Thuiswinkel Markt Monitor Q1 2026

All ecommerce facts in the Netherlands at a glance

NIQ · thuiswinkel.org · Retail insiders · postnl · Betaalvereniging Nederland

Online spending
(excl. shipping costs)

€ 9 billion

3% decline vs. Q1 2025

The Netherlands
€ 7.8 billion

Cross-border
€ 1.2 billion

Number of online purchases

85 million

2% growth vs. Q1 2025

The Netherlands
72.8 million

Cross-border
12.5 million

Top 3 online sectors
based on absolute size

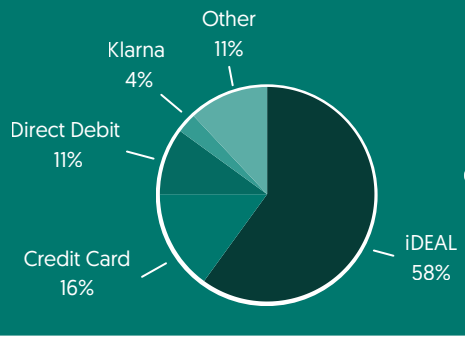
Spending (In billions)		Number of purchases (In millions)	
1.3	Single Flight Tickets & Accommodation	15.9	Food/Nearfood
1.1	Food/Nearfood	11.0	DIY/Garden
0.8	Travel Packages	8.6	Media & Entertainment

Top 3 online sectors
based on growth

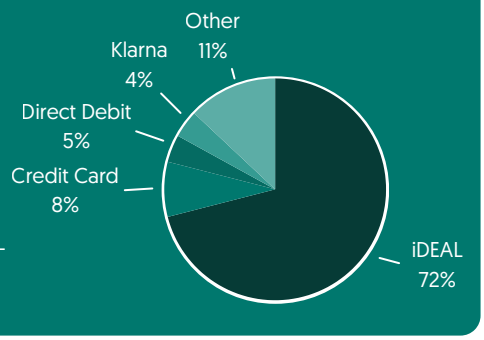
Spending		Number of purchases	
+14%	Insurance	+24%	Home & Living
+9%	Tickets for Attractions & Events	+14%	Insurance
+8%	DIY/Garden	+13%	Household Electronics

Payment methods

Online spending



Online purchases



13.1 million online shoppers
of which
5.1 million
also shop cross-border

Share online
vs. total market

	Q1 2026 Spending	Q1 2025	Q1 2026 Purchases	Q1 2025
Total share online	32%	33%	11%	11%
Products	22%	23%	10%	9%
Services	89%	88%	89%	87%