

DUTCH E-COMMERCE

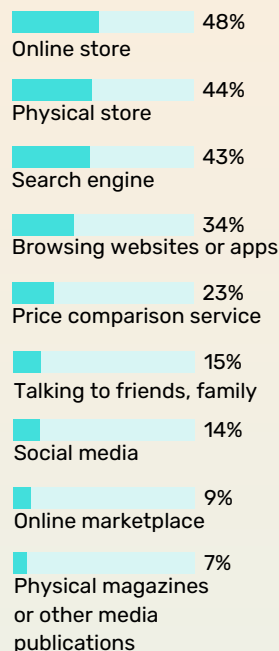
What you need to know to sell
online in the Netherlands

POPULATION

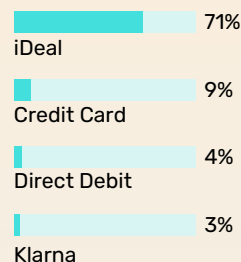
18.3 MILLION

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.

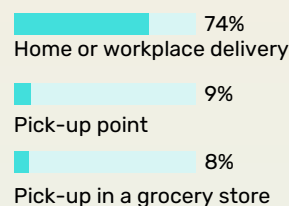
HOW WE INVESTIGATE BEFORE WE PURCHASE



HOW WE PREFER TO PAY ONLINE



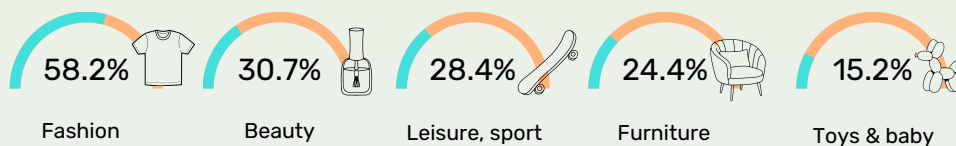
PREFERRED DELIVERY METHODS



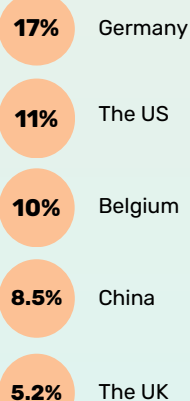
TOTAL VALUE OF THE ONLINE
MARKET IN 2024:

**30.5 billion
EUR**

WHAT DUTCH BUY ONLINE



TOP 5 FOREIGN MARKETS THE DUTCH SHOP IN



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.



93 %

of people are
shopping online

96 EUR

Average value of online
shopping per order in 2023.

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SOCIAL MEDIA NUMBERS

