

Clicks, carts & conversions in the Netherlands

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Dutch market

64% ↓

make purchases during Black Friday weekend

The Black Friday shopper

60% ↑

buy from online retailers based in other countries

The cross-border shopper

54% ↓

buy directly from social media platforms

The social shopper

49% ↓

say sustainability is important to them when shopping online

The sustainable shopper

39% ↓

buy refurbished or pre-owned items online

The refurbished and recycled shopper

20% ↓

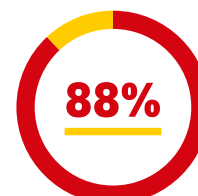
have an online shopping subscription

The subscription shopper

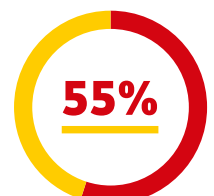


99% buy from marketplaces

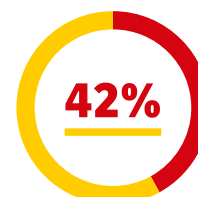
Which ones do they buy from the most?



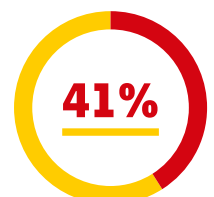
Bol



Amazon



Zalando



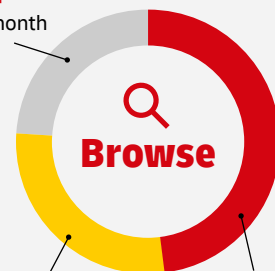
CoolBlue

The conversion challenge: Turning browsers into buyers

Shoppers in the Netherlands browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

24% ↑

Once a month or less



28% ↑

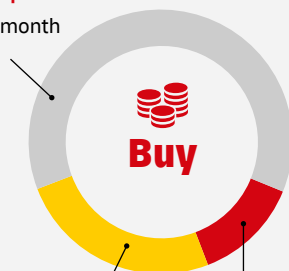
Once a week

48% ↓

At least two to three times a week

62% ↑

Once a month or less



25% ↓

Once a week

13% ↓

At least two to three times a week



What device do they use to shop?

Smartphone

87% ↓

Laptop/desktop

83% ↑

Retailer's mobile app

76% ↓

Voice commands

25% ↓



How do they pay?

Credit or debit card

80% ↓

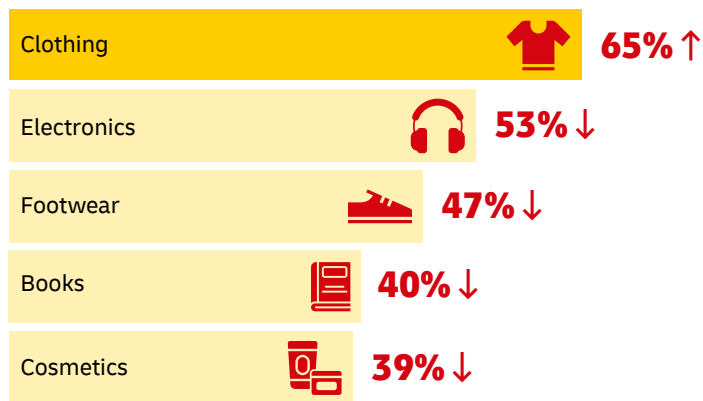
Digital wallet

65% ↓

Buy Now, Pay Later

54% ↑

What do Dutch shoppers buy online?



37% →
buy electronics during
Black Friday sales

30% ↑
buy books on
marketplaces

38% ↑
buy refurbished or
pre-owned clothing

26% ↑
buy jewelry via
social media

30% ↑
buy clothing on subscription

21% ↑
buy sport, leisure and hobby items
from retailers in other countries

The shift to more sustainable choices

46% of Dutch shoppers say sustainability will become more important to them in the next five years.

30% ↑
would switch to
collection or drop-off
to be more sustainable

63% ↓
buy sustainably-sourced
items at least a few
times a year

42% ↓
would likely use a
retailer's recycling or
buy-back program

20% ↓
have abandoned
their basket due to
sustainability concerns

39% ↓
buy pre-owned or
refurbished items online

49% ↓
say free and easy returns would
make them use a retailer's
recycling or buy-back program

44% ↓
want to know the
environmental impact
of their delivery

53% of Gen Z shoppers and Millennials in the Netherlands say sustainability is important to them, compared to **47% of Gen X shoppers** and **42% of Baby Boomers**.

Social shopping: connecting trends with the cart

1 in 2 shoppers in the Netherlands have made a purchase on social media, and 60% say it could become their top shopping destination by 2030.

69% ↓
say trends or viral
products influence their
buying decisions

43% ↓
are interested or somewhat
interested in live-streamed
shopping events

53% ↓
say customer reviews on
social media influence their
buying decisions

Keeping up vs. buying: generational differences

Millennials in the Netherlands shop on Facebook and Instagram the most, whereas Gen Z shop more on Instagram and TikTok. Baby Boomers are more likely to use social media to learn more about a brand and Gen X to keep up to date with new products.

Do Dutch shoppers believe the Black Friday hype?

64% buy online during Black Friday or Cyber Monday – but 25% don't believe the hype.

56% of Dutch shoppers are motivated by savings and discounts during Black Friday. Gen Z and Millennials lead in activity, while Baby Boomers and Gen X are the least likely to trust retailers' offers and prices.

How much do Dutch shoppers buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	77%	23%	41%
Millennials	79%	21%	42%
Gen X	58%	42%	29%
Baby Boomers	44%	56%	21%

What does it take to win over Dutch shoppers?

From high shipping costs and returns fees to not being offered their preferred options for paying for, receiving or returning their orders, the barriers to purchase for Dutch shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



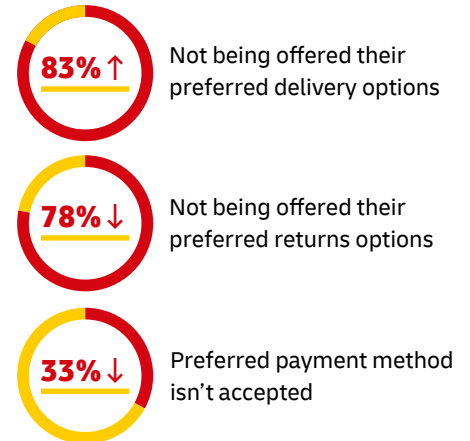
What frustrates these shoppers?



What improvements do they want?

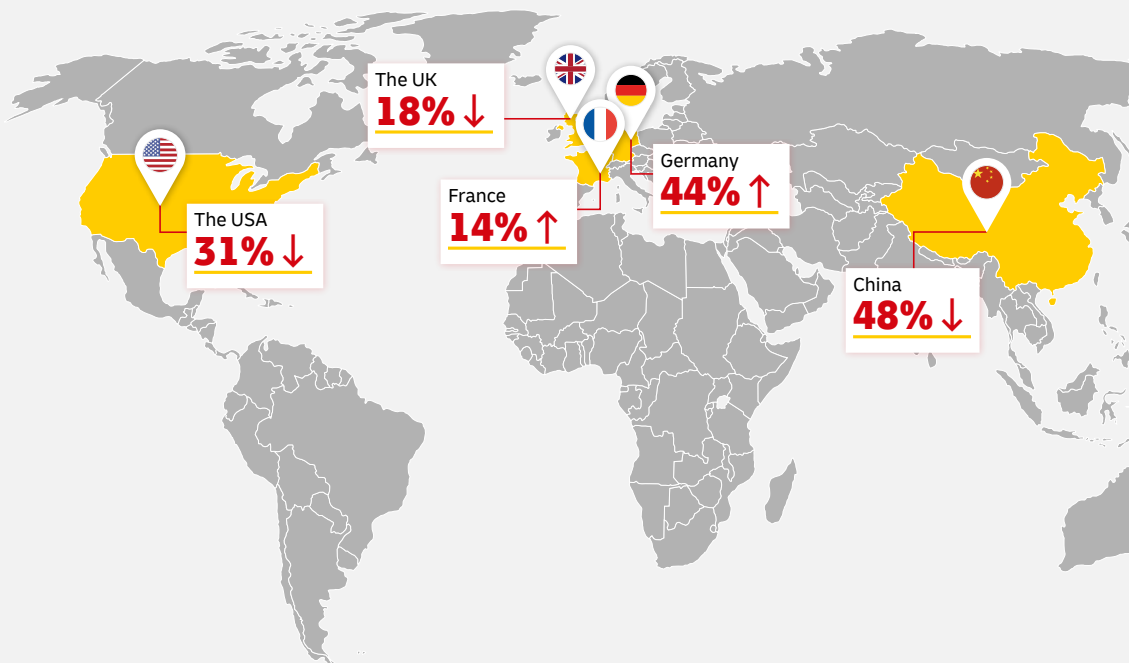


What makes them abandon their baskets?



Where does the Netherlands buy from?

60% of shoppers in the Netherlands buy from retailers in other countries – and 29% do so at least once a month. This rises to 36% for Millennials and 37% for social shoppers in this market.



58% ↑

buy from other countries to get lower prices

43% ↓

don't buy from other countries due to fear of fraud

43% ↓

say secure payment options would make them feel more confident buying across borders

Who buys from the Netherlands?



Germany



Austria



Sweden

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

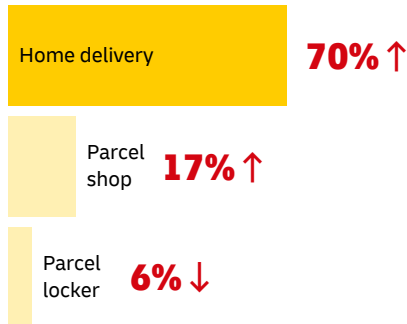
Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

How can you deliver on their expectations?

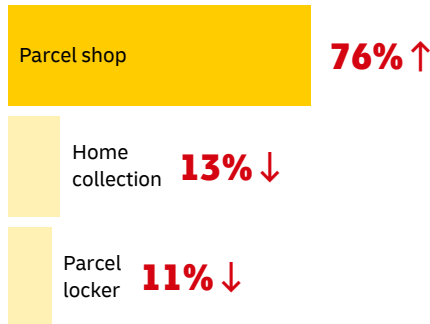
3 in 4 Dutch shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Out-of-home returns, mainly parcel shop drop-off points, are in high demand, especially among Baby Boomers, Gen X and cross-border shoppers.

[Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



85% ↑

won't buy from an online retailer if they don't trust the delivery provider



81% ↑

won't buy from an online retailer if they don't trust the returns provider

How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



49% ↑

track and redirect their deliveries using the delivery provider's app



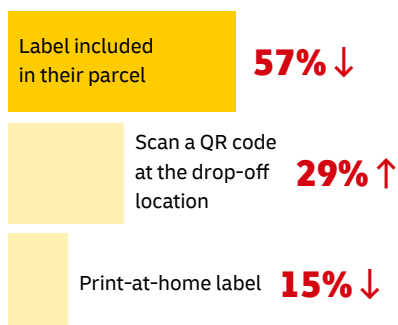
30% ↑

use the delivery provider's website

Return to retailer

67% of shoppers in the Netherlands have returned an item to an online retailer, with 92% returning up to 30% of their purchases. Millennials, sustainable shoppers and social shoppers are the most frequent returners. [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

1. Wrong size
2. Poor quality
3. Damaged during transit
4. Doesn't look like the image
5. Doesn't suit them

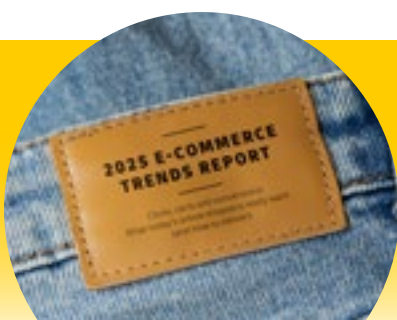


36% ↓

have spent more to get free delivery, then returned the extra items

87% ↑

prefer to return items via out-of-home locations



Unpack even more global insights...