

## **Retail E-Commerce in Belgium**

Market Direction | 2025-02-28 | 37 pages | Euromonitor

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### **Report description:**

In the context of the inflation crisis, in 2023, consumers showed a tendency to frequent physical stores in search of promotions and lower prices, both in terms of grocery and non-grocery items. This trend, coupled with the added cost of home delivery resulted in only moderate growth for retail e-commerce in 2023. However, in 2024, as prices stabilised and pressure on purchasing power started to slowly ease, retail e-commerce saw stronger growth in current value terms.

Euromonitor International's Retail 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.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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.

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reliable information resources to help drive informed strategic planning.

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