

Hoe Hollanders online shoppen

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Hoeveel procent van de Nederlanders shopt eigenlijk online? En wat kopen we dan eigenlijk? IT-ontwikkelaar New Black denkt het te weten, evenals het percentage showroomers en de consumenten die hun online zoektocht uiteindelijk afronden in de stenen winkel. Dit en meer is te zien in deze infographic.

DUTCH CONSUMER INSIGHTS

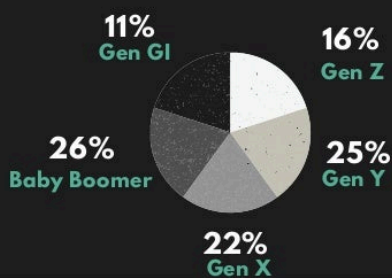
An in-depth look into how consumers shop today

Netherlands Population

16.9 mils



49.6% 50.4%



Online shoppers

10.4 mils **76%** regular shoppers make at least 1 purchase in pass 3 months

Top 5 daily usage of social media channel



Top 3 most popular search engines



Top 5 most popular web browsers



Top 5 most common types of product purchased online



Shoppers journey



Sources:

Google
<http://www.cbs.nl/>
<http://www.ups.com/media/>
 Wikipedia
<http://gs.statcounter.com/>

