

MediaMarkt Belgium introduces shopping by appointment

Strombeek, June 1, 2026

From today, MediaMarkt is introducing shopping by appointment in its stores in Belgium. With this new service, customers can schedule a personal advice session in store in advance. A specialist will be ready to provide tailored advice and one-on-one guidance, ensuring a fast and personal shopping experience. This saves customers time and allows them to plan their store visit at a moment that suits them best.



Following the successful introduction of the concept in the Netherlands, MediaMarkt is now taking the next step in its strategy for personalised service in Belgium. The retailer continues to invest in service concepts that respond to customers' individual needs. Personal appointments now bring that promise to life in store as well.

Advice when it suits you

Customers increasingly research products online, but still want targeted advice and confirmation of their choice in store. Shopping by appointment connects these two worlds. Customers can easily book an appointment via the page of their local store, in their preferred product category, such as TV and audio, telecom, white goods or computing. In addition, customers can of course still visit the store directly for a wide range of services.

Upon arrival, customers check in and are guided directly to a specialist. The specialist takes the time to discuss their needs, compare products and help them make a well-informed purchase decision.

More convenience, more attention, better service

With personal appointments, MediaMarkt responds to the growing demand for convenience and personalisation. The service consists of three fixed elements:

- Schedule an advice session online at your local store
- Personal welcome and check-in upon arrival
- Advice from a specialised employee

Rollout in Belgium

From today, shopping by appointment is available in MediaMarkt stores in Belgium. The service is completely free.

With personal appointments, MediaMarkt further brings its vision of Experience Electronics to life. Technology is not only about products, but also about the full experience around them. By guiding customers in a targeted and personal way, there is more calm in the store, more room for better conversations and a stronger overall experience.

About MediaMarkt

MediaMarkt is Europe's largest electronics retailer and currently operates 30 stores in Belgium. In the Netherlands, there are now 54 stores, and 2 in Luxembourg. In total, the retail chain operates around 1,000 stores across 11 European countries. At MediaMarkt, the consumer comes first. Every year, more than 100 million consumers visit MediaMarkt, either in-store or online. Through its omnichannel proposition, consumers are served across a wide range of channels and can decide for themselves how, where and when they choose, purchase and receive electronics: in-store, via the webshop, through the app or on the Marketplace. At the Smartbar, which can be found in every MediaMarkt store, customers receive full support through advice and additional services, such as unique TV calibration and the setup of laptops, tablets and smartphones. In addition, customers can choose from a broad range of TV and mobile phone subscriptions, as well as various green energy providers. With BetterWay, our sustainability proposition, we help consumers make more sustainable product choices and adopt more sustainable behavior. The retail chain was founded in 1979 and is part of the MediaMarkt Saturn Retail Group. More information is available at www.mediamarkt.be.

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