

Target Group Monitor

The lifestyle of Belgians



November 2022

Top products purchased online* (New items) CIM TGM 2022

TOP 5 on general shopping platform (Amazon, Zalando, ...)

Small household
appliance



26%

Women's clothing



21%

Smartphones and
accessory



19%

House arrangement
and decoration



19%

Computer and
accessory



19%

TOP 5 on store's site/app

Small household
appliance



24%

Smartphones and
accessory



23%

Computer and
accessory



21%

Big household
appliance



20%

Tablets, e-readers and
accessory



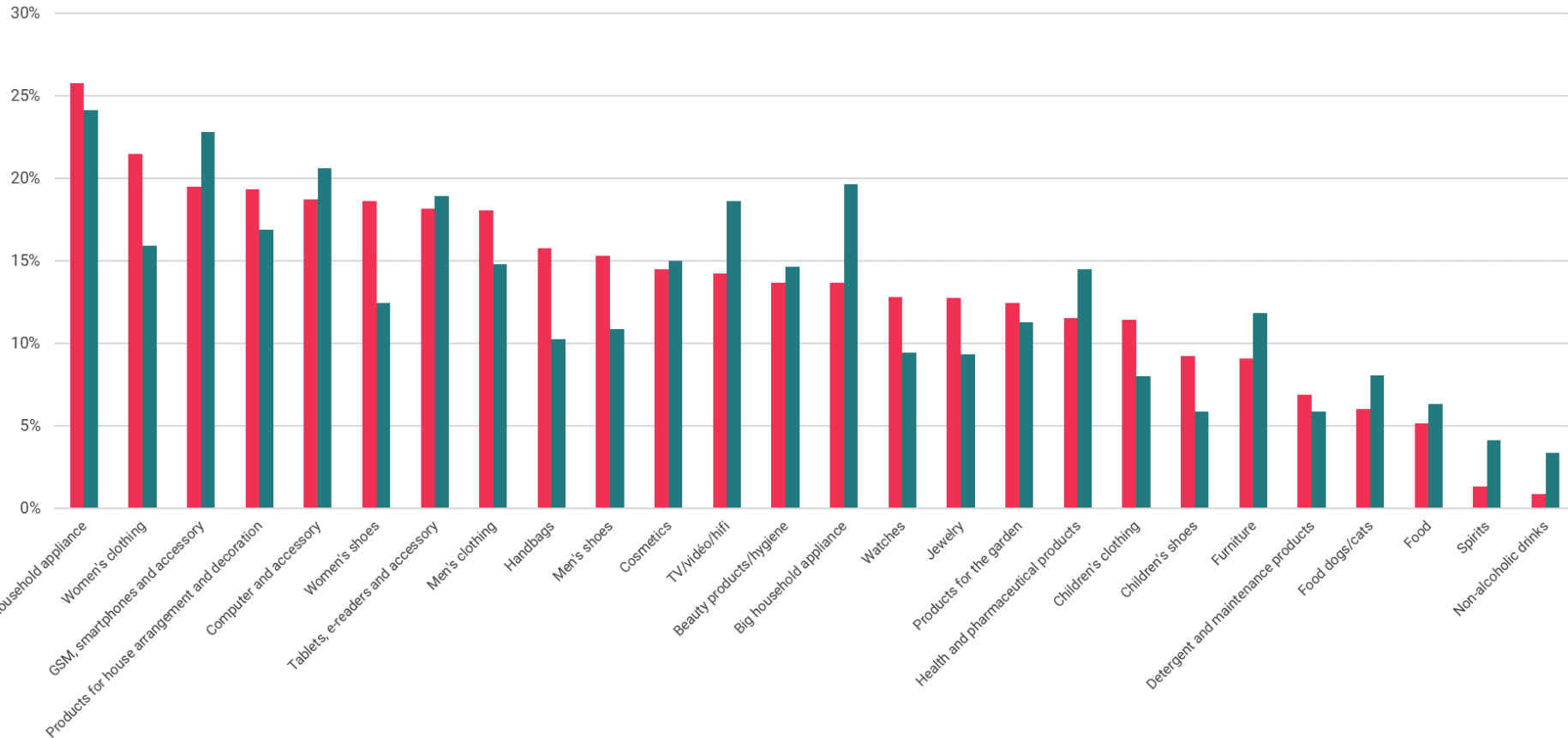
19%

Top products purchased online*

CIM TGM 2022

■ Online via a general shopping platform (Amazon, Zalando, ...)

■ Via the store's site/app



Electronic/Electric products and clothes are the most purchased online

Food & drink are the less purchased online

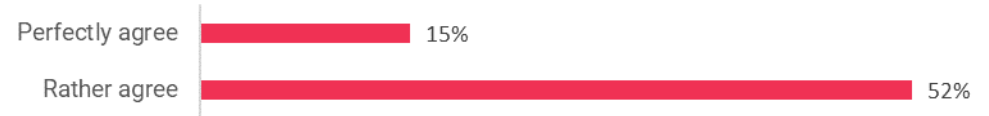
General shopping platforms more used for personal equipment (clothes & co)

Store's site/app more used for electronic equipment

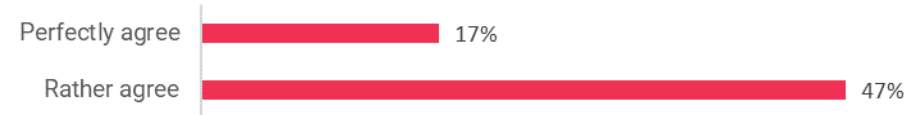
* % of people who buy personally and regularly online

How conscious is the Belgian for food? CIM TGM 2022

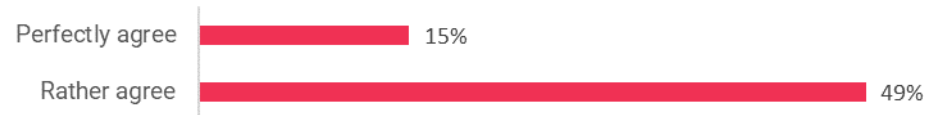
I prefer buying local products



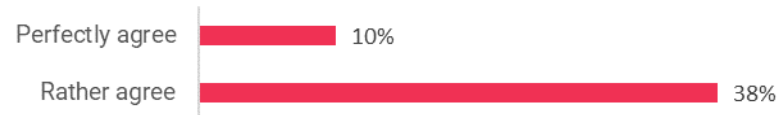
I take into account the ecological aspect of products (seasonal products, packaging...)



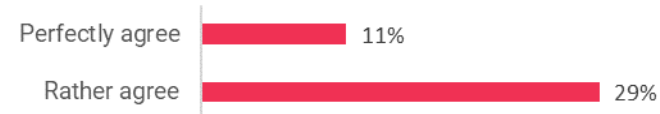
I prefer buying fair trade products



I take into account the scores indicated on some products (nutri-score, eco-score...)*



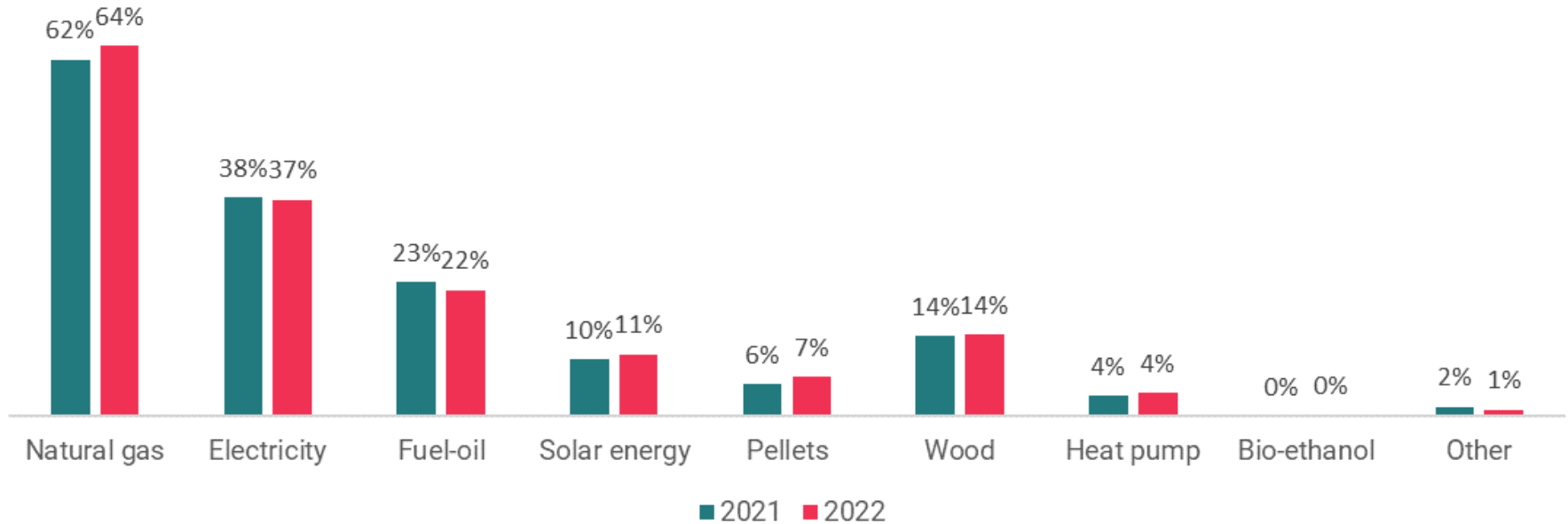
I prefer buying bio products*



Which energy type at home?

CIM TGM 2022

Energy types at home



Natural gas remains by far the first energy type at home.

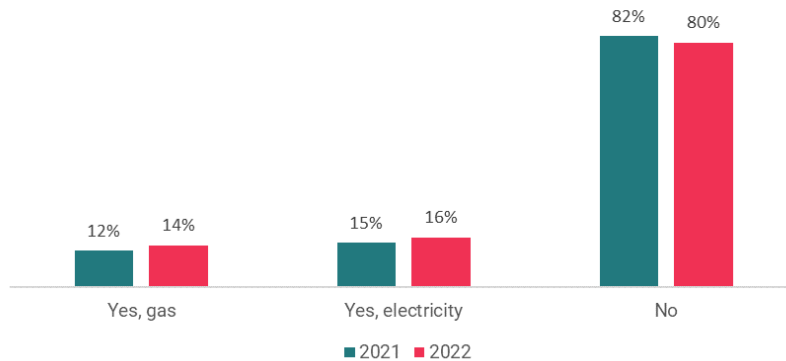
Slight growth in new kind of energy for residence: solar panels, pellets, heat pumps...

Slightly less use of electricity and fuel-oil for energy purposes

First reaction to energy prices increase?

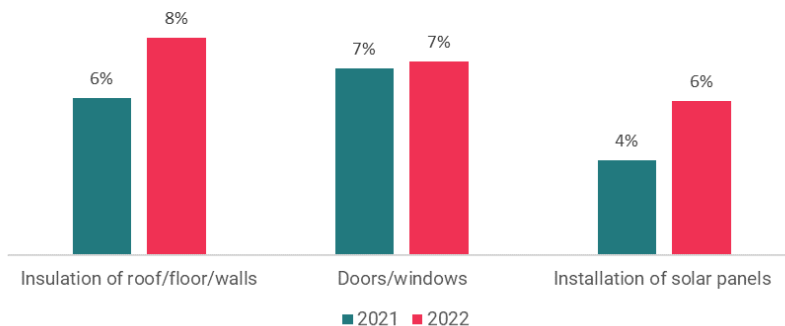
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Do you plan to change of gas/electricity supplier?



Slight growth in number of Belgians that want to change their energy contracts, but the Belgians are mostly loyal to their current provider

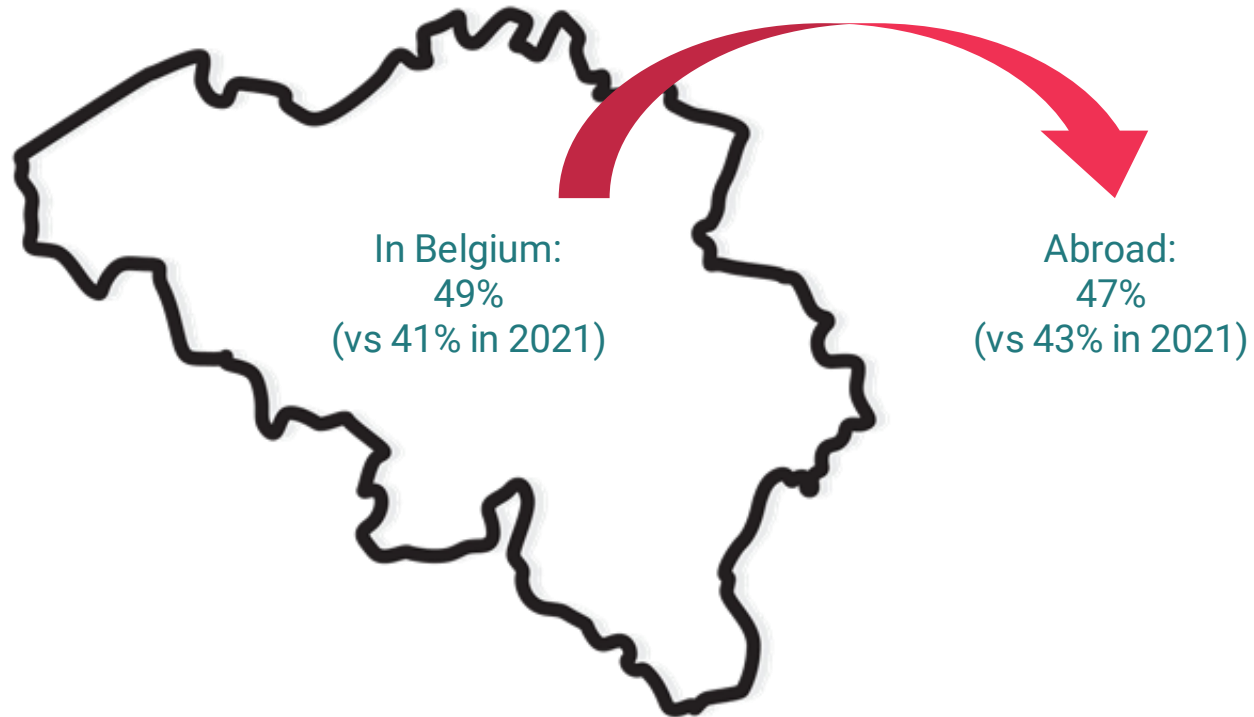
Which improvement do you plan at home?



Belgians plan more home insulation work and installation of solar panels compared to 2021

Major trend 2022 vs 2021

CIM TGM 2022



The Belgians went more on holidays in the last 12 months.
The growth is stronger in Belgium than abroad.

Citytrips are popular: 57% made at least one citytrip in the last 12 months (vs 50% in 2021)

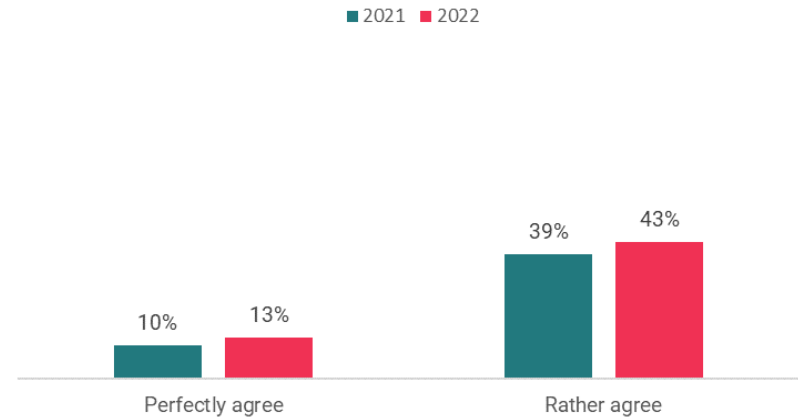
Slight increase in interest for last minutes reservations (41% vs 38% in 2021)

Major trend 2022 vs 2021

Belgians pay more attention to prices and tend to buy more products if they are in promotion.



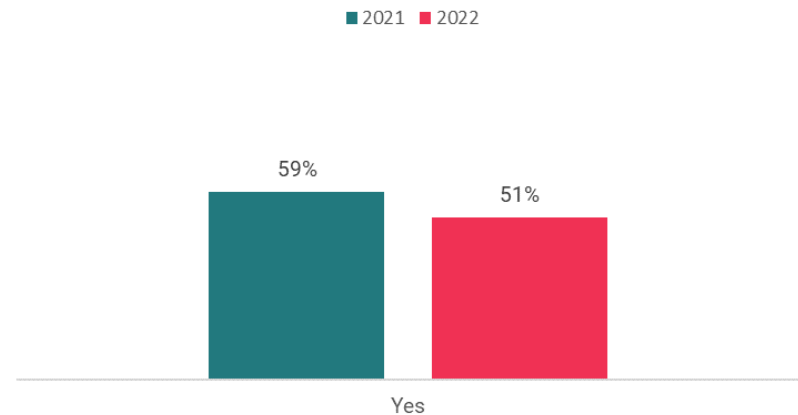
In food, I always look for the cheapest products



Increased use of the smartphone, especially for banking, listening music and GPS use). Impact on landline possession and GPS devices



Do you have a landline?

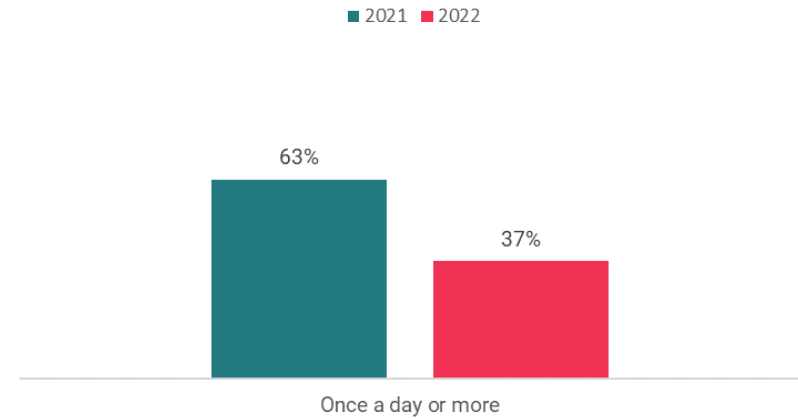


Major trend 2022 vs 2021

New habits are rapidly lost.
Less use of hydroalcoholic gel in 2022 vs 2021.



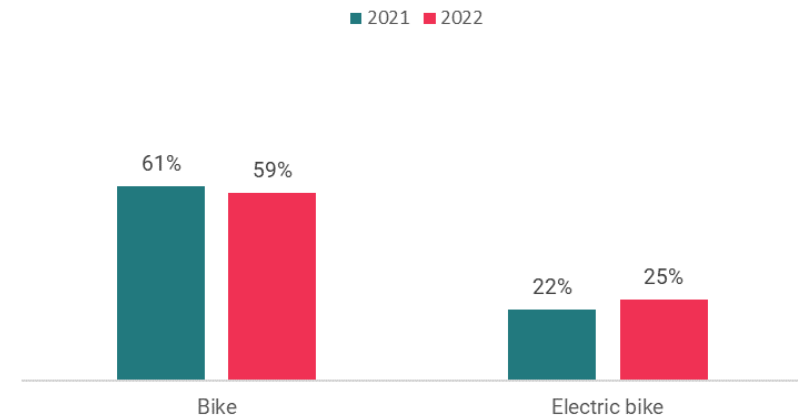
How often do you use hydroalcoholic gel?



The electric bike is more and more popular, to the detriment of the "classical" bike ?



Which transport mean do you own?



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