



# BELGIUM



VS



# ITALY



Population: 11.2 m  
GDP: 524.8 bn USD

Population: 49.8 m  
GDP: 2.2 tn USD

**Bancontact** is a popular debit card based payment method that is available in more than **80%** of Belgian webshops. Real-time bank transfer method **MyBank** and bank links for online bank transfers are further common methods to pay online in Belgium.



**Biggest defeat**  
1:7 against Hungary  
(1924, friendly match, Budapest)



87% bank account penetration  
36% credit card penetration



Italy ranks **fifth in Europe** in terms of online retail sales. **E-commerce grew by 17.5%** in 2014.



**5 m consumers** shop online with 34% of those shopping cross-border.



85% internet access

6.85 billion USD B2C e-commerce



Belgian consumers are very open to e-commerce: they spent **9%** of their budget online in 2014, with this number forecasted to reach 16% by 2020.



In 1980, Italy hosted the first final (eight teams), but had to content themselves with fourth place after losing the match for third place against Czechoslovakia in a penalty shoot-out.



**Biggest victory**  
9:0 against USA  
(1948, Olympic Games, 1. round, Brentford)

Belgium were the only team in the UEFA European Championship 1984 to win their qualifying group with more than a one-point advantage.



**Biggest victory**  
10:1 against San Marino  
(2001, World Cup, qualifying round, Brussels)



98% bank account penetration  
43% credit card penetration



62% internet access  
24.2 billion USD B2C e-commerce



There are approximately **15 million digital buyers** in Italy, which account for 25% of the population, a lower rate than many European markets.

The majority of online shoppers (86%) prefer to use their laptop or desktop to order online although penetration of mobile devices is high. **72% of the revenue of Belgian e-commerce comes from abroad.**



**Biggest defeat**  
0:5 against Spain  
(2009, World Cup, qualifying round, La Coruña)



**Share of e-commerce transactions:**  
63% card based, 16% bank transfer, 10% E-wallet, 3% cash based, 8% other



ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	5 : 9
UEFA EURO games played	12 : 33
victories	4 : 13
defeats	6 : 5
draws	2 : 15
UEFA EURO goals scored	13 : 33
UEFA EURO goals conceded	20 : 25



Some examples for alternative payment methods are real-time bank transfer method **MyBank** and prepaid cards **Postepay** and **CartaSi**.



Many Italian customers are **not comfortable when paying online**, which is partly due to the **reliance on cash**. However, card-based and Cash-on-Delivery payments are decreasing, while Italians are beginning to use e-wallets, bank transfers and direct debit more when buying on their mobiles.