

The lifestyle of Belgians

Target Group Monitor - Main trends

November 2023

Inflation impact continues?

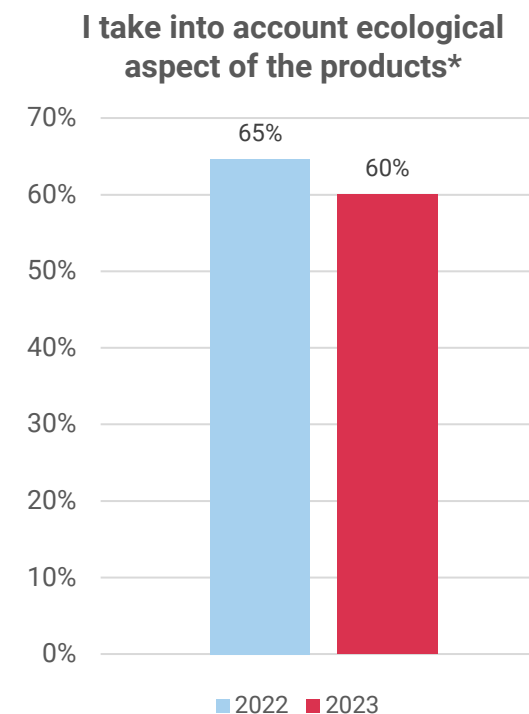
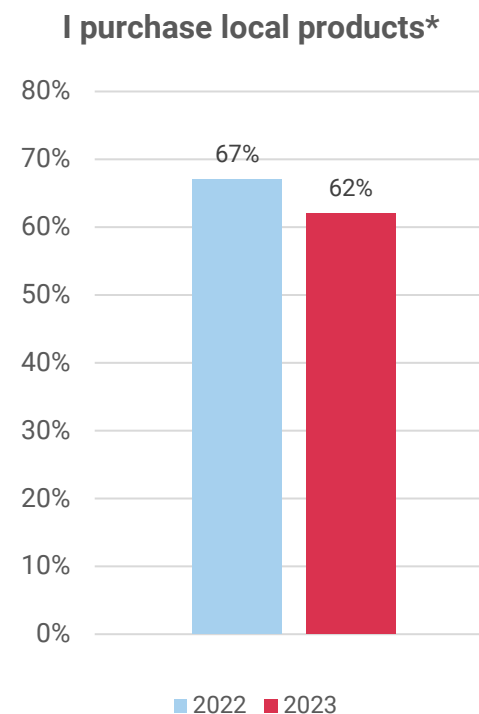
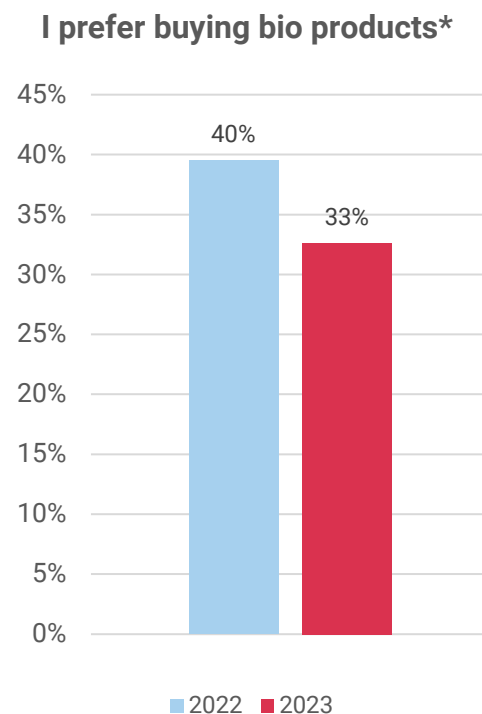
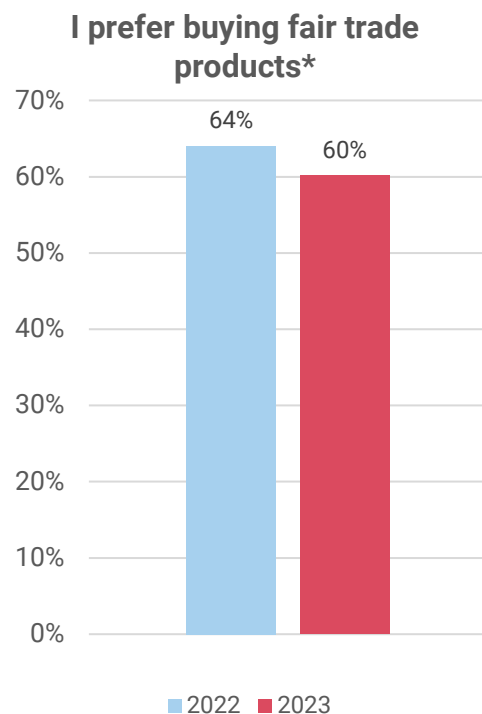
- Branded products lost ground in 2023, coming from 50% in 2022 and 52% in 2021.
- At the contrary, white products, or brand of the shop, are still winning ground: 71% says they prefer buying white products, compared to 67% in 2022 and 64% in 2021.

Branded product

42%
(-8%)

White products

71%
(+4%)



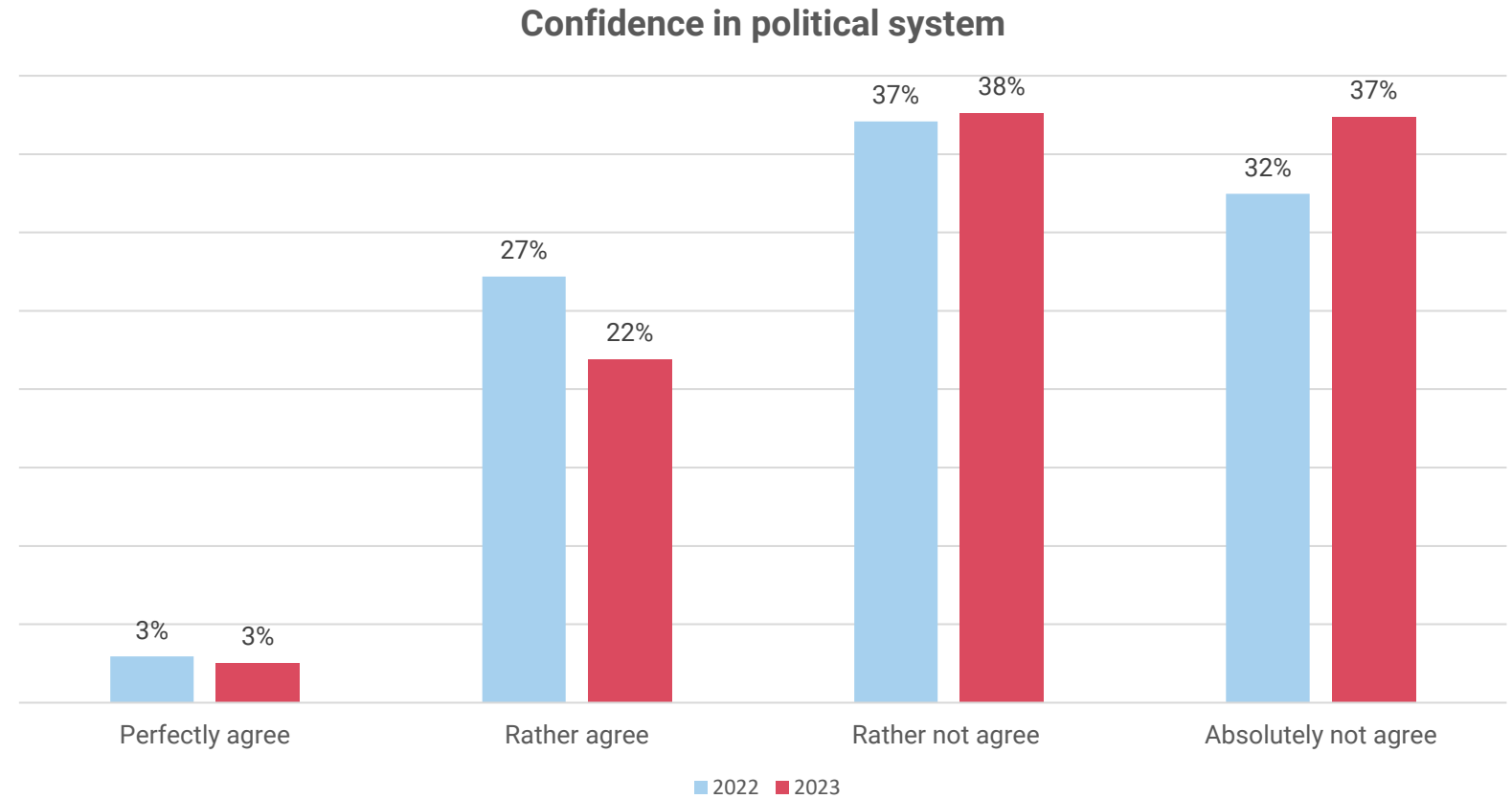
* % perfectly agree + rather agree

Fair trade, bio, local, ecological... Money first?

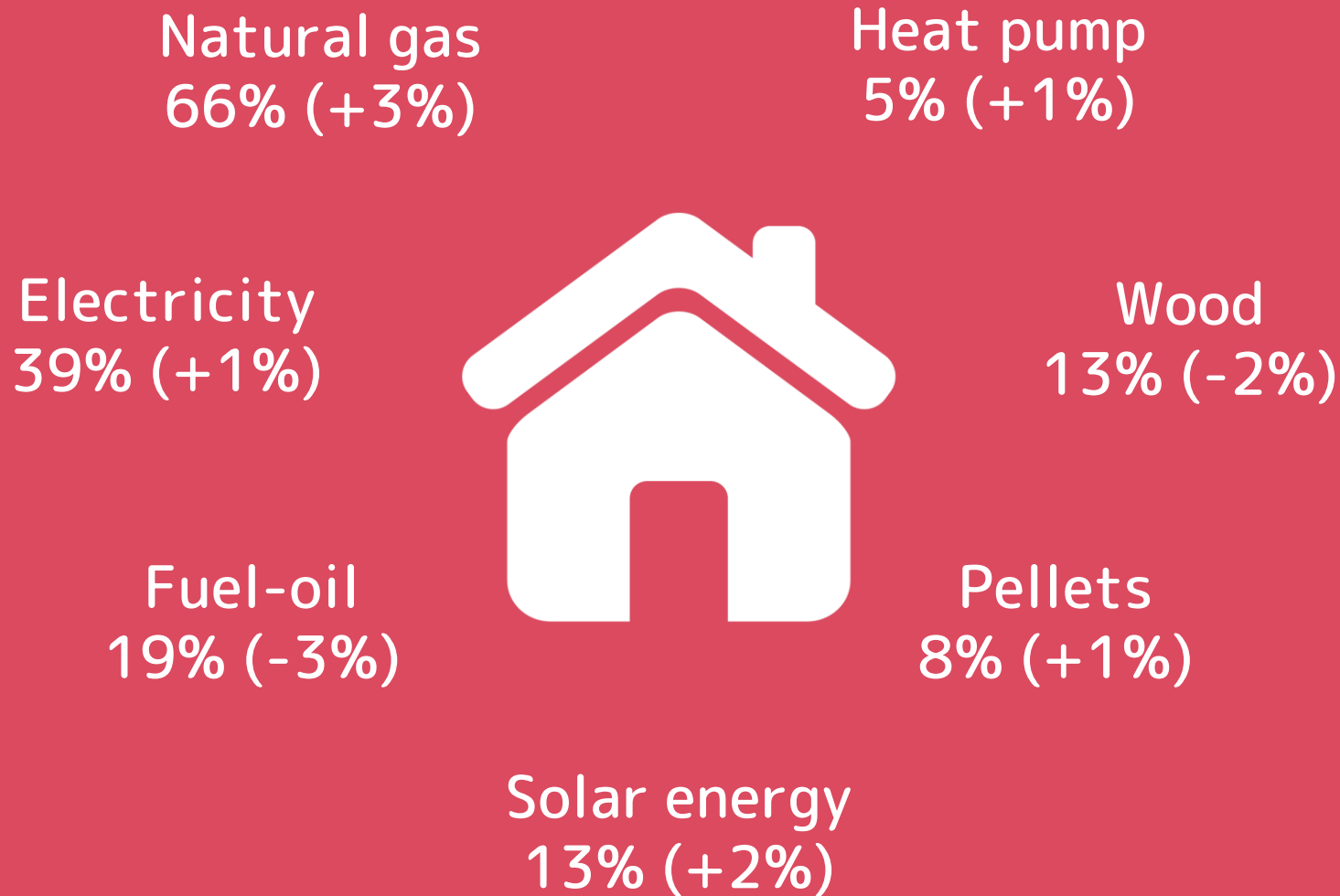
Belgians are less conscious when it comes to food purchases

9 months ahead of elections...

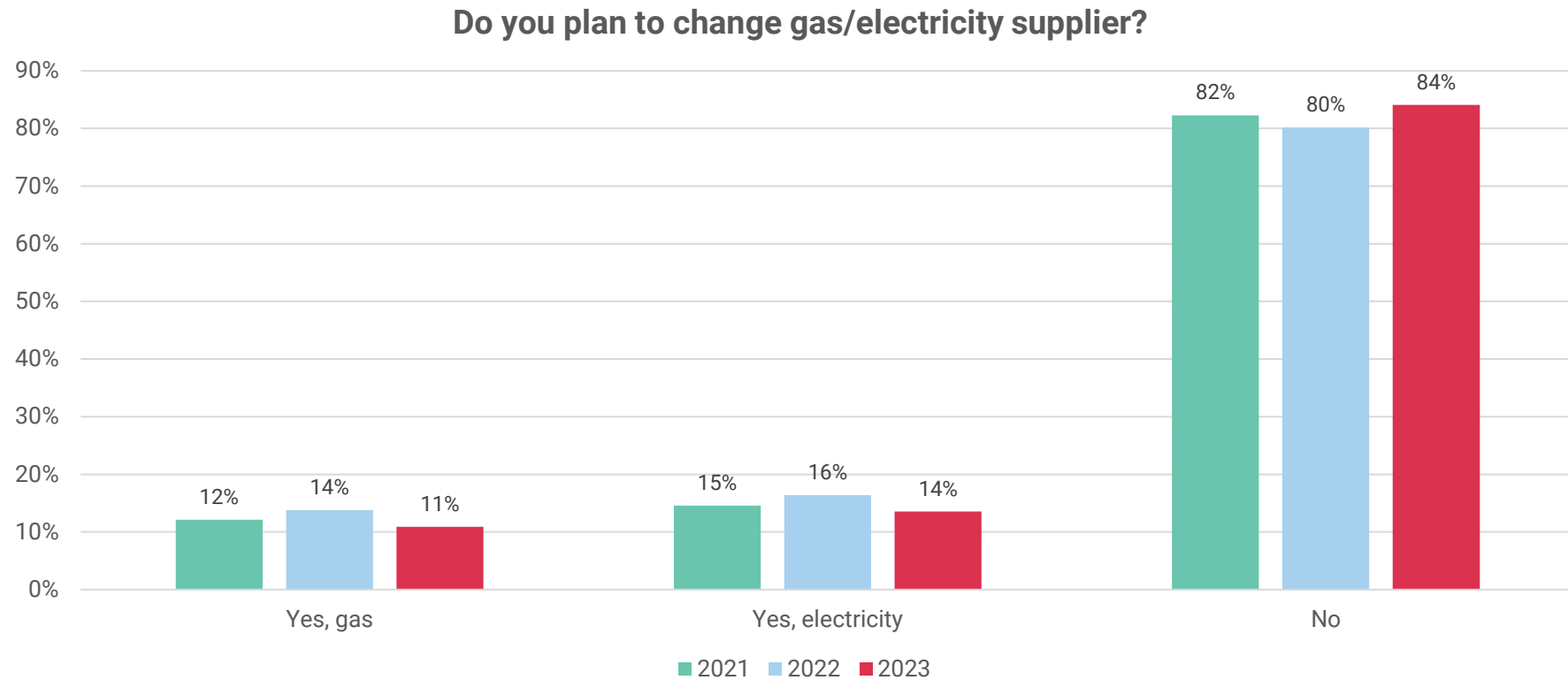
During this period of multiple crises, confidence in the political system has decreased by 6%.



What energy home?



- Natural gas remains the number one energy source at home and has seen the highest increase over the past year, to the detriment of fuel oil
- The penetration rate of solar energy is now 13%, marking a 2% increase
- Pellets are gradually gaining ground over wood

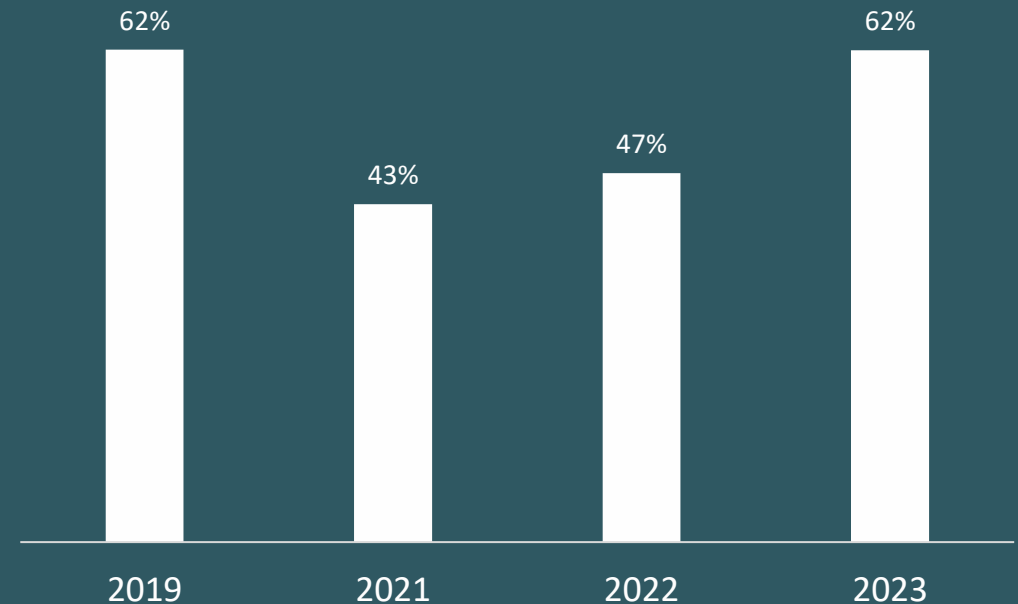


Less worries about energy prices?

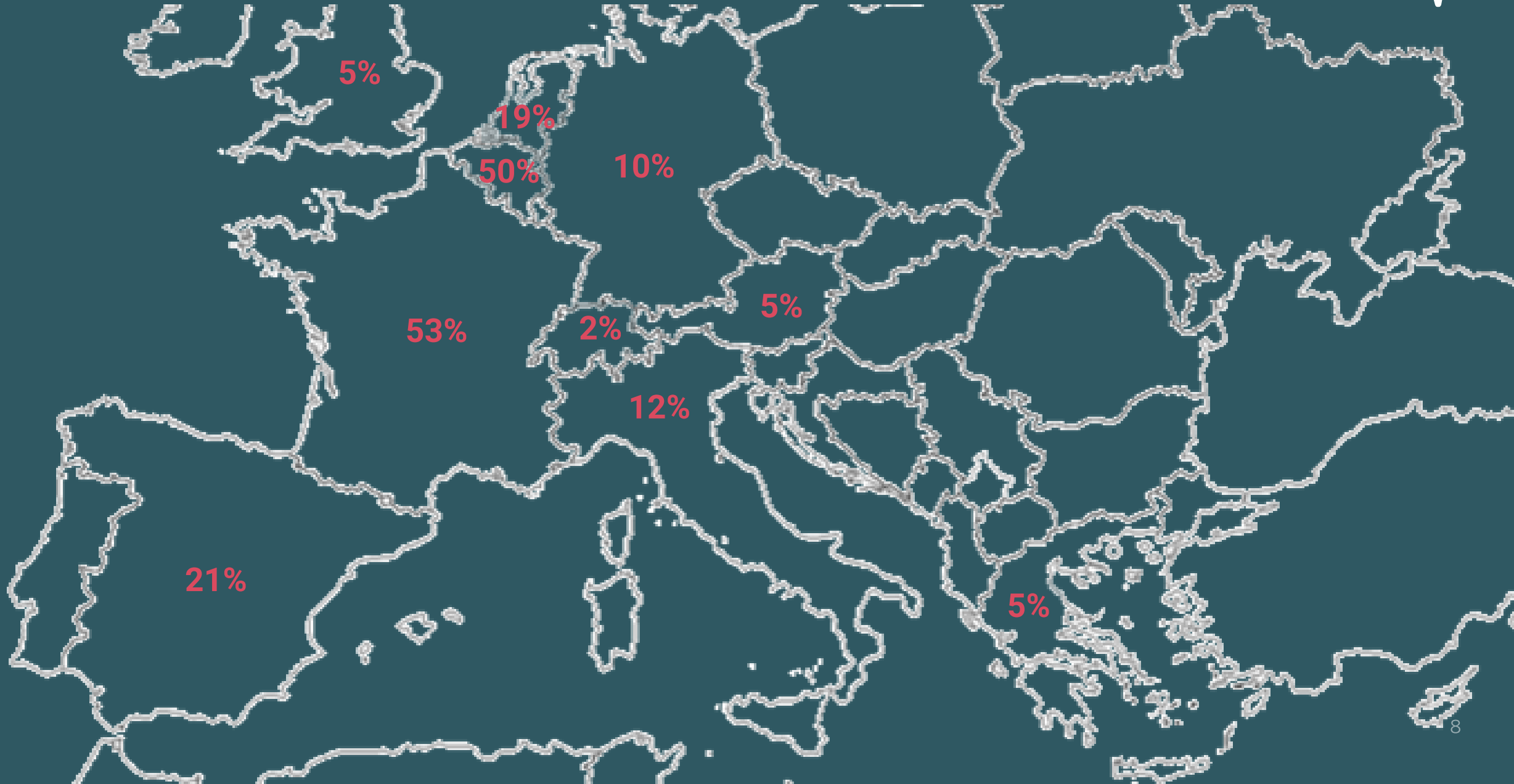
Fewer Belgians than in 2022, and even in 2021, are willing to change their energy supplier

62%

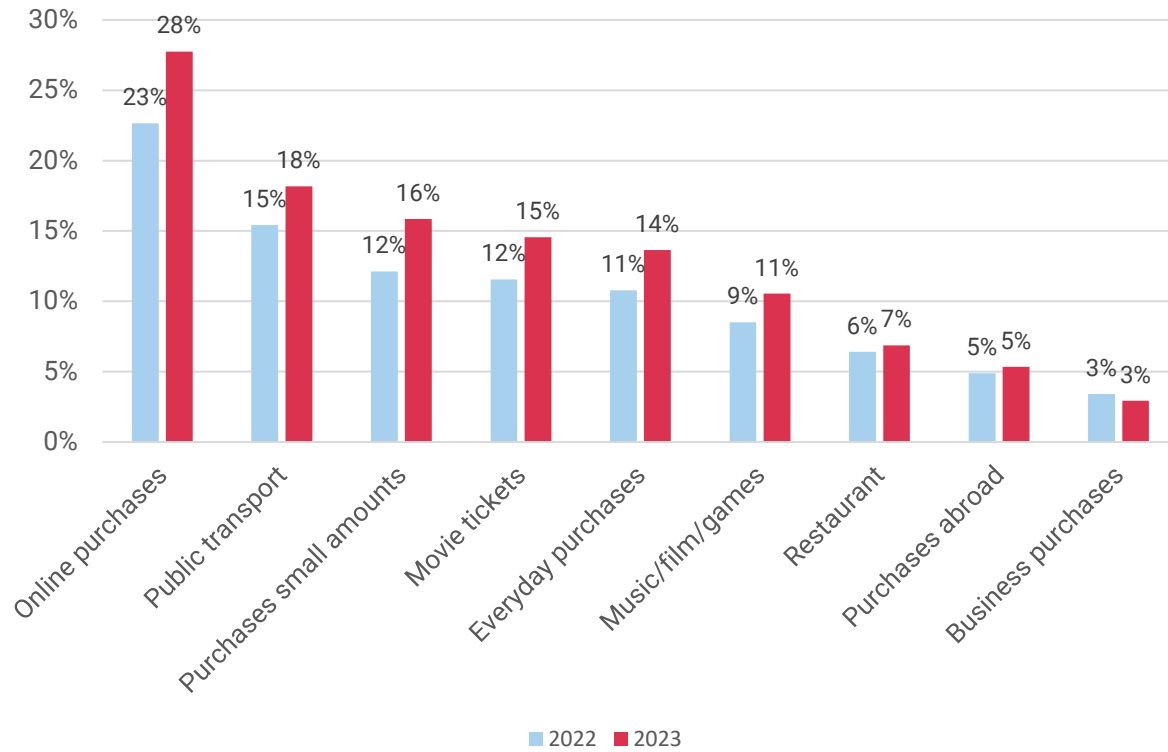
of Belgians go on holiday
abroad again, exactly as
in... 2019.



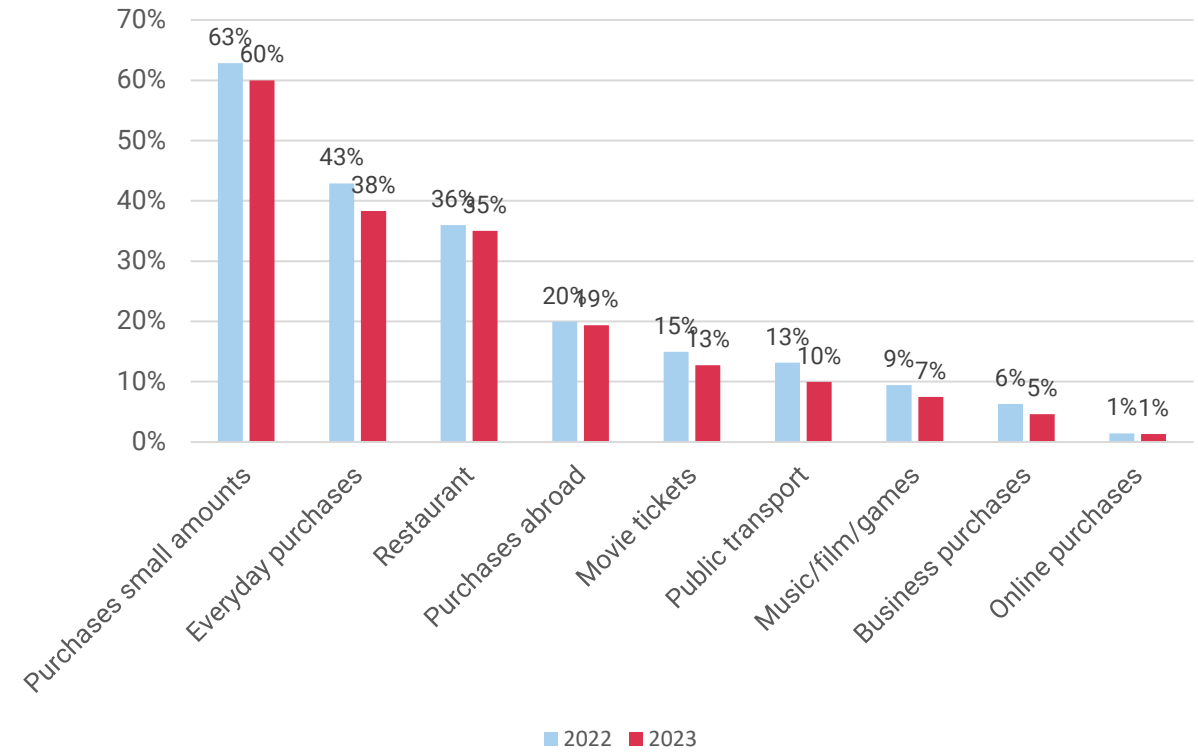
Where do Belgians go on holiday?



Use of smartphone for payments



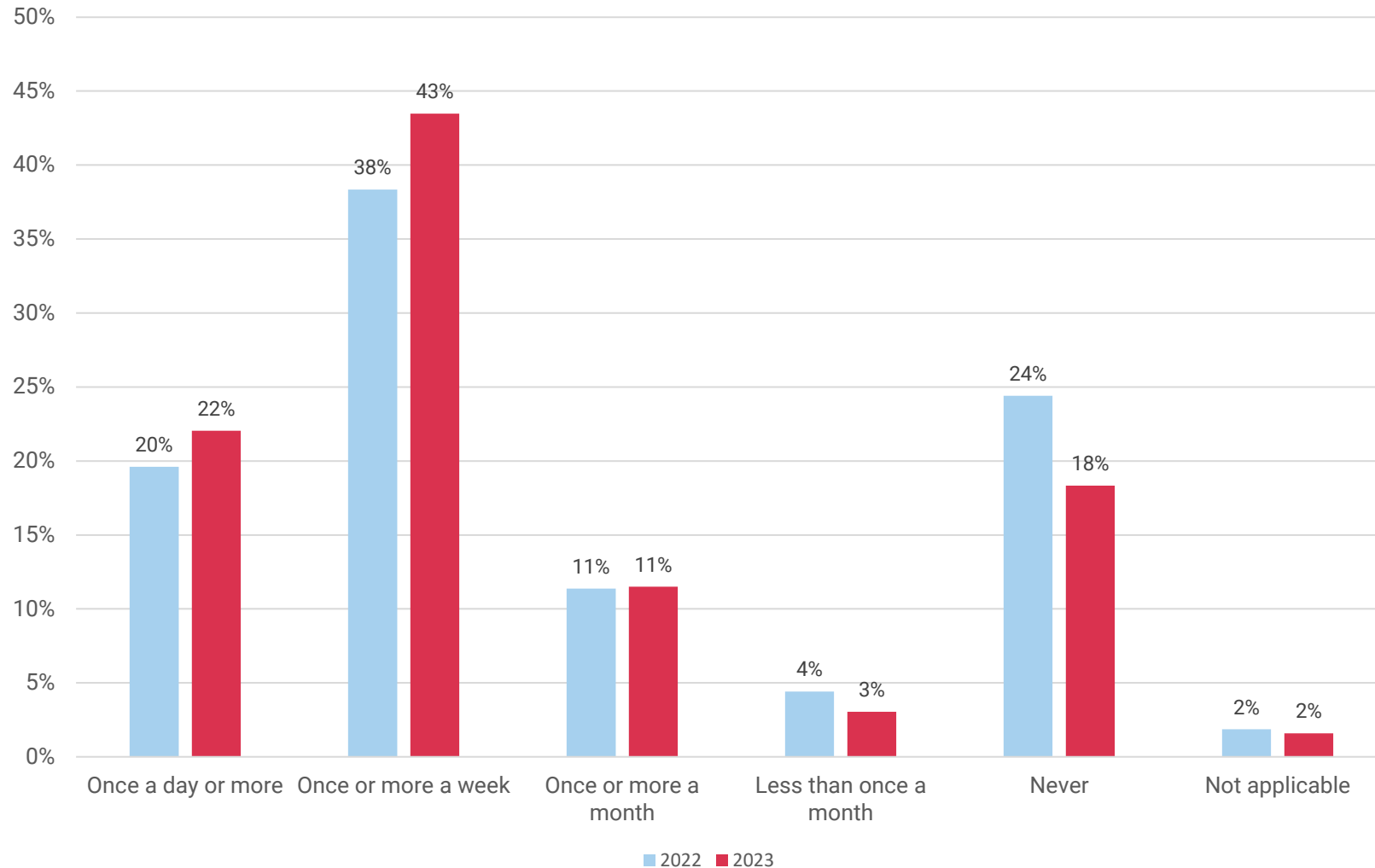
Use of cash for payments



Smartphone vs cash

Usage of smartphones for payments is increasing across all categories, to the detriment of cash. But cards remain king (used by 95% of Belgians for personal payments)

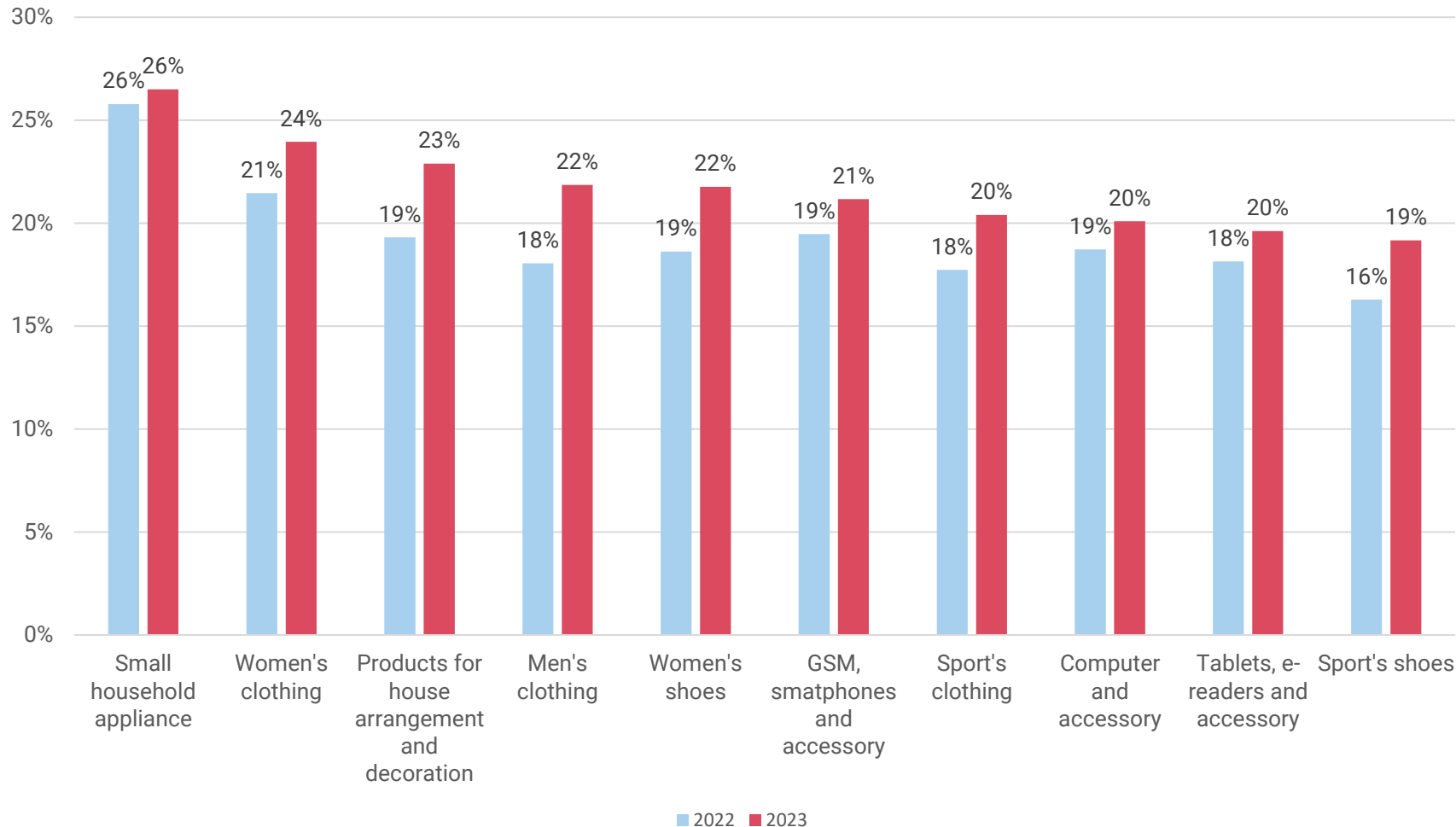
And banking via apps is also increasing



- Penetration rate of banking via apps increases from 74% to 80%
- Usage intensity also increases, 65% using banking via apps at least once a week, versus 58% last year

Which products are the most bought online ?

TOP 10 on general shopping platform (Amazon, Zalando,...)



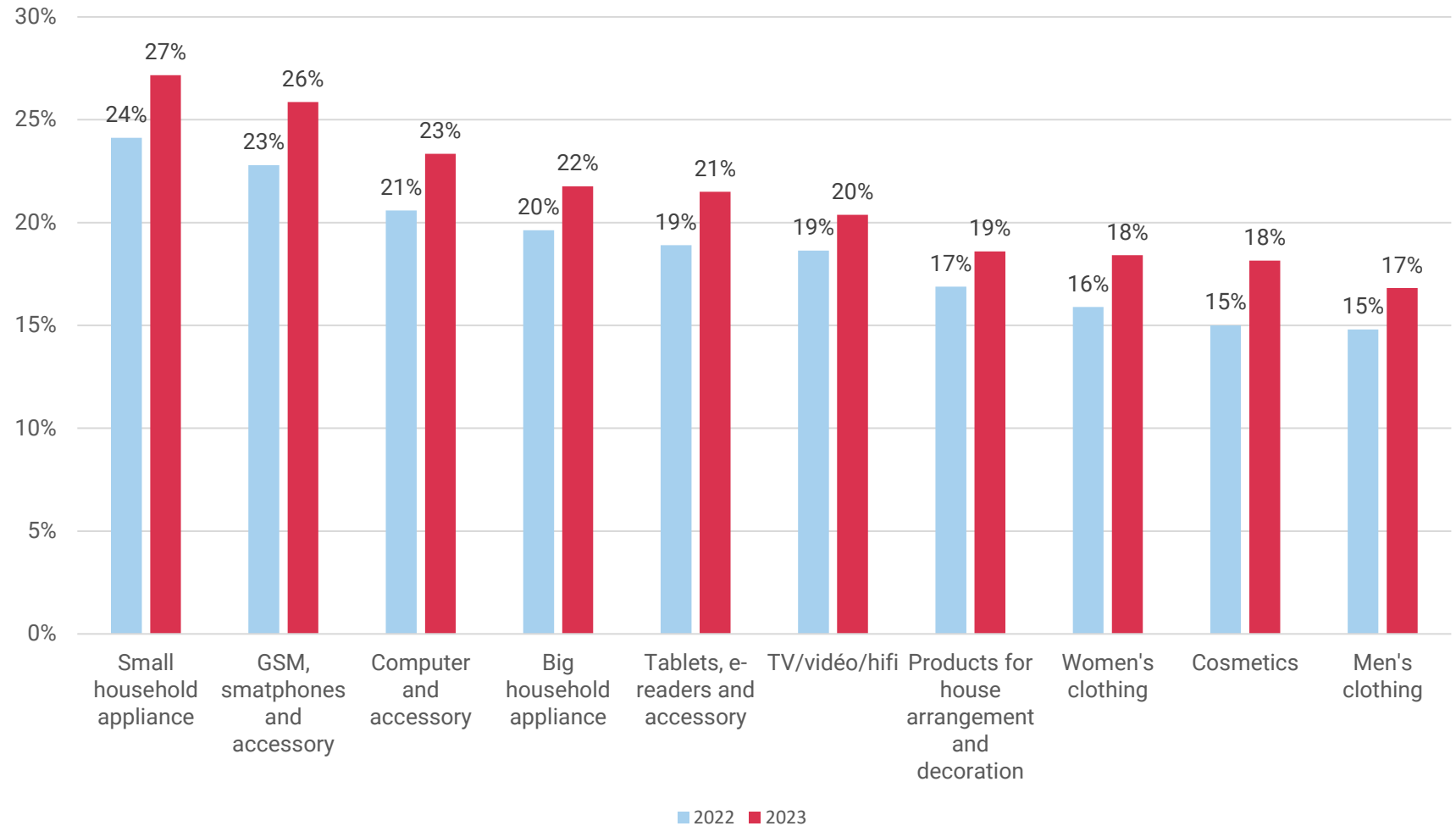
- Unchanged top 3 versus 2022
- Men's clothing recorded the greatest year-over-year increase
- Food and drinks remain by far the least purchased categories online

Which products are the most bought online ?



TOP 10 on store's site/app

- Top 10 remains unchanged from 2022
- Store websites/apps now dominate small household appliance purchases (vs general shopping platforms)
- Preference for purchasing clothing online via general shopping platforms



ciM