# Thuiswinkel Markt Monitor Q1 2021

Alle e-commercefeiten in één oogopslag

**Online bestedingen** (excl. verzendkosten)

Groei t.o.v. Q1 2020: +26%

**€ 7,7 miljard**

Online bestedingen Nederland

**€ 7 miljard**

Online bestedingen cross-border

**€ 635 miljoen**

**Aantal online aankopen**

Groei t.o.v. Q1 2020: +31%

**91,6 miljoen**

Aankopen Nederland

**82,7 miljoen**

Cross-border aankopen

**8,9 miljoen**

**Aantal online kopers**

**13,1 miljoen**

Cross-border shoppers

**5 miljoen**

## Verdeling naar land

| Online cross-border bestedingen | | Online cross-border aankopen | |
|---|---|---|---|
| 31% | Duitsland | 26% | Duitsland |
| 11% | Groot-Brittannië | 12% | China |
| 11% | China | 10% | Groot-Brittannië |
| 11% | Verenigde Staten | 4% | Verenigde Staten |
| 6% | Frankrijk | 4% | Frankrijk |

## Aandeel online

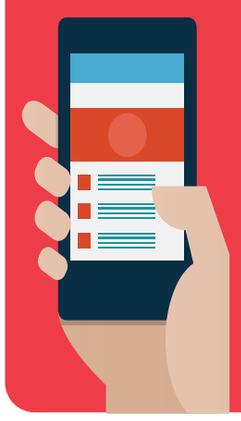
| | Bestedingen | Q1 2020 | Aankopen | Q1 2020 |
|---|---|---|---|---|
| Totale markt | 34% | 27% | 14% | 9% |
| Producten | 30% | 19% | 13% | 8% |
| Diensten | 86% | 84% | 86% | 83% |

## Top 5 Branches

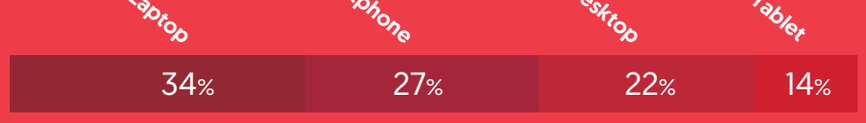
o.b.v. groei

| Online bestedingen | | Online aankopen | |
|---|---|---|---|
| +118% | Home & Living | +331% | Home & Living |
| +86% | Consumenten-elektronica | +174% | Schoenen & Personal Lifestyle |
| +83% | Speelgoed | +171% | Kleding |
| +82% | Food/Nearfood | +120% | Consumenten-elektronica |
| +81% | Kleding | +118% | Telecom |

## Verdeling naar devices



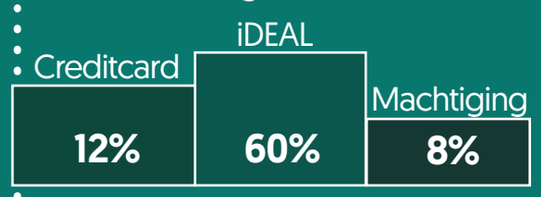
Online bestedingen




Online aankopen

## Top 3 Betaalmethoden

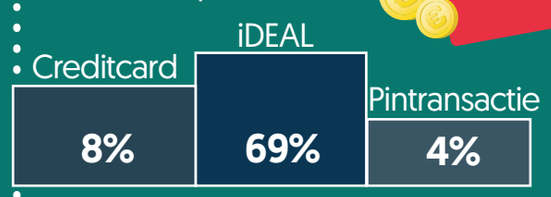
Online bestedingen:




**Marktaandeel totaal** (NL + cross-border)

**Grootste marktaandeel cross-border** 44% iDEAL

Online aankopen:




**Marktaandeel totaal** (NL + cross-border)

**Grootste marktaandeel cross-border** 50% iDEAL

Grafisch ontwerp infographic ZERO