

**be commerce.be**

Online shopping & e-services



# CONGRES

# Groep Maatwerk

12 oktober 2017

Patricia Ceysens



BeCommerce stimuleert het consumentenvertrouwen in zowel het kopen op afstand via internet als via catalogus of post ten voordele van de consumenten en de verkopers.

BeCommerce brengt deze doelstellingen in de praktijk door:

- het imago van kopen op afstand te versterken
- het leuke en gemakkelijke van het kopen op afstand bij de consument aan te tonen
- kennis en ervaring uit te wisselen
- het stimuleren van beste praktijken via zelfregulering
- de belemmeringen om te kopen op afstand voor de consument op te heffen





B2C



B2B

# BeCommerce B2B Summit #2

woensdag 25 april 2018 van 13:30 tot 19:00

## BeCommerce B2B Summit #2

woensdag 25 april 2018 van 13:30 tot 19:00

 Tweeten

According to Belgian Cowboys, Belgium is number 5 B2B ecommerce country with 47% penetration following the number 1 U.S. (64%), number 2 The Netherlands (52%), number 3 U.K. (50%) and number 4 Germany (47%). Because of this special position and a very deep market wish, BeCommerce will organize for the second time the BeCommerce B2B Summit on 25.04.2018.

Several B2B ecommerce players will share their knowhow on stage and the latest strategies and tips will be discussed. A great opportunity to be present at this summit. We look forward to have you!



**BeCommerce lanceert samen met  
Ecommerce Europe een pan-Europees  
Label**



**Belgium**



**Ireland**



**Czechia**



**Italy**



**Denmark**



**Luxembourg**



**Finland**



**Netherlands**



**Finland**



**Norway**



**France**



**Poland**



**Germany**



**Portugal**



**Greece**



**Spain**



**Hungary**



**Switzerland**







Ecommerce  
FOUNDATION

# Europe

## Key B2C E-commerce Data of Goods and Services at a Glance 2015



685mn people are over the age of 15



516mn people use the Internet (75%)



296mn people are e-shoppers (43%)



Global \$2,272.7bn +19.9%  
Europe \$505.1bn +13.3%  
Total B2C e-commerce 2015 of goods & services



Average spending per e-shopper

Ranking Europe in turnover (in millions of USD)

1		United Kingdom	\$174,357
2		France	\$72,007
3		Germany	\$66,237
4		Russia	\$22,785
5		Spain	\$20,137
6		Italy	\$18,430
#		Others	\$131,174



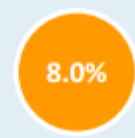
Forecast 2016  
\$565.8bn  
Turnover E-commerce Goods & Services



Total GDP of  
\$19,518bn



Share of e-commerce in GDP 2.59%



Estimated share of online goods in total retail of goods

National e-commerce associations:

France



Russia



Germany



Spain



Italy



United Kingdom



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# Northern Europe

## Key B2C E-commerce Data of Goods and Services at a Glance 2015



27mn people are  
over the age of 15



25mn people use  
the Internet (91%)



18mn people are  
e-shoppers (67%)



Europe €455.3bn +13.3%  
Northern Europe €37.6bn +10.9%  
Total B2C E-commerce 2015 of goods & services

Ranking Northern Europe  
in turnover (EUR million)

1		Denmark*	€11,651
2		Sweden	€9,674
3		Norway	€7,897
4		Finland	€7,221
5		Lithuania	€460
6		Iceland	€270
7		Latvia	€220
8		Estonia	€170

\*Domestic and foreign consumption

National e-commerce associations:



Forecast 2016  
€42bn  
Turnover E-commerce  
Goods & Services

Total GDP of  
€1,366bn

Share of E-commerce  
in GDP 2.75%



Estimated share of online  
goods in total retail of  
goods

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# Central Europe

## Key B2C E-commerce Data of Goods and Services at a Glance 2015



**141mn** people are  
over the age of 15



**117mn** people use  
the Internet (**83%**)



**85mn** people are  
e-shoppers (**60%**)



Europe €455.3bn +13.3%  
Central Europe €89.5 bn +14.2%  
Total B2C E-commerce 2015 of goods & services

### Ranking Central Europe in turnover (EUR million)

1		Germany	€59,700
2		Switzerland	€8,530
3		Poland	€7,603
4		Austria	€7,500
5		Czechia	€4,293
6		Hungary	€1,120
7		Slovakia	€460
8		Slovenia	€250

### National e-commerce associations:

Czechia  
 Germany  
 Hungary



Poland  
 Switzerland



### Forecast 2016

**€101bn**  
Turnover E-commerce  
Goods & Services

Total GDP of  
**€4,792bn**

Share of E-commerce  
in GDP **1.87%**



Estimated share of **online**  
**goods** in **total retail** of  
**goods**

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payments

**Manhattan**  
Associates  
supply chain commerce delivered

**webhelp**

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# Southern Europe

## Key B2C E-commerce Data of Goods and Services at a Glance 2015



**172mn** people are  
over the age of 15



**114mn** people use  
the Internet (**66%**)



**51mn** people are  
e-shoppers (**30%**)

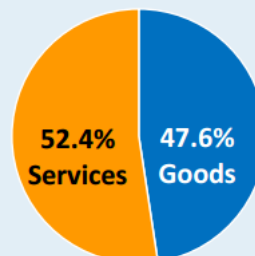


Average spending  
per e-shopper

Europe €455.3bn +13.3%  
Southern Europe €50.9bn +18.2%  
Total B2C E-commerce 2015 of goods & services

Ranking Southern Europe  
in turnover (EUR million)

1		Spain	€18,150
2		Italy	€16,611
3		Turkey	€8,469
4		Greece	€3,800
5		Portugal	€3,334
6		Croatia	€315
7		Cyprus	€200
8		Malta	€30



National e-commerce associations:



Greece



Portugal



Italy



Spain



Forecast 2016

**€60bn**  
Turnover E-commerce  
Goods & Services



Total GDP of  
**€3,795bn**



Share of E-commerce  
in GDP **1.34%**



Estimated share of online  
goods in total retail of  
goods

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# Eastern Europe

## Key B2C E-commerce Data of Goods and Services at a Glance 2015



**209mn** people are  
over the age of 15



**138mn** people use  
the Internet (**66%**)



**39mn** people are  
e-shoppers (**19%**)



Europe €455.3bn +13.3%  
Eastern Europe €24.5bn +9.1%  
Total B2C E-commerce 2015 of goods & services



Forecast 2016

**€26bn**  
Turnover E-commerce  
Goods & Services



Total GDP of  
**€1,533bn**



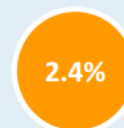
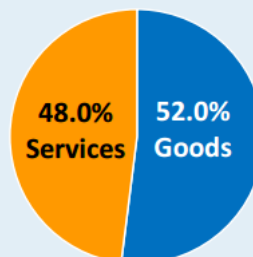
Share of E-commerce  
in GDP **1.60%**

Ranking Eastern Europe  
in turnover (EUR million)

1		Russia	€20,536
2		Romania	€1,490
3		Ukraine*	€1,058
4		Bulgaria	€300
#		Other countries <sup>1</sup>	€1,101

<sup>1</sup> Other countries include: Albania, Belarus, Bosnia & Herzegovina, FYR Macedonia, Moldova, Kosovo, Montenegro and Serbia.

\* Goods only



Estimated share of **online**  
**goods** in **total retail of**  
**goods**

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**ingenico**  
payments

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Associates  
supply chain commerce delivered

**webhelp**

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# Western Europe

Key B2C E-commerce Data of Goods and Services at a Glance 2015



135mn people are over the age of 15



122mn people use the Internet (90%)



101mn people are e-shoppers (75%)



Ranking Western Europe in turnover (EUR million)

1		United Kingdom	€157,149
2		France	€64,900
3		The Netherlands	€16,070
4		Belgium	€8,241
5		Ireland	€5,900
6		Luxembourg	€687

National e-commerce associations:

Belgium



Luxembourg

France



The Netherlands

Ireland



Forecast 2016

€280bn

Turnover E-commerce Goods & Services

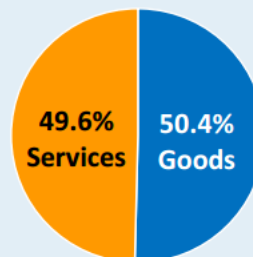
Total GDP of €6,106bn



Share of e-commerce in GDP 4.14%



Estimated share of online goods in total retail of goods



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COR MOLENAAR

# Het einde van winkels?

De strijd om de klant

# SHOWROOMING

THIS PAIR IS SO PERFECT, I  
CAN'T WAIT TO BUY THEM  
CHEAPER ONLINE SOMEWHERE.  
WHAT'S YOUR WIFI PASSWORD?



TOM  
FISH  
BURNE



# WEBROOMING

## VS.

# SHOWROOMING



BROWSE  
ONLINE



BUY  
IN-STORES



BROWSE  
IN-STORES



BUY  
ONLINE

*"Someday, all department stores will  
become museums, and all museums will  
become department stores."*

*Andy Warhol*

# BESHOPPING100

## Top 10 van de meest bezochte e-shops in België

1. Amazon
2. Zalando
3. 3Suisses
4. Coolblue
5. Colruyt Group
6. Bol.com
7. Proximus
8. Nespresso
9. Tele Ticket Service
10. La Redoute



Albert Heijn, ± 1887



**bol.com**<sup>go</sup>

Albert Heijn neemt bol.com over



## Amerika herontdekt melkboer

09/11/2014 om 08:31 door Wie | Bron: BELGA

1	21	0
+1	Tweeten	Aanbevelen

Mail	Print

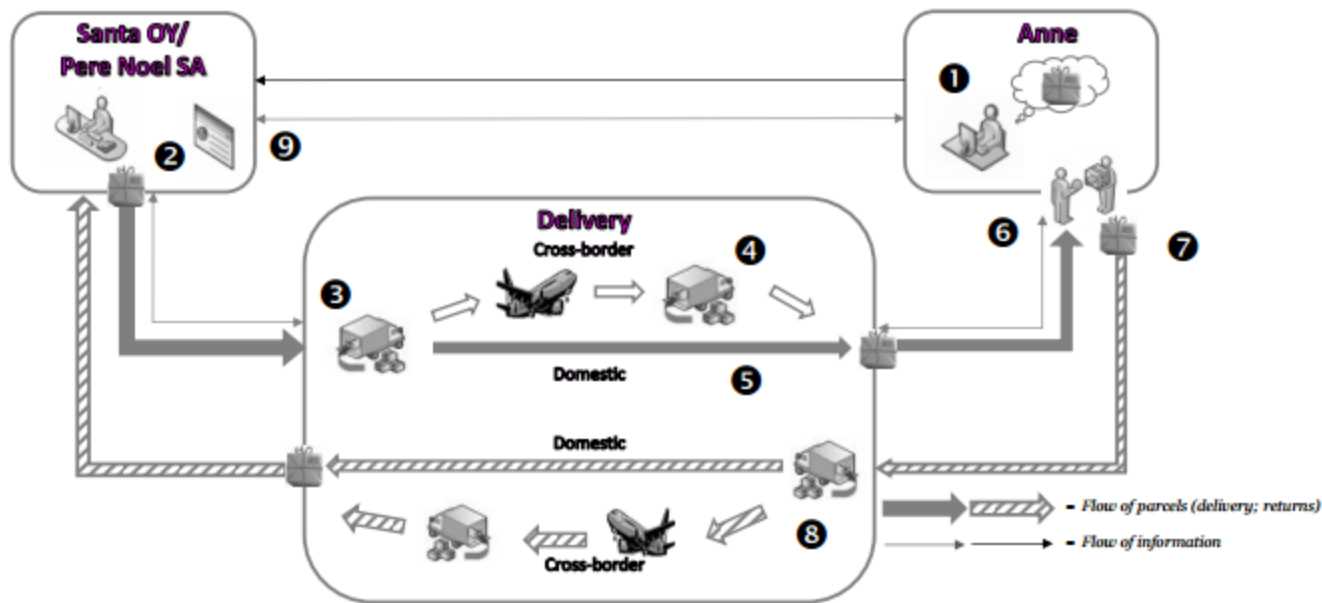


Foto: Photo News

Melkdrinkers in de Amerikaanse staat Pennsylvania kunnen tegenwoordig op beide oren slapen en hoeven niet langer in alle vroegte naar de winkel hollen omdat de melk op is. Wie dat wil vindt tegenwoordig tezamen met de ochtendkrant volle flessen melk voor de deur.







Source: Copenhagen Economics

1. Anne orders the presents from the websites of Santa OY and Pere Noel SA.
2. Santa OY and Pere Noel choose delivery partner(s) and set the delivery price to be paid by Anne.
3. Presents are picked up by delivery operators.
4. Present from Santa OY is delivered cross-border from Finland to France.
5. Present from Pere Noel is delivered domestically within France.
6. Presents are delivered last mile to Anne (to home, retail outlet, pack station etc.).
7. Anne decides to return the present from Santa OY.
8. Present from Santa OY is delivered back to Finland.
9. Santa OY annuls the order and refunds Anne her money.

There are many things that can go wrong in the different stages of the process, causing disappointment and regret for Anne and/or the two e-retailers. Some of them are shown in Table 2.

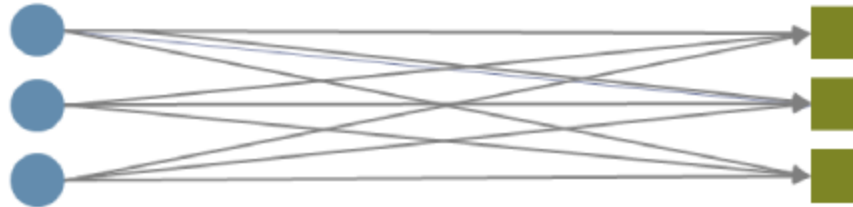


**1970s**

Direct  
replenishment

Suppliers / Wholesalers

Stores



**1980s**

Rationalization

Distribution Centers



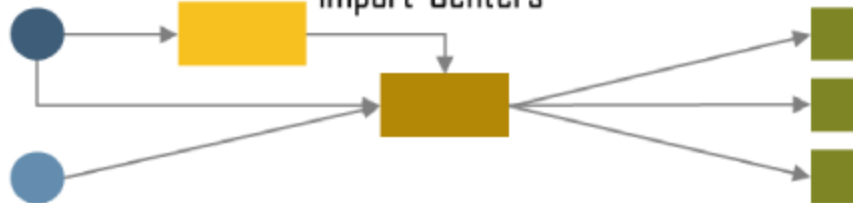
**1990s**

Global sourcing

Overseas suppliers

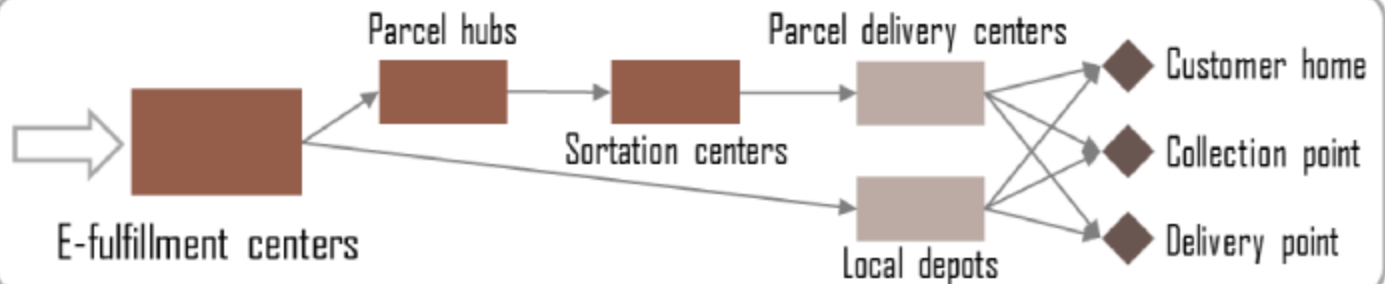
Import Centers

Domestic suppliers



**2000s**

E-commerce



# "ON THE INTERNET, NOBODY KNOWS YOU'RE A DOG."

The New Yorker, 1993



ON THE INTERNET, EVERYBODY KNOWS YOU'RE A DOG.





A DOG ORDERED ON THE INTERNET TODAY,

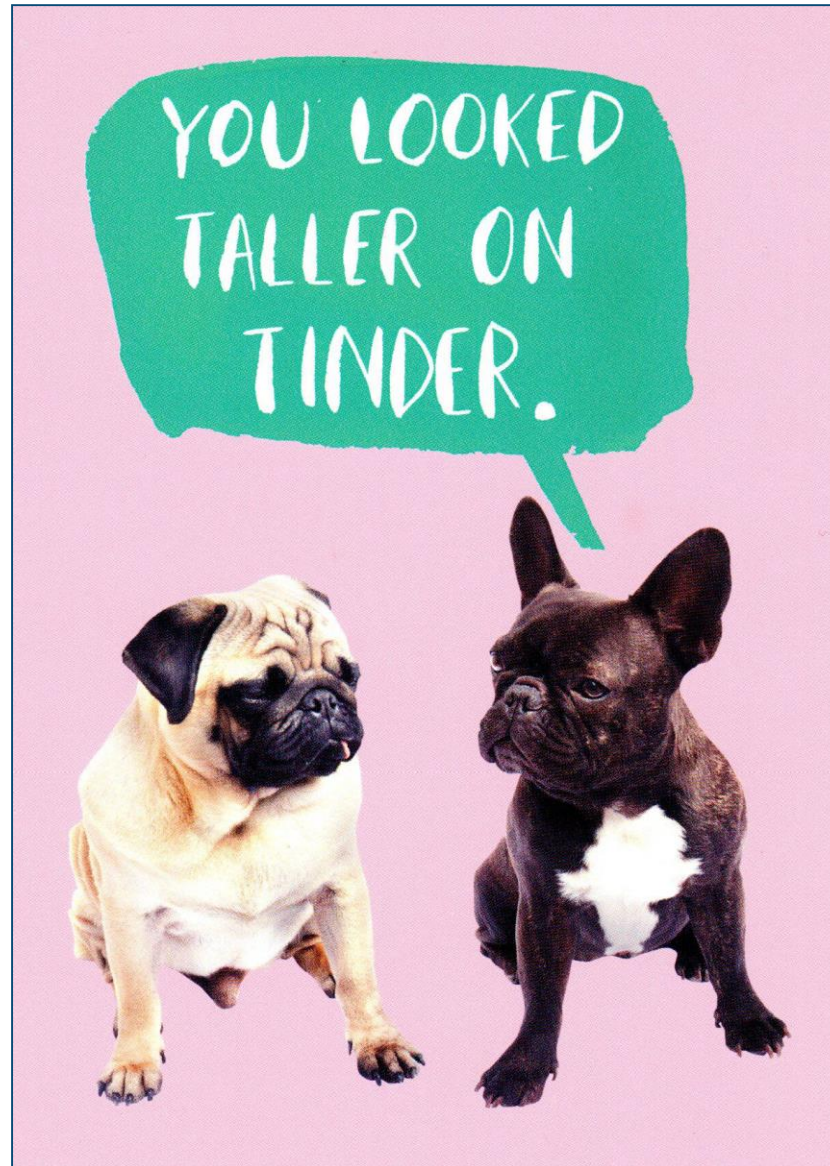




DELIVERED TOMORROW!



SO WHAT'S NEXT?



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