



A focus on the Netherlands

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

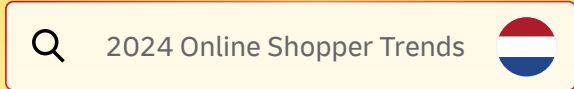
To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in the Netherlands. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to the Netherlands or are considering doing so, these insights can help you expand into this market.

Key

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average



To find out more about the data used in this report, [click here](#)

What does the Netherlands buy online?

86% of Dutch shoppers buy something online at least once a month. And they are frequently looking for their next purchase – **80% browse online at least once a week.** But what do they buy most often?



Just 17% of people in the Netherlands have an online shopping subscription, lower than the global average of 35%. Despite subscriptions being less popular, Dutch shoppers are one of the biggest subscribers to health supplements.

How does the Netherlands shop online?

52% ↓ of Dutch shoppers use social media for shopping inspiration.

36% ↓ have made a purchase on social media.

21% ↓ have bought something from Facebook.

Spending habits of Dutch shoppers

25% ↑ prefer to pay using Buy Now, Pay Later. This is higher than the 9% global average.

63% ↑ have abandoned their basket when not offered their preferred payment option.

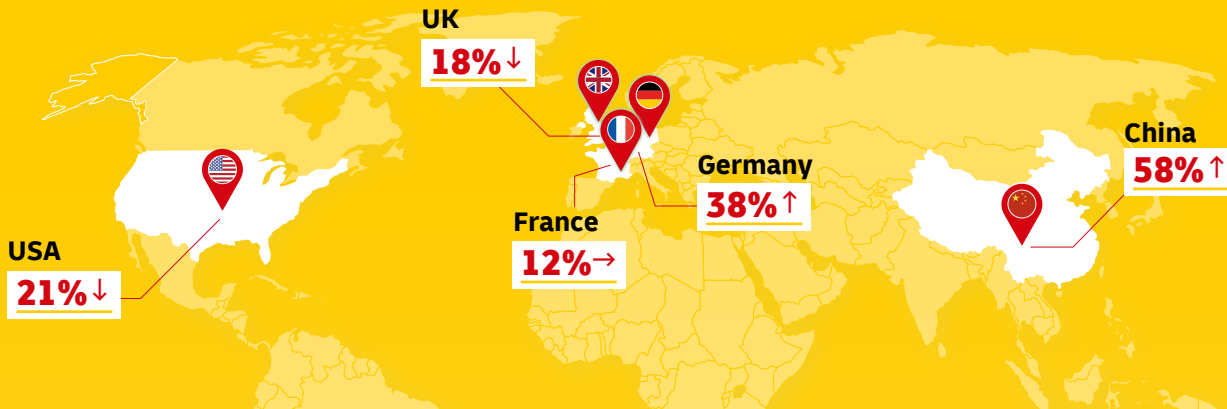
73% spend €100 or less online each month.



Selling to the Netherlands

Over half of people in the Netherlands buy from other countries, and 60% of these shoppers do so at least once a month. But where do they buy from most often, and why do (or don't) they buy from abroad?

Which countries do Dutch shoppers buy from?



Why do they buy from abroad?

66% ↑

To get lower prices.

39% ↓

The product isn't available in the Netherlands.

34% ↓

A wider choice of products.

Why don't they buy from abroad?

41% ↑

Can buy everything they need in the Netherlands.

40% ↓

Longer delivery time.

37% ↓

Customs charges.

40% would feel more confident buying from abroad if they were offered simple, free returns.



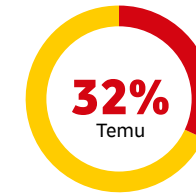
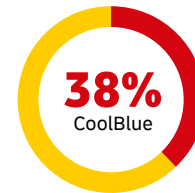
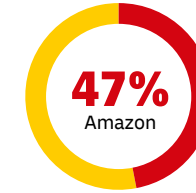
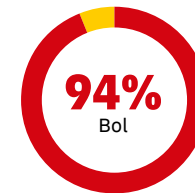
99% ↑ of Dutch shoppers buy from marketplaces.

COUNTRY TRENDS REPORT



35% of people in the Netherlands say they shop online because there is more choice, so it's no surprise that marketplaces are so popular. They give consumers access to a wide range of products at different price points.

Which marketplaces are most popular with Dutch shoppers?



Do you run an e-commerce business in the Netherlands?

There are opportunities to grow your business by selling to other countries.

Dutch goods are popular with shoppers in:



Australia



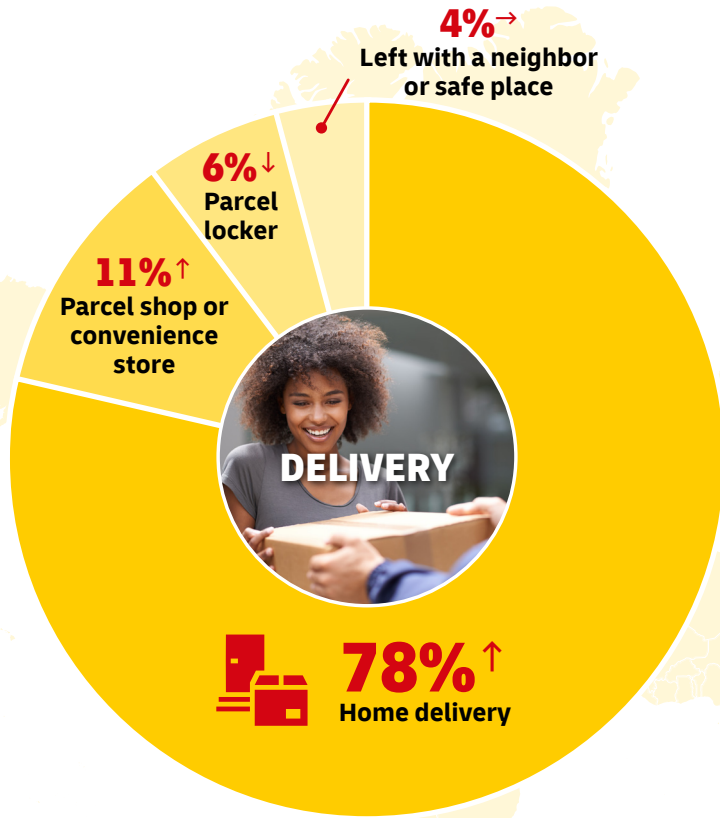
Sweden



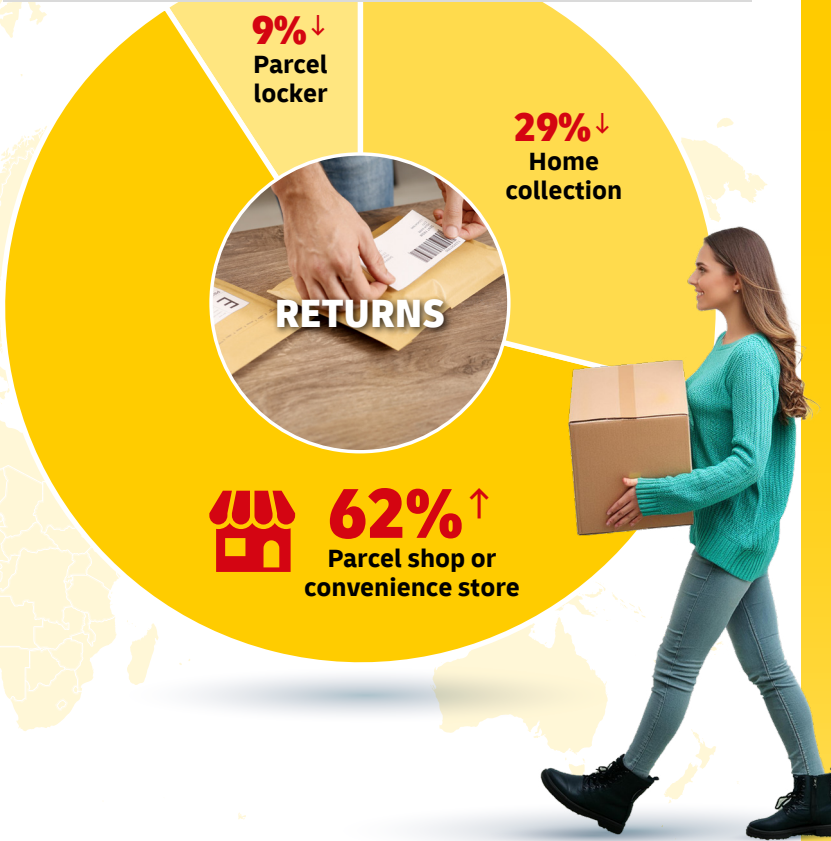
Germany

How do Dutch shoppers want to receive and return their orders?

For retailers looking to expand into this market, it's vital to understand what's important to these shoppers so you can provide a delivery and returns experience that meets expectations.



61% prefer to receive a returns label in their delivery. However, paperless returns are becoming more popular – 27% prefer to scan a QR code at the drop-off point.



If they are not at home when their delivery is due, **71% of Dutch shoppers want to be able to change the delivery day, and 70% want to redirect their parcel to a safe place.**

Free delivery is important to shoppers in the Netherlands, but there is no such thing as truly free delivery. Consider incorporating and delivery charges into the cost of your products – 57% of Dutch shoppers say they would prefer to pay for delivery this way.

90% ↓

say delivery options influence where they shop online.

64% ↓

say free delivery would improve their online shopping experience.

49% ↓

mainly buy from online retailers that offer free delivery.

56% ↓

say it's important to know who the deliver provider is before confirming their purchase.



Anything else to know about this market?



39% ↑ always use a laptop or desktop.
vs
34% of global shoppers always use a laptop or desktop.



42% ↓ always use a smartphone to shop online.
vs
57% of global shoppers always use a smartphone.

Why are Dutch shoppers abandoning their baskets?

37% ↓
There are unexpected costs at checkout.

34% ↑
Delivery is too expensive.

27% ↓
They find the items cheaper elsewhere.

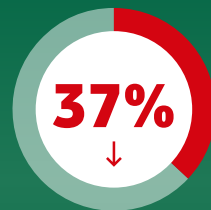


61% ↓
prefer to create or have an account with an online retailer instead of checking out as a guest.

61% ↑
of shoppers have subscribed to an online retailer's email newsletter to receive discounts and rewards.

How important is sustainability to Dutch shoppers?

People in the Netherlands are becoming more aware of the impact their online orders have on the environment...



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



would accept a longer delivery time to make their delivery more sustainable.



Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



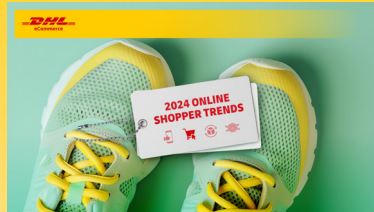
E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.