Thuiswinkel Markt Monitor Q3 2024

GFK An NIQ Company



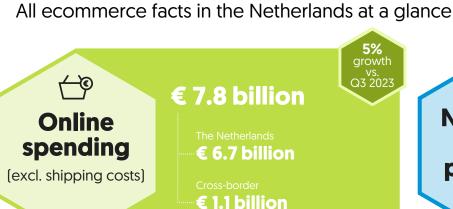






growth

vs. Q3 2023



Number of online purchases

83 million

The Netherlands
--- 72.2 million

Cross-border 10.8 million

Top 3 online sectors

based on absolute size

Spending

hillions

- Single Flight
 Tickets &
 Accommodation
- 1.0 Food/Nearfood
- **0.7** Tickets for Attractions & Events

Number of purchases

millions

- 14.5 Food/Nearfood
- 10 DIY/Garden
- 8.7 Tickets for Attractions & Events







Number of

purchases

· Toys

Telecom

Insurances

+13%

+8%



Total share online

Products

Services

Q3 2024 Spending

30%

22%

84%

Q3 2023

29%

21%

87%

Q3 2024 Purchases

Events







82%

10%

Q3 2023

(11%)