

# Beneluxian Shopper Deep Dive

## The New E-Commerce Calendar

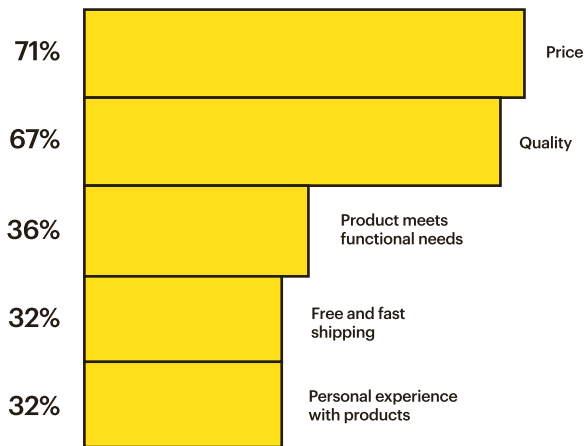


When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

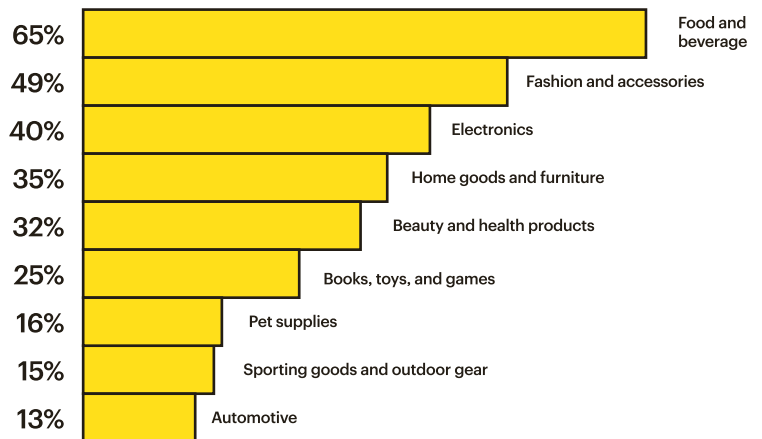
Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.



### Top 5 most important factors for Beneluxian shoppers when making purchases



### Categories Beneluxian shoppers spent the most money on in the past 2 years



### Beneluxian shopper attitudes and behaviors

**50%** ⬇️ of Beneluxian shoppers say they look forward to Sales Moments, the lowest across all 9 regions surveyed.

⬆️ Global: 61%

**56%** ⬇️ of Beneluxian shoppers say they find excitement in discovering deals during Sales Moments, the lowest across all 9 regions surveyed.

⬆️ Global: 70%

**66%** ⬆️ of Beneluxian shoppers are not worried about missing out on deals during Sales Moments, the highest across all 9 regions surveyed.

⬇️ Global: 57%

**61%** ⬆️ of Beneluxian shoppers made a purchase associated with seasonal events during Together Moments (e.g. summer break) in the last 2 years.

⬇️ Global: 54%

**55%** ⬆️ of Beneluxian shoppers have made a purchase during the summer break in the last 2 years.

⬇️ Global: 31%

**62%** ⬆️ of Beneluxian shoppers made a purchase for Christmas Eve in the last 2 years.

⬇️ Global: 52%



### Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Canada, Germany, Italy, Scandinavia, Spain, the UK, and the US.

Get the market-specific insights →

# Beneluxian Shopping Moments per Month

## Ranked by Spending Propensity



January	
New Year's Day	55%
Winter Sales	50%
Epiphany/Three Kings Day	17%
February	
Valentine's Day	50%
Lunar New Year	6%
March	
Boekenweek <sup>BE, NL</sup>	13%
International Women's Day	11%
St. Patrick's Day	10%
April	
Easter	47%
Koningsdag/King's Day <sup>NL</sup>	37%
Eid al-Fitr	7%
Earth Day	5%
May	
Mother's Day <sup>BE, NL</sup>	60%
Labour Day/International Workers' Day/May Day <sup>BE/LUX</sup>	15%
Eurovision Song Contest	6%
June	
Summer Sales	60%
Mother's Day <sup>LUX</sup>	59%
Summer Break <sup>NL</sup>	51%
Father's Day <sup>BE, NL</sup>	48%
Pride Month	5%



July	
Summer Break <sup>BE, LUX</sup>	58%
Amazon Prime Day	31%
August	
Back-to-School Shopping	32%
September	
Rosh Hashanah	4%
October	
Father's Day <sup>LUX</sup>	37%
Halloween	32%
Diwali	2%
November	
Black Friday	73%
Singles' Day	11%
Movember (Men's Health Awareness Month)	5%
December	
Christmas Eve	62%
Christmas Day	57%
New Year's Eve	50%
Saint Nicolas Day	50%
Cyber Monday	26%
Super Saturday	17%
Advent Season	8%
Green Monday	7%
Hanukkah	2%
Kwanzaa	1%

