DUTCH E-COMMERCE

What you need to know to self online in the Netherlands

POPULATION

18.3 MILLION

Dutch consumers are good at recognising best practices and they are not afraid to buy cross-border. Additionally, the country is very small, with numerous logistics and delivery options. The Dutch have therefore come to expect a quick and cheap (if not free) delivery of their online purchases.

HOW WE INVESTIGATE (REFORE WE PURCHASE

		48%
Online s	tore	
		4.407
D		44%
Physica	l store	
		43%
Cooreb	ongino	45%
Search 6	engine	
		34%
Provin	g websites	•
DIOWSIII	y websites	ou apps
_		070/

		23%
Pric	e comparison	service

		15%
Tal	lking to friends,	family
		14%

Social media	
	9%
Online marketplac	е

	79
Physical magazine	es
or other media	
publications	

HOW WE PREFER To pay online



iDeal	7 170
Credit Card	9%
Direct Debit	4%
K larna	3%

PREFERRED DELIVERY METHODS



	74%
Home or work	place delivery

	99
Pick-up point	

Pick-up in a grocery store

TOTAL VALUE OF THE ONLINE MARKET IN 2024:

30.5 billion EUR



93 %

of people are shopping online

96 EUR

Average value of online shopping per order in 2023.

GET LOCAL MARKETING INSIGHTS

Local Marketing Calendar

WHAT DUTCH BUY ONLINE

58.2%

30.7%

28.4%

24.4%

15.2%

Fashion

Beauty

Leisure, sport & hobbies

Furniture

Toys & baby

TOP 5 FOREIGN MARKETS THE DUTCH SHOP IN

17% Germany

11% The US

10% Belgium

8.5% China

5.2% The UK



WHAT YOU SHOULD DO TO BE SUCCESSFUL

Offering free shipping will help you entice visitors to convert, as 59% of consumers have indicated they base their purchasing decisions on this feature. Having the right payment options available is valued by 44%. Though variety is important, prioritise providing iDEAL to receive payments.



WHAT WILL HURT YOUR CONVERSION RATE

The Dutch are very conscious about what they consider to be a fair price for shipping. 57% have indicated to abandon their cart if they find the shipping to be too expensive. If your rates are not comparable to the competition, your conversion rate can suffer.

SOCIAL MEDIA NUMBERS



0

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0



14.8

8.05

O.U3

5.62

9.19