

amazon.com.be

Belgium Small and Medium Enterprises Impact Report 2024



Our commitment to the development of Belgian SMEs

For the second year, we are publishing a report on the economic impact of Belgian small and medium-sized enterprises (SMEs) that sell on Amazon to grow their online business not only in Belgium, but across Europe and globally. The data shows the success of Belgian companies choosing our store to expand their operations is increasing year-over-year.

In 2023 alone, the value of international sales by Belgian SMEs through Amazon exceeded 350 million euros - a 70% increase from 2022. Over 15% of new SMEs now sell on Amazon, collectively selling more than 10 million products, or 20 per minute. More than 200 SMEs exceeded 100 000 euros in sales, and over 45 reached 1 million euros. We continually invest to provide these partners the best tools and services to analyze and optimize their businesses.

The top foreign markets for Belgian SMEs on our store are the United States, France, Germany, the UK, and Italy. These results demonstrate how digitalization and internationalization are key drivers of success for Belgian entrepreneurship. The SMEs thriving on our store are essential parts of the Belgian economy, creating jobs and contributing to regional development.

To support these businesses, we offer free digital training programs. A collaboration between the public and private sectors remains crucial - this year, we're working with VOKA Chambers of Commerce in Flanders to organize events and bootcamps for SME digital upskilling.



“ Small and medium-sized companies are the backbone of the Belgian economy. At Amazon, empowering small and medium-sized enterprises is a fundamental part of our business model and an extension of our customer-centric culture. Our success depends on their success. Amazon invests heavily each year on infrastructure, tools, and services that enable SMEs to reach new customers and successfully sell their products online.

In our Belgian store, we now offer more than 400 million products, which helps to meet the diverse needs of our customers. We couldn't do this without the help of SMEs. New sellers who register on Seller Central can expand their sales reach, which in turn allows us to increase the product selection available to Belgian customers. ”

Eva Faict, Country Manager, amazon.com.be



amazon.com.be

Belgian SMEs selling on Amazon

At Amazon, we invest in the success of the small and medium sized enterprises selling in our store. The results from 2023 speak for themselves:



SMES SELLING

1 400

More than 1 400 Belgian SMEs sell on Amazon.



PRODUCTS SOLD

10+ million

Belgian SMEs sold more than 10 million products on Amazon, which represents more than 75% of product sold compared to the previous year.



PRODUCTS SOLD/MINUTE

20 products+

Belgian SMEs sell more than 20 products on Amazon every minute.



SMES EXPORTING

90%+

More than 90% of Belgian SMEs selling on Amazon have exported to customers around the world.



INTERNATIONAL SALES

€350+ million

Belgian SMEs selling on Amazon recorded more than 350 million euros in export sales in 2023.



SMES EXPORTING INTERNATIONALLY

€175+ million

Belgian SMEs selling on Amazon recorded more than €175 million in export sales outside the European Union.



EU27 SALES IN EU27

€165+ million

Belgian SMEs selling on Amazon recorded more than €165 million in export sales in the European Union.



NEW JOBS CREATED

3 000+

Belgian SMEs selling on Amazon have created more than 3 000 jobs in Belgium to support their business online.



SME TOTAL SALES

€1 million

More than 45 Belgian SMEs selling on Amazon reached €1 million in sales in 2023 while more than 200 exceeded €100 000 in sales.

TOP 5 CATEGORIES DOMESTIC



Home



Drugstore



Book



DVD



Toy

TOP 5 CATEGORIES EXPORT



Drugstore



Apparel



Home



Beauty



Grocery

TOP 5 COUNTRIES EXPORT



US



France



Germany



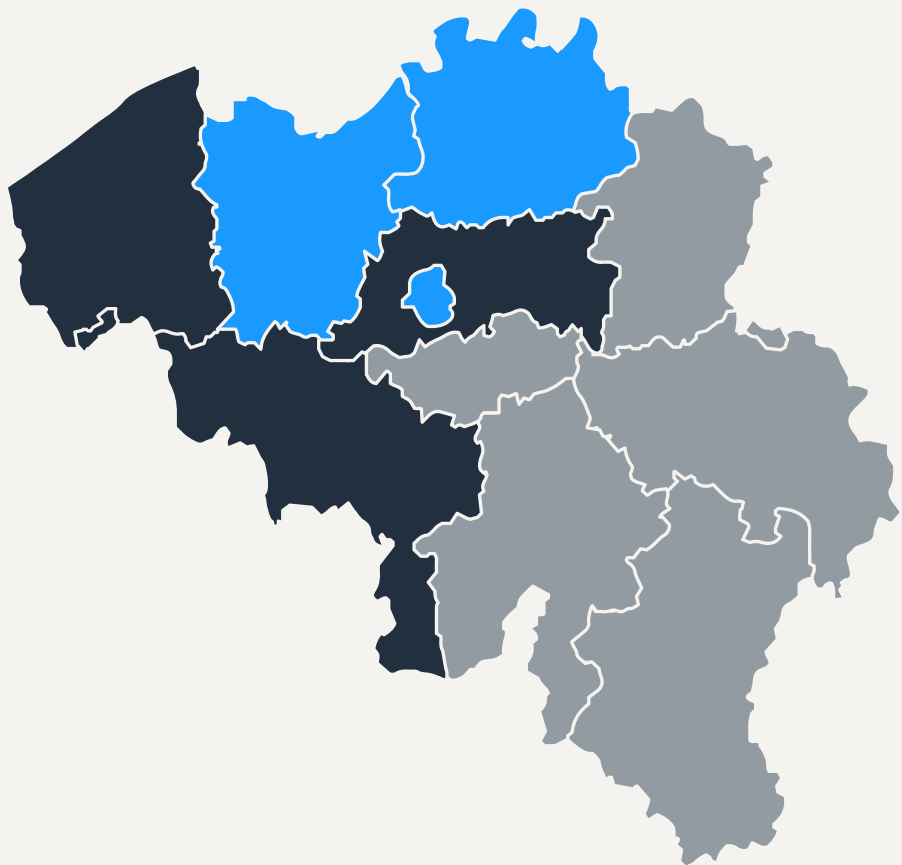
UK



Italy

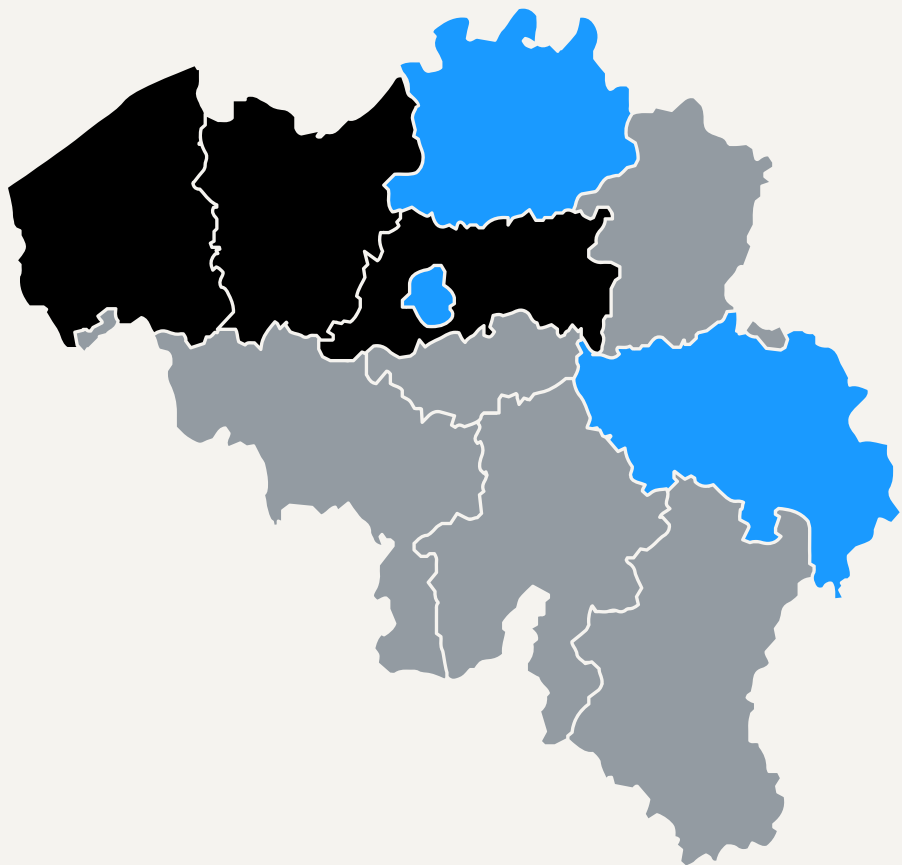


The Belgian regions with most success on Amazon



MORE THAN 1,400 BELGIAN SMES SELL ON AMAZON

- 1. **Brussels region:** more than 250 SMEs
- 2. **Antwerp:** more than 250 SMEs
- 3. **East Flanders:** more than 150 SMEs
- 4. **Flemish Brabant:** more than 150 SMEs
- 5. **Hainaut:** more than 120 SMEs
- 6. **West-Flanders:** around 120 SMEs
- 7. **Liège:** more than 90 SMEs
- 8. **Walloon Brabant:** more than 90 SMEs
- 9. **Limburg:** more than 80 SMEs



TOP BELGIAN PROVINCES FROM WHICH SMES HAVE EXPORTED THE MOST IN 2023

- 1. **Antwerp:** more than 120 million euros
- 2. **Liège:** more than 85 million euros
- 3. **Brussels-capital:** more than 37 million euros
- 4. **West Flanders:** more than 25 million euros
- 5. **East Flanders:** more than 20 million euros
- 6. **Flemish Brabant:** more than 10 million euros
- 7. **Walloon Brabant:** more than 10 million euros
- 8. **Limburg:** more than 8.5 million euros
- 9. **Hainaut:** more than 8.5 million euros
- 10. **Namur:** more than 7 million euros

Top 3 Top 6

Lucimed, shedding light on success with Amazon

Lucimed, a family-owned spin-off from the University of Liège, has been revolutionizing light therapy since 2006. On a mission to develop innovative products that take advantage of light to improve health and to make light therapy more user-friendly and accessible, they partnered with sleep doctors and therapists to develop innovative solutions. This collaboration resulted in the creation of their signature light therapy glasses and car-mounted devices to boost energy all year round and regulate sleep, offering a convenient alternative to traditional methods.

By making its glasses and car-mounted devices easy to use, Lucimed wants to improve the customer experience. “We see that consistency is key when it comes to light therapy,” explains Eric Delloye, Owner and Managing Director at Lucimed, “and it is easier to be consistent with a product that fits seamlessly into your routine.”

Initially, Lucimed sold mainly through pharmacies and via their website. That approach averaged a modest one or two glasses sold daily. But everything changed in 2014 with the introduction of the Luminette on Amazon.

“Since launching on Amazon, our sales have skyrocketed”, Eric Delloye reveals. “The popularity of light therapy has exploded in recent years, bringing increased competition. Still, we’ve experienced nearly 300% growth in Europe last year.”

Delloye attributes much of the Luminette’s success to how easy and efficient selling through Amazon has been. He has been particularly impressed by Fulfillment by Amazon (FBA). “Sometimes I’ll go out to dinner and return home to find we’ve generated €2 000 - €3 000 in revenue. The facts that FBA automates the entire supply chain, especially when big orders come in,

and that Amazon takes the responsibility for the customer service makes life as an entrepreneur incredibly manageable,” says Eric Delloye. “It has also allowed us to reach a global audience. Right now, the US is our biggest market.”

Lucimed’s story spotlights the power of Amazon in propelling businesses to new heights. By embracing its reach and logistical prowess, Lucimed has not only expanded its market presence in Belgium, but has also brought its vision of accessible, convenient light therapy to a global audience.



Eric Delloye,
Managing Director of Lucimed

COMPANY HEAD
OFFICE LOCATION

Wavre

NUMBER OF
EMPLOYEES

10

SINCE WHEN THEY ARE
PRESENT ON AMAZON

2014

Terre d'Auguste, cultivating business growth with Amazon

Inspired by their great-great-great-grandfather Auguste, a 19th-century agricultural innovator, Gauthier and his two brothers founded Terre d'Auguste. Combining their passion for gardening with a commitment to sustainability, the brothers have brought their family legacy from the field to the windowsill. Whether they are trying their hands at their first cactus or planting a balcony herb garden, Terre d'Auguste has the ideal planting mix for every urban plant lover.

Terre d'Auguste offers a unique range of peat-free potting soils and plant foods. It provides a refreshing alternative to the often-underwhelming options available to everyday gardeners. "We saw a gap in the market for urban gardening solutions for city dwellers," explains Gauthier Dumont de Chassart, one of the three founding brothers. "Our products are high-quality and practical but stay true to our family's commitment to sustainable gardening." All Terre d'Auguste products are sustainable and come in sustainable packaging.

Terre d'Auguste turned to Amazon to reach its target audience. "We knew Amazon was the ideal place to launch Terre d'Auguste," says Gauthier Dumont de Chassart. "Selling through our website proved complex, but Amazon's reach, particularly in urban areas, is unparalleled. Fulfillment by Amazon (FBA) also allows us to focus on product development and marketing without needing to invest too much time in the complexities of logistics."

Gauthier also found that amazon .com.be creates a level playing field for SMEs. "On Amazon, it's about product quality, not marketing budgets," emphasizes Gauthier. "This empowers smaller businesses like ours to compete with established brands and reach a global audience."

And reach a global audience, they did! Starting with France, Terre d'Auguste leveraged Amazon's Pan-EU FBA program to expand across Europe, blooming in gardening hotspots like Germany and the Netherlands.

The secret to their rapid success? "It's our family dynamic," Gauthier reveals. "Our shared passion, flexibility, and resilience have been invaluable." Coupled with their dedication to quality and sustainability, Terre d'Auguste has cultivated a winning formula.

Looking ahead, Terre d'Auguste sees Amazon playing a pivotal role in their global expansion. The brothers are now looking at how they could expand into other regions and parts of the world where they are not yet present. Their advice to aspiring entrepreneurs? "Embrace the digital age," Gauthier advises. "E-commerce, particularly through channels like Amazon, offers an unrivaled opportunity to test, launch, and grow your business, no matter how big or small."

The story of the three brothers is a testament to the power of family, innovation, and strategic use of e-commerce. By harnessing Amazon's tools and global reach, they're sowing the seeds for a greener future, one flourishing garden at a time.



Gauthier Dumont de Chassart,
Co-founder of Terre d'Auguste

COMPANY HEAD
OFFICE LOCATION

Wagnelée

NUMBER OF
EMPLOYEES

3

SINCE WHEN THEY ARE
PRESENT ON AMAZON

2021

Botanica Spices, garnishing cocktails at home and abroad with Amazon

When the COVID-19 pandemic shuttered his bar and restaurant business, Gregor Zimmer, founder of Botanica Spices, didn't just stir up a new plan – he shook up a whole new recipe for success! Launched at the peak of the 2020 lockdowns, Botanica Spices found its footing by partnering with a Croatian producer of premium dehydrated foods to bring unique cocktail ingredients and botanicals to Belgium and the Netherlands.

Gregor started selling his products online, and Amazon's vast marketplace soon caught his eye. He admits that diving into e-commerce head-first presented a steep learning curve, but he found that transitioning to Fulfillment by Amazon (FBA) was a game changer for growth.

"FBA is a must," Gregor emphasizes. "The cost savings and logistical efficiency are unmatched. This frees up a lot of time for us to focus on what we do best: bringing incredible premium products and building our brand. Thanks to FBA, we can now sell our products in Austria, Germany, or France as easily as in Belgium or the Netherlands. The world truly becomes a village when you sell through e-commerce."

Botanica Spices' decision to embrace Amazon's FBA, mixed with its unwavering commitment to premium products, struck a chord with customers. Positive reviews poured in, bolstering the company's reputation and driving sales. Today, Amazon represents a significant chunk of Botanica Spices' €1 million turnover, with Germany and France emerging as key markets.

Reflecting on his journey, Gregor Zimmer advises aspiring Amazon entrepreneurs: "Embrace FBA, prioritize a high-quality product, and leverage customer reviews to build trust and create a solid foundation for your brand."

Looking ahead, Botanica Spices has ambitious plans to further grow its Amazon footprint. Gregor aims to target new market segment and scale production to meet the burgeoning demand. Botanica Spices' story is a testament to entrepreneurial spirit, proving that even amidst global uncertainty, the recipe for success can be crafted and savored by customers across Europe.



Gregor Zimmer,
CEO of Botanica Spices

COMPANY HEAD
OFFICE LOCATION

Lummen

NUMBER OF
EMPLOYEES

4

SINCE WHEN THEY ARE
PRESENT ON AMAZON

2021

Moonbird, breathing new life into sleep and well-being around the world

Plagued by insomnia during her PhD, Stefanie Broes vowed to revolutionize sleep. Together with her brother Michael, she explored the science-backed power of breathing techniques for better nights. Their creation? Moonbird, a hand-held breathing coach guiding users to less stress and deeper sleep.

Don't let Moonbird's sleek, pebble-shaped design fool you - inside lies sophisticated technology. The device gently guides users towards slower, more rhythmic breathing that is proven to reduce stress and promote relaxation. The siblings quickly garnered support to build out their business. Backed by doctors from across Europe, Moonbird soared. The company cemented its commitment to science-backed well-being by forging robust partnerships with research institutions, doctors, and hospitals.

Stefanie and Michael knew traditional retail wouldn't cut it for a product like Moonbird, so they embraced a direct-to-consumer approach. "Moonbird needs more than a shelf presence," Michael shares. "We needed a channel to showcase its benefits and educate customers on how it works."

That is why Moonbird turned to Amazon, a partner offering instant credibility and global reach. "Customers trust Amazon," Michael emphasizes. "They trust its store, its reviews, its logistics, and its customer service. This inherent trust translated into confidence in our brand, which was crucial as a start-up."

Amazon allowed Moonbird to spread its wings abroad. Leveraging Amazon's global fulfilment network, they strategically unlocked new markets – the Netherlands, Germany, and the UK. "Now, 40% of our sales come from outside Belgium," Michael reveals. "Amazon makes going global a breeze, especially for logistics." Moonbird has now set its sights on expansion in the US, its largest growth market segment.

Michael's advice to entrepreneurs eyeing Amazon? "Talk to seasoned sellers, master the marketplace and prioritize customer reviews." Moonbird's success story proves the power of strategic advertising and a keen focus on customer feedback. "We avoided major missteps, launched quickly, and built credibility early on," he shares. "a mix of hard work, smart choices, and a dash of luck."

Looking ahead, Amazon remains central to Moonbird's growth. "Amazon helps us scale," Michael explains. "It provides a trusted channel for customers to discover and try Moonbird, especially as we launch new products and expand into new markets."

Moonbird's journey embodies the power of innovation, a direct-to-consumer approach, and strategic e-commerce. By tapping into Amazon's global reach and tools, Moonbird is breathing new life into sleep and well-being, one mindful breath at a time.



Stefanie and Michael Broes,
Co-founders of Moonbird

COMPANY HEAD
OFFICE LOCATION

Antwerp

NUMBER OF
EMPLOYEES

12

SINCE WHEN THEY ARE
PRESENT ON AMAZON

2022

amazon.com.be

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