6 out of 10, they remain **cautious** when choosing where to buy. To **build trust**, delivering positive experiences is key, as 4 in 5 tend to return to the same online stores. In addition, retailers should reinforce credibility through e.g., clear and trustworthy domain names, authentic customer reviews and reliable payment options.

3

Winning online starts with the right foundation

Consumers consider a wide range of factors when defining their ideal online store, prioritising elements that deliver direct personal value over broader concerns (like sustainability). To meet shopper expectations, it is **crucial to get the basics right**, and focus on **payment, pricing, security, and reliability** first. Once these fundamentals are in place, additional features can help differentiate your store.

4

Navigate the rapidly evolving e-commerce landscape

E-commerce is constantly evolving. Online shopping now extends beyond traditional webshops, with **(Chinese) marketplaces** firmly established and newer formats such as **social commerce** emerging. At the same time, there is clear interest in **technological innovations**, of which some are being adopted and used already. Staying on top of these developments is crucial to remain competitive.