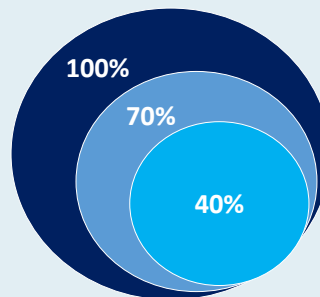
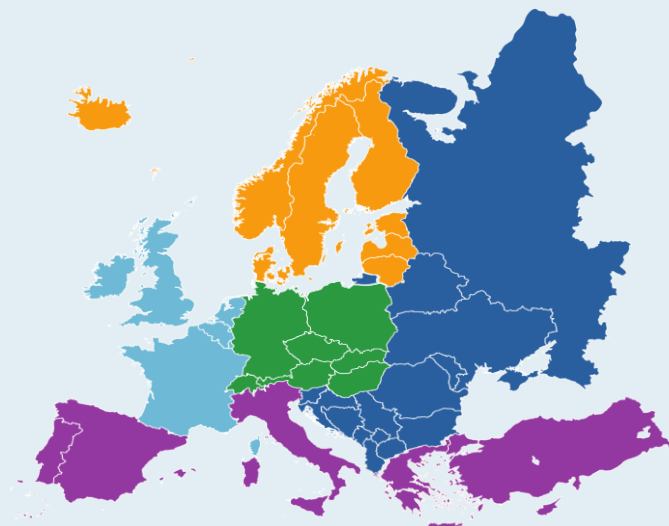


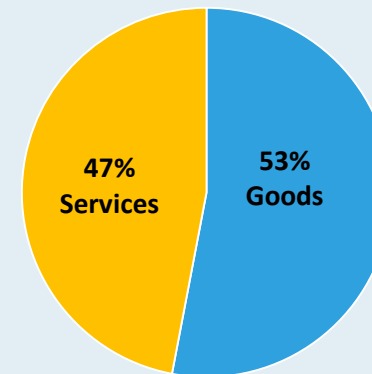


West € 208.1 bn +13.3%
 Central € 106.5 bn +12.9%
 South € 47.2 bn +15.4%
 North € 38.4 bn +16.1%
 East € 23.4 bn +24.6%

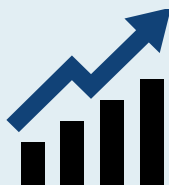


818 million people live in Europe
 564 million people use the Internet
 331 million people are E-shoppers

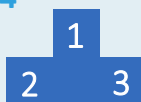
Forecast 2015
 € 477 bn
 Turnover E-commerce Goods & Services



Europe € 423.8 bn 14.3%
 EU28 € 368.7 bn 13.7%



2.4% eGDP
 € 17.3 trn GDP 2014



Average spending per E-shopper
 € 1,281

229 million E-households

6.4%

Estimated share of online goods in total retail of goods

“457 million social media users”

2,475, + jobs directly or indirectly via E-commerce

715,000+ estimated online businesses

4.00 billion+ number of parcels annually (f)

UK, Germany, France account for 60% of total E-commerce sales in Europe

Top 5 mature E-commerce countries in turnover (billion)

	UK	€ 127,2
	Germany	€ 71,2
	France	€ 56,8
	Netherlands	€ 14,0
	Switzerland	€ 12,7

Top emerging countries

	Russia	€ 18,8
	Spain	€ 16,9
	Italy	€ 13,3
	Poland	€ 6,6

Executed by: Ecommerce FOUNDATION

In cooperation with: GfK

Powered by: informatica Put potential to work:

globalcollect+ingenico payments. knowledge. growth. GROUP

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www.Ecommercefoundation.org

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