

.be

THE DOMAIN EXTENSION MARKET IN BELGIUM



57,8%
.be

Which extensions do Belgians
choose for their domain name?



15.39%
.com



1.74%
.org



0.55%
.uk



7.27%
.eu



1.49%
.fr



0.53%
.de



6.73%
.net



0.95%
.info



0.43%
.lu



2.69%
.nl



0.60%
.biz

0.32% & 0.32%
.brussels & .vlaanderen

BELGIANS AND THE INTERNET

2021

WE USE THE INTERNET TO

89% LOOK FOR INFORMATION

84% SHOP ONLINE

82% COMMUNICATE

6 OUT OF 10 BELGIANS NEVER VISIT WEBSITES THAT LOOK UNTRUSTWORTHY



CRITERIA TO TRUST A WEBSITE ARE

DOMAIN NAME

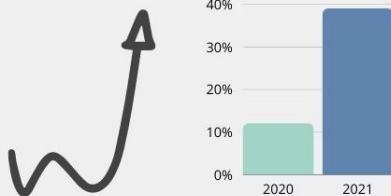
EXTENSION

ENCRYPTION



COMMUNICATE MORE ONLINE SINCE THE CORONAVIRUS CRISIS

PEOPLE HAVING MORE THAN ONE DOMAIN NAME INCREASED



62%

PREFERS A .BE DOMAIN NAME

REASONS TO CHOOSE .BE



LOCATION



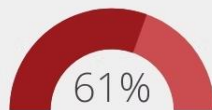
TARGET AUDIENCE



BELGIAN IDENTITY

ENTREPRENEURSHIP = REGISTERING A DOMAIN NAME

SOCIAL MEDIA



USE SOCIAL MEDIA TO SHARE THEIR CONTENT, IN ADDITION TO THEIR WEBSITE

MOST POPULAR CHANNELS



45%



34%



19%

.BE



.COM

REMAIN THE MOST POPULAR EXTENSIONS

dnsbelgium