

# E-commerce Toys and Hobby Belgium 2019



comeos



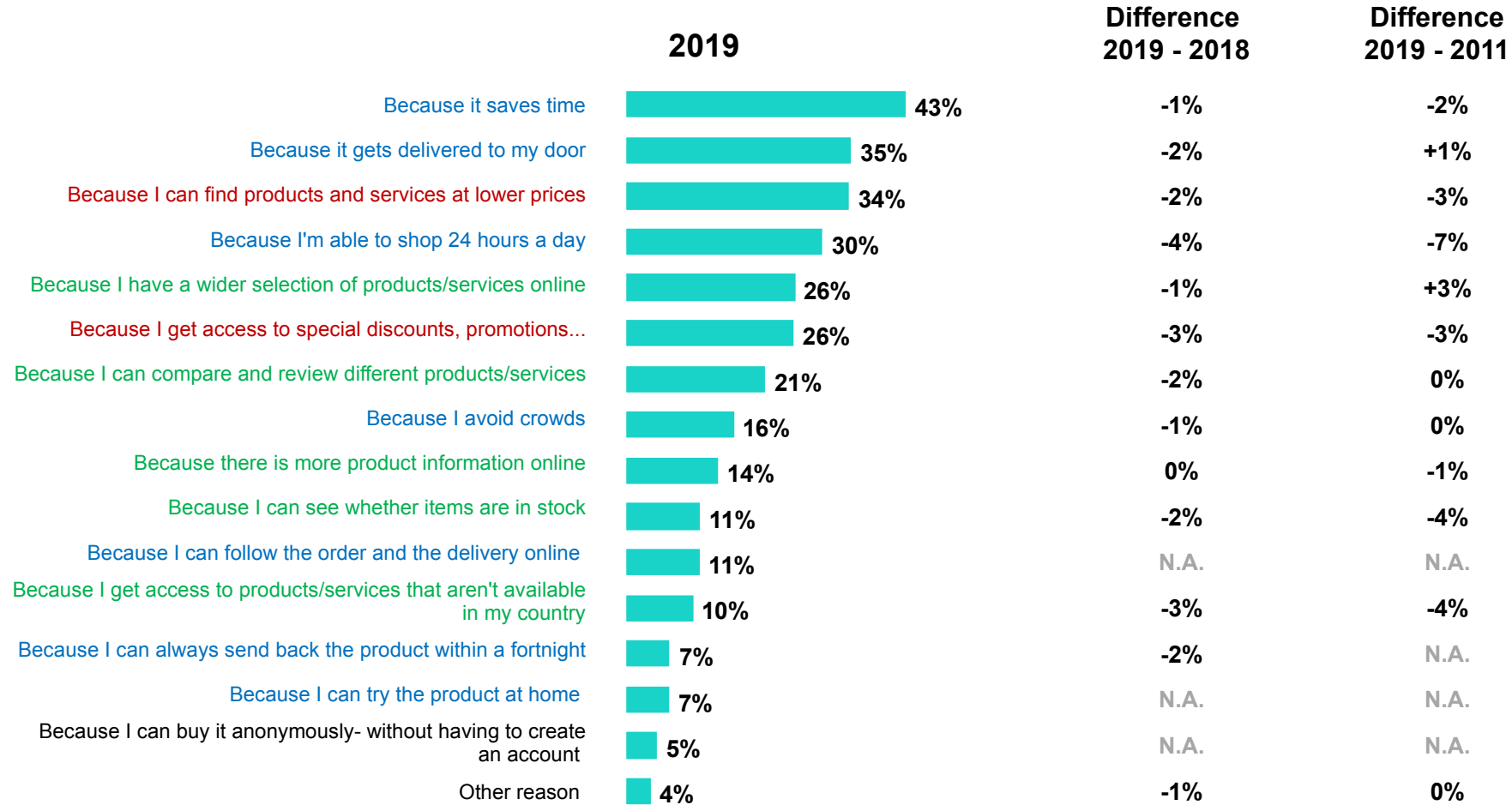
InSites Consulting

# E-commerce experience

## Drivers for E-commerce - Difference

Decreasing importance of money-related drivers

Q: What are the 3 main reasons why you bought <this product> online?

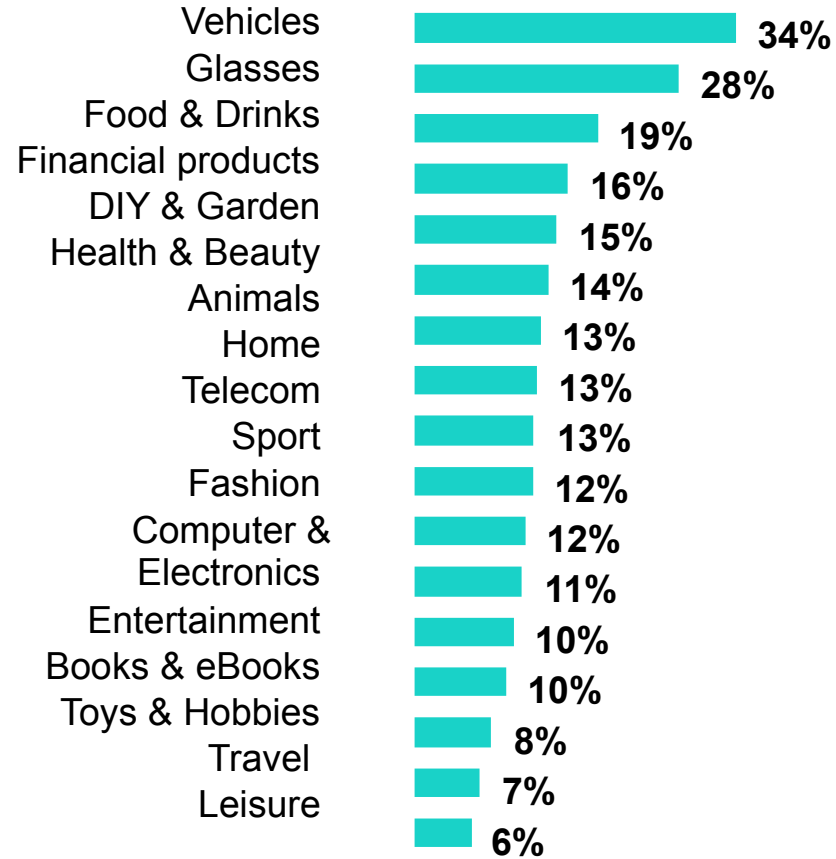


# E-commerce experience

## Rejection to buy online (non buyers included)

Q: Which of the following products/ services would you **never (again)** purchase online?

Higher rejection rate for non-recurrent purchases

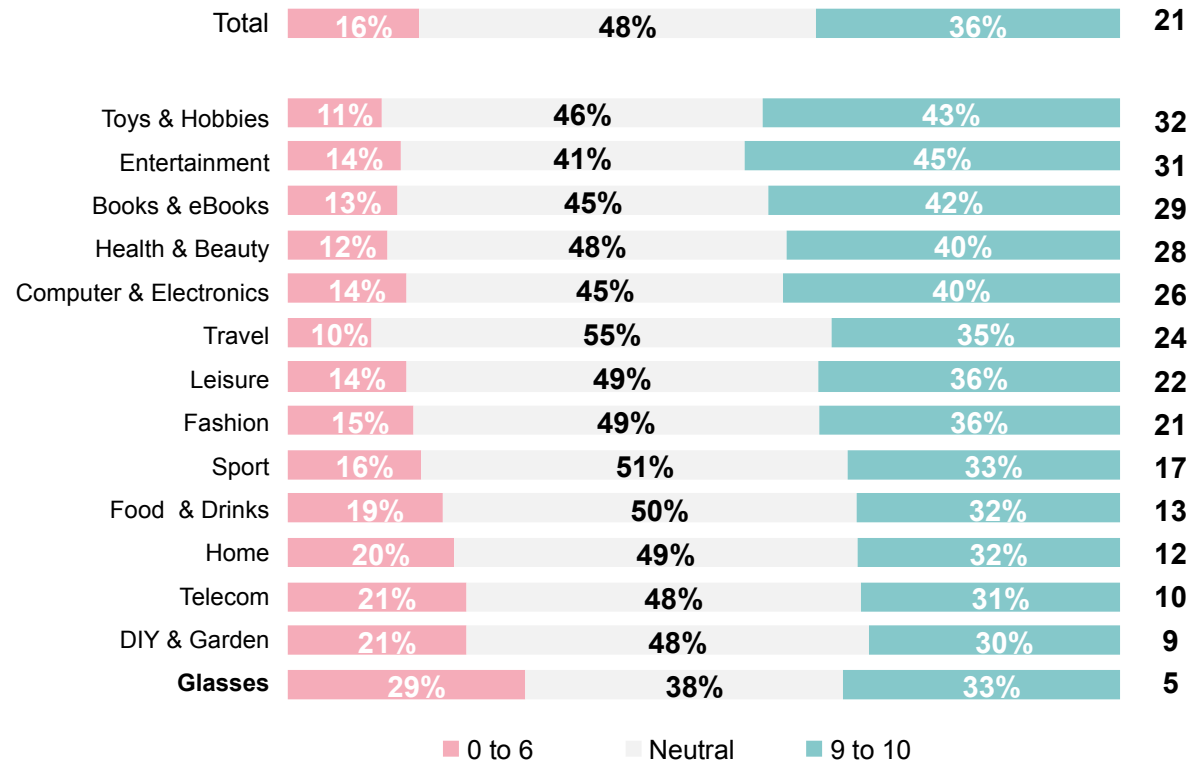


# Sector focus

## Website Recommendation

Q: Please think back to the entire process of your online purchase of PRODUCT.  
How likely are you to recommend WEBSITE to a friend, on a scale from 0 to 10?

Special treats purchases most likely to be recommended



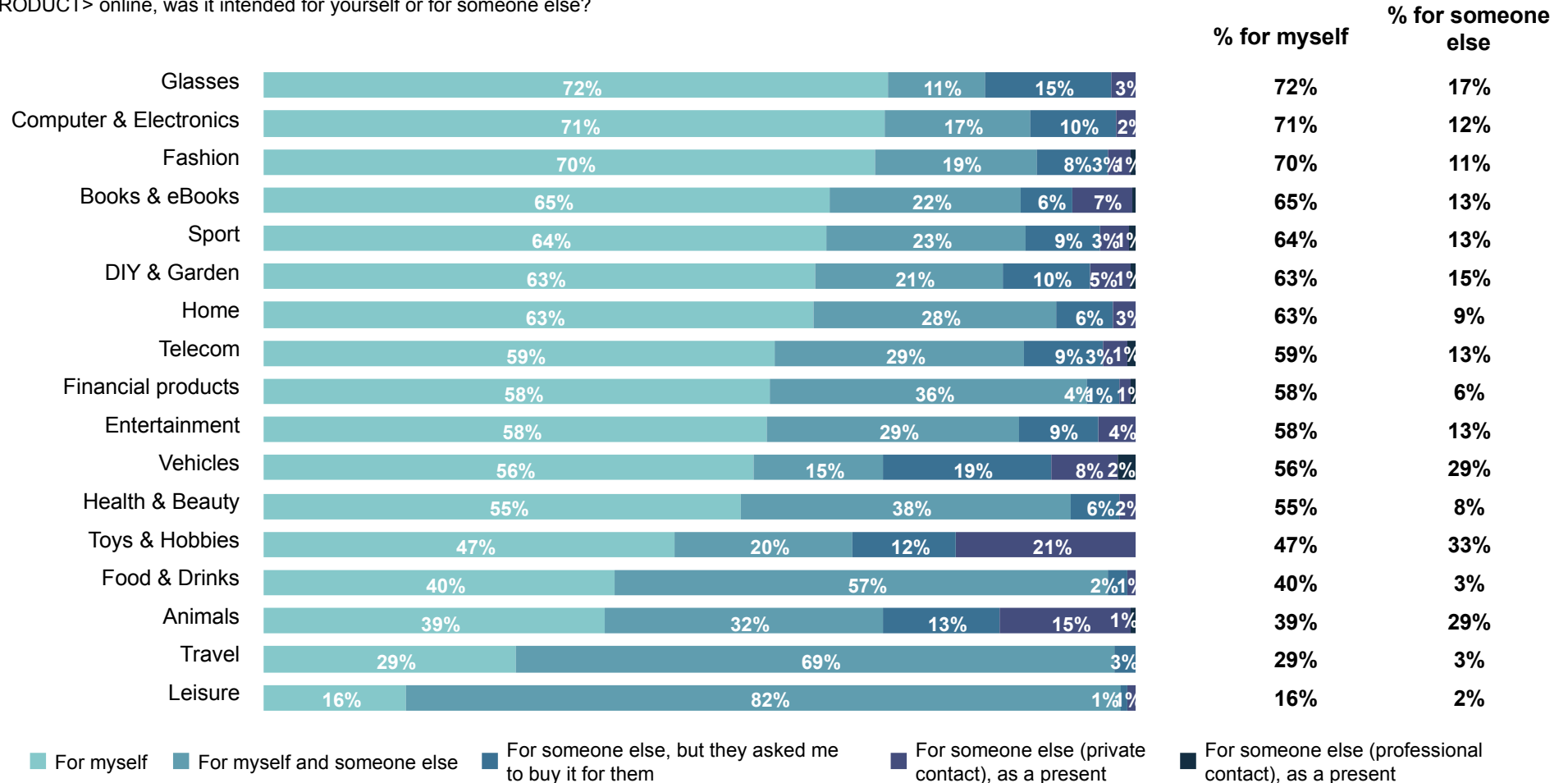
NPS (Top 2 – Bottom 6)

|                        | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 |
|------------------------|------|------|------|------|------|------|------|------|
| Total                  | 22   | 25   | 30   | 27   | 27   | 22   | 34   | 21   |
| Toys & Hobbies         | 26   | 37   | 35   | 28   | 28   | 30   | 40   | N.A. |
| Entertainment          | 26   | 34   | 34   | 31   | 27   | 26   | 42   | 24   |
| Books & eBooks         | 36   | 28   | 37   | 33   | 34   | 34   | 39   | 24   |
| Health & Beauty        | 29   | 27   | 44   | 33   | 26   | 12   | 39   | 37   |
| Computer & Electronics | 25   | 28   | 36   | 29   | 26   | 18   | 37   | 25   |
| Travel                 | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| Leisure                | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| Fashion                | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| Sport                  | 21   | 33   | 32   | 23   | 32   | 25   | 52   | 2    |
| Food & Drinks          | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| Home                   | 18   | 17   | 18   | 15   | 2    | 10   | 5    | 6    |
| Telecom                | 8    | 6    | 7    | 13   | 13   | 11   | 9    | 3    |
| DIY & Garden           | 13   | 24   | 24   | 12   | 7    | 0    | 41   | 9    |
| Glasses                | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |

# Sector focus

## Who are you buying for

Q: When you bought <PRODUCT> online, was it intended for yourself or for someone else?



# Toys & hobby

## Online purchases

*Purchased at least one item online in the last 12 months*



**Category**



**AVG categories**

## Frequency

**% bought online 5+ times\***

**% intent to buy more**

**Category**

**14%**

**16%**

**AVG categories**

**17%**

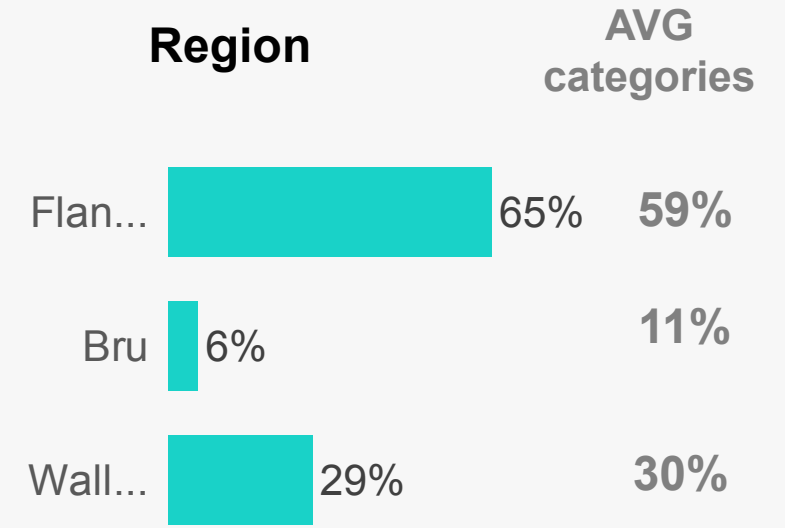
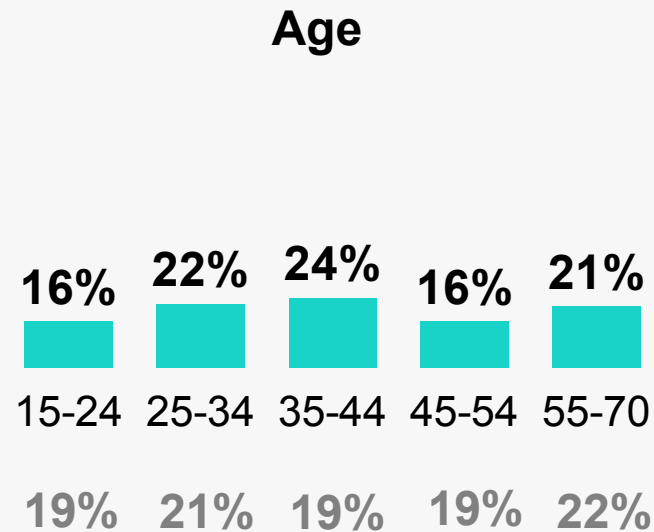
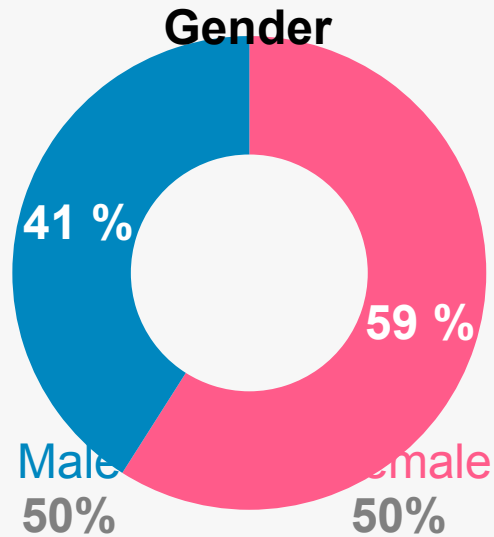
**18%**

\*Avg. across all subcategories

n = 667 | Filter: purchased online in the last 12 months

# Toys & hobby

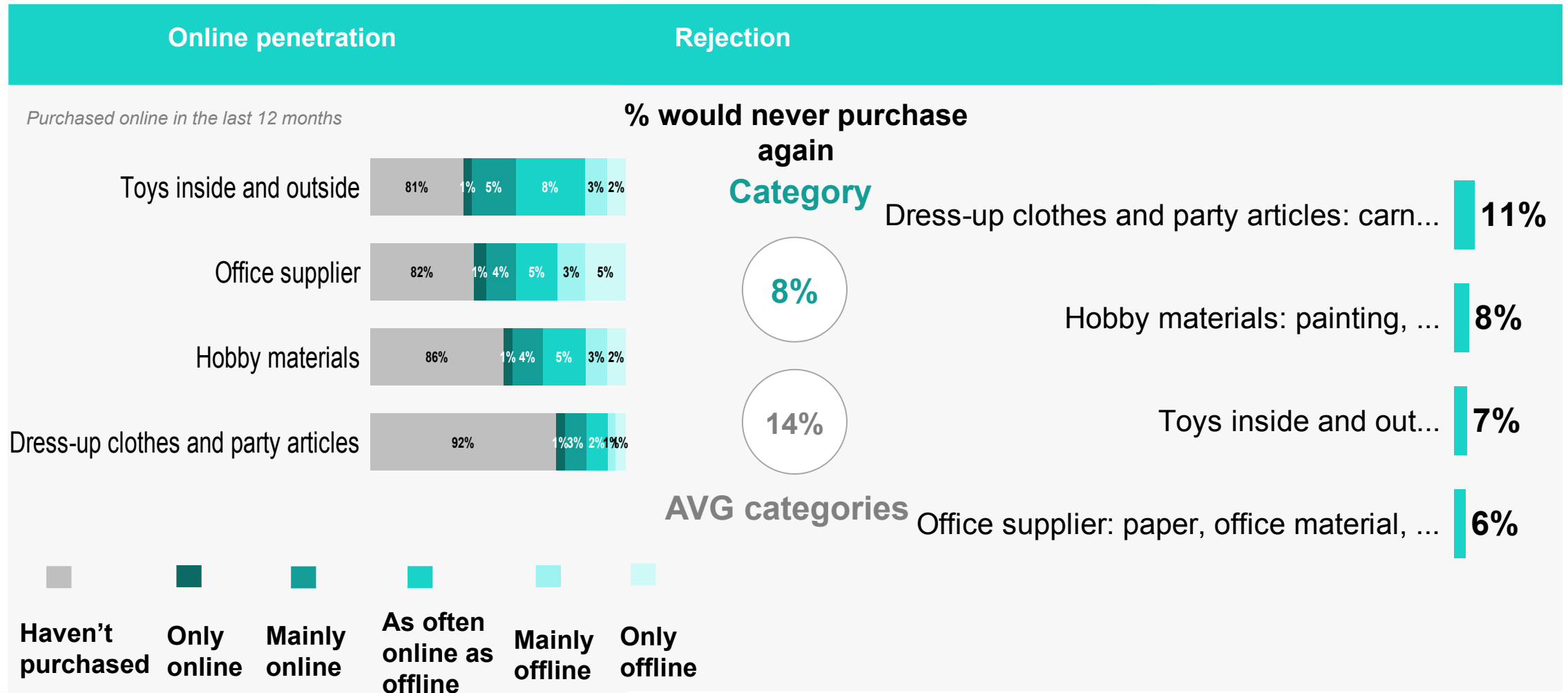
## Profile (online purchases)



\*Avg. across all subcategories

n = 667 | Filter: purchased online in the last 12 months

# Toys & hobby



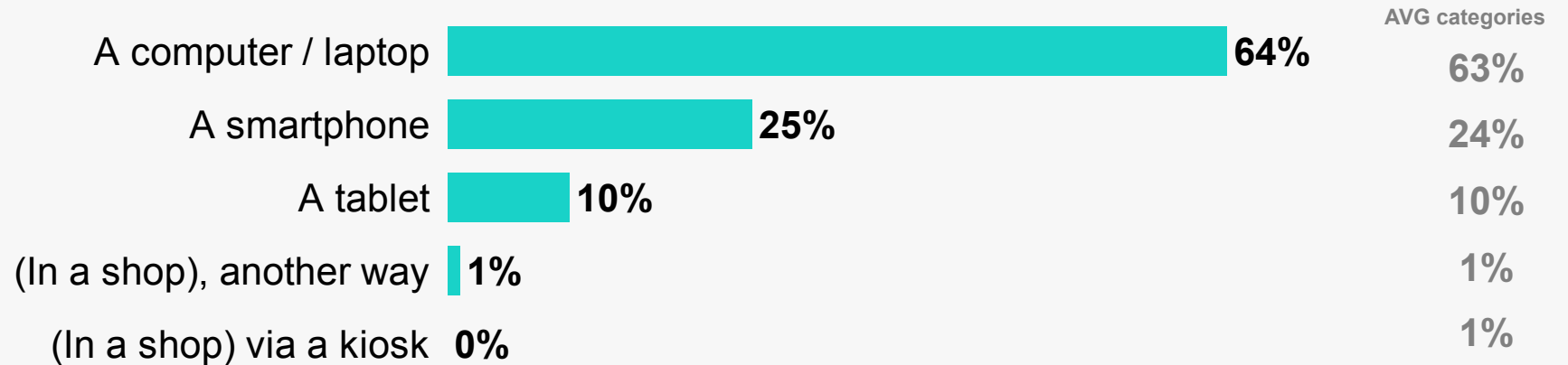
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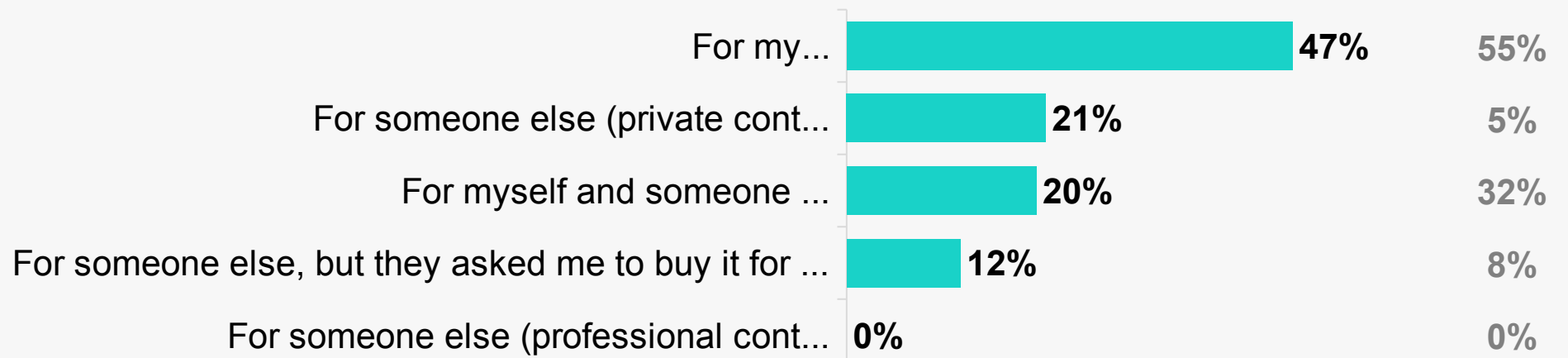
# Toys & hobby

## Purchase behaviour

### Device used



### Recipient



n = 667 | Filter: purchased online in the last 12 months

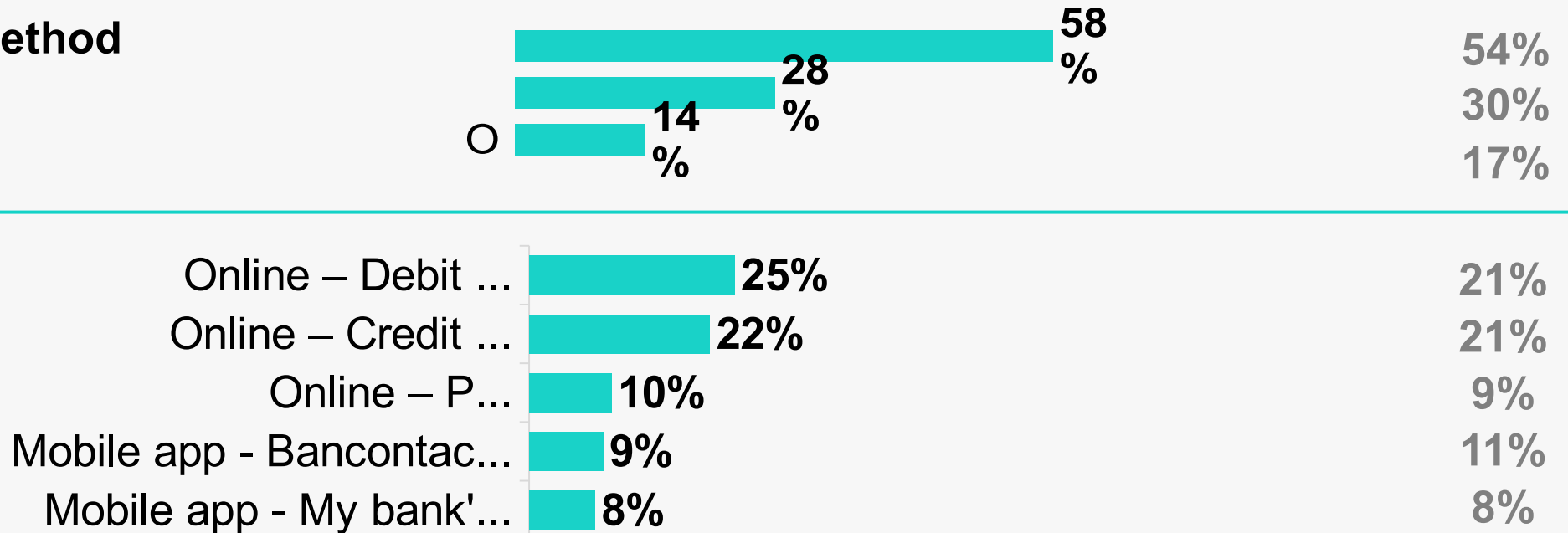
# Toys & hobby

## Payment

### Amount last purchase



### Payment method

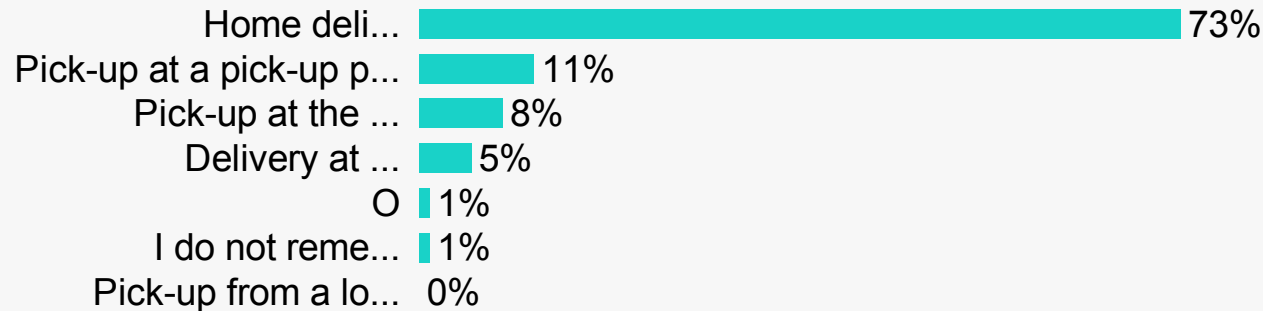


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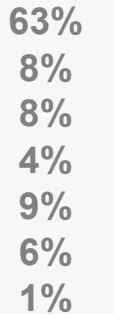
# Toys & hobby

## Delivery

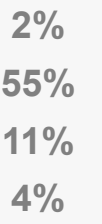
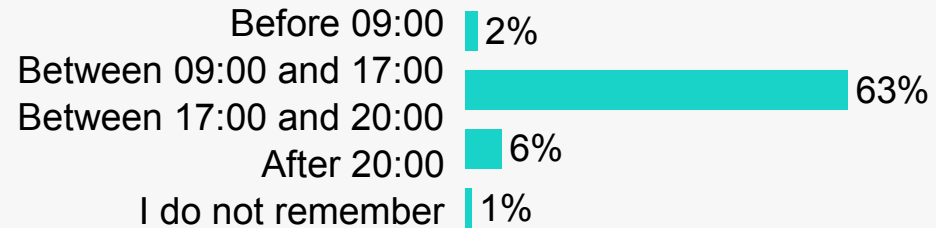
### Delivery method



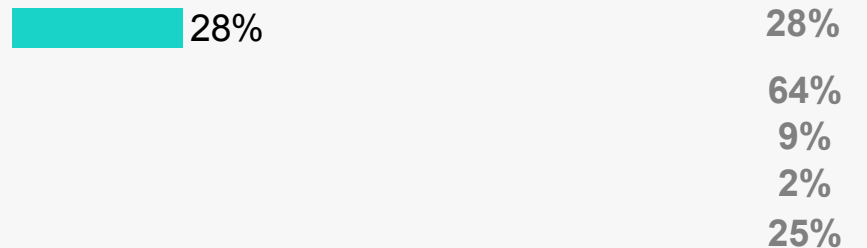
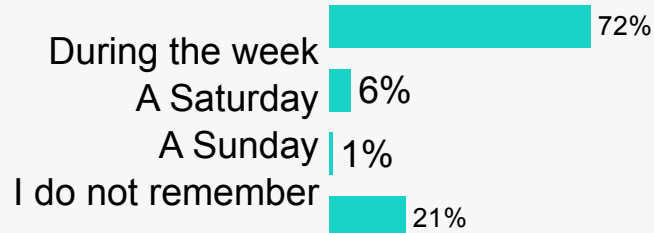
### AVG categories



### Delivery time



### Delivery day



n = 667 | Filter: purchased online in the last 12 months

# Toys & hobby

## Drivers E-commerce

### Top 5

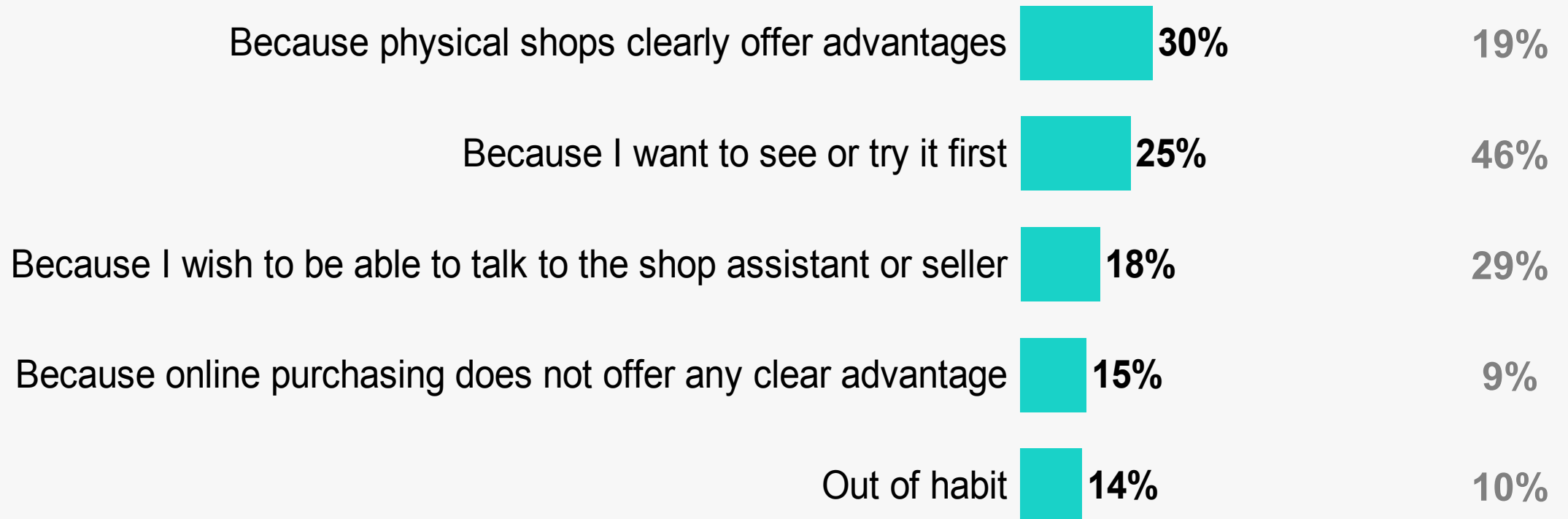
### AVG categories

|   |     |     |
|---|-----|-----|
| Because I can find products and services at lower pr...       | 44% | 34% |
| Because it saves ...  | 37% | 43% |
| Because it gets delivered to my ...                           | 37% | 35% |
| Because I have a wider selection of products orservices on... | 32% | 26% |
| Because I'm can shop 24 hours a...                            | 28% | 30% |

# Toys & hobby

## Barriers E-commerce

### AVG categories



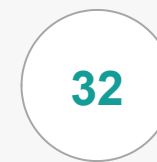
n = 667 | Filter: purchased online in the last 12 months

# Toys & hobby

## Top 5 Websites

- 29% Bol.com
- 17% Amazon
- 16% Other
- 8% I do not remember
- 7% AliExpress

## NPS score

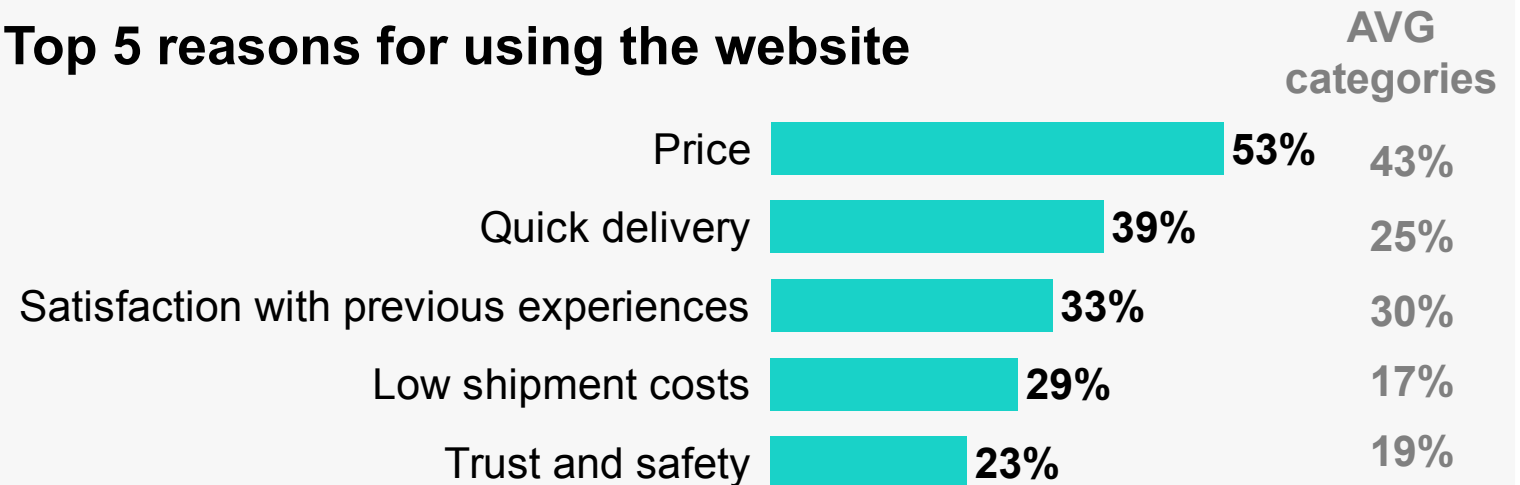


Category



AVG categories

## Top 5 reasons for using the website



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# Questions ?

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