Belgium Small and Medium Enterprises Impact Report

2026

amazon.com.be

How Belgian entrepreneurs are accelerating international growth through online retail

The Amazon Export Pledge
Our plan to support Belgian SMEs export sales

Amazon plans to help Belgian businesses reach cumulative export sales of over **€2 billion** by the end of 2030

Helping local businesses is a central pillar of Amazon's €1 billion+ investment in Belgium through 2027. The Export Pledge is launched through a Memorandum of Understanding between Amazon, Becom (the Belgian eCommerce Federation), and the Belgian Federal Government. Working together, the signatories will help accelerate Belgian SME export growth: Amazon invests in the tools and infrastructure to help sellers scale internationally; Becom drives SME export readiness through training and best practices; and the Federal Government launches a structured dialogue to tackle the cross-border challenges SMEs face. With exports of goods and services representing 75.5% of GDP in 2025[1], Belgium's economy is built on trade. The share of Belgian enterprises selling online has grown by more than 50% since 2013[2], and with Belgium ranking among Europe's most digitally advanced SME countries[3], Belgian SMEs are well placed to grow their exports further.

Sources
1. World Bank Group
2. Eurostat
3. Businesswire



“When a seller in Liège can reach a customer in Munich without worrying about translation or logistics, the tools are working. Our AI-powered listing tools and Fulfillment by Amazon remove the barriers that used to make cross-border selling a big-company game. Today, a two-person business in Belgium has access to the same infrastructure as a multinational, that’s what the Export Pledge is about.”

–
Guillaume Codsi,
Head of Seller Services for Amazon in Belgium



Amazon's 2025 impact in numbers

€400+ million

Belgian SMEs selling in the Amazon store recorded more than **€400 million** in international export sales

€190+ million

Belgian SMEs selling in the Amazon store recorded more than **€190 million** in export sales to other EU member states

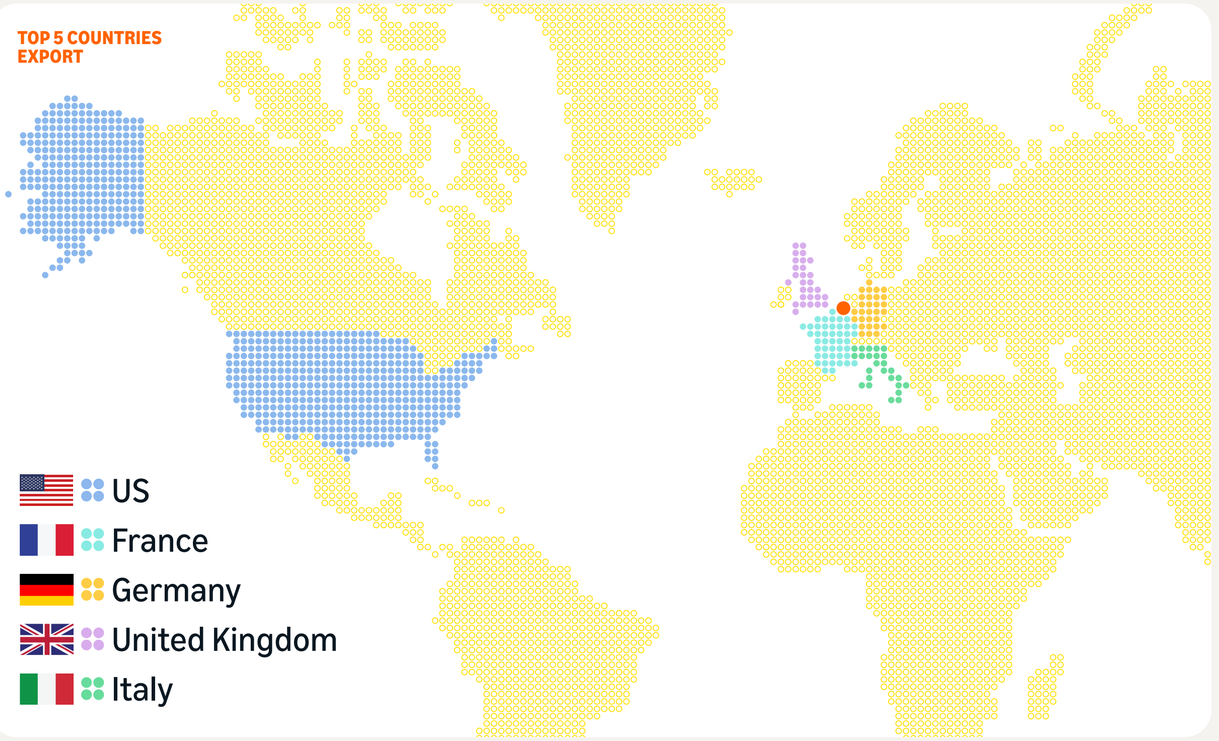
90%+

More than **90%** of the Belgian SMEs selling in the Amazon store exported to customers around the world

10+ million

Together Belgian businesses shipped more than **10 million** products in the Amazon store

TOP 5 COUNTRIES EXPORT



- US
- France
- Germany
- United Kingdom
- Italy

EXPORT SALES BY BELGIAN REGION



- Flanders
  €230+ million
- Wallonia
  €125+ million
- Brussels
  €50+ million

Memorandum of Understanding Signatories



"In 2025, Belgians spent €18.3 billion shopping online, and more than 9 out of 10 made at least one online purchase. E-commerce has clearly become part of everyday life in Belgium. Our goal is to ensure that our SMEs can seize the benefits of this growing channel. To do so, they need access to the right tools to sell online, reach new customers and expand beyond our borders. SMEs are at the heart of our economic competitiveness, and we must make sure they are equipped to compete in the digital economy. That is precisely the aim of this MoU."

—
Eléonore Simonet,
Belgian Minister for SMEs,
Self-Employed and Small Businesses



"Belgium is a country of entrepreneurs, and e-commerce must be an opportunity for growth. With our Federal E-commerce+ Action Plan, we are working towards an e-commerce environment where consumers are protected and Belgian businesses can compete on equal terms. But fair competition is not enough. We must also give our entrepreneurs the tools and opportunities to succeed. Today's Memorandum of Understanding with Amazon and Becom is a concrete step in that direction. By bringing together public and private partners, we aim to remove barriers to cross-border trade, help our businesses seize new opportunities and grow internationally."

—
David Clarinval,
Deputy Prime Minister and
Federal Minister for the Economy



"Online retail is one of the most powerful levers for Belgian companies' international expansion, and it's time our entrepreneurs fully embrace that potential. Today's Memorandum of Understanding between Becom, Amazon, and the Federal Government is a first step in formalizing that ambition, and we hope other stores will follow with similar commitments. Together, we will work to remove cross-border barriers so Belgian SMEs can grow their exports online. Becom is here to make sure these businesses are seen, supported, and equipped with the digital skills to compete confidently in a globalized environment."

—
Greet Dekocker,
Managing Director,
Becom

Seller Profile
Acaza

Acaza brings a piece of Belgium into homes all over Europe

How does an online furniture store from Heule in West Flanders start selling picture frames and furniture in Germany and France? From stylish wall decor and pet accessories to garden essentials, Acaza brings comfort and personality to millions of European households. The export sales have made Acaza one of the best-selling Belgian brands abroad on Amazon.

For ambitious entrepreneurs, Belgium quickly feels like a small playing ground. Acaza, which from its conception was an online story without physical shops, was no different. After initial success regionally, Bruno De Clerck, founder of Acaza started to look beyond the Benelux borders. But he quickly realized that to grow the business, he needed to find alternative ways to reach his new consumers, who were harder to reach through his own web shop, or other available channels in the Benelux. *"We quickly realized that in order to scale our business further, we needed to look outside of the Benelux. Selling on Amazon was the most obvious option."* explains Thomas Delanote, CEO of Acaza.

Amazon's established presence and name recognition across Europe turned out to be a key lever for Acaza's international expansion. Only 6 years after joining Amazon, Acaza has expanded into Germany, France, the Netherlands and the UK, with plans to launch in Southern Europe next. The key to success? Acaza combines its own expertise and know-how with Amazon's reach, visibility and marketing opportunities. And the impact of this international reach can be seen in Acaza's sales. Around three in ten of every T-shirt frame sold by the company are purchased through Amazon, with France and Germany amongst its leading stores.

But apart from reaching new consumers, Acaza has leaned on Amazon for something else: better understanding of their different consumers across Europe. Amazon helps Acaza gather local consumer insights early on when it launches in a new country. Analyzing these sales performances across countries helps Acaza understand how customer preferences vary from one country to another. And while these cultural differences might seem small, they influenced the Belgian brand more than you might think. According to Thomas, these consumer insights are one of the most important benefits of selling on Amazon. *"Take our t-shirt frames as an example. The performance analyses Amazon offers have helped us discover that French customers prefer other shades of oak wood than consumers in Germany. We used to sell only one type of oak wood frames, but now we have diversified into two colors to accommodate these preferences."*

The international growth through Amazon has been an important driver for Acaza. The company has been able to scale up its business and expand its workforce. Over the past years, this growth has allowed Acaza to build a dedicated sales team, where this used to be a one-man job. As these volumes continue to increase, the company will be able to spread its costs across more products, strengthen its relationship with its supplier and invest in new talent.

"As we grow internationally Amazon will probably become an even more important part of our business. I expect that within the next two to three years Amazon might account for more than half of our sales of Acaza." Thomas notes.

When asked about advice for other Belgian SMEs considering international expansion, Thomas doesn't hesitate. *"Build a clear business case and seek the right expertise. Every company is different, but ultimately the numbers speak for themselves."* He concludes. *"If you can do it well, Amazon can really be a game changer for Belgian companies."*

NUMBER OF COUNTRIES EXPORTED TO

4

SINCE WHEN THEY ARE PRESENT ON AMAZON

2020

COMPANY HEAD OFFICE LOCATION

Heule



Thomas Delanote
CEO
Acaza

Seller Profile
Bambaw Group

Bambaw Group: From the basement to the world

In 2016, twin brothers Max and Augustin started selling online from their childhood home in Brussels. A year later, with just a small stock of bamboo straws, they found their mission: to make everyday life healthier and more sustainable. That is how Bambaw Group was born. Since then, the company has grown into four impact brands: Bambaw (zero-waste alternatives), Bambaw Cozy (bedding for better sleep), Oravix (oral care), and Arista Ayurveda (Ayurvedic cosmetics). Every product is designed to encourage healthier, more conscious living.

Bambaw Group set out to become an international business, more than a local shop. Even the brothers' very first order was from a customer in the UK. As a small startup working out of their basement, opening physical stores across Europe was not a viable option. Selling on Amazon, though, gave the company instant access to global customers.

Bambaw Group's rapid international growth required a reliable way to manage logistics. To overcome the complexity of international shipping, Bambaw Group opted for Fulfillment by Amazon (FBA) to store, pack, and deliver products across the UK, Europe, Canada, and the US. This logistical support removed barriers to exporting, gave the young Belgian brand presence in new countries, and allowed them to compete with global players.

The international momentum was felt back home. Because Belgium is a small country, exporting was essential to build scale. So far in 2026, US sales have more than doubled compared with last year. The booming global demand directly strengthened their home base in Brussels, allowing Bambaw Group to expand its warehouse and increase its Belgian workforce by 50%. *"Our customers are global. Our heart is Belgian,"* explains co-founder Maxime de Hemptinne.

Bambaw Group proves that Belgian startups can compete and win internationally. Every product they develop is designed for international distribution right from the start. Felipe encourages other SMEs to explore foreign countries without hesitation. His advice is clear: *"Your next customer probably isn't in your hometown. Test small, learn fast, and go find them."*

NUMBER OF COUNTRIES EXPORTED TO

30+

SINCE WHEN THEY ARE PRESENT ON AMAZON

2016

COMPANY HEAD OFFICE LOCATION

Brussels



Maxime and Augustin de Hemptinne
Founders
Bambaw Group

Seller Profile
Lucimed

Bright Ambitions: How a Belgian light therapy brand conquers the world

Lucimed has been developing light therapy products since 2006, helping people seamlessly integrate light therapy treatments into their daily routines through wearable devices like the Luminette glasses. Based in Belgium, the company built an impressive reputation over the years, selling through pharmacies and its own website, and steadily growing a loyal customer base across the country and beyond.

But Eric Delloye, Managing Director, had bigger ambitions. Looking to grow beyond Belgium's borders, Lucimed turned to Amazon in 2013 to unlock international sales. What started with a first step into France quickly grew into a steady stream of sales in the US and Canada. Germany, Poland, Spain, Italy, the Netherlands, Australia, India, and Mexico quickly followed. Recently, the Belgian SME even started selling in the UAE. Each new store brought new customers that Lucimed did not reach before.

"Spreading our growth across different regions strengthens the entire business," says Delloye. *"Sometimes a country you least expect suddenly takes off. With Amazon, reaching customers in new countries is so seamless that we can easily step in whenever those opportunities pop up."*

That international strategy has paid off. Today, international sales through Amazon account for 30 to 35% of Lucimed's total revenue, with an average yearly growth of around 15%. Poland has emerged as a country where they are growing particularly fast, while the UAE is a more recent and promising addition.

Fulfillment by Amazon (FBA) has been central to Lucimed's expansion. With Amazon handling cross-border shipping, returns, and customer service, scaling internationally became straightforward. So straightforward, in fact, that Lucimed hired a dedicated Inventory Manager in Belgium specifically to oversee operations across multiple countries.

"FBA takes a massive weight off our shoulders," says Delloye. *"Because Amazon automates logistics and takes care of customer service, running operations across so many different countries is far simpler than it would be on our own."*

With two new products launching and plans to enter Ireland and Japan soon, Lucimed's expansion journey seems far from over!

NUMBER OF COUNTRIES EXPORTED TO

12

SINCE WHEN THEY ARE PRESENT ON AMAZON

2014

COMPANY HEAD OFFICE LOCATION

Wavre



Eric Delloye
Managing Director
Lucimed

Seller Profile
Osaka

Inspired by Japan, based in Antwerp, loved worldwide

Back in 2011, Stephen Butler and his team looked at the field hockey world and saw a gap. Players were passionate about their sport and looked stylish off the field, but their on-field gear fell far short. So, from a small office in Antwerp, they set out to build a lifestyle brand that matched what the hockey community was really looking for. They named it Osaka. This short and bold name, inspired by Japanese culture, was chosen to feel recognizable, international, and even a little exotic. This was a deliberate choice: *"We didn't want people to know it was Belgian,"* Stephen admits. *"We needed it to feel like it could be from anywhere."*

Within just a few years, Osaka transformed from a local Antwerp initiative into a global powerhouse in field hockey apparel. By establishing strategic distribution partnerships across Europe, the United States, and Argentina, the brand rapidly scaled its global reach.

The brand's popularity in the United States knew no bounds. A steady stream of orders was being shipped to American doorsteps straight from their Belgian warehouse in just four or five days. It all worked out surprisingly well.

Then US import rules changed. New regulations made the model costly and unsustainable. So, Osaka made a bold decision: they opened a warehouse in Ohio to bring the brand closer to its American customers and started selling on Amazon. At first, it almost felt like an experiment, but the results left them stunned.

Within just two years, Amazon grew to represent almost half of Osaka's total online revenue in the US. *"We were amazed by the numbers,"* Stephen recounts. *"Amazon takes away so much of the operational hassle of selling abroad. Suddenly, we could offer fast, reliable delivery across the States without needing any infrastructure of our own."*

So committed are they to growing their Amazon presence that they recently brought a dedicated Amazon specialist on board. Their sole focus is to unlock the store's full potential, from advanced tools to AI-driven features. A small team now operates from a Manhattan office, with Fulfillment by Amazon (FBA) handling storage, shipping, and local customer care. This frees up the team to pour their energy into the work they love most: designing gear that athletes are proud to wear.

Now, with a proven playbook in hand, Osaka is aiming to conquer new countries with Amazon, such as Germany, Australia, and New Zealand. One country obviously holds a special place. *"We named the brand Osaka for a reason. One day, we want to bring it back to Japan."*

For any entrepreneur still on the fence, Stephen's advice is simple: *"Just dive in."* He recommends going after the easy wins first and letting the results surprise you. *"If you have something people love, the world is ready for it. Unless you're a competitor of ours. In that case, I'd say don't bother,"* he laughs.

NUMBER OF COUNTRIES EXPORTED TO

1

SINCE WHEN THEY ARE PRESENT ON AMAZON

2025

COMPANY HEAD OFFICE LOCATION

Antwerp



Stephen Butler
Owner
Osaka

Seller Profile
Reswipe

Reswipe: Renewed phones, brand-new horizons

When Frigyes Devogelaer launched Reswipe in 2020, his ambition was clear: build a trusted brand for refurbished iPhones. He wanted to offer consumers a high-quality, thoroughly tested alternative to buying new: good as new, at a fraction of the price. Frigyes has achieved his ambition, but not without some bumps along the way.

Belgium is a small country. And the different languages mean that even reaching every domestic customer requires separate marketing campaigns. But the domestic sales ceiling quickly came into view.

Between 2022 and 2024, Frigyes started looking beyond Belgium's borders. He made some successful forays into the wider Benelux, but the real international breakthrough came when Reswipe joined Amazon in 2024. *"Partnering with Amazon was like being thrown in the deep end,"* Frigyes recalls. *"Suddenly someone says: here is an entire country, now make sure you can compete."* But compete they did. What previously required enormous marketing investment and local expertise was suddenly within reach through opening up in a new online store.

Belgium's central location actually gave Reswipe a competitive edge. So Reswipe can price competitively across countries without logistic costs eating into margins. For a company selling refurbished phones, pricing margins matter. So that happy accident of geography has proven decisive.

Within roughly a year and a half of joining Amazon, Reswipe achieved close to 300% growth in sales. Today, approximately half of the company's total revenue comes directly from international sales through the online store. *"We hadn't expected that,"* Frigyes says. *"But we're certainly very happy with it."*

The partnership works because it plays to each party's strengths. Amazon brings the reach, the trust, and the customer relationships. Reswipe brings the expertise in the refurbished smartphone space, a carefully built supplier network, and detailed quality control on every device it sells. The cooperation with Amazon means Reswipe can focus entirely on delivering an excellent product, while Amazon handles what it does best.

Looking ahead, Reswipe has its sights set on Scandinavia, countries that remain largely undiscovered. For now, though, Frigyes' advice to fellow Belgian entrepreneurs selling on Amazon is simple: *"Just list and see. You have nothing to lose and potentially a whole continent to gain."*

NUMBER OF COUNTRIES EXPORTED TO

6

SINCE WHEN THEY ARE PRESENT ON AMAZON

2024

COMPANY HEAD OFFICE LOCATION

Zaventem



Frigyes Devogelaer
Founder
Reswipe

amazon.com.be

Learn more at fr.amazon-press.com.be