

# HOLLANDA'DA E-TİCARET



## GSYİH ( Milyon \$ )

1.007.562 (Ekim 2021, IMF)



## KBGSYİH ( \$ )

57.715 (Ekim 2021, IMF)



## Büyüme Oranı ( % )

3,8 (Ekim 2021, IMF)



## Nüfus

17.458.000 (Ekim 2021, IMF)



## Yüzölçümü ( km<sup>2</sup> )

41.528



## Başkent

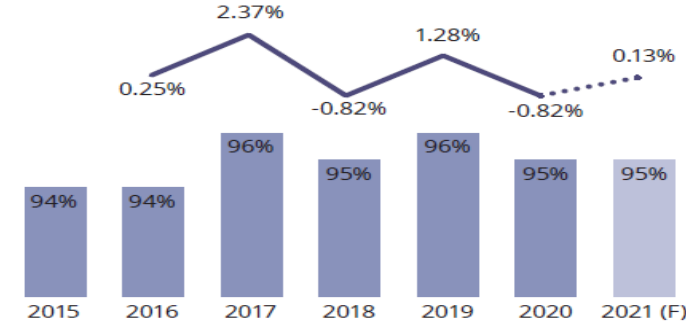
Amsterdam

Kaynak: <https://ticaret.gov.tr/yurtdisi-teskilati/avrupa/hollanda/genel-bilgiler>

## İnternet Kullanımı

Percentage of the population accessing the internet

— Growth Rate

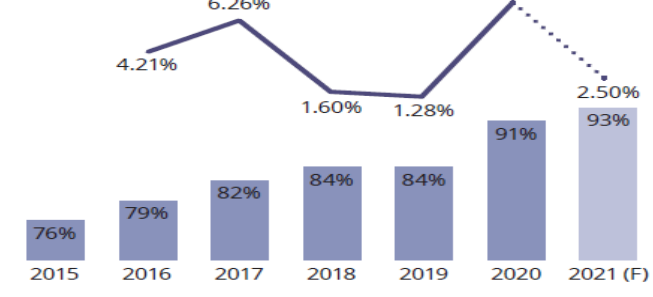


SOURCE: EUROSTAT

## İnternette Alışveriş Yapanlar

Percentage of internet users that bought goods or services online

— Growth Rate



SOURCE: EUROSTAT

## GDP VE E-GDP

The Gross Domestic Product (GDP) in €Billion and the percentage of GDP comprised of e-commerce sales

■ GDP ■ E-GDP



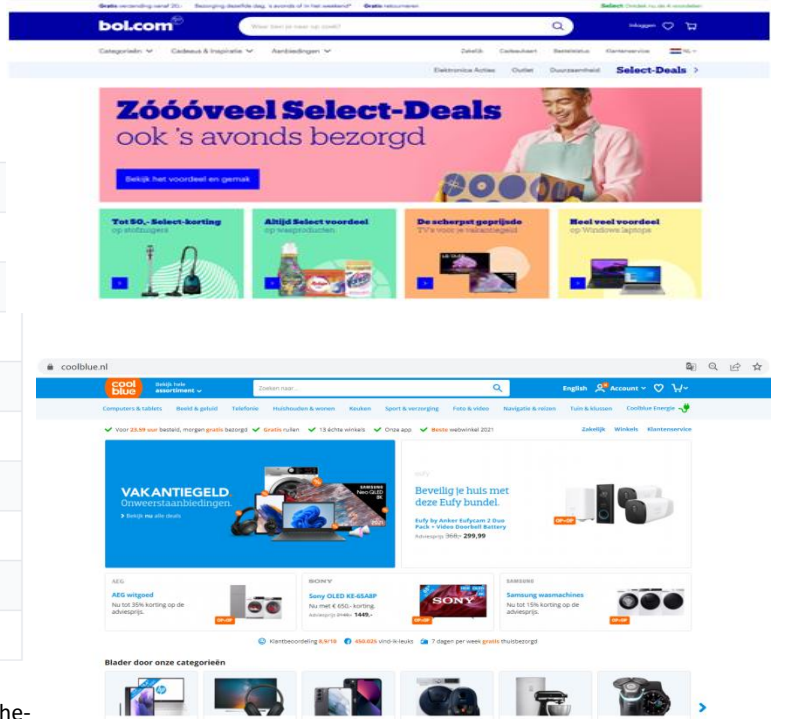
SOURCE: IMF

## SOCIAL MEDIA USE

Most popular social media channels in 2021



SOURCE: STATCOUNTER



## Popüler Siteleri

Rank	Website	Revenue (million)
1	Bol.com	€2.170 million
2	Coolblue	€1.113 million
3	Albert Heijn	€680 million
4	Zalando	€670 million
5	Wehkamp	€490 million
6	Amazon	€400 million
7	Jumbo	€350 million
8	About You	€280 million
9	De Bijenkorf	€250 million
9	H&M	€250 million

Kaynak: <https://ecommercenews.eu/top-10-online-stores-in-the-netherlands/>

## ELEKTRONİK TİCARETTE TERCİH SEBEPLERİ

Hızlı teslimat

Ücretsiz iade

Kargo takip bilgilendirmesi

Aktif tüketici yorumları

İade için daha uzun süre

Güvenli ödeme kanalı

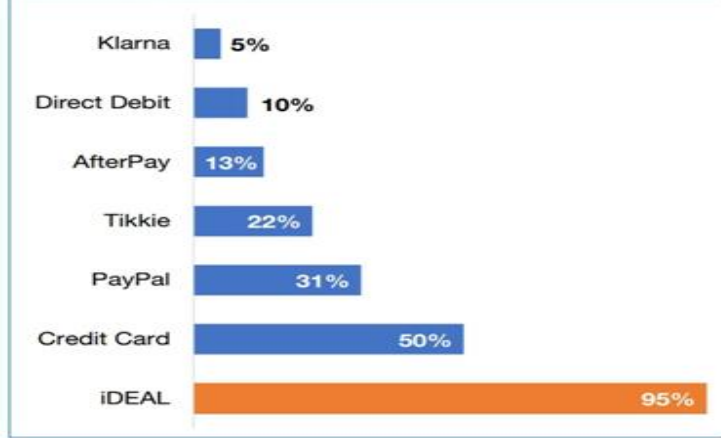
Yapay zeka



beslist.nl

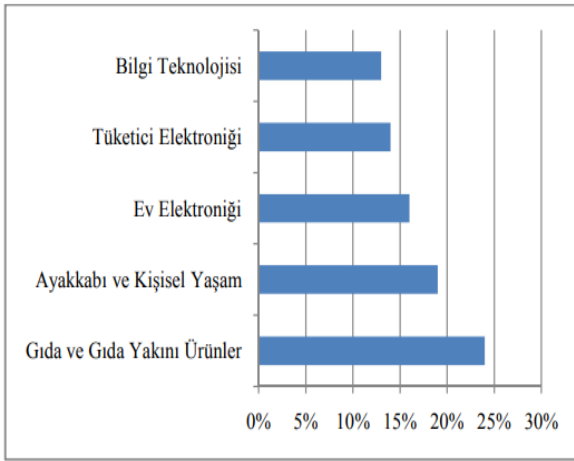
### ONLINE PAYMENT METHODS

Payment methods used, 2017



Online Payment Methods. Source: Statista, 2017; NUpanel, 2017.

Tablo 1 – E-Ticarette Hızla Büyüyen İlk Beş Branş



E-ticarette en fazla büyüme %24 ile gıda ürünlerinde gerçekleşmiş olup, sırasına göre ayakkabı ve kişisel yaşam ürünleri (%19), ev elektronik (%16), tüketici elektronik (%14) ve bilgi teknoloji ürünlerinde (%13) büyüme kaydedilmiştir. Yandaki grafikte Hollanda e-ticaretinde büyüyen sektörler yer almaktadır.

**The future of e-commerce in the Netherlands**  
A Direct Link report

The Dutch e-commerce market has high growth potential. Since 2020 the cross-border e-commerce spending grew from 564 million euros to 736 million euros in 2021.

**CROSS-BORDER MAGAZINE**

The average age of buyers is between 25 – 44 years.

94% of Dutch customers shop online – this is one of the highest numbers among European countries.

35% of consumers who shop in the category of clothing, return their goods.

Spending on clothes is expected to increase from 16% in 2021 to 20% in 2026.

Büşra Işık  
Berinsu Çelebi

Şerife İlayda Yavuz  
Şeyma Nur Eski