Today, the web has become an integral part of our lives – whether we’re streaming a new playlist, sharing a photo with family, or checking in with friends. In our constantly connected world, we also rely on the web more than ever to help us shop for products and services. It helps us research, compare and purchase products not just online, but also in stores.

For Canadian businesses, the web also provides an opportunity to reach potential customers at home and customers abroad. Across the world, Internet use is increasing with more than 50% of Internet users going online daily in the vast majority of countries. Smartphones are widely used to research purchases, while consumers increasingly like to watch online videos for product information. In fact, today more than 1 in 3 global shoppers made their last apparel purchase online.

More and more, the evidence shows that not only will the Internet contribute a growing share of Canada’s economic growth, but that businesses that embrace online tools do better. In Canada, one in 10 small businesses are exporters, but many more businesses could be using the web to reach a wider pool of customers and markets. Exports enable companies to compete outside of their local markets, diversifying their risk, optimizing existing resources, and creating economies of scale to grow their businesses.

Thanks to the Internet and the emergence of new business platforms, even the smallest company can now adopt and afford technology that would have been the envy of a large corporation 15 years ago. Now, more than ever, companies of all sizes can compete in the global economy.

Getting started in export can prove challenging for many business owners. We’ve created this Export Map and compiled resources online at google.com/exportcanada to help raise awareness of the export opportunities available to our home-grown businesses. This map is a compilation of data from the top ten export countries for Canadian businesses with seasonality calendars providing insights into the most important holidays and events in each market, as well as fundamental facts about web and mobile usage for each country. Our Export Site also offers Canadian case studies and other resources to help businesses on their export journey.

There’s a multitude of market opportunities, and the internet brings them to your doorstep. We look forward to helping you along your export journey, and can’t wait to see how you make the web work for you!

Sam Sebastian
Country Manager, Google Canada
With a relatively small population spread over a huge landmass, Canadian companies have always had strong incentive to find new customers and markets abroad. In fact, exporting is a key driver of Canada's economy, accounting for about 60 per cent of our gross domestic product. But for a country that is so dependent on trade for its economic prosperity, only 4 per cent of Canadian companies are exporting today. This is Canada's export challenge.

Canadian companies have traditionally been major exporters of metals, ores, and forestry products. Outside of commodities however, we have also developed a strong international reputation in sectors such as auto parts, information and communications technologies, infrastructure development, aerospace and clean technologies to name a few.

So how do we get more Canadian companies selling their goods and services abroad, when many businesses don't have enough resources to learn about international opportunities? With a little help from the digital world. In fact technology is causing a significant shift in the way trade is conducted.

For SMEs in particular, digital technology is a trade enabler. Using the Internet, they can connect to opportunities that previously never have knowledge about, or access to, without months of research, travel and networking; saving these small companies precious time and money.

For example, last year Export Development Canada (EDC) partnered with Canadian Manufacturers & Exporters (CME) to launch the Enterprise Canada Network, a website that helps Canadian companies connect to businesses, technology, and research opportunities posted in the Enterprise Europe Network and other international databases. This digital platform has already helped hundreds of Canadian SMEs grow their business internationally.

To add to these digital resources, Google has published a series of ‘Export Business Maps,’ bringing knowledge on key business opportunities to Canadian companies hoping to grow internationally. The map contains facts and figures on 10 export markets, which are particularly interesting as target markets for Canadian exporters and exporters-to-be.

Google’s export maps are a great complement to the wealth of information that EDC offers Canadian businesses on the trends, developments, opportunities and risks at play in the global economy.

The reach of Google means that more people will be able to connect the dots of Canadian trade, with greater clarity, precision, and speed, with a view to fueling a deeper conversation about how Canada can improve its trade performance. The Google Export Business Map is a great catalyst to that effect.

Along with this market intelligence, EDC provides financing and insurance solutions that help Canadian companies respond to international business opportunities, as well as financial services for international companies that buy from Canadian companies. As a profitable Crown corporation that operates on commercial principles, EDC partners with private- and public-sector financial institutions to grow Canadian trade around the world.

International trade in Canada is, and needs to be, a team sport. Google Canada joining that team will only help to grow Canada’s existing 47,000 exporters and meet Canada’s export challenge.

Benoit Daignault
President and CEO
Export Development Canada
SEASONALITY CALENDAR

USA

OVERVIEW

SEARCH AND DISPLAY

MOBILE

KEY STATS

NOTEWORTHY FACTS

TARGETING USA

EXPORTING OPPORTUNITIES

OVERVIEW

Population

Demographic Profile

Internet Population

Online Purchase

Population

318.9 million

49% male

67%

87%

279.83 million

70%

SEARCH AND DISPLAY

Web research for purchases

Frequency of internet usage

YouTube reach

38%

79%

81%

% who used search engine

daily

total internet audience

MOBILE

Mobile penetration

Mobile sales

Use of smartphones in consumer purchases

114.5%

21%

7%

total number of mobile connections

used smartphone to research product

used smartphone to make purchase

KEY STATS

Languages Spoken

Online purchase breakdown by product

Online activities with smartphones

82.1%

87%

52%

English

Fashion & apparel

Check email

10.7%

82%

50%

Spanish

Electronics

Use search engines

3.8%

82%

42%

other Indo-European

Books

Visit social networks

2.7%

74%

41%

Asian and Pacific island

Tickets

Look for product information

0.7%

74%

41%

Other

Music & games

Watch online videos

TARGETING USA

EXPORTING OPPORTUNITIES

OVERVIEW

Internet Population

Online Purchase

Population

318.9 million

49% male

67%

87%

279.83 million

70%

NOTEWORTHY FACTS

American people use an average of 2.9 connected devices per person (2014).

37% of the United States population used a smartphone in 2012, globally it was 14%.

US respondents frequently research online and then buy offline, particularly in the case of TV sets and large home appliances (57%) in 2014.

SOURCES:

SEASONALITY CALENDAR

CHINA

OVERVIEW

SEARCH AND DISPLAY

MOBILE

KEY STATS

NOTEWORTHY FACTS

TARGETING CHINA

EXPORTING OPPORTUNITIES

OVERVIEW

Population

1.36 billion

Demographic Profile

51.3% male

Internet Population

47.8%

648.75 million

Online Purchase

22.2%

SEARCH AND DISPLAY

Web research for purchases

62%

% who used search engine

(17)

Frequency of internet usage

85% daily

(20)

YouTube reach

YouTube is blocked in China, but a Business Insider report claims there are 60 million users in the country

(24)

Use of online videos for product information

7%

(24)

MOBILE

Mobile penetration

96.1%

total number of mobile connections

(16)

Mobile sales

33%

used smartphone to research product

(21)

Use of smartphones in consumer purchases

16%

used smartphone to make purchase

(24)

KEY STATS

Languages Spoken

Chinese Mandarin (official); Yue (Cantonese); Wu (Shanghainese); Minbei (Fuzhou); Minnan (Hokkien-Taiwanese); Xiang, Gan, Hakka dialects, and minority languages.

Online purchase breakdown by product

75.6%

Apparel & accessories

45.1%

Consumer packaged goods

43.3%

Computing products & consumer electronics

34.9%

Virtual cards

32.7%

Handbags, briefcases, etc.

30.6%

Personal care & beauty products

25.7%

Books, video, music, etc.

22.7%

Home appliances

22.4%

Food and beverages

18%

Stationary, office supplies

Use online banking

16%

Online activities with smartphones

64%

Use search engines

60%

Visit social networks

50%

Watch online videos

37%

Play games

36%

Listen to music

29%

Look for product information

24%

Check email

15%

Look up maps and directions

10%

Purchase

8%

Use online banking

(27)

NOTEWORTHY FACTS

Alibaba accounted for over 86% of China’s mobile shopping market in 2014.

52% of Chinese surveyed made their last clothing/footwear purchase online: one of the highest rates in world (2014)

China represents 54% of all internet users in Asia Pacific (2014).

SOURCE(S):


[4] China Internet Watch


[10] China Internet Watch

*Business Industrial Markets

*Spring Festival - Traditional Chinese festival on the 15th day after the winter solstice. Serve as both a solar term and a Chinese traditional festival, and it signifies the fact that the days are becoming warm and bright.

*Dragon Boat Festival – Occurs on the fifth day of the fifth month of the lunar calendar. Activities consist of eating Zongzi, drinking Realgar wine and racing dragon boats.

*Qin New Year – falls on the seventh day of the seventh lunar month of the Chinese calendar.

*Mid-Autumn Festival – Falls on the 15th day of the eighth lunar month of the Chinese calendar. It is a time for family reunion.

*Bank holiday

96.1% total number of mobile connections

47.8%

648.75 million

22.2%
TARGETING UNITED KINGDOM
EXPORTING OPPORTUNITIES

OVERVIEW

- **Population**: 63.7 million
- **Demographic Profile**:
  - Male: 49%
  - Female: 51%
- **Internet Population**: 77.3% of 50.1 million
- **Online Purchase**: 88%

SEARCH AND DISPLAY

- **Web research for purchases**: 48%
- **% who used search engine**: 22
- **Frequency of internet usage**: 85% daily
- **YouTube reach**: 59% of total internet audience
- **Use of online videos for product information**: 7%

MOBILE

- **Mobile penetration**: 130.9%
- **Total number of mobile connections**: 48%
- **Mobile sales**: 14% used smartphone to research product
- **Use of smartphones in consumer purchases**: 6%

KEY STATS

**Languages Spoken**

- English
  (and regional languages: Sco, Scots Gaelic, Welsh, Irish, Cornish)

**Online purchase breakdown by product**

- Books: 63%
- Clothing/footwear: 61%
- DVDs: 54%
- CDs: 43%
- Beauty & healthcare: 32%
- Kitchen & home goods: 30%
- Toys & games: 28%
- Electrical & photogenic: 25%
- Garden & outdoor: 25%
- Software & games: 23%

**Online activities with smartphones**

- Check email: 59%
- Use search engines: 57%
- Visit social networks: 50%
- Visit social networks: 40%
- Look for product information: 32%
- Watch online videos: 26%
- Listen to music: 26%
- Look up maps and directions: 25%
- Use online banking: 19%
- Purchase: 15%
- Play games: 15%

NOTEWORTHY FACTS

- 28% of respondents in the UK researched their last purchase only online, the highest rate in Europe (2014).

In Europe, the British top the list regarding the amount of money spent buying goods online in 2014; the average consumer spent €953.

SOURCES:

[33] eMarketer, December 2014
[35] Consumer Barometer, 2014
[36] Consumer Barometer, 2014
[37] Statista, 2015
[38] Consumer Barometer, 2014
[39] eMarketer, 2014
[40] Consumer Barometer & comScore
[41] eMarketer, 2012
[42] Consumer Barometer, 2014
[44] Consumer Barometer, 2014
[45] Consumer Barometer & comScore

Export with Google
**SEASONALITY CALENDAR**

**JAPAN**

- **Moveable feasts**: dates change each year
- **Bank holiday**

**TARGETING JAPAN**

**EXPORTING OPPORTUNITIES**

**OVERVIEW**

- **Population**: 127.1 million
- **Demographic Profile**: 48.3% female
- **Internet Population**: 102.1 million
- **Online Purchases**: 81.3%

**SEARCH AND DISPLAY**

- **Web research for purchases**: 53%
- **Frequency of internet usage**: 95% daily
- **YouTube Reach**: 49%
- **Use of online videos for product information**: 5%

**MOBILE**

- **Mobile penetration**: 113.3%
- **Mobile sales**: 15%
- **Use of smartphones in consumer purchases**: 5%

**KEY STATS**

- **Online purchase breakdown by product**:
  - Apparel and accessories: 43.8%
  - Books and magazines: 48.8%
  - Music and video: 43.5%
  - Consumer products, furniture, interior decor: 30.8%
  - PC, mobile and communications devices: 28.8%
  - AV systems: 17.5%
  - Pharmaceuticals and cosmetics: 31.0%
  - Video games: 13.6%
  - Food & beverages, alcoholic drinks: 55.2%
  - Office supplies & stationaries: 19.5%
  - Home appliances: 27.4%
  - Sporting goods: 12.9%
  - Baby products: 6.7%
  - Auto: 6.9%
  - Other: 3.0%
- **Online activities with smartphones**:
  - 45%: Check email
  - 41%: Use search engines
  - 29%: Visit social networks
  - 24%: Look for product information
  - 18%: Look up maps and directions
  - 17%: Watch online videos
  - 13%: Play games
  - 11%: Listen to music
  - 8%: Use online banking
  - 5%: Purchase

**NOTEWORTHY FACTS**

- 91% of Japanese respondents made their last purchase of flights online, one of the highest rates in the world (2014).
- 24% of Japanese respondents carried out only online research for their last purchase, the highest rate in Asia-Pacific (2014).
- 39% of respondents participated in contests/giveaways from brands on social media (2013).

**SOURCES**

[46] Consumer Barometer, 2014
[47] eMarketer, 2014
[49] eMarketer, Aug 2014
[50] Consumer Barometer, 2014
[51] Export with Google
**OVERVIEW**

**MOBILE**

**SEARCH AND DISPLAY**

**MOBILE PENETRATION**

**MOBILE SALES**

**USE OF SMARTPHONES IN CONSUMER PURCHASES**

**KEY STATS**

**NOTEWORTHY FACTS**

In a 2013 DHL study, 87.1% of cross-border buyers in Mexico had purchased from the United States. Canada ranked a distant second with 30%.

In 2014, 33% of Mexican smartphone users used their device during their last purchase, one of the highest rates in the region.

The leading reason the vast majority of Mexicans (78.1%) purchase abroad is to obtain products not available domestically, not because of price (2013).

---

**Languages Spoken**

- 92.7% Spanish only
- 5.7% Spanish and indigenous languages
- 0.8% Indigenous only

**Online purchase breakdown by product**

- 70% Flights
- 47% Hotels
- 23% Apparel
- 20% Appliances
- 15% Cinema
- 14% Insurance
- 14% TV sets
- 6% Groceries

**Online activities with smartphones**

- 31% Visit social networks
- 26% Check email
- 25% Watch online videos
- 24% Use search engines
- 24% Listen to music
- 17% Play games
- 16% Look up maps and directions
- 15% Look for product information
- 8% Use online banking
- 7% Purchase

---

**TARGETING MEXICO EXPORTING OPPORTUNITIES**

**NOTEWORTHY FACTS**

- Mexico is the second-largest country in Latin America and the world’s 15th-largest economy.
- Mexico is a major player in the global economy, with a GDP of approximately $2.3 trillion in 2019.
- Mexico is the 13th-largest export destination and the 10th-largest export market for the United States.
- Mexico is the United States’ second-largest export market.
- Mexico is the largest destination for US agricultural exports, with $35 billion in exports in 2019.
- Mexico is the United States’ largest trading partner in North America, with $546 billion in goods exported to Mexico in 2019.
- In 2019, Mexico had a trade surplus with the United States, importing $149 billion in goods from the United States and exporting $165 billion.

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**TARGETING MEXICO**

**EXPORTING OPPORTUNITIES**

**NOTEWORTHY FACTS**

- **Population** 120.29 million (2019)
- **Demographic Profile** 48.8% male, 51.2% female
- **Internet Population** 49.7% of the population is online (2019)
- **Online Purchases** 31.3% of internet users make online purchases (2019)
- **Web research for purchases** 58% of internet users who make online purchases use search engines to research products (2019)
- **Frequency of internet usage** 52% of internet users use the internet daily (2019)
- **YouTube reach** 69% of the total internet audience (2019)
- **Use of online videos for product information** 14% of internet users use online videos to make purchase decisions (2019)

---

**SEASONALITY CALENDAR**

**MEXICO**

- **Moveable feasts:** dates change each year
- **Bank holiday:**
  - 31 New Year’s Eve
  - 1 January (Bank holiday)
  - 20 Revolution Day
  - 12 Guadalupe Day
  - 24 Christmas Day
  - 31 New Year’s Eve
  - 14 Valentine’s Day
  - Easter
  - 5 Cinco de Mayo
  - Summer Break
  - 16 Independence Day
  - 2 Day of the Dead
  - 30 Children’s Day
  - Father’s Day
  - 20 Revolution Day
  - 12 Guadalupe Day
  - 24 Christmas Day
  - 31 New Year’s Eve

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**SOURCES:**

[2] Consumer Barometer, 2019
[3] eMarketer, 2019
[5] Consumer Barometer, 2018
[6] Consumer Barometer, 2019
[7] Internet World Stats, November 2018
[8] Consumer Barometer, 2019
[9] eMarketer, Consumer Barometer

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*Guadalupe Day - One of the most important dates in Mexican calendar. Thousands of the faithful for Our Lady of Guadalupe make the most important of all pilgrimages of the year to the Basílica of Guadalupe.

*Cinco de Mayo - Celebration of the Mexican heritage and pride held on the 5th of May.
SEASONALITY CALENDAR

HONG KONG

- Moveable feasts: dates change each year
- Bank holiday

TARGETING HONG KONG
EXPORTING OPPORTUNITIES

OVERVIEW

<table>
<thead>
<tr>
<th>Population</th>
<th>Demographic Profile</th>
<th>Internet Population</th>
<th>Online Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.12 million</td>
<td>46.6% male, 53.4% female</td>
<td>74.9% (74)</td>
<td>66.4% (74)</td>
</tr>
</tbody>
</table>

SEARCH AND DISPLAY

<table>
<thead>
<tr>
<th>Web research for purchases</th>
<th>Frequency of internet usage</th>
<th>YouTube reach</th>
<th>Use of online videos for product information</th>
</tr>
</thead>
<tbody>
<tr>
<td>66% % who used search engine (77)</td>
<td>89% daily (77)</td>
<td>64.4% of total internet audience (77)</td>
<td>11% (77)</td>
</tr>
</tbody>
</table>

MOBILE

<table>
<thead>
<tr>
<th>Mobile penetration</th>
<th>Mobile sales</th>
<th>Use of smartphones in consumer purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>229% total number of mobile connections (78)</td>
<td>37% used smartphone to research product (91)</td>
<td>15% used smartphone to make purchase (94)</td>
</tr>
</tbody>
</table>

KEY STATS

<table>
<thead>
<tr>
<th>Languages Spoken</th>
<th>Online purchase breakdown by product</th>
<th>Online activities with smartphones</th>
</tr>
</thead>
<tbody>
<tr>
<td>89.5% Cantonese</td>
<td>75% Flights</td>
<td>59% Check email</td>
</tr>
<tr>
<td>2.5% English (official)</td>
<td>71% Hotels</td>
<td>54% Use search engines</td>
</tr>
<tr>
<td>1.4% Putonghua (Mandarin)</td>
<td>31% Apparel</td>
<td>54% Visit social networks</td>
</tr>
<tr>
<td>4% other Chinese dialects</td>
<td>31% Insurance</td>
<td>45% Look for product information</td>
</tr>
<tr>
<td>1.6% other</td>
<td>26% Cinema</td>
<td>31% Watch online videos</td>
</tr>
</tbody>
</table>

NOTEWORTHY FACTS (78)

- People in Hong Kong use an average of 3 devices each (2014)
- An average Hong Kong Internet user spends more than 25 hours online per month, making it one of the most engaged Internet markets.
- 87% of respondents obtain information about products/services on social media (2013).

SOURCES:

- [77] Consumer Barometer, 2014
- [78] eMarketer, November 2014
- [79] Consumer Barometer, 2014
- [80] Consumer Barometer, 2012
- [81] Consumer Barometer, 2014
- [82] China’s Economic Information Service, 2014
- [83] Consumer Barometer, 2014
- [84] Consumer Barometer, 2012
- [85] Consumer Barometer, 2013
- [86] Consumer Barometer, 2014
- [87] Consumer Barometer, 2014
- [90] Consumer Barometer, 2014
- [91] Consumer Barometer, 2014
- [92] Consumer Barometer, 2014
- [93] Consumer Barometer, 2014
- [94] Consumer Barometer, 2014
- [95] Consumer Barometer, 2014
- [96] Consumer Barometer, 2014
- [97] Consumer Barometer, 2014
- [98] Consumer Barometer, 2014
- [99] Consumer Barometer, 2014
- [100] Consumer Barometer, 2014
- [101] Consumer Barometer, 2014
- [102] Consumer Barometer, 2014
- [103] Consumer Barometer, 2014
- [104] Consumer Barometer, 2014
- [105] Consumer Barometer, 2014
- [106] Consumer Barometer, 2014
- [107] Consumer Barometer, 2014

*Business Industrial Markets.*

*Golden Week is a semi-annual 7-day national holiday in mainland China. While Hong Kong doesn’t celebrate Golden Week officially, tourists flock in from mainland China.*

*According to Hong Kong laws, when a designated public holiday falls on a Sunday or on the same day of another holiday, the immediate following weekday would be a public holiday.*

*If the statutory holiday falls on a rest day, a holiday should be granted on the day following the next statutory holiday which is a non-public holiday or an alternative holiday or a substituted holiday or a rest day.*

*If either Lunar (Chinese) New Year Day, the second day of Lunar New Year or the third day of Lunar New Year falls on a Sunday, the fourth day of Lunar New Year is designated as a statutory and general holiday in substitution.*

*Chinese Winter Solstice Festival or Christmas Day (at the option of the employer).*

Export with Google
OVERVIEW

SEARCH AND DISPLAY

MOBILE

KEY STATS

NOTEWORTHY FACTS

ITALY

TARGETING ITALY

EXPORTING OPPORTUNITIES

OVERVIEW

Population

61.68 million (91)

Demographic Profile

Internet Population

58% 35.8 million (97)

Online Purchases

46.3% (98)

SEARCH AND DISPLAY

Web research for purchases

50% % who used search engine (92)

Frequency of internet usage

76% daily (93)

YouTube reach

59% of total internet audience (94)

Use of online videos for product information

12% (95)

MOBILE

Mobile penetration

151.1% total number of mobile connections (96)

Mobile sales

13% used smartphone to research product (97)

Use of smartphones in consumer purchases

3% used smartphone to make purchase (98)

KEY STATS

Languages Spoken

Italian (official), German, French, Slovene.

Online purchase breakdown by product

83% Flights
69% Hotels
29% Apparel
27% Insurance
17% TV sets
17% Appliances
13% Cinema
3% Groceries

Online activities with smartphones

44% Use search engines
42% Check email
34% Visit social networks
28% Watch online videos
25% Look for product information
22% Look up maps and directions
17% Listen to music
11% Play games
4% Use online banking
3% Purchase

NOTEWORTHY FACTS

42% of respondents in Italy researched both online and offline before their last purchase, the highest rate in Western Europe (2014).

42% of respondents in Italy consider it very important that the lowest price is on offer if they are to buy from a website (2014).

63% have researched online before purchase, the lowest internet penetration rate in Western Europe; only 53.1% of the population accessed the web on at least a monthly basis,

42% of respondents in Italy researched both online and offline before their last purchase, the highest rate in Western Europe (2014).

SOURCEs:

[92] Consumer Barometer, 2014
[93] eMarketer, December 2014
[95] Consumer Barometer, 2014
[96] Consumer Barometer, 2014
[97] Statista, Fall 2013
[98] Consumer Barometer, 2014
[99] Model Barometer, 2014
[100] Consumer Barometer & eMarketer
[101] Consumer Barometer, 2015
[102] Consumer Barometer, 2015
[104] Consumer Barometer & eMarketer

Italian holiday to commemorate the Assumption of the Blessed Virgin Mary.

Italian holiday to commemorate the Immaculate Conception.

Italian holiday to commemorate the Assumption of the Blessed Virgin Mary.

Italian holiday to commemorate the Assumption of the Blessed Virgin Mary.

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Italian holiday to commemorate the Assumption of the Blessed Virgin Mary.
**OVERVIEW**

**SEARCH AND DISPLAY**

- Web research for purchases: 72% used search engine
- Frequency of internet usage: 93% daily
- YouTube reach: 36.7%
- Use of online videos for product information: 6%

**MOBILE**

- Mobile penetration: 113.7%
- Total number of mobile connections: 44%
- Mobile sales: 44%
- Use of smartphone in consumer purchases: 25%

**KEY STATS**

- Online purchase breakdown by product:
  - 68.2% Cosmetics
  - 50.1% Clothing, footwear, sporting goods, accessories
  - 46.4% Bookings/reservations
  - 30.6% Computer equipment or parts
  - 30.5% Video
  - 21% Music products (incl. streaming)
  - 20.2% Other paid content (work/school-related contents)
  - 18.3% Home electronic appliances
  - 15.9% Computer/video games
  - 15% Books, magazines, newspapers
  - 12.8% Food, groceries (incl. health foods)
  - 11.7% Toys/furniture
  - 5% Computer software (excl. games)

- Online activities with smartphones:
  - 88% Use search engines
  - 66% Watch online videos
  - 52% Look for product information
  - 50% Check email
  - 41% Look up maps and directions
  - 40% Listen to music
  - 36% Visit social networks
  - 31% Play games
  - 30% Purchase
  - 30% Use online banking

**NOTEWORTHY FACTS**

- 75% of South Koreans respondents made their last purchase of clothing or footwear online, one of the highest rates in the world (2014).
- 77% of respondents in South Korea click on ads posted on social media by brands they like (2013).

**TARGETING SOUTH KOREA EXPORTING OPPORTUNITIES**

**OVERVIEW**

**Population**

- 49.04 million

**Demographic Profile**

- 49.9% male
- 50.1% female

**Internet Population**

- 40.3 million

**Online Purchases**

- 73%

**SEARCH AND DISPLAY**

- Web research for purchases: 72% used search engine
- Frequency of internet usage: 93% daily
- YouTube reach: 36.7%
- Use of online videos for product information: 6%

**MOBILE**

- Mobile penetration: 113.7%
- Total number of mobile connections: 44%
- Mobile sales: 44%
- Use of smartphone in consumer purchases: 25%

**KEY STATS**

- Online purchase breakdown by product:
  - 68.2% Cosmetics
  - 50.1% Clothing, footwear, sporting goods, accessories
  - 46.4% Bookings/reservations
  - 30.6% Computer equipment or parts
  - 30.5% Video
  - 21% Music products (incl. streaming)
  - 20.2% Other paid content (work/school-related contents)
  - 18.3% Home electronic appliances
  - 15.9% Computer/video games
  - 15% Books, magazines, newspapers
  - 12.8% Food, groceries (incl. health foods)
  - 11.7% Toys/furniture
  - 5% Computer software (excl. games)

**NOTEWORTHY FACTS**

- 75% of South Koreans respondents made their last purchase of clothing or footwear online, one of the highest rates in the world (2014).
- 77% of respondents in South Korea click on ads posted on social media by brands they like (2013).
### Seasonality Calendar

**Netherlands**

- Moveable feasts: dates change each year
- Bank holiday

### Targeting Netherlands Exporting Opportunities

#### Overview

| **Population** | 16.9 million [121] |
| **Demographic Profile** | 49.5% male, 50.5% female |
| **Internet Population** | 85% of population |
| **Online Purchases** | 77% [136] |

#### Search and Display

| **Web research for purchases** | 40% [122] |
| **Frequency of internet usage** | 85% daily [122] |
| **YouTube reach** | 74% [128] |
| **Use of online videos for product information** | 6% [122] |

#### Mobile

| **Mobile penetration** | 133.2% total number of mobile connections [122] |
| **Mobile sales** | 7% used smartphone to research product [122] |
| **Use of smartphones in consumer purchases** | 2% used smartphone to make purchase [121] |

#### Key Stats

<table>
<thead>
<tr>
<th><strong>Online purchase breakdown by product</strong></th>
<th><strong>Software</strong></th>
<th><strong>Electronics</strong></th>
<th><strong>Groceries</strong></th>
<th><strong>Health and beauty</strong></th>
<th><strong>Food</strong></th>
<th><strong>Entertainment</strong></th>
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</thead>
<tbody>
<tr>
<td>Travel and holiday accommodation</td>
<td>12%</td>
<td>11%</td>
<td>6%</td>
<td>18%</td>
<td>34%</td>
<td>11%</td>
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<tr>
<td>Clothes and sports items</td>
<td>12%</td>
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<td>6%</td>
<td>18%</td>
<td>34%</td>
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<td>Tickets for events</td>
<td>12%</td>
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<td>6%</td>
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<tr>
<td>Books, magazines and newspapers</td>
<td>12%</td>
<td>11%</td>
<td>6%</td>
<td>18%</td>
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<td>11%</td>
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<tr>
<td>Household goods and appliances</td>
<td>12%</td>
<td>11%</td>
<td>6%</td>
<td>18%</td>
<td>34%</td>
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<td>Films, music</td>
<td>12%</td>
<td>11%</td>
<td>6%</td>
<td>18%</td>
<td>34%</td>
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<tr>
<th><strong>Online activities with smartphones</strong></th>
<th><strong>Check email</strong></th>
<th><strong>Use search engines</strong></th>
<th><strong>Visit social networks</strong></th>
<th><strong>Use online banking</strong></th>
<th><strong>Watch online videos</strong></th>
<th><strong>Listen to music</strong></th>
<th><strong>Play games</strong></th>
<th><strong>Purchase</strong></th>
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<td>Check email</td>
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<td>23%</td>
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#### Noteworthy Facts [134]

- The Netherlands is among the top nations for mobile device usage, using an average of 3.6 devices each (2014).
- The country’s 11.76 million digital buyers made 53.5 million digital purchases in the first quarter of 2014.
- 51% of people in the Netherlands use tablets, one of the highest penetration rates in the world (2014).

### Sources

- [122] Consumer Barometer, 2014
- [123] Statista, Fall 2011
- [124] Consumer Barometer, 2014
- [125] Consumer Barometer, 2014
- [126] Consumer Barometer, 2014
- [127] Statista, Fall 2011
- [128] Consumer Barometer, 2014
- [129] Consumer Barometer, 2014
- [130] Consumer Barometer, 2014
- [131] Consumer Barometer, 2014
- [132] Consumer Barometer, 2014
- [133] Consumer Barometer, 2014
- [134] Consumer Barometer, 2014

*Kings Day – From 2014 onwards the name is to be changed from Queen’s Day to King’s Day. The date has also changed from 30 April to 27 April, which is the birthday of Willem-Alexander, the King of the Netherlands.*
SEASONALITY CALENDAR
BELGIUM

OVERVIEW

SEARCH AND DISPLAY

MOBILE

KEY STATS

NOTEWORTHY FACTS

TARGETING BELGIUM
EXPORTING OPPORTUNITIES

OVERVIEW

Population
10.45 billion

Demographic Profile
49% male
51% female

Internet Population
82%

Online Purchase
63%

SEARCH AND DISPLAY

Web research for purchases
39% % who used search engine

Frequency of internet usage
77% daily

YouTube reach
59%

Use of online videos for product information
7%

MOBILE

Mobile penetration
106.4% active sims

Mobile sales
5% used smartphone to research products

Use of smartphones in consumer purchases
2% used smartphone to make purchase

KEY STATS

Languages Spoken
60% Dutch
40% French
1% German
(all official)

Online purchase breakdown by product
69% Flights
67% Hotels
37% Apparel
35% Cinema tickets
23% Large home appliances
17% Car insurance
12% TV sets
2% Groceries

Online activities with smartphones
29% Check email
28% Use search engines
25% Visit social networks
17% Look for product information
16% Watch online videos
13% Listen to music
12% Look up maps and directions
9% Use online banking
8% Play games
1% Purchase

NOTEWORTHY FACTS

In 2012, Belgium ranked #1 for growth in time spent online amongst European countries. Users spent two hours more online in 2012 than they did the year before.

The issue of free delivery is relatively significant in Benelux, with 45 per cent of those questioned feeling that this is ‘very important’ (2014).

SOURCES:
[136] Consumer Barometer, 2014
[137] Statista, September 2014
[139] Consumer Barometer, 2014
[140] Statista, Fall 2013
[141] Consumer Barometer, 2014
[142] eMarketer, September 2014
[143] Consumer Barometer, 2014
[144] Consumer Barometer & PostNord
[145] Consumer Barometer, 2014
[146] Consumer Barometer, 2014
[147] Consumer Barometer & PostNord