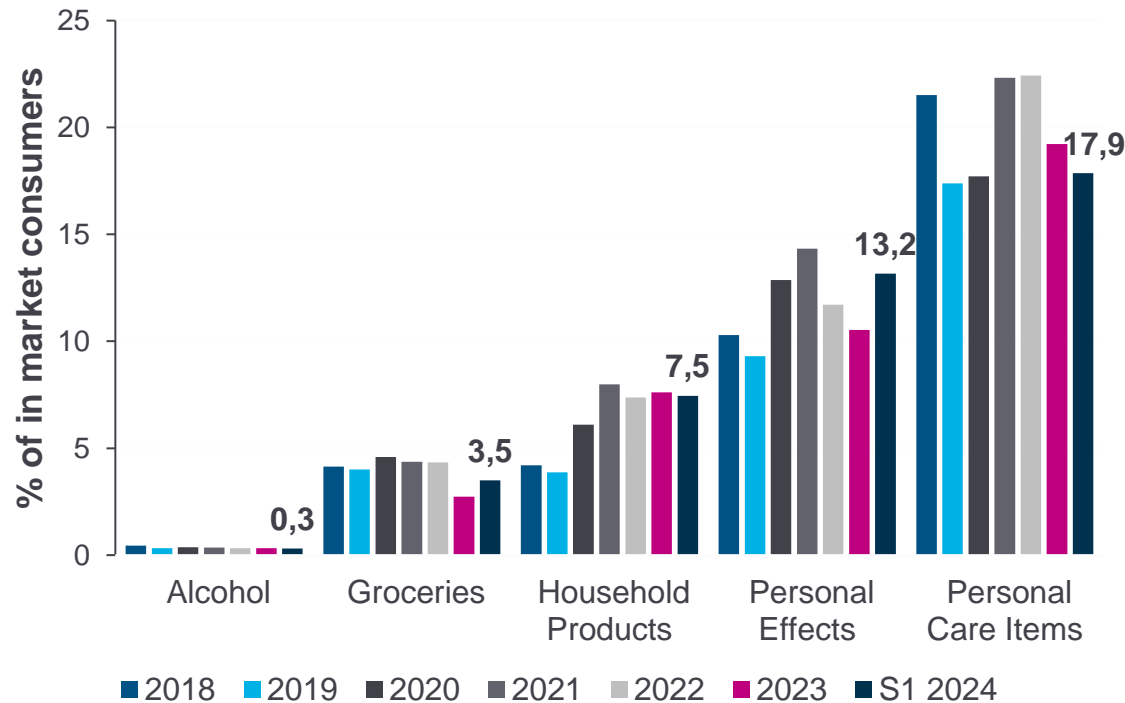


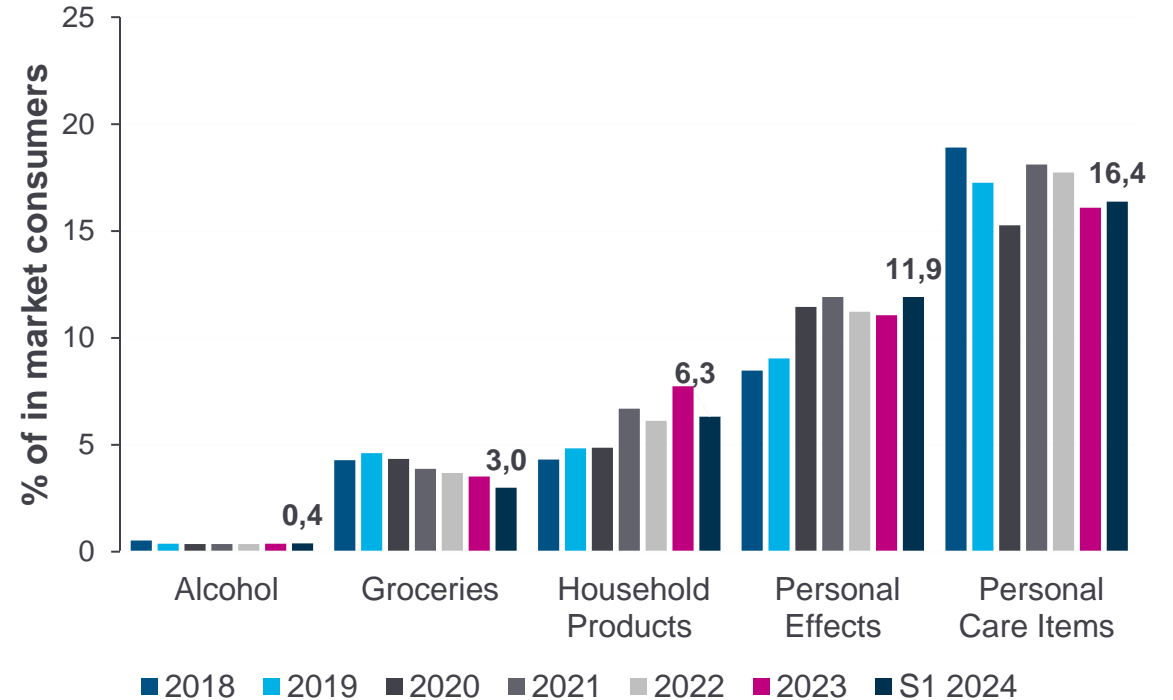
Penetration of « minor » online purchases tends to stagnate

Q- In the last month, which of these have you or your household purchased? Which of these items did you purchase online?

Share of online purchases Dutch-speaking



Share of online purchases French-speaking



Alcohol: Beer, Champagne, Cider, Other sparkling wines eg. Prosecco, Cava, Pre-mixed / ready-to-drink cocktails, Rose wine, Spirits, Wine (any), Wine (red), Wine (white)

Groceries: Bottled water, Breakfast cereal, Candy, Cheese, Chewing gum, Chocolate, Coffee, Cookies, Cooking Oil, Fresh ready meals, Frozen food / ready meals, Gluten free products, Ice cream, Health foods, Meat, Meat substitutes, Milk alternatives (e.g. soy, almond, oat, etc.), Milk (incl. fresh, long-life, powdered), Organic fruit / vegetables, Potato chips / crisps, Seafood, Snack foods, Soft drinks, Tea, Vitamins / supplements

Household Products: Air freshener / deodorizer, Cleaning products, Dishwasher tablets, Fabric conditioner, Laundry detergent / washing powder, Pet food (dry) for cats/dogs, Pet food for other animals, Pet food (wet) for cats/dogs

Personal Care Items: Conditioner, Deodorant, Exfoliating products, Grooming & shaving products (e.g. razors), Hair coloring products, Hair styling products, Handwash / soap, Make-up / cosmetics, Moisturizer, Mouthwash, Sanitary products, Shampoo, Shower gel, Toothpaste

Personal Effects: Clothing, Fragrance (e.g. perfume, aftershave), Gift card, Gift / present for someone, Shoes (not sneakers / trainers), Sneakers / trainers, Sports clothing / equipment