

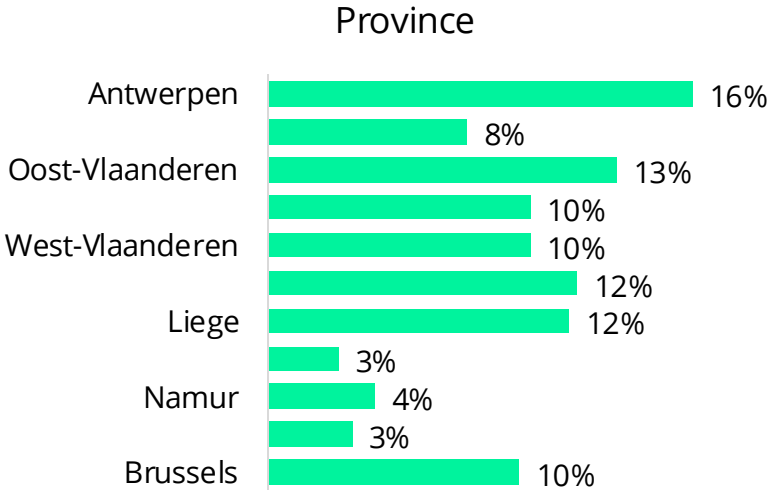
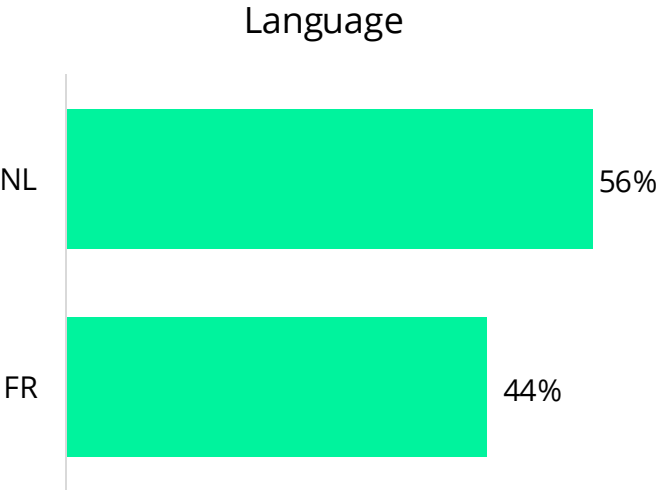
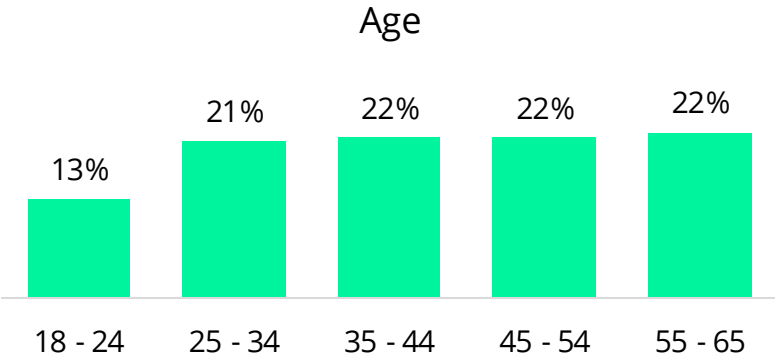
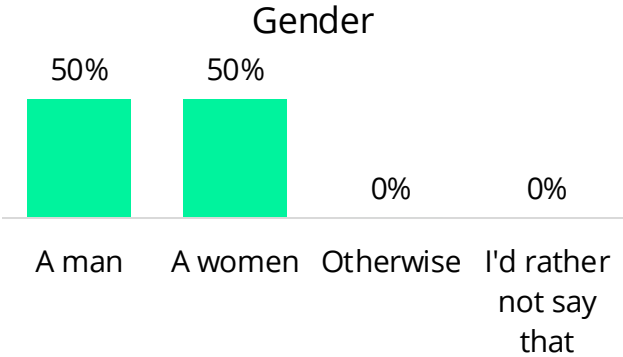


# Sustainability in e-commerce

2024



# Sample is representative for Belgium



**1000**  
Belgian online shoppers participated in this study

Source: Belgian Online Shopper Survey 2024 (WhyFIVE)

S1. Are you ... (SR) / S2. Write down your age here (Numeric) / S3. What is the zip code of your city? (Numeric)

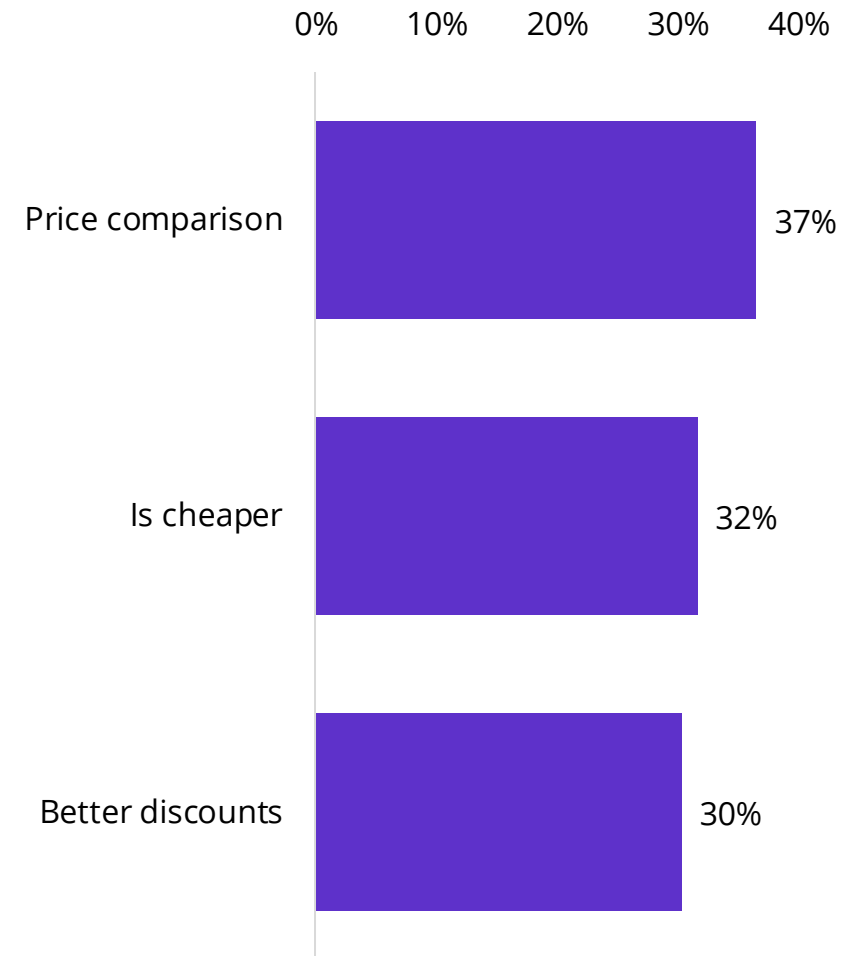
Base: Total sample

\*Distributions on gender, age and province are similar to previous waves and nationally representative.

# Price is an important driver for consumers to buy online

Price plays a crucial role in various aspects of online purchasing behavior:

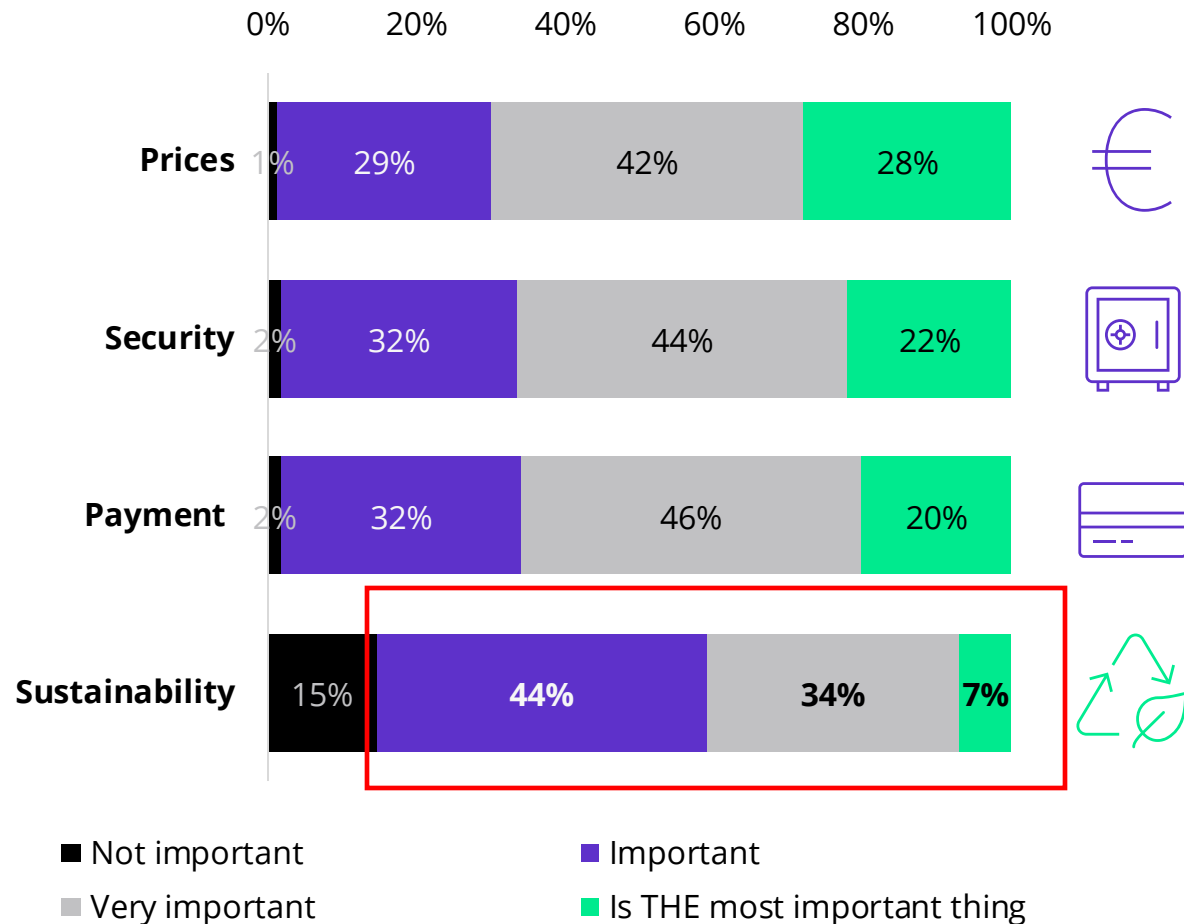
- 37% prefer shopping online because it allows them to compare prices
- 32% do so because it's more affordable
- 30% report finding better discounts online.



Source: Belgian Online Shopper Survey 2024 (WhyFIVE)

Q1.10. What are the reasons why you are more likely to buy from an online store than from a physical store? (MR, max. 5)  
Base: total sample

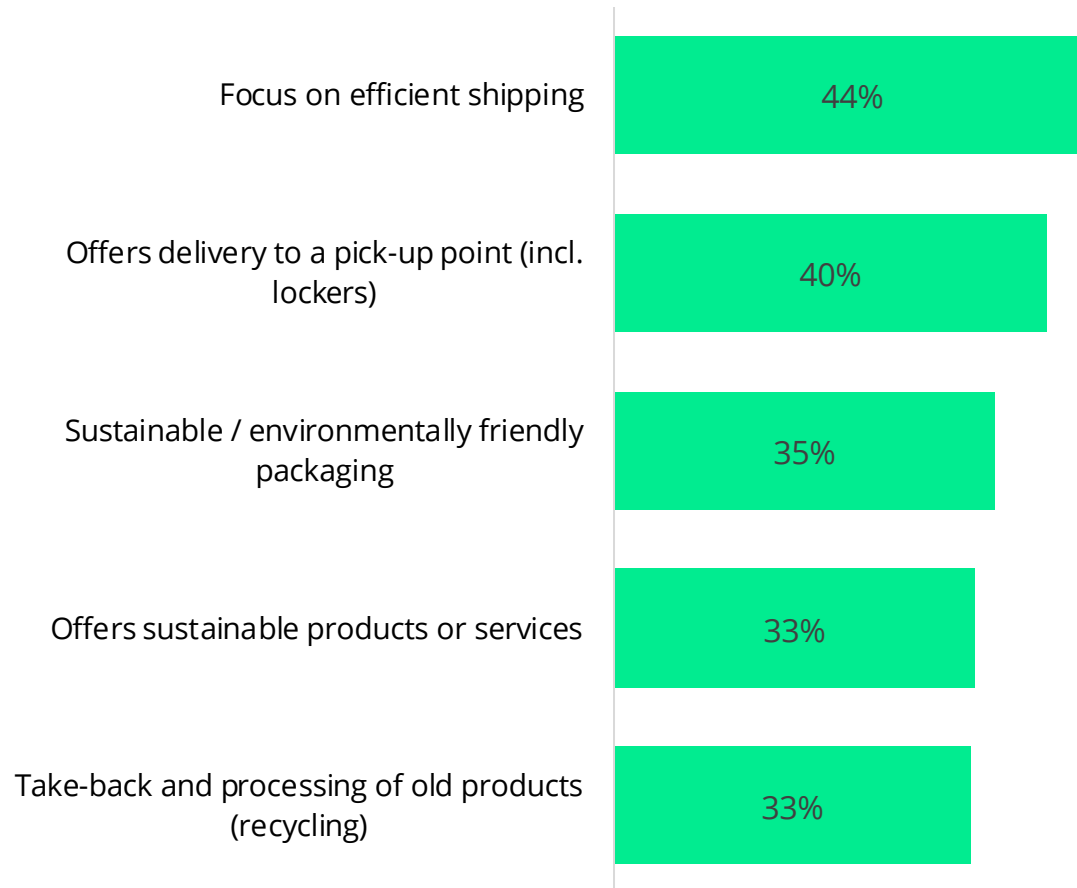
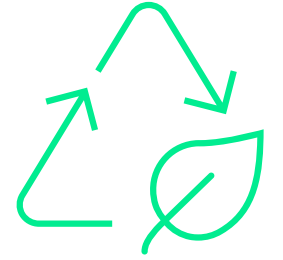
# Prices are main indicator for an 'ideal webshop'



**BUT** 85% of the consumer thinks sustainability is the (most) important



# Consumers know what a sustainable webshop must do



Regarding sustainability, online shoppers prefer online stores to focus on **efficient shipping and delivery** as well as **sustainable product offerings and packaging**.

Source: Belgian Online Shopper Survey (WhyFIVE, 2024)

Q3.2h. Now let's try to put together your ideal online store. We will present you with a few characteristics per theme, it is up to you to choose the most important building blocks for your ideal webshop. Please indicate the 5 most important elements. (MR; max 5)

Base: Split sample (N=502).



**Mutual effort**

# Sustainability also is the consumer's responsibility

Belgian consumers are convinced sustainable e-commerce is a **two way-street**.

They're willing to:

- ✔ Bundle their purchases
- ✔ Buy less
- ✔ Buy from local online stores



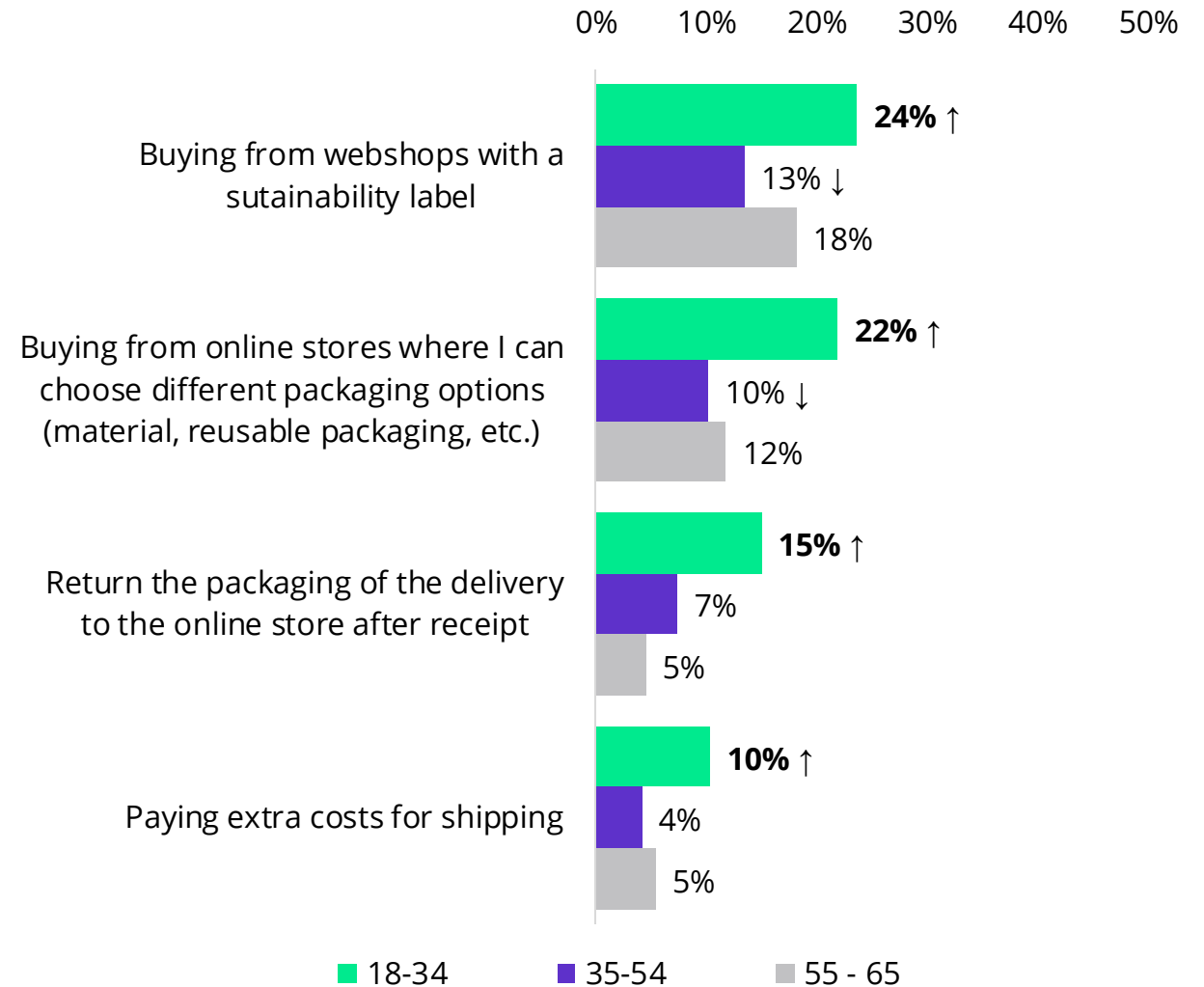
Source: Belgian Online Shopper Survey 2024 (WhyFIVE)

Q4.2 What action or habit are you willing to take to contribute to more sustainability in online shopping? (MR)

Base: Split sample (N=498)

# Sustainability mostly popular with younger shoppers

Younger online shoppers are more prepared to take various actions to promote sustainability in online shopping

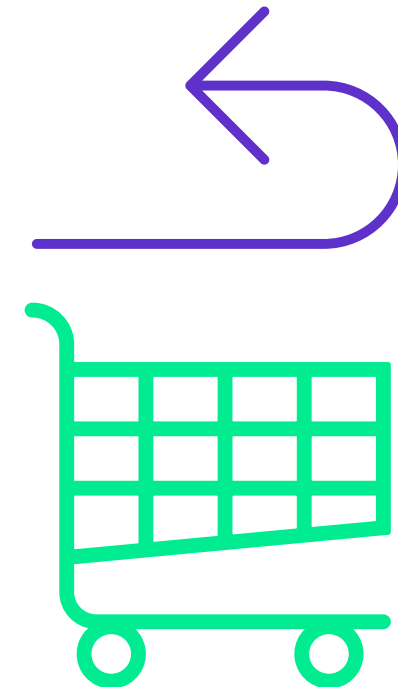
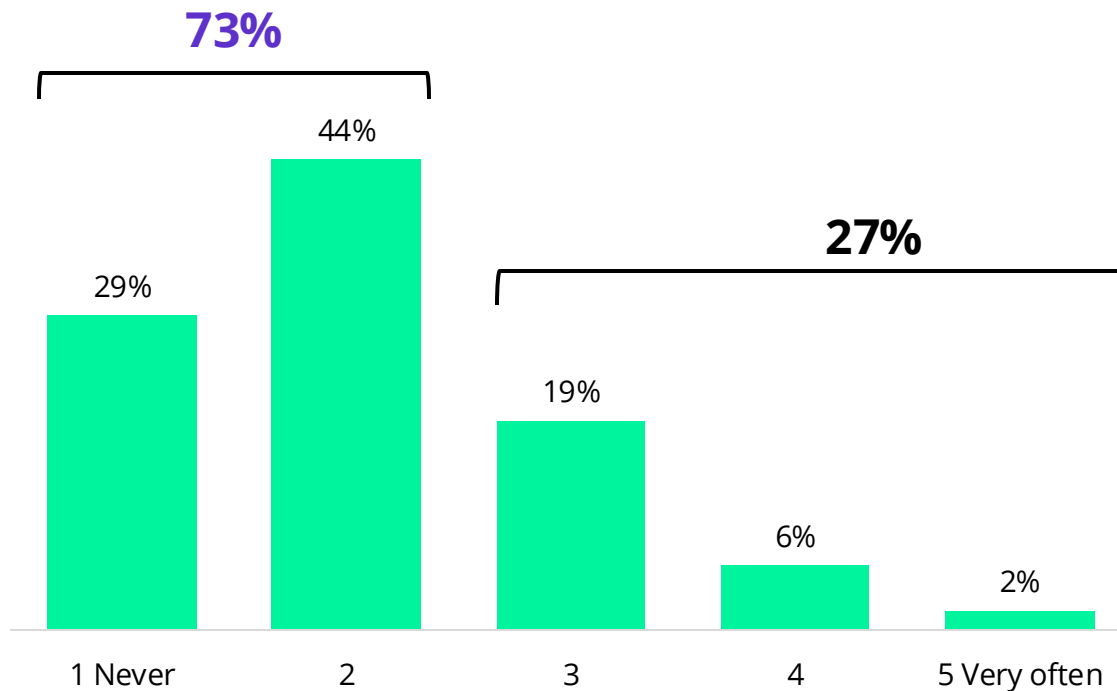


Source: Belgian Online Shopper Survey 2024 (WhyFIVE)  
Q4.2 What action or habit are you willing to take to contribute to more sustainability in online shopping? (MR)  
Base: split sample (N = 498)



# More than 7 in 10 consumers (almost) never returns

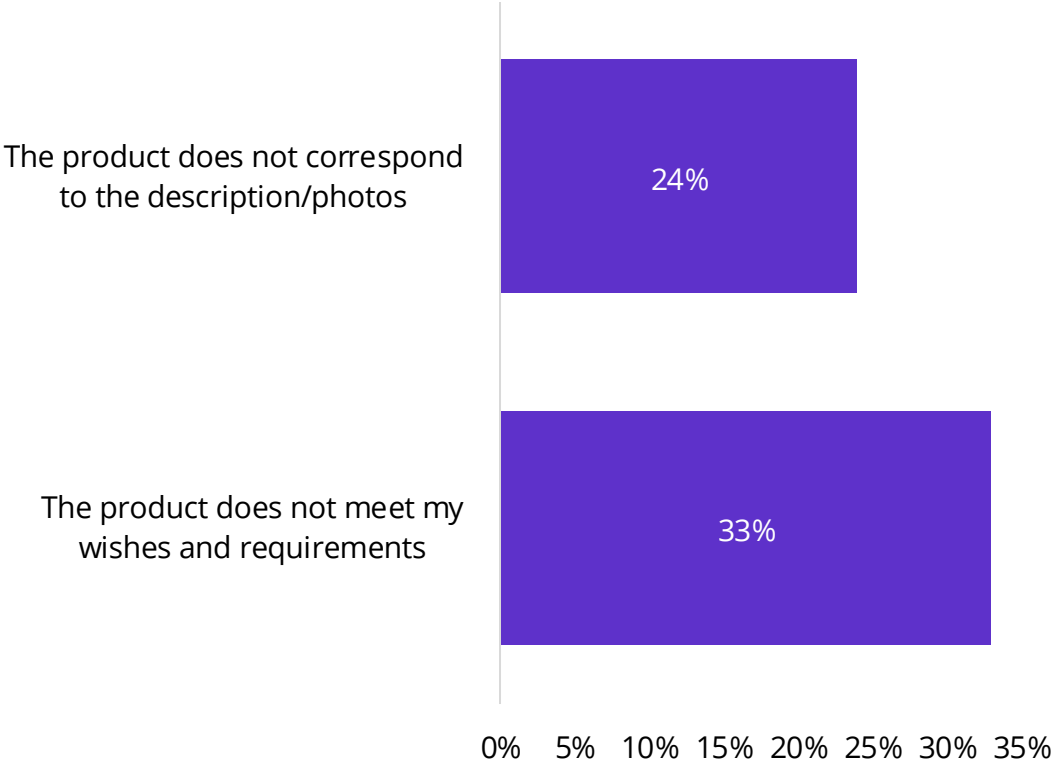
How often do you return the products you have purchased online?



Source: Belgian Online Shopper Survey 2024 (WhyFIVE)  
Q1.9b. How often do you return the products you have purchased online? (SR)  
Base: Total sample

# Those that do return give various reasons for why they do it

Reasons for returning a product

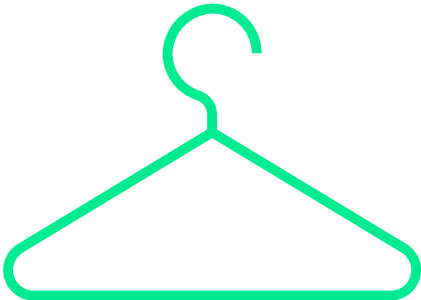
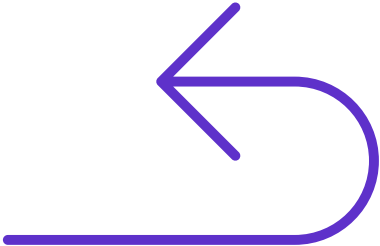
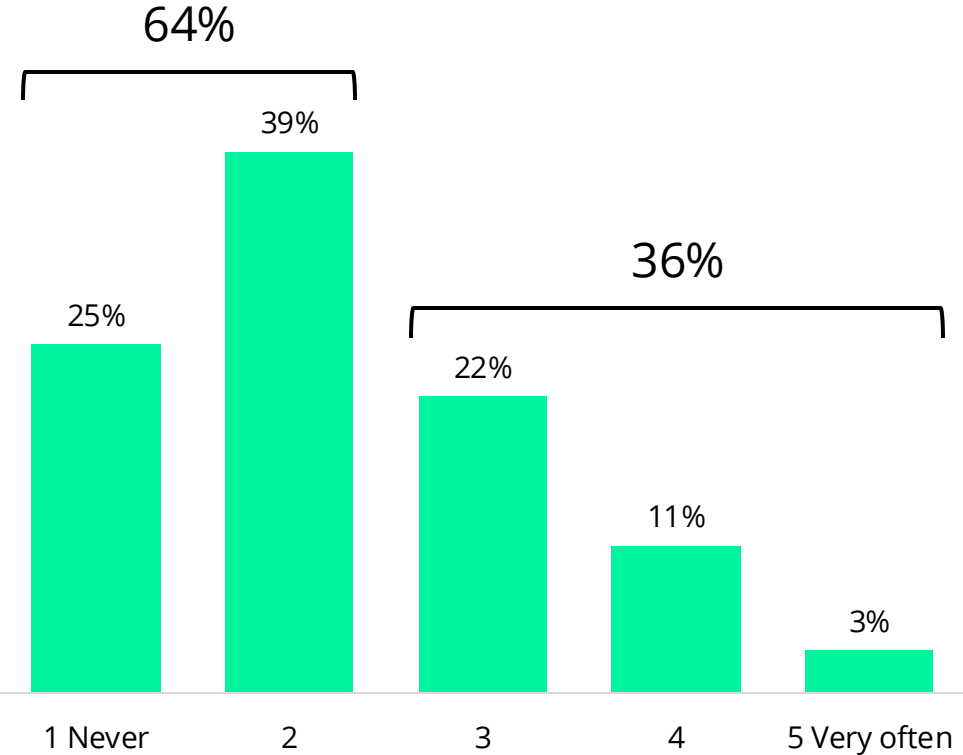


The most important reason why people return online purchases is because the product does not meet their wishes and requirements.

Source: Belgian Online Shopper Survey 2024 (WhyFIVE)  
Q1.9d. You just mentioned that you often return online purchases. Why is that? (MR; max 3)  
Base: Those who often return online purchases (N=78)

# 64% of consumers never returns Fashion

How often do you return clothes, shoes and accessories that you have purchased online?

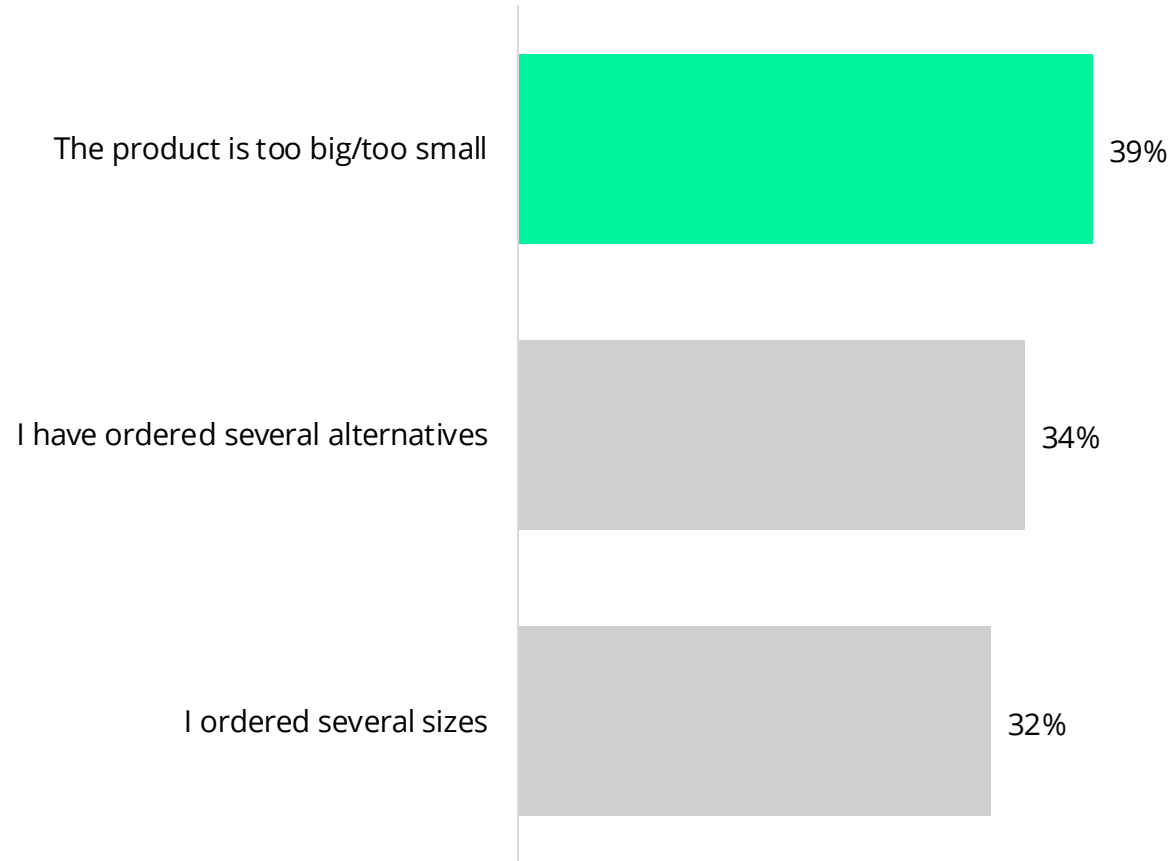
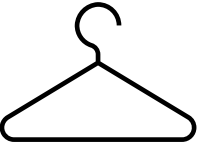


Belgian Online Shopper Survey 2024 (WhyFIVE)

Q1.9e. You mentioned earlier that you sometimes buy clothes, shoes and accessories online. How often do you return clothes, shoes and accessories that you have purchased online? (SR)

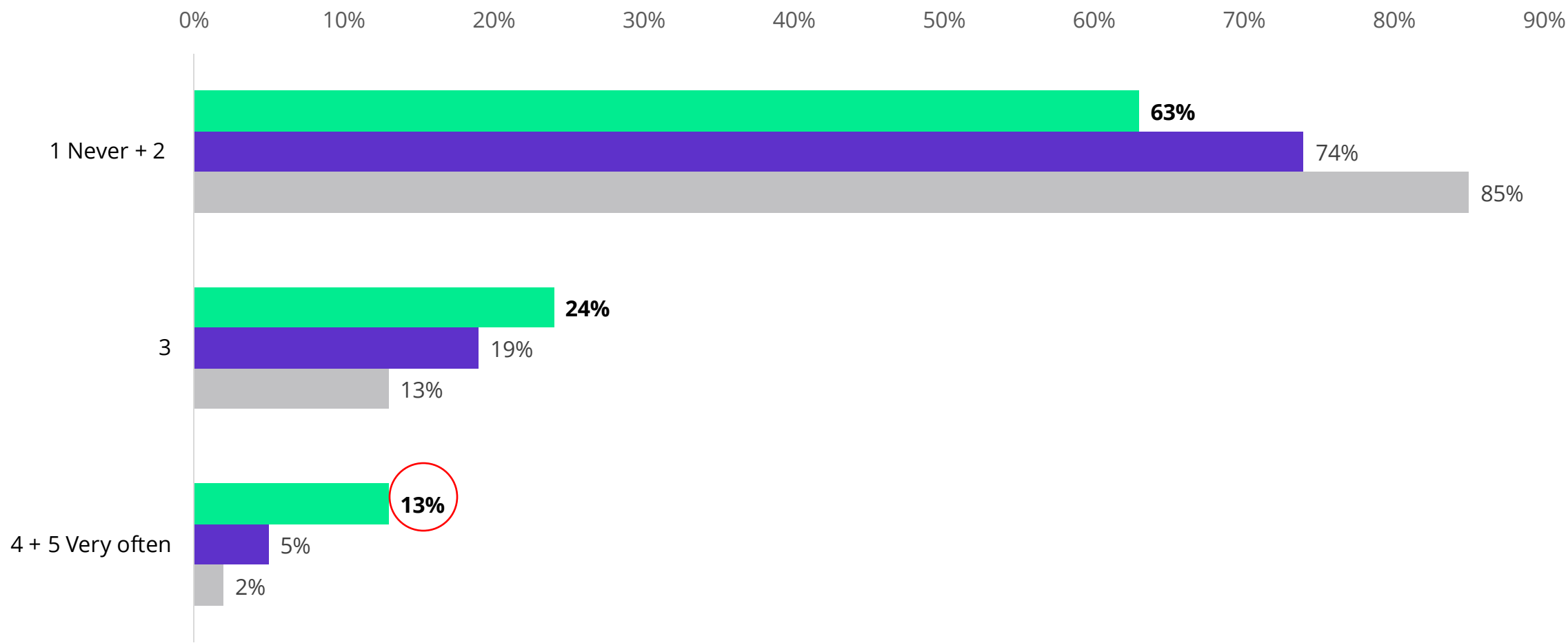
Base: Those who buy clothes more than once a year online (N=316)

# Reasons for return in Fashion vary



When clothes are returned, this is mostly due to the product being too big or too small.

# Younger people return significantly more



Source: Belgian Online Shopper Survey 2024 (WhyFIVE)

Q1.9b. How often do you return the products you have purchased online? (SR)

Base: Total sample

■ 18-34 ■ 35-54 ■ 55-65

# How to be a more sustainable consumer?

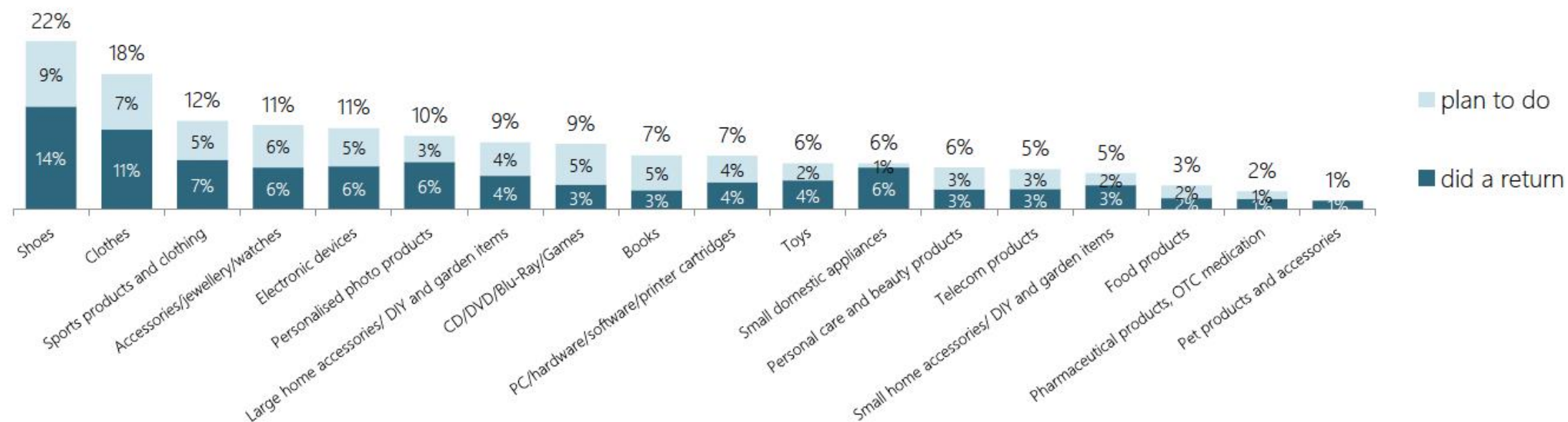
- ✔ **Plan & bundle** your purchases
- ✔ Shop at **local** online shops
- ✔ Check **product info & decide** before ordering: one size and one colour
- ✔ Choose the most sustainable **delivery option**
- ✔ If delivered at home: make sure **somebody** is present



Annex



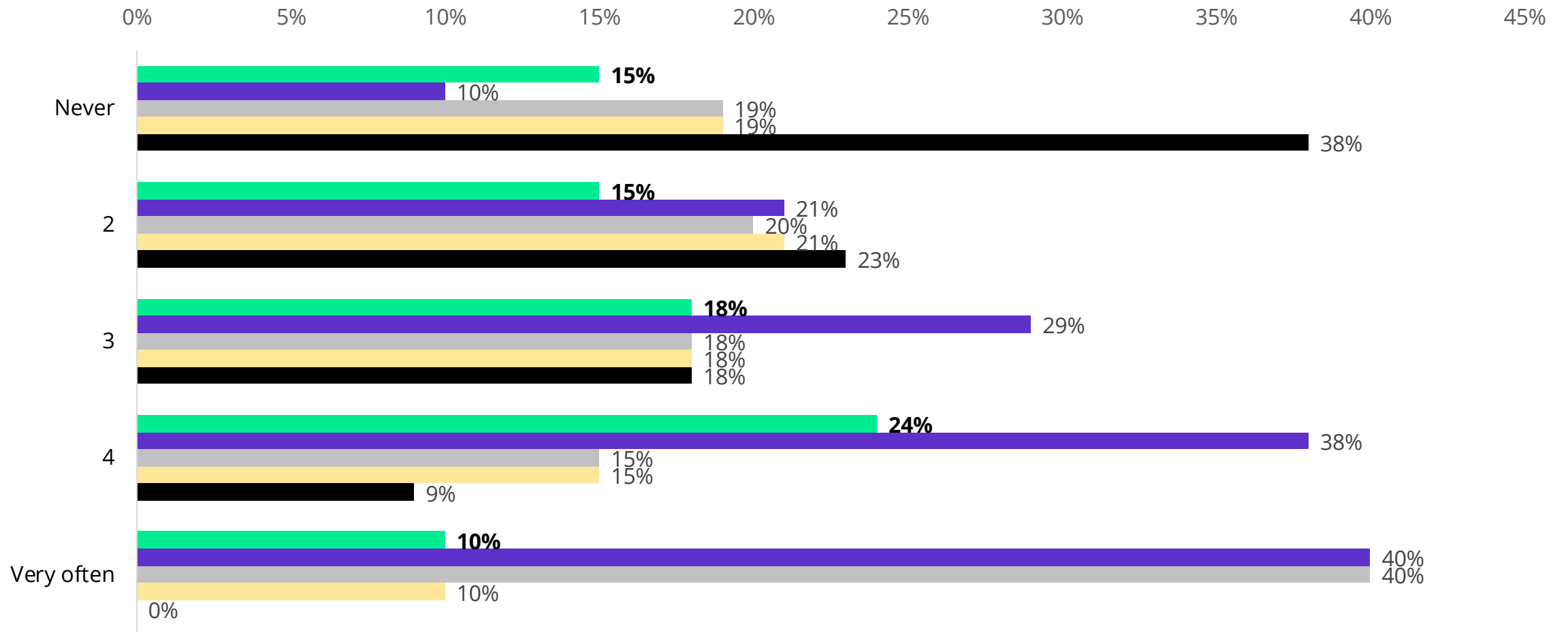
# Return rates per product category



Source: Bpost Online Parcel Tracker Q2 2024



# Younger people return significantly more Fashion



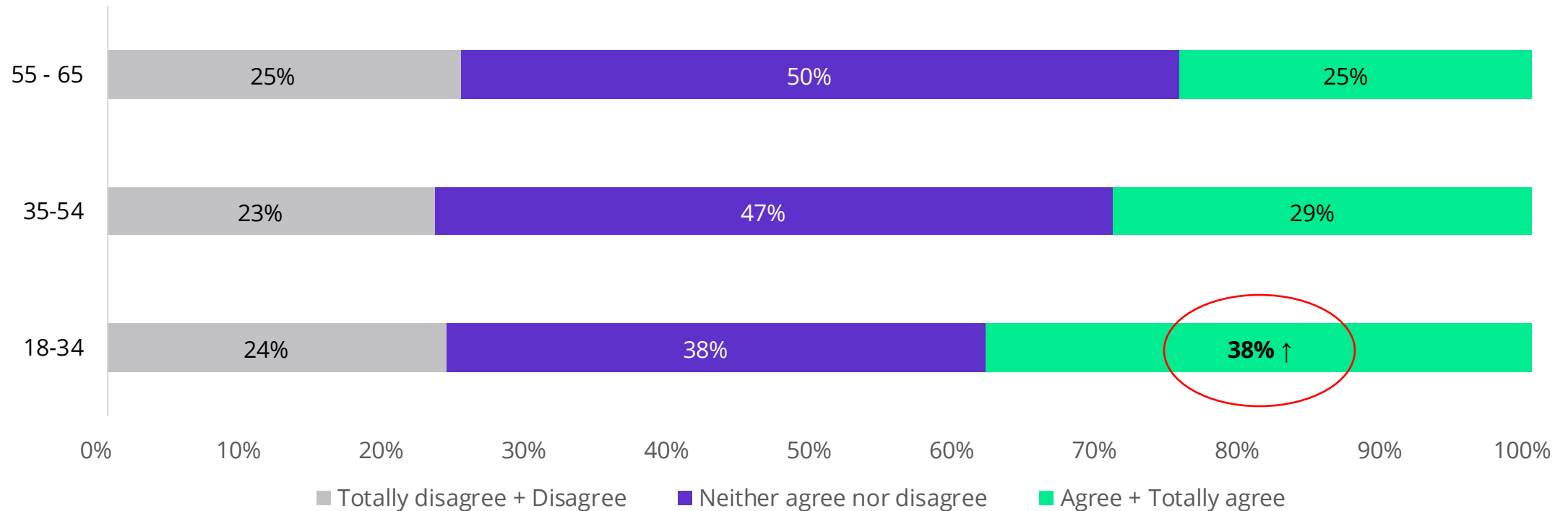
Source: Belgian Online Shopper Survey 2024 (WhyFIVE)    18-24    25-34    35-44    45-54    55-66

Q1.9e. You mentioned earlier that you sometimes buy clothes, shoes and accessories online. How often do you return clothes, shoes and accessories that you have purchased online? (SR)

Base: Those who buy clothes more than once a year online (N=316)

# Younger people more prefer local shopping

“When I shop online, I prefer to buy from a local rather than an international online store”



# Reasons why younger people prefer local online stores

