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Ecommerce Foundation
At the Ecommerce Foundation, we believe that sharing knowledge is essential for the continuous growth of the e-commerce industry. For this reason we have recently developed two initiatives with the aim of helping e-commerce companies improve. The EcommerceWiki is an international platform on which we strive to gather as much relevant e-commerce content as possible, with the help of many experts worldwide. In addition, we have set up the Ecommerce Benchmark, a useful tool for companies to compare their e-commerce performance with their direct competitors in a safe and anonymous way.

Through this report we want to share our knowledge on global B2C e-commerce. We have gathered these facts, figures and insights through thorough desk research and with the help of various association partners in the specific countries. This results in an elaborate report which will definitely offer valuable information to parties that trade cross-border around the world or have intentions to do so.

Naturally, we could not have realized these reports without the help of others. Therefore we want to use this opportunity to express our gratitude to Asendia, Ingenico, MarketShare and Webhelp, who have enabled us to make our reports widely available, and to GfK for their close cooperation and involvement.

For any additional information about the Ecommerce Foundation and its products, please contact us through our website www.ecommercefoundation.org or send us an email at info@ecommercefoundation.org.

Director of Ecommerce Foundation
Jorij Abraham

Chief Editor at Ecommerce Foundation
Richard van Welie
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<tr>
<th>Executed by:</th>
<th>The Ecommerce Foundation is a non-profit organization founded by Ecommerce Europe. It conducts research and studies in the field of e-commerce and provides for benchmarking and reports on e-commerce facts and figures. It also serves as Ecommerce Europe’s research institute. In this role, the Ecommerce Foundation was commissioned by Ecommerce Europe to develop the European B2C E-commerce Report and more than forty national e-commerce reports.</th>
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MarketShare, A Neustar Solution, helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally.

Webhelp is a global business process outsourcer (BPO), specializing in customer experience and payment management in addition to sales and marketing services across voice, social and digital channels. From 21 countries with a 30,000-strong team, our focus is on engineering performance improvements and delivering a real and lasting transformation in our clients’ operating models to generate financial advantage. We partner with some of the world’s most progressive brands.
Global B2C E-commerce

A detailed overview of the Global E-commerce Market
Global 2015 Key B2C E-commerce Data of Goods & Services at a Glance

- 5,563mn people are over the age of 15
- 2,520mn people use the Internet (45%)
- 1,436mn people are e-shoppers (26%)

### Global B2C E-commerce Turnover

- **2014**: $1,895bn (+23.3%)
- **2015**: $2,273bn (+19.9%)
- **2016(f)**: $2,671bn (+17.5%)

### Share of e-commerce in GDP
- **3.11%**

### Total GDP of
- **$73,106bn**

### Estimated share of online goods in total retail of goods
- **7.0%**

### Global E-commerce Turnover

- **Asia-Pacific**: $1,057bn (+28%)
- **North America**: $644bn (+13%)
- **Europe**: $505bn (+13%)
- **Latin America**: $33bn (+28%)
- **MENA**: $26bn (+19%)
- **Others**: $8bn (+23%)

### Total GDP by Region

- **Asia-Pacific**: $1,057bn (+28%)
- **North America**: $644bn (+13%)
- **Europe**: $505bn (+13%)
- **Latin America**: $33bn (+28%)
- **MENA**: $26bn (+19%)
- **Others**: $8bn (+23%)

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Covered countries
This table provides you with some relevant information regarding the countries that are covered in this report.

The countries mentioned in the table are selected for this Global B2C E-commerce Report because they are influential in their regions and are all briefly discussed in this report.

For more information on a number of these countries, including Australia, Brazil, China, Germany, India, Japan, Russia, the UK and the US, we kindly refer you to the national reports on these specific countries. These reports can also be found on the EcommerceWiki.

Overview of the Covered Countries
Global B2C E-commerce

<table>
<thead>
<tr>
<th>Country</th>
<th>Capital</th>
<th>VAT</th>
<th>Currency</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>Buenos Aires</td>
<td>21.0%</td>
<td>Peso (ARS)</td>
<td>43.4mn</td>
</tr>
<tr>
<td>Australia</td>
<td>Sydney</td>
<td>10.0%</td>
<td>Dollar (AUD)</td>
<td>23.8mn</td>
</tr>
<tr>
<td>Brazil</td>
<td>Brasilia</td>
<td>17.0-19.0%</td>
<td>Real (BRL)</td>
<td>207.8mn</td>
</tr>
<tr>
<td>Canada</td>
<td>Ottawa Local Sales Tax +5%</td>
<td></td>
<td>Dollar (CAD)</td>
<td>35.9mn</td>
</tr>
<tr>
<td>Chile</td>
<td>Santiago</td>
<td>19.0%</td>
<td>Peso (CLP)</td>
<td>17.9mn</td>
</tr>
<tr>
<td>China</td>
<td>Beijing</td>
<td>17.0%</td>
<td>Yuan (CNY)</td>
<td>1,371.2mn</td>
</tr>
<tr>
<td>France</td>
<td>Paris</td>
<td>20.0%</td>
<td>Euro (EUR)</td>
<td>66.4mn</td>
</tr>
<tr>
<td>Germany</td>
<td>Berlin</td>
<td>19.0%</td>
<td>Euro (EUR)</td>
<td>81.2mn</td>
</tr>
<tr>
<td>India</td>
<td>New Delhi</td>
<td>12.0-15.0%</td>
<td>Rupee (INR)</td>
<td>1,311.1mn</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Jakarta</td>
<td>10.0%</td>
<td>Rupiah (IDR)</td>
<td>257.6mn</td>
</tr>
<tr>
<td>Israel</td>
<td>Jerusalem</td>
<td>17.0%</td>
<td>New Shekel (ILS)</td>
<td>8.4mn</td>
</tr>
<tr>
<td>Italy</td>
<td>Rome</td>
<td>22.0%</td>
<td>Euro (EUR)</td>
<td>60.8mn</td>
</tr>
<tr>
<td>Japan</td>
<td>Tokyo</td>
<td>8.0%</td>
<td>Yen (JPY)</td>
<td>127.0mn</td>
</tr>
<tr>
<td>Mexico</td>
<td>Mexico City</td>
<td>16.0%</td>
<td>Peso (MXN)</td>
<td>127.0mn</td>
</tr>
<tr>
<td>Russia</td>
<td>Moscow</td>
<td>18.0%</td>
<td>Ruble (RUB)</td>
<td>146.3mn</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>Riyadh</td>
<td>0%</td>
<td>Saudi Riyal (SAR)</td>
<td>31.5mn</td>
</tr>
<tr>
<td>South Africa</td>
<td>Pretoria, Bloemfontein and Cape Town</td>
<td>14.0%</td>
<td>Rand (ZAR)</td>
<td>55.0mn</td>
</tr>
<tr>
<td>South Korea</td>
<td>Seoul</td>
<td>10.0%</td>
<td>Won (KRW)</td>
<td>50.6mn</td>
</tr>
<tr>
<td>Spain</td>
<td>Madrid</td>
<td>21.0%</td>
<td>Euro (EUR)</td>
<td>46.4mn</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>London</td>
<td>20.0%</td>
<td>Pound (GBP)</td>
<td>64.9mn</td>
</tr>
<tr>
<td>United States</td>
<td>Washington D.C.</td>
<td>Differ by state</td>
<td>Dollar (USD)</td>
<td>321.4mn</td>
</tr>
</tbody>
</table>

Source: Worldbank, Vatlive, United States Census Bureau, Worldometers, Countrymeters and Ecommerce Foundation, 2016
In 2015, the global population amounted to around 7.3 billion people, of which 1.4 billion people purchased goods and/or services online at least once. In total, they spent $2,272.7bn online, which results in an average spending per e-shopper of $1,582.

Asia-Pacific strongest B2C e-commerce region in the world
Just like in 2014, Asia-Pacific was the strongest B2C e-commerce region in the world last year. With a B2C e-commerce turnover of $1,056.8bn, it ranked ahead of North America ($664.0bn) and Europe ($505.1bn).

Latin America and Middle East and North Africa (MENA) were the smallest B2C e-commerce markets in 2015. They achieved B2C e-commerce sales of $33.0bn and $25.8bn, respectively.

Top countries
China increased its lead on the United States of America as the country with the highest B2C e-commerce turnover last year. With $766.5bn, it ranked above the US ($595.1bn) and the UK ($174.5bn). Together, these three countries account for 68% of the total global B2C e-commerce turnover.
1. What are the greatest cross-border challenges?
E-commerce companies considering shipping cross-border will generally find the process more complex than domestic shipping. For instance, to be successful, the etailer should provide a localized shopping experience, offering products in the language, sizes and currency of the target market. Customer Service should be offered in the appropriate language as well. Payment methods must be secure and preferably methods with which shoppers in the target country are familiar. Etailers need to be completely upfront about all costs of shipping so shoppers do not end up frustrated at checkout by high shipping costs or upset at the point of delivery when they discover they owe more money for duties and taxes. Etailers must also familiarize themselves with the prohibited items lists for any destination countries. Finally, they should not overlook the importance of a seamless, customer-friendly global returns management system. Ensuring an outstanding customer experience from start to finish will increase the etailer’s chances of growing their cross-border customer base.

2. What are the latest logistical developments worldwide?
Cross-border shopping is becoming increasingly popular worldwide, creating a growing demand for added transportation to handle the rising number of shipments entering countries from abroad. New solutions for final-mile delivery have also become popular as a way of ensuring that the last mile delivery is handled as efficiently as possible. Shippers are also offering improved tracking options and more advanced solutions for global returns management.

3. In what area should logistics improve in the short and the long term?
As the growth of cross-border e-commerce explodes, demand will increase on the logistics industry for solutions that offer faster delivery at more reasonable costs. Etailers will also need to improve the efficiency of their warehousing operations via automation, or by outsourcing fulfillment to providers that already have this expertise in place.

Expert opinion

“Etailers should provide a localized shopping experience, offering products in the language, sizes and currency of the target market”

Michael Hastings
CEO at Asendia USA
4. Do you have any tips for (online) merchants in terms of delivery and returns?
Online merchants shipping internationally must consider the high cost of import duties and taxes that may be imposed on shoppers. Providing transparency to shoppers by showing them the fully-landed costs upfront helps decrease shopping cart abandonment. Offering Delivered Duty Paid (DDP) shipping options creates an even smoother experience for the shopper ensuring they will not incur additional charges on the shipment at the time of delivery. It is also vital for retailers to offer shoppers a user-friendly global returns process. Retailers should focus on creating a top-notch customer experience that keeps consumers happy throughout the entire shopping process, from start to finish. Focusing on the entire process not only ensures repeat business, but also increases the chances that customers will share the good news about their shopping experience.

5. What are the biggest differences between the different regions?
The popularity of cross-border shopping differs from region to region for a number of reasons. For example, levels of disposable income and total shopping cart value can vary widely. Some countries have higher levels of digital buyer penetration. Also, the selection of products available both in stores and online within the country can have a significant impact on whether shoppers are willing to seek out products from other countries. A country’s duty/tax system will also either encourage or discourage the cross-border shopping activities of residents. Finally, prices of products differ from region to region as a result of different costs for parts, labor, taxes, import duties, fuel prices, and even perceived value.

6. What can the different regions learn from each other?
Global expansion is becoming increasingly popular as a way for retailers to continue to grow their businesses when saturation has been reached in their local market. Regions that have not yet caught on to this trend may find themselves losing business to retailers in other countries. Businesses can benefit from global e-commerce by having access to shoppers worldwide at all times. Retailers can partner with experts in the shipping and logistics industry that offer new solutions and technologies to make cross-border selling easier than ever before.

“Working with an experienced delivery partner helps retailers access the best costs and options for both global shipping and returns”

Michael Hastings
CEO at Asendia USA
**GDP real growth rate**
The real growth rate of the **Global Gross Domestic Product (GDP)** was **1.9%** in 2015. This was lower than in the preceding year (**2.4%**).

**GROWTH RATE OF THE GLOBAL GDP**
Percentage change, 2011 - 2015

- **4.4%**
- **3.0%**
- **2.7%**
- **2.4%**
- **1.9%**

**eGDP**
In terms of the **share of e-commerce in GDP**, Asia-Pacific is the clear frontrunner. Its eGDP rate of **4.48%** is significantly above the global average of **3.11%**.

With an eGDP of **0.77%** and **0.71%**, Latin American and the Middle East and Northern Africa are at the bottom of the list. Still, these figures grew significantly as well compared to 2014, when they amounted to **0.51%** and **0.54%**, respectively.

**Economic Indicators per Region**
Global B2C E-commerce

<table>
<thead>
<tr>
<th>Region</th>
<th>GDP at market prices</th>
<th>Share of e-commerce in GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global</strong></td>
<td>$73,106bn</td>
<td>3.11%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>$23,564bn</td>
<td>4.48%</td>
</tr>
<tr>
<td>North America</td>
<td>$20,642bn</td>
<td>3.12%</td>
</tr>
<tr>
<td>Europe</td>
<td>$19,518bn</td>
<td>2.59%</td>
</tr>
<tr>
<td>Latin America</td>
<td>$4,295bn</td>
<td>0.77%</td>
</tr>
<tr>
<td>MENA</td>
<td>$3,606bn</td>
<td>0.71%</td>
</tr>
</tbody>
</table>

Sources: Eurostat, Worldbank, IMF and Ecommerce Foundation, 2016
eGDP real growth

The share of e-commerce in the global GDP continued to increase last year. After reaching 1.34% in 2011, the eGDP grew steadily over the last few years, to 3.11% in 2015. The importance of e-commerce is expected to continue to gradually increase.

eGDP

In terms of the share of e-commerce in GDP per country, China and the UK are clearly above the rest, with a share of 7.05% and 6.12%, respectively. With this, the eGDP of China is more than twice as high as that of the United States (3.32%).

It is interesting to note that the eGDP rates of the so-called BRICS countries in this list, except for China, are relatively low. Still, these countries are becoming increasingly important e-commerce markets and it is expected that their rates will increase significantly in the near future.

Sources: Ecommerce Foundation and Worldbank, 2016
Internet penetration per region
The average Internet penetration in the five global regions slightly increased to 45% in 2015. This resulted in 2.5 billion of the people being aged over 15 being connected to the Internet.

At 78%, North America had the highest rate of people with Internet access, followed by Europe with 75%. It is interesting to see that even though Asia-Pacific achieved the highest B2C e-commerce sales last year, it also had one of the lowest Internet penetration rates. When this rate increases, its e-commerce turnover will grow even more.

INTERNET ACCESS PER REGION
Internet access covered countries and online population, 2015

<table>
<thead>
<tr>
<th>Regions</th>
<th>Internet access</th>
<th>Online Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regions Total</td>
<td>45%</td>
<td>2,520.4mn</td>
</tr>
<tr>
<td>North America</td>
<td>78%</td>
<td>297.9mn</td>
</tr>
<tr>
<td>Europa</td>
<td>75%</td>
<td>515.8mn</td>
</tr>
<tr>
<td>Latin America</td>
<td>56%</td>
<td>220.8mn</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>39%</td>
<td>1,223.2mn</td>
</tr>
<tr>
<td>MENA</td>
<td>38%</td>
<td>147.9mn</td>
</tr>
<tr>
<td>Others</td>
<td>21%</td>
<td>114.8mn</td>
</tr>
</tbody>
</table>

Sources: Eurostat, Worldbank, Internetlivestats and Ecommerce Foundation, 2016

Internet penetration per country
With regard to the countries covered in this report, the UK had the highest Internet penetration; 93% of its population had access to the Internet in 2015. It was followed by Japan (91%) and Germany (89%).

Even though Asia-Pacific was the region with the lowest Internet penetration, there were three Asian-Pacific countries in the top 10. However, with only 27% of its 1.3 billion inhabitants being connected to the web, India significantly lowered the region’s average. In addition, at 51%, China’s Internet penetration was also quite low.

TOP 10 COVERED COUNTRIES ON BASIS OF INTERNET PENETRATION
Internet penetration and online population, 2015

<table>
<thead>
<tr>
<th>Countries</th>
<th>Internet penetration</th>
<th>Online population*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 10 countries</td>
<td>86%</td>
<td>612.3mn</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>93%</td>
<td>49.8mn</td>
</tr>
<tr>
<td>Japan</td>
<td>91%</td>
<td>100.3mn</td>
</tr>
<tr>
<td>Germany</td>
<td>89%</td>
<td>62.9mn</td>
</tr>
<tr>
<td>USA</td>
<td>88%</td>
<td>229.6mn</td>
</tr>
<tr>
<td>Canada</td>
<td>88%</td>
<td>26.6mn</td>
</tr>
<tr>
<td>France</td>
<td>87%</td>
<td>47.0mn</td>
</tr>
<tr>
<td>South Korea</td>
<td>85%</td>
<td>37.1mn</td>
</tr>
<tr>
<td>Australia</td>
<td>85%</td>
<td>16.6mn</td>
</tr>
<tr>
<td>Spain</td>
<td>80%</td>
<td>31.4mn</td>
</tr>
<tr>
<td>Chile</td>
<td>76%</td>
<td>10.9mn</td>
</tr>
</tbody>
</table>

Sources: Eurostat, Worldbank, Internetlivestats and Ecommerce Foundation, 2016
*Of people being aged over 15
Growth in Global B2C E-commerce Sales

Global B2C E-commerce

Growth

Global B2C e-commerce sales have increased steadily since 2010. In addition, the growth rate has been quite consistent over the last few years, as shown in the graph below.

However, this trend is not expected to continue in 2016, as a growth rate of 17.5% is forecast, which would result in a global B2C e-commerce turnover of $2,671bn. Even though this growth rate is still significant, its decrease can be seen as a first sign of the global B2C e-commerce market becoming more mature.
1. What is the importance of having a good payment service provider?
“Accepting payments online can be complicated, especially for merchants who sell into multiple countries. A good, full-service PSP reduces the complexity of accepting local and cross-border payments for online merchants and lets them focus on their core business.”

2. What are the latest payment developments?
“Mobile continues to be a big consideration for many merchants, who see traffic from mobile devices growing but have difficulty converting this into sales because the checkout experience is not optimized. What we see is that merchants increasingly use data analytics tools to better understand payment trends and to improve performance.”

3. What should one take into account in terms of online payments when going cross-border?
“Companies should understand that consumer preferences and behavior are different in each market. To successfully sell cross-border, it is important to create a checkout experience that is localized for each market. A full-service, collecting PSP helps to manage that complexity for merchants.”

4. In what area should online payments in your country improve in the short and the long term?
“The checkout experience should adapt and be optimized for any device used, whether it is a desktop, a tablet, a smartphone, a smart watch, a connected car, or any other connected device.”

Expert opinion

“The checkout process can and should be an opportunity to build a positive relationship with customers”

Elie Casamitjana
Global Lead, Offering & Go-to-Market at Ingenico ePayments
B2C e-commerce turnover
In the category of B2C e-commerce sales, China and the United States are clearly at the top. In 2015, the Chinese in total spent $766.5bn online, while the American B2C e-commerce turnover amounted to $595.1bn. The UK ($174.2bn), Japan ($114.4bn) and France ($71.9bn) completed the top 5.

In comparison with last year, China’s B2C e-commerce market grew significantly faster than the one of the US. Compared to 2014, Chinese B2C e-commerce sales grew by 33%, while in the US it grew by 12%.

For 2016 as well, the Chinese e-commerce market is expected to increase much faster than the American one (27% vs. 9%). As a result, it will continue to increase its lead even further.

In the chapter of Trends and Overviews, complete overviews with regard to B2C e-commerce sales and growth rates of all countries covered in this report are included.

**Top 10 Countries B2C E-commerce Sales**

**Global B2C E-commerce**

**TOP 10 COUNTRIES IN TERMS OF B2C E-COMMERCE SALES**

Online sales of goods and services, 2012 - 2016

<table>
<thead>
<tr>
<th>Countries</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 (f)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td></td>
<td></td>
<td></td>
<td>$766.5bn</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td></td>
<td></td>
<td></td>
<td>$595.1bn</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td></td>
<td></td>
<td></td>
<td>$174.2bn</td>
<td>$192.5bn</td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td></td>
<td>$92.8bn</td>
<td></td>
<td>$114.4bn</td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
<td></td>
<td>$71.9bn</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td></td>
<td>$41.0bn</td>
<td></td>
<td>$66.2bn</td>
</tr>
<tr>
<td>South Korea</td>
<td></td>
<td></td>
<td></td>
<td>$64.8bn</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
<td>$31.7bn</td>
<td></td>
<td>$35.7bn</td>
</tr>
<tr>
<td>India</td>
<td></td>
<td></td>
<td></td>
<td>$25.5bn</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td></td>
<td></td>
<td></td>
<td>$22.8bn</td>
<td></td>
</tr>
</tbody>
</table>

Source: National Associations and Ecommerce Foundation, 2016

“**Total online sales in the top 10 countries** are projected to reach around $2,277bn in 2016”
E-commerce powers
This graph shows the share of each top 10 country in the global B2C e-commerce market of 2015. As mentioned before, China was the world’s largest e-commerce market, with a share of 33.7%. The US ranked second with 26.2%, followed by the UK (7.7%) and Japan (5.0%).

It is interesting to see that compared to 2014, China increased its market share by around 5.9%. It also took some share from other major countries. United Kingdom and Japan, for instance, lost 1.0% and 2.0% of its global market share.

Within the top 10, the difference between the top 2 and the rest is still quite significant. Together, the China and the US account for nearly 60% of the global B2C e-commerce market, while the other eight countries combine for a little over 25%.

Source: Ecommerce Foundation, 2016
Online spending per e-shopper

Looking at the online spending per online shopper in the countries covered in this report, it is clear in which country people spent the most money online in 2015. In the UK, the average e-consumer spent $4,018 online on goods and/or services, which is considerably more than in the USA ($3,428), which ranked second.

(Source: Ecommerce Foundation, 2016)

TOP 10 COUNTRIES E-SHOPPERS
Number of e-shoppers, 2015

<table>
<thead>
<tr>
<th>Countries</th>
<th>E-shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>77mn</td>
</tr>
<tr>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>77mn</td>
</tr>
<tr>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>38mn</td>
</tr>
<tr>
<td>France</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
<td></td>
</tr>
</tbody>
</table>

(Source: Ecommerce Foundation, 2016)

TOP 10 COUNTRIES IN TERMS OF AVERAGE SPENDING PER E-SHOPPER
Spending per online shopper in covered countries, 2015

<table>
<thead>
<tr>
<th>Regions</th>
<th>Number of e-shoppers</th>
<th>Average spending per e-shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia-Pacific</td>
<td>711.0mn</td>
<td>$1,486</td>
</tr>
<tr>
<td>Europe</td>
<td>295.6mn</td>
<td>$1,708</td>
</tr>
<tr>
<td>N. America</td>
<td>207.8mn</td>
<td>$3,099</td>
</tr>
<tr>
<td>L. America</td>
<td>93.8mn</td>
<td>$352</td>
</tr>
<tr>
<td>MENA</td>
<td>82.4mn</td>
<td>$313</td>
</tr>
<tr>
<td>Others</td>
<td>45.9mn</td>
<td>$174</td>
</tr>
</tbody>
</table>

(Source: Ecommerce Foundation, 2016)
An omni-channel approach is insuperable

Whether their business is online, in physical stores or both, all retailers face similar challenges. They have to deliver a seamless customer experience at every touchpoint, maximize sales across every channel and device, and live up to their promises regarding product availability and delivery. In order to create a strong retail brand to which consumers will return, they must turn shopping into retail therapy – effortless, relaxing and ultimately enjoyable.

Customer experiences should not happen by accident, but must be engineered. This means that one should really understand his customer’s journey and its moments of truth, and base his next best actions on smart and predictive data analytics. An omni-channel approach to service and sales is powering the retailers’ ability to win hearts, minds and revenue share.

Expert opinion

Gert-Jan Morsink
Member Executive Board Webhelp Group
Social media
As was the case in 2014, Facebook was again the world’s most popular social media platform in 2015. In total, 1.6 billion people were active on Facebook.

Tumblr ranked second with 555 million users, followed by Instagram with 400 million users.

Global B2C E-commerce

Other social media
In addition to the global social media, several countries/regions have their own versions. Some of these are taken over or integrated in global giants, such as Orkut, which was particularly popular in India and Brazil but which has now been integrated in Facebook.

In other countries, “local” social media do survive and even attract a lot of users. For instance in China, where global websites such as Facebook and Twitter are banned by the government. Chinese companies use this to their advantage and because of the large population, there are many social media with hundreds of millions of registered users in China.

Another example is Russia, in which vKontakte and Odnoklassniki attract millions of people. In contrast with China, other social media are allowed in Russia, but these two are still the most popular ones.

Global Social Media Sites
Number of active users of the following social media websites, in millions of users, 2015

Table: GLOBAL SOCIAL MEDIA SITES

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Active Users (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,590</td>
</tr>
<tr>
<td>Tumblr</td>
<td>555</td>
</tr>
<tr>
<td>Instagram</td>
<td>400</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>389</td>
</tr>
<tr>
<td>Twitter</td>
<td>320</td>
</tr>
<tr>
<td>Pinterest</td>
<td>100</td>
</tr>
</tbody>
</table>


Russian Social Media Sites
Number of online people who use the following social media websites, in millions of users, 2015

Table: RUSSIAN SOCIAL MEDIA SITES

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Active Users (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qzone</td>
<td>640</td>
</tr>
<tr>
<td>Baidu Tieba</td>
<td>624</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>300</td>
</tr>
<tr>
<td>Tencent Weibo</td>
<td>222</td>
</tr>
<tr>
<td>vKontakte</td>
<td>165</td>
</tr>
<tr>
<td>Odnoklassniki</td>
<td>46.6</td>
</tr>
</tbody>
</table>

Source: Russiansearchtips, 2016

### Share and Growth of Online Devices

The global share of several online devices and their specific growth (sales value)

<table>
<thead>
<tr>
<th>Year</th>
<th>Smartphone</th>
<th>Mobile Phone</th>
<th>LCD TV</th>
<th>Mobile PC</th>
<th>Desktop PC</th>
<th>Wearables</th>
<th>Tablet PC</th>
<th>Other categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>26%</td>
<td>6%</td>
<td>13%</td>
<td>14%</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>2013</td>
<td>34%</td>
<td>4%</td>
<td>13%</td>
<td>13%</td>
<td>7%</td>
<td>1%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>2014</td>
<td>36%</td>
<td>2%</td>
<td>13%</td>
<td>13%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>2015</td>
<td>42%</td>
<td>2%</td>
<td>13%</td>
<td>12%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>2016 (f)</td>
<td>45%</td>
<td>1%</td>
<td>12%</td>
<td>12%</td>
<td>6%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: GfK Trends and Forecasting (Digital World), in partnerships with the Consumer Electronics Association
Smartphones are the key device, globally

Globally, the demand for smartphones is at its highest and is still growing in terms of devices that can be used for online shopping. With significantly more than 1 billion units sold last year, they have to be considered one of the key shopping tools on a global level.

Tablets, being the no. 2 mobile device relevant for online shopping, are particularly popular in North America and Western Europe.

Considering the unit sales, the smartphones and tablets that can be used for online shopping have penetrated a huge share of the global online population.
Global Retail E-commerce Index

The Global Retail E-commerce Index is published annually by global management consulting firm A.T. Kearney and contains the top countries in terms of e-commerce performance. It ranks countries in four areas: online market size, consumer behavior, growth potential and infrastructure.

Even though China surpassed the United States with regard to B2C e-commerce turnover, the US is still the most attractive online market in the world, according to this index.

Belgian and Danish e-commerce on the rise

One of the most interesting aspect of this index is the rise of Belgium. The Western European country climbed 15 positions in the global list and this was partly due to its score on growth potential. With this, Belgium is expected to continue to emerge in terms of B2C e-commerce.

Denmark also significantly improved its position as it rose by 13 positions to the 15th place. Among other things, the Northern European nation was the only country in the list to achieve a perfect score for consumer behavior. This indicates that Danish consumers are, for instance, tech-savvy and willing to spend money online.

Global B2C E-commerce

Source: A.T. Kearney, 2015

<table>
<thead>
<tr>
<th>Rank</th>
<th>Change in global rank</th>
<th>Country</th>
<th>Online market size (40%)</th>
<th>Consumer behavior (20%)</th>
<th>Growth potential (20%)</th>
<th>Infrastructure (20%)</th>
<th>Online market attractiveness score (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>+2</td>
<td>United States</td>
<td>100.0</td>
<td>83.2</td>
<td>22.0</td>
<td>91.5</td>
<td>79.3</td>
</tr>
<tr>
<td>2</td>
<td>-1</td>
<td>China</td>
<td>100.0</td>
<td>59.4</td>
<td>86.1</td>
<td>43.6</td>
<td>77.8</td>
</tr>
<tr>
<td>3</td>
<td>+1</td>
<td>United Kingdom</td>
<td>87.9</td>
<td>98.6</td>
<td>11.3</td>
<td>86.4</td>
<td>74.4</td>
</tr>
<tr>
<td>4</td>
<td>-2</td>
<td>Japan</td>
<td>77.6</td>
<td>87.8</td>
<td>10.1</td>
<td>97.7</td>
<td>70.1</td>
</tr>
<tr>
<td>5</td>
<td>+1</td>
<td>Germany</td>
<td>63.9</td>
<td>92.6</td>
<td>29.5</td>
<td>83.1</td>
<td>66.6</td>
</tr>
<tr>
<td>6</td>
<td>+1</td>
<td>France</td>
<td>51.9</td>
<td>89.5</td>
<td>21.0</td>
<td>82.1</td>
<td>59.3</td>
</tr>
<tr>
<td>7</td>
<td>-2</td>
<td>South Korea</td>
<td>44.9</td>
<td>98.4</td>
<td>11.3</td>
<td>95.0</td>
<td>58.9</td>
</tr>
<tr>
<td>8</td>
<td>+5</td>
<td>Russia</td>
<td>29.6</td>
<td>66.4</td>
<td>51.0</td>
<td>66.2</td>
<td>48.7</td>
</tr>
<tr>
<td>9</td>
<td>+15</td>
<td>Belgium</td>
<td>8.3</td>
<td>82.0</td>
<td>48.3</td>
<td>81.1</td>
<td>45.6</td>
</tr>
<tr>
<td>10</td>
<td>-1</td>
<td>Australia</td>
<td>11.9</td>
<td>80.8</td>
<td>28.6</td>
<td>84.8</td>
<td>43.6</td>
</tr>
<tr>
<td>11</td>
<td>-1</td>
<td>Canada</td>
<td>10.6</td>
<td>81.4</td>
<td>23.6</td>
<td>88.9</td>
<td>43.1</td>
</tr>
<tr>
<td>12</td>
<td>+2</td>
<td>Hong Kong</td>
<td>2.3</td>
<td>93.6</td>
<td>13.0</td>
<td>100.0</td>
<td>42.2</td>
</tr>
<tr>
<td>13</td>
<td>+6</td>
<td>Netherlands</td>
<td>8.9</td>
<td>98.8</td>
<td>8.1</td>
<td>84.6</td>
<td>41.8</td>
</tr>
<tr>
<td>14</td>
<td>-3</td>
<td>Singapore</td>
<td>1.3</td>
<td>89.4</td>
<td>15.7</td>
<td>100.0</td>
<td>41.5</td>
</tr>
<tr>
<td>15</td>
<td>+13</td>
<td>Denmark</td>
<td>8.1</td>
<td>100.0</td>
<td>15.1</td>
<td>75.5</td>
<td>41.4</td>
</tr>
</tbody>
</table>

Source: A.T. Kearney, 2015
Regional and National B2C E-commerce

Overview of the Regional and National E-commerce Markets

In cooperation with:

Executed by:

Powered by:

In cooperation with:
Exchange Rates
Regional and National B2C E-commerce

GOMSEC
All data reported in the national currency of the country involved are converted into dollars according to the average (annual) rate of exchange as provided by, the European Central Bank (ECB) or the national bank of the particular country or other sources. The reference period that is used for this was from January 1, 2015 to December 31, 2015. Growth rates are calculated and measured by the B2C e-commerce sales in the national currency.

Discrepancy
By using this conversion method, difference may occur between this report and versions from previous years. Even though the e-commerce turnover of a particular country has remained the same in the local currency over the years, this may differ in dollars as of 2010 due to the exchange rates. As the dollar and euro are linked to each other, there is a difference between the e-commerce turnover in the various years. For instance, €1 was worth $1,3285 in 2014 while €1 was only worth $1,1085 in 2015. In other words, the dollar has become stronger, as a result of which North America surpassed Europe in terms of e-commerce turnover.
Country pages
On the following pages, you will find an overview of the most important mature and emerging e-commerce markets in the world. On each page, a country will be covered by means of several figures and graphs, as shown to the right. Here you will find a short explanation of these graphs.

Economic indicators
Through the three economic indicators (GDP growth rate, inflation rate and unemployment rate), we want to provide an overview of a country’s economic situation, in comparison with the global and regional averages. The growth rate of the Gross Domestic Product shows how much the size of the country’s economy has grown, while the inflation rate indicates how much prices have increased in a country. The unemployment rate is the percentage of the country’s labor force without a job.

Logistics Performance Index
The LPI overall score reflects perceptions of a country's logistics based on, among other things, efficiency of customs clearance process, quality of trade- and transport-related infrastructure and ease and quality of logistics services.

Ease of Doing Business Index
A high ease of doing business ranking means that the regulatory environment is more favorable for the starting and operation of a local firm. The rankings are determined by sorting the aggregate distance to frontier scores on 10 equal topics.

eGDP ranking
The share of e-commerce turnover in the GDP shows the influence of e-commerce in a country’s total economy.
An Overview of E-commerce Markets in North America
North America Key B2C E-commerce Data of Goods and Services at a Glance 2015

- 384mn people are over the age of 15
- 298mn people use the Internet (77%)
- 208mn people are e-shoppers (54%)

Global $2,272.7bn +19.9%
North America $644.0bn +12.5%
Total B2C e-commerce 2015 of goods & services

- Average spending per e-shopper: $3,099
- Estimated share of online goods in total retail of goods: 6.7%
- Share of e-commerce in GDP: 3.10%
- Forecast 2016: $709bn
- Total GDP of $20,642bn

Ranking North America in turnover (in millions of USD)
1. United States $595,076
2. Canada $35,667
3. Mexico $13,270

National e-commerce associations:
- Canada
- Mexico
- United States

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B2C E-commerce Turnover and Growth

North America

Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce

12.5%

Growth of North America’s B2C e-commerce in 2015


<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$400,000mn</td>
<td>15.2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$595,076mn</td>
<td>12.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>$27,592mn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$35,667mn</td>
<td>12.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td></td>
<td></td>
<td></td>
<td>$10,208mn</td>
<td></td>
<td></td>
<td></td>
<td>$13,270mn</td>
<td>30.0%</td>
<td>$16,853mn</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$644,013mn</td>
<td>12.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Canada

Population 15+
30.3mn

Internet users
26.6mn (88%)

Number of e-shoppers
18.0mn (59%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

5.1% Share of e-commerce in retail

1.1% GDP growth rate
2.0% Inflation rate
1.1% Unemployment rate

Canada
North America
Global

2012 $27.6bn
2013 $35.7bn
2014
2015
2016 (f) $43.5bn

CANADA VS REGIONAL AND GLOBAL AVERAGES

GLOBAL RANKING

12th Logistics Performance Index
14th Ease of Doing Business Index
13th eGDP ranking


Source: Retail Research, Statista and Ecommerce Foundation, 2016


OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$1,750</td>
<td>$1,750</td>
<td>$1,750</td>
<td>0%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>$671</td>
<td>$671</td>
<td>$671</td>
<td>0%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Shoes &amp; Personal Lifestyle</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Telecom</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Household Electronics</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Toys</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
<tr>
<td>Others</td>
<td>$1,403</td>
<td>$1,403</td>
<td>$1,403</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>Flight Tickets and Accommodations</td>
<td>$2,707</td>
<td>$2,707</td>
<td>$2,707</td>
<td>0%</td>
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<tr>
<td>Package Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Tickets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of E-Shoppers</th>
<th>Average Spending per E-Shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$1,746</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>$2,250</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets
North America
B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016
*average exchange rate 2015: $1=15.88 Mexican Peso

Mexico

Population 15+
93.2mn

Internet users
41.7mn (45%)

Number of e-shoppers
16.2mn (17%)

Mexico VS REGIONAL AND GLOBAL AVERAGES

<table>
<thead>
<tr>
<th></th>
<th>Mexico</th>
<th>North America</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>2.5%</td>
<td>2.0%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Inflation rate</td>
<td>2.7%</td>
<td>2.6%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>4.3%</td>
<td>5.5%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

GLOBAL RANKING

- Logistics Performance Index: 50th
- Ease of Doing Business Index: 38th
- eGDP ranking: 33rd


Source: AMIPCI, Statista and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Worldbank, Internetlivestats and eMarketer, 2016

OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Media & Entertainment
- Information Technology
- Health & Beauty
- Shoes & Personal Lifestyle
- Home & Garden
- Telecom
- Household Electronics
- Consumer Electronics
- Food/Nearfood
- Toys
- Sports & Recreation
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Flight Tickets and Accommodations: $4,582 (+9.9%)
- Package Travel: $769 (+2.8%)
- Insurance: $428 (+7.6%)
- Event Tickets: $75 (+23.7%)
- Other Services: $118

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- 2013: 12.0mn
- 2014: 14.3mn
- 2015: 16.2mn

Source: AMI/PCI, eMarketer, Statista and Ecommerce Foundation, 2016
E-commerce Markets
North America

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

USA
Population 15+
260.3mn

Internet users
229.6mn (88%)

Number of e-shoppers
173.6mn (76%)

USA VS REGIONAL AND GLOBAL AVERAGES
- GDP growth rate
- Inflation rate
- Unemployment rate


GDP growth rate
USA 2.5% North America 2.0% Global 1.9%

Inflation rate
USA 0.1% North America 2.6% Global 3.3%

Unemployment rate
USA 5.3% North America 5.5% Global 6.4%


E-GDP ranking
- Logistics Performance Index (9th)
- Ease of Doing Business Index (7th)
- eGDP ranking (6th)


Source: Ecommerce Foundation, United States Census Bureau, Internetlivestats and Statista, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Product Group</th>
<th>2013</th>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td>Media &amp; Entertainment</td>
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<td></td>
</tr>
<tr>
<td>Clothing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Electronics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Telecom</td>
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<td></td>
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<tr>
<td>Shoes &amp; Personal Lifestyle</td>
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<tr>
<td>Sports &amp; Recreation</td>
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<tr>
<td>Food/Nearfood</td>
<td></td>
<td></td>
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<tr>
<td>Consumer Electronics</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Toys</td>
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<tr>
<td>Others</td>
<td></td>
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</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Service Group</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight Tickets and Accommodations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Package Travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Tickets</td>
<td></td>
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<td></td>
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<tr>
<td>Other Services</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of E-Shoppers</th>
<th>Average Spending per E-Shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>157.4mn</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>167.9mn</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>173.6mn</td>
<td></td>
</tr>
</tbody>
</table>

An Overview of E-commerce Markets in Latin America
Latin America

Key B2C E-commerce Data of Goods and Services at a Glance 2015

- **394mn** people are over the age of 15
- **221mn** people use the Internet (56%)
- **94mn** people are e-shoppers (24%)

Global $2,272.7bn +19.9%
Latin America $33.0bn +28.0%
Total B2C e-commerce 2015 of goods & services

- **Average spending per e-shopper:** $352

Ranking Latin America in turnover (in millions of USD)

1. **Brazil** $15,855
2. **Argentina** $4,796
3. **Chile** $2,036
# **Others** $10,287

**Estimated share of online goods in total retail of goods:** 1.0%

**Forecast 2016**

- **$39.8bn** Turnover E-commerce Goods & Services
- **Total GDP of $4,295bn**

**National e-commerce associations:**

- Argentina
- Brazil
- Chile

© Ecommerce Foundation (September 2016)

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>29.0%</td>
<td>$12,993mn</td>
<td></td>
<td>$15,855mn</td>
<td>22.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Argentina</td>
<td>$1,181mn</td>
<td>44.2%</td>
<td></td>
<td></td>
<td></td>
<td>$4,796mn</td>
<td></td>
<td>$2,500mn</td>
<td>22.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chile</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,036mn</td>
<td>22.0%</td>
<td></td>
<td>$32,973mn</td>
<td>28.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: CACE, ABComm and Ecommerce Foundation, 2016
Argentina

E-commerce Markets
Latin America

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016
*average exchange rate 2015: $1=12.95 Argentine Peso

1.9%
Share of e-commerce in retail

44.2%
71.1%

Argentina
Latin America
Global

ARGENTINA VS REGIONAL AND GLOBAL AVERAGES

GDP growth rate
Inflation rate
Unemployment rate


GLOBAL RANKING

Logistics Performance Index
Ease of Doing Business Index
eGDP ranking


Source: CACE and Ecommerce Foundation, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

2012
2013
2014
2015
2016 (f)

$1.2bn
$4.8bn

Source: Ecommerce Foundation, Worldbank, Internetlivestats and eMarketer, 2016

Internet users

22.2mn (68%)

Number of e-shoppers

11.2mn (32%)

Population 15+

32.7mn

$1.2bn
$4.8bn

2012
2013
2014
2015
2016 (f)

GDP growth rate
Inflation rate
Unemployment rate

1.2%
1.9%
5.6%
3.3%
6.7%
6.7%
6.4%

0.4%

Argentina
Latin America
Global


Source: CACE and Ecommerce Foundation, 2016

www.ecommercefoundation.org
## E-commerce Markets

### Latin America

#### Argentina

### OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$2,700</td>
<td>+78.1%</td>
</tr>
<tr>
<td>Shoes &amp; Personal Lifestyle</td>
<td>$1,170</td>
<td>+68.7%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>$149</td>
<td></td>
</tr>
<tr>
<td>Information Technology</td>
<td>$117</td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Household Electronics</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Toys</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>$63</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>$63</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

### OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015

- Flight Tickets and Accommodations: $2,700
- Package Travel: +33.3%
- Insurance: +68.7%
- Event Tickets: +33.3%
- Other Services: +33.3%

Source: Ecommerce Foundation and Statista, 2016

### NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015

- 2013: $275
- 2014: $275
- 2015: 11.2mn

Source: CACE, eMarketer, Statista and Ecommerce Foundation, 2016
Brazil

Population 15+ 159.4mn
Internet users 101.5mn (64%)
Number of e-shoppers 38.1mn (23%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016
*average exchange rate 2015: $1=3.7004 Brazilian Real

GDP growth rate
Brazil -3.8%
Latin America 1.9%
Global -0.4%

Inflation rate
Brazil 9.0%
Latin America 5.6%
Global 3.3%

Unemployment rate
Brazil 7.2%
Latin America 6.7%
Global 6.4%

Share of e-commerce in retail
Brazil 1.0%
Latin America 29.0%
Global 22.0%

BRAZIL VS REGIONAL AND GLOBAL AVERAGES

GLOBAL RANKING

Logistics Performance Index 65th
Ease of Doing Business Index 116th
eGDP ranking 43th


Source: ABComm and Ecommerce Foundation, 2016


www.ecommercefoundation.org
Brazil

OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2015 Sales</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Electronics</td>
<td>$899</td>
<td>+20.2%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td>$688</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$380</td>
<td>+19.2%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$458</td>
<td></td>
</tr>
<tr>
<td>Toys</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shoes &amp; Personal Lifestyle</td>
<td>-3.0%</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ABComm and Ecommerce Foundation, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2015 Sales</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight Tickets and Accommodations</td>
<td>$297</td>
<td></td>
</tr>
<tr>
<td>Package Travel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>$380</td>
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</tr>
<tr>
<td>Event Tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Services</td>
<td></td>
<td></td>
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</tbody>
</table>

Source: ABComm and Ecommerce Foundation, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>E-Shoppers</th>
<th>Average Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td></td>
<td>$297</td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>$380</td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td>38.1mn</td>
</tr>
</tbody>
</table>

Source: ABComm, Ecommerce Foundation and E-bit, 2016
E-commerce Markets
Latin America

Chile

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$2.0bn</td>
<td>10.9%</td>
</tr>
<tr>
<td>2013</td>
<td>$2.0bn</td>
<td>10.9%</td>
</tr>
<tr>
<td>2014</td>
<td>$2.0bn</td>
<td>10.9%</td>
</tr>
<tr>
<td>2015</td>
<td>$2.0bn</td>
<td>10.9%</td>
</tr>
<tr>
<td>2016 (f)</td>
<td>$2.5bn</td>
<td>22.8%</td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation, Worldbank and Internetlivestats, 2016

CHILE VS REGIONAL AND GLOBAL AVERAGES

- GDP growth rate: 2.1% (Chile), 4.3% (Latin America), 6.4% (Global)
- Inflation rate: -0.4% (Chile), 3.3% (Latin America), 6.7% (Global)
- Unemployment rate: 6.4% (Chile), 6.7% (Latin America), 6.4% (Global)


GLOBAL RANKING

- Logistics Performance Index: 42nd
- Ease of Doing Business Index: 48th
- eGDP ranking: 45th


Population 15+
14.3mn

Internet users
10.9mn (76%)

Number of e-shoppers
5.7mn (40%)

Source: Ecommerce Foundation, 2016
An Overview of E-commerce Markets in Europe

Executed by:

Powered by:

In cooperation with:
685mn people are over the age of 15

516mn people use the Internet (75%)

296mn people are e-shoppers (43%)

Global $2,272.7bn +19.9%
Europe $505.1bn +13.3%

Total B2C e-commerce 2015 of goods & services

Ranking Europe in turnover (in millions of USD)
1. United Kingdom $174,357
2. France $72,007
3. Germany $66,237
4. Russia $22,785
5. Spain $20,137
6. Italy $18,430
# Others $131,174

Estimated share of online goods in total retail of goods 8.0%

Countries: France, Germany, Spain, Italy, Others

Forecast 2016
$565.8bn
Turnover E-commerce Goods & Services

Total GDP of $19,518bn

© Ecommerce Foundation (September 2016)
### B2C E-commerce Turnover and Growth

#### Europe

**EUROPEAN B2C E-COMMERCE TURNOVER, 2011 - 2016**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>$157,074mn</td>
<td>12.6%</td>
<td>$174,357mn</td>
<td>11.0%</td>
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<td></td>
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<td></td>
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<tr>
<td>France</td>
<td>$56,695mn</td>
<td></td>
<td>$72,007mn</td>
<td>14.3%</td>
<td></td>
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</tr>
<tr>
<td>Germany</td>
<td>$66,237mn</td>
<td>13.3%</td>
<td>$74,186mn</td>
<td>12.0%</td>
<td></td>
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</tr>
<tr>
<td>Russia</td>
<td>32.6%</td>
<td></td>
<td>$22,785mn</td>
<td>6.6%</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Spain</td>
<td>$13,739mn</td>
<td>18.0%</td>
<td>$20,137mn</td>
<td>11.6%</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Italy</td>
<td>$10,370mn</td>
<td></td>
<td>$18,430mn</td>
<td>15.6%</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$505,127mn</td>
<td>13.3%</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

Source: IMRG, Capgemini FEVAD, BEVH, AKIT, ONTSI, Netcomm, Statista and Ecommerce Foundation, 2016

Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce
**France**

**Internet users**
- Population 15+
- 54.0mn
- 47.0mn (87%)

**Number of e-shoppers**
- 36.0mn (67%)

**B2C E-COMMERCE TURNOVER AND GROWTH RATE**
- Total online sales of goods and services, 2012-2016
- 2012: $56.7bn
- 2013: $57.2bn
- 2014: $72.0bn
- 2015: $72.0bn
- 2016 (f): $72.0bn

**Share of e-commerce in retail**
- 7.7%

**FRANCE VS REGIONAL AND GLOBAL AVERAGES**
- GDP growth rate:
  - France: 1.2%
  - Europe: 1.1%
  - Global: 1.9%
- Inflation rate:
  - France: 0.1%
  - Europe: 1.9%
  - Global: 3.3%
- Unemployment rate:
  - France: 10.4%
  - Europe: 8.9%
  - Global: 6.4%

**GDP growth rate**

**Source:** FEVAD, Médiamétrie, Ecommerce Foundation and Eurostat, 2016

**E-commerce Markets**

**Europe**

**France**

**FRANCE VS REGIONAL AND GLOBAL AVERAGES**
- GDP growth rate:
  - France: 1.2%
  - Europe: 1.1%
  - Global: 1.9%
- Inflation rate:
  - France: 0.1%
  - Europe: 1.9%
  - Global: 3.3%
- Unemployment rate:
  - France: 10.4%
  - Europe: 8.9%
  - Global: 6.4%

**GDP growth rate**

**Source:** FEVAD, Médiamétrie, Ecommerce Foundation and Eurostat, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Shoes & Lifestyle
- Media & Entertainment
- Home & Garden
- Information Technology
- Telecom
- Health & Beauty
- Household Electronics
- Food/Nearfood
- Toys
- Consumer Electronics
- Sports & Recreation
- Others

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Flight Tickets and Accommodations
- Package Travel
- Insurance
- Event Tickets
- Other Services

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- France

Source: Ecommerce Foundation and Statista, 2016
Germany

Population 15+
70.7mn

Internet users
63.0mn (89%)

Number of e-shoppers
51.6mn (73%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

GERMANY VS REGIONAL AND GLOBAL AVERAGES

GDP growth rate
- Germany
- Europe
- Global

Inflation rate
- Germany
- Europe
- Global

Unemployment rate
- Germany
- Europe
- Global

GLOBAL RANKING

1st
Logistics Performance Index

15th
Ease of Doing Business Index

19th
eGDP ranking

Source: Ecommerce Foundation and Eurostat, 2016
Source: BEVH and Ecommerce Foundation, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Shoes & Lifestyle
- Information Technology
- Media & Entertainment: $4,877, +14.8%
- Home & Garden
- Telecom
- Health & Beauty: $3,175
- Household Electronics
- Sports & Recreation
- Food/Nearfood: +18.2%
- Toys
- Consumer Electronics: $1,788
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Flight Tickets and Accommodations
- Package Travel: +32.0%
- Insurance: +40.0%
- Event Tickets
- Other Services

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- 2013
- 2014
- 2015: $1,283

Source: Ecommerce Foundation, BEVH and Eurostat, 2016
### E-commerce Markets

#### Italy

- **Population 15+**: 52.5mn
- **Internet users**: 35.7mn (68%)
- **Number of e-shoppers**: 17.7mn (34%)

#### B2C E-COMMERCE TURNOVER AND GROWTH RATE

**Total online sales of goods and services, 2012-2016**

- **2012**: $18.4bn
- **2013**: $15.6bn
- **2014**: $15.6bn
- **2015**: $15.6bn
- **2016 (f)**: $15.6bn

#### Share of e-commerce in retail

- **2.6%**

#### ITALY VS REGIONAL AND GLOBAL AVERAGES

<table>
<thead>
<tr>
<th>Metric</th>
<th>Italy</th>
<th>Europe</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>0.8%</td>
<td>1.1%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Inflation rate</td>
<td>0.1%</td>
<td>1.9%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>0.1%</td>
<td>3.3%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

#### Source

- Netcomm, Ecommerce Foundation and Eurostat, 2016
- Worldbank, Doingbusiness and Ecommerce Foundation, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Home & Garden
- Media & Entertainment
- Shoes & Lifestyle
- Household Electronics
- Information Technology
- Health & Beauty
- Telecom
- Food/Nearfood
- Toys
- Consumer Electronics
- Sports & Recreation
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Flight Tickets and Accommodations
- Package Travel
- Insurance
- Event Tickets
- Other Services

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- 15.1mn
- 16.4mn
- 17.7mn

Source: Netcomm and Ecommerce Foundation, 2016
**E-commerce Markets**

**Europe**

**Russia**

**B2C E-COMMERCE TURNOVER AND GROWTH RATE**
Total online sales of goods and services, 2012-2016

- 2012: $32.8bn
- 2013: $33.5bn
- 2014: $34.3bn
- 2015: $22.8bn
- 2016 (f): $24.0bn

**Population 15+**
121.8mn

**Internet users**
85.8mn (70%)

**Number of e-shoppers**
30.0mn (25%)

**Source:** AKIT, Ecommerce Foundation and Statista, 2016

**RUSSIA VS REGIONAL AND GLOBAL AVERAGES**

- **GDP growth rate**
  - Russia: -3.8%
  - Europe: 1.9%
  - Global: 6.4%

- **Inflation rate**
  - Russia: 15.5%
  - Europe: 3.3%
  - Global: 6.4%

- **Unemployment rate**
  - Russia: 5.6%
  - Europe: 8.9%
  - Global: 6.4%

**Global Ranking**

- **Logistics Performance Index**: 90th
- **Ease of Doing Business Index**: 51st
- **eGDP Ranking**: 21st

**Source:** Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

**Source:** Worldbank, Doingbusiness and Ecommerce Foundation, 2016

**RUSSIA VS REGIONAL AND GLOBAL AVERAGES**

- **GDP growth rate**
  - Russia: -3.8%
  - Europe: 1.9%
  - Global: 6.4%

- **Inflation rate**
  - Russia: 15.5%
  - Europe: 3.3%
  - Global: 6.4%

- **Unemployment rate**
  - Russia: 5.6%
  - Europe: 8.9%
  - Global: 6.4%

**Global Ranking**

- **Logistics Performance Index**: 90th
- **Ease of Doing Business Index**: 51st
- **eGDP Ranking**: 21st

**Source:** Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

**Source:** Worldbank, Doingbusiness and Ecommerce Foundation, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Information Technology
- Shoes & Lifestyle
- Media & Entertainment
- Telecom
- Home & Garden
- Health & Beauty: $839 (-0.9%)
- Household Electronics: $826 (+14.5%)
- Toys
- Food/Nearfood
- Consumer Electronics
- Sports & Recreation
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Flight Tickets and Accommodations
- Package Travel
- Insurance
- Event Tickets
- Other Services

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- 2013: $741
- 2014: $822
- 2015: $760

Source: Ecommerce Foundation, AKIT and EWDN, 2016
Spain

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

- 2012: $13.7bn
- 2013: $11.6bn
- 2014: $13.4bn
- 2015: $15.7bn
- 2016 (f): $17.6bn

Population 15+ 39.3mn
Internet users 31.4mn (80%)
Number of e-shoppers 16.6mn (42%)

SPAIN VS REGIONAL AND GLOBAL AVERAGES
- GDP growth rate: Spain 3.3%, Europe 1.9%, Global 8.9%
- Inflation rate: Spain 1.1%, Europe 1.9%, Global -0.6%
- Unemployment rate: Spain 1.9%, Europe 1.8%, Global 6.4%


GLOBAL RANKING
- Logistics Performance Index: Spain 18th
- Ease of Doing Business Index: Spain 33rd
- eGDP ranking: Spain 25th

### OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales 2015</th>
<th>Growth 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$1,068</td>
<td></td>
</tr>
<tr>
<td>Shoes &amp; Lifestyle</td>
<td>$1,289</td>
<td>+10.5%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>$1,857</td>
<td>+13.8%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>$462</td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td>$574</td>
<td>+8.6%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$1,068</td>
<td></td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$1,240</td>
<td></td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td>$1,209</td>
<td></td>
</tr>
<tr>
<td>Household Electronics</td>
<td>$1,209</td>
<td></td>
</tr>
<tr>
<td>Toys</td>
<td>$1,068</td>
<td>+11.4%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>$1,289</td>
<td></td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>$1,289</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>$574</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

### OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Service Group</th>
<th>Sales 2015</th>
<th>Growth 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight Tickets and Accommodations</td>
<td>$1,857</td>
<td>+30.4%</td>
</tr>
<tr>
<td>Package Travel</td>
<td>$1,857</td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>$1,240</td>
<td></td>
</tr>
<tr>
<td>Event Tickets</td>
<td>$1,209</td>
<td></td>
</tr>
<tr>
<td>Other Services</td>
<td>$574</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

### OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales 2013</th>
<th>Sales 2014</th>
<th>Sales 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight Tickets and Accommodations</td>
<td>12.6mn</td>
<td>14.5mn</td>
<td>16.6mn</td>
</tr>
<tr>
<td>Event Tickets</td>
<td>$1,209</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Services</td>
<td>$574</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ONTSI, Ecommerce Foundation and Eurostat, 2016
### United Kingdom

**Population 15+**
- 53.6mn

**Internet users**
- 49.8mn (93%)

**Number of e-shoppers**
- 43.4mn (81%)

---

**B2C E-COMMERCE TURNOVER AND GROWTH RATE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover (bn)</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$157.1bn</td>
<td>12.6%</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>$174.4bn</td>
<td>11.0%</td>
</tr>
<tr>
<td>2016 (f)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: IMRG, Capgemini and Ecommerce Foundation, 2016

---

**UNITED KINGDOM VS REGIONAL AND GLOBAL AVERAGES**

- **GDP growth rate**
  - United Kingdom: 2.2%
  - Europe: 1.1%
  - Global: 3.3%

- **Inflation rate**
  - United Kingdom: 0.0%
  - Europe: 1.9%
  - Global: 6.4%

- **Unemployment rate**
  - United Kingdom: 1.9%
  - Europe: 1.9%
  - Global: 8.9%


---

**GLOBAL RANKING**

- **Logistics Performance Index**
  - 4th

- **Ease of Doing Business Index**
  - 6th

- **eGDP ranking**
  - 2nd


---

**Internet users**
- 49.8mn (93%)

**Number of e-shoppers**
- 43.4mn (81%)

Source: Ecommerce Foundation and Eurostat, 2016
### United Kingdom

**OVERVIEW OF POPULAR PRODUCT GROUPS**

Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Estimated Sales</th>
<th>Change 2013-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$8,632</td>
<td>+7.7%</td>
</tr>
<tr>
<td>Shoes &amp; Lifestyle</td>
<td>$7,734</td>
<td>+14.8%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>$7,344</td>
<td></td>
</tr>
<tr>
<td>Information Technology</td>
<td>$2,877</td>
<td></td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Household Electronics</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Toys</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>$2,677</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>$2,677</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

### E-commerce Markets

**OVERVIEW OF POPULAR SERVICE GROUPS**

Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Service Group</th>
<th>Estimated Sales</th>
<th>Change 2013-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight Tickets and Hotels</td>
<td>$4,021</td>
<td>+12.2%</td>
</tr>
<tr>
<td>Package Travel and Private Transport</td>
<td>$4,021</td>
<td>+32.1%</td>
</tr>
<tr>
<td>Insurances</td>
<td>$4,021</td>
<td></td>
</tr>
<tr>
<td>Event Tickets</td>
<td>$4,021</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>$4,021</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

**NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER**

2013-2015

- 2013: 40.8mn
- 2014: 41.6mn
- 2015: 43.4mn

Source: Ecommerce Foundation, Eurostat, IMRG and Capgemini, 2016
3,165mn people are over the age of 15

1,223mn people use the Internet (39%)

711mn people are e-shoppers (22%)

Global $2,272.7bn +19.9%
Asia-Pacific $1,056.8bn +28.4%

Total B2C e-commerce 2015 of goods & services

Forecast 2016
$1,361.0bn
Total GDP of $23,564bn

Share of e-commerce in GDP 4.48%

Estimated share of online goods in total retail of goods 8.6%

Ranking Asia-Pacific in turnover (in millions of USD)

1. China $766,493
2. Japan $114,402
3. South Korea $64,767
4. India $25,455
5. Australia $22,225
6. Indonesia $4,954

# Others $58,500

National e-commerce associations:

Australia
China
India

© Ecommerce Foundation (September 2016)
# B2C E-commerce Turnover and Growth

Asia-Pacific


<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>$575,014mn</td>
<td>44.6%</td>
<td>$766,493mn</td>
<td>33.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>$92,848mn</td>
<td></td>
<td>$114,402mn</td>
<td>7.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
<td></td>
<td></td>
<td>$64,767mn</td>
<td>11.0%</td>
<td>$71,250mn</td>
<td>10.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>$2,859mn</td>
<td></td>
<td>$25,455mn</td>
<td>129.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td>14.6%</td>
<td>$22,225mn</td>
<td>15.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>$1,238mn</td>
<td>20.0%</td>
<td>$4,954mn</td>
<td>66.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$1,056,495mn</td>
<td></td>
<td>$1,056,495mn</td>
<td>28.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Business Nab, iResearch, eMarketer, Meti, Statista and Ecommerce Foundation, 2016

**Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce**

**28.4%**

Growth of Asia-Pacific's B2C e-commerce in 2015
Australia

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

5.0%
Share of e-commerce in retail

14.6%
15.7%

$22.2bn

2012 2013 2014 2015 2016 (f)

Source: Business Nab, Statista and Ecommerce Foundation, 2016

AUSTRALIA VS REGIONAL AND GLOBAL AVERAGES

GDP growth rate
2.5% 4.1% 1.9% 1.5% 3.3% 3.3% 6.1% 4.5% 6.4%

Inflation rate

Unemployment rate


GLOBAL RANKING

16th
Logistics Performance Index

13th
Ease of Doing Business Index

22th
eGDP ranking


Population 15+
19.5mn

Internet users
16.7mn (85%)

Number of e-shoppers
12.6mn (65%)

Source: Ecommerce Foundation, Countrymeters, Internetlivestats, Worldbank and Statista, 2016
### Overview of Popular Product Groups

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Sales (in millions of US dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$1,468</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>$1,588</td>
</tr>
<tr>
<td>Shoes &amp; Personal Lifestyle</td>
<td>$1,764</td>
</tr>
<tr>
<td>Information Technology</td>
<td>$491</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$422</td>
</tr>
<tr>
<td>Telecom</td>
<td>$277</td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$993</td>
</tr>
<tr>
<td>Toys</td>
<td></td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td></td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td></td>
</tr>
<tr>
<td>Household Electronics</td>
<td></td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>

### Overview of Popular Service Groups

<table>
<thead>
<tr>
<th>Service Group</th>
<th>Estimated Sales (in millions of US dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel: Flight Tickets and Hotels</td>
<td>$11.7mn</td>
</tr>
<tr>
<td>Travel: Package Travel and Private Transport</td>
<td>$12.1mn</td>
</tr>
<tr>
<td>Insurances</td>
<td>$12.6mn</td>
</tr>
</tbody>
</table>

### Number of E-Shoppers and Average Spending Per E-Shopper (2013-2015)

<table>
<thead>
<tr>
<th>Year</th>
<th>E-Shoppers</th>
<th>Average Spending Per E-Shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>11.7mn</td>
<td>$1,468</td>
</tr>
<tr>
<td>2014</td>
<td>12.1mn</td>
<td>$1,588</td>
</tr>
<tr>
<td>2015</td>
<td>12.6mn</td>
<td>$1,764</td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016
China

Population 15+
1,136.7mn

Internet users
583.1mn (51%)

Number of e-shoppers
413.3mn (36%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

Source: iResearch, Statista and Ecommerce Foundation, 2016

CHINA VS REGIONAL AND GLOBAL AVERAGES

<table>
<thead>
<tr>
<th></th>
<th>China</th>
<th>Asia-Pacific</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>6.9%</td>
<td>4.1%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Inflation rate</td>
<td>1.9%</td>
<td>1.4%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>3.3%</td>
<td>3.3%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>


GLOBAL RANKING

- Logistics Performance Index: 28th
- Ease of Doing Business Index: 84th
- eGDP ranking: 1st


E-commerce Markets
Asia-Pacific

575.0bn
766.5bn

2012
2013
2014
2015
2016 (f)


Internet users
Population
Number of e-shoppers

583.1mn (51%)
1,136.7mn
413.3mn (36%)


China Vs Regional and Global Averages

GDP Growth Rate: 6.9%
Inflation Rate: 1.9%
Unemployment Rate: 3.3%

Global Rankings

Logistics Performance Index: 28th
Ease of Doing Business Index: 84th
eGDP Ranking: 1st
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Home & Garden
- Clothing
- Shoes and Personal Lifestyle
- Information Technology: $36,082
- Media & Entertainment
- Telecom: +36.6%
- Household Electronics: $31,747
- Health & Beauty
- Food/Nearfood
- Toys: $17,995, +37.2%
- Consumer Electronics
- Sports & Recreation
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Travel: Flight Tickets and Hotels
- Travel: Package Travel and Private Transport
- Insurances: $2,538, +67.0%
- Event Tickets: $1,855, +28.8%
- Others

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- 2013: $1,317
- 2014: $1,591
- 2015: $1,855

Source: Ecommerce Foundation and Statista, 2016
India

**B2C E-COMMERCE TURNOVER AND GROWTH RATE**
Total online sales of goods and services, 2012-2016

- 2012: $10bn
- 2013: $11bn
- 2014: $12bn
- 2015: $25.5bn
- 2016 (f): $26.5bn

**Share of e-commerce in retail:** 1.7%

**INDIA VS REGIONAL AND GLOBAL AVERAGES**

<table>
<thead>
<tr>
<th></th>
<th>India</th>
<th>Asia-Pacific</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>7.6%</td>
<td>4.1%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Inflation rate</td>
<td>5.9%</td>
<td>3.3%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>3.3%</td>
<td>3.5%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>


**GLOBAL RANKING**

- Logistics Performance Index: 54th
- Ease of Doing Business Index: 130th
- eGDP ranking: 32th

OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Information Technology
- Media & Entertainment
- Shoes & Personal Lifestyle
- Health & Beauty
- Home & Garden
- Telecom
- Household Electronics
- Consumer Electronics
- Toys
- Food/Nearfood
- Sports & Recreation
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Travel: Flight Tickets and Hotels
- Travel: Package Travel and Private Transport
- Insurances
- Event Tickets
- Others

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- 2013: $205
- 2014: $205
- 2015: $205

Source: Ecommerce Foundation and eMarketer, 2016

India

Source: Ecommerce Foundation and Statista, 2016
**Indonesia**

Population 15+
191.1mn

Internet users
37.1mn (19%)

Number of e-shoppers
22.5mn (12%)

**E-commerce Markets**

**Asia-Pacific**

**B2C E-COMMERCE TURNOVER AND GROWTH RATE**
Total online sales of goods and services, 2012-2016

Source: eMarketer, Statista and Ecommerce Foundation, 2016

**INDONESIA VS REGIONAL AND GLOBAL AVERAGES**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Indonesia</th>
<th>Asia-Pacific</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>4.8%</td>
<td>4.1%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Inflation rate</td>
<td>1.9%</td>
<td>3.3%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>5.8%</td>
<td>3.3%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>


**GLOBAL RANKING**

- **Logistics Performance Index**: 53rd
- **Ease of Doing Business Index**: 109th
- **eGDP ranking**: 57th

OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Product Group</th>
<th>2015 Sales</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$792</td>
<td>+109.7%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$349</td>
<td>+53.1%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>$336</td>
<td>+64.2%</td>
</tr>
<tr>
<td>Household Electronics</td>
<td>$279</td>
<td>+104.2%</td>
</tr>
<tr>
<td>Shoes &amp; Personal Lifestyle</td>
<td>$256</td>
<td>+33.5%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>$253</td>
<td>+61.4%</td>
</tr>
<tr>
<td>Telecom</td>
<td>$205</td>
<td>+49.2%</td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td>$181</td>
<td>+48.1%</td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$139</td>
<td>+35.7%</td>
</tr>
<tr>
<td>Toys</td>
<td>$104</td>
<td>+64.7%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>$84</td>
<td>+61.4%</td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>$39</td>
<td>+61.4%</td>
</tr>
<tr>
<td>Others</td>
<td>$201</td>
<td>+41.8%</td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Service Group</th>
<th>2015 Sales</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel: Flight Tickets and Hotels</td>
<td>$1,124</td>
<td>+58.6%</td>
</tr>
<tr>
<td>Travel: Package Travel and Private Transport</td>
<td>$340</td>
<td>78.3%</td>
</tr>
<tr>
<td>Insurances</td>
<td>$232</td>
<td>91.4%</td>
</tr>
<tr>
<td>Event Tickets</td>
<td>$2</td>
<td>+66.0%</td>
</tr>
<tr>
<td>Others</td>
<td>$36</td>
<td>+55.9%</td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHoppers AND AVERAGE SPENDING PER E-SHopper
2013-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>E-Shoppers (mn)</th>
<th>Average Spending ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>11.0</td>
<td>$172</td>
</tr>
<tr>
<td>2014</td>
<td>14.6</td>
<td>$204</td>
</tr>
<tr>
<td>2015</td>
<td>22.5</td>
<td>$220</td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and eMarketer, 2016
Japan

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 (f)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (bn)</td>
<td>$92.8bn</td>
<td>$114.4bn</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17.9% 7.8%

6.7% Share of e-commerce in retail

JAPAN VS REGIONAL AND GLOBAL AVERAGES

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Japan</th>
<th>Asia-Pacific</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>0.5%</td>
<td>1.9%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Inflation rate</td>
<td>0.8%</td>
<td>3.3%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>3.3%</td>
<td>4.5%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>


GLOBAL RANKING

8th eGDP ranking
10th Logistics Performance Index
34th Ease of Doing Business Index


Japan

Population 15+
110.3mn

Internet users
100.3mn (91%)

Number of e-shoppers
76.9mn (70%)

Source: Ministry of Economy, Trade and Industry and Ecommerce Foundation, 2016

Internet users
100.3mn (91%)

Number of e-shoppers
76.9mn (70%)

Source: Ministry of Economy, Trade and Industry and Ecommerce Foundation, 2016
South Korea

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016.

2012 2013 2014 2015 2016 (f)

- $64.8bn
- $71.3bn

11.0% 10.0%

Source: eMarketer, Statista and Ecommerce Foundation, 2016

SOUTH KOREA VS REGIONAL AND GLOBAL AVERAGES

<table>
<thead>
<tr>
<th></th>
<th>South Korea</th>
<th>Asia-Pacific</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>2.6%</td>
<td>1.9%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Inflation rate</td>
<td>4.1%</td>
<td>3.3%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>0.7%</td>
<td>3.3%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>


SOUTH KOREA VS REGIONAL AND GLOBAL AVERAGES

- GDP growth rate
- Inflation rate
- Unemployment rate

GLOBAL RANKING

- Logistics Performance Index: 21th
- Ease of Doing Business Index: 4th
- eGDP ranking: 3rd


Population 15+
43.7mn

Internet users
37.1mn (85%)

Number of e-shoppers
25.0mn (57%)

Source: Ecommerce Foundation, Internetlivestats, Worldbank and eMarketer, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Media & Entertainment
- Shoes & Personal Lifestyle
- Information Technology +12.3%
- Home & Garden +13.6%
- Telecom
- Toys $2,621
- Health & Beauty
- Food/Nearfood
- Household Electronics $1,588
- Consumer Electronics
- Sports & Recreation
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Travel: Flight Tickets and Hotels $13,762
- Travel: Package Travel and Private Transport $5,685
- Insurances $4,717
- Event Tickets $1,309
- Others $444

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- Travel: Flight Tickets and Hotels $2,220
- Travel: Package Travel and Private Transport $2,526
- Insurances $2,591

Source: Ecommerce Foundation and Statista, 2016
MENA and South Africa

An overview of E-commerce Markets in MENA and the Market of South Africa

Executed by: 

Powered by: 

In cooperation with:
Key B2C E-commerce Data of Goods and Services at a Glance 2015

- **389mn** people are over the age of 15
- **148mn** people use the Internet (38%)
- **82mn** people are e-shoppers (21%)

**Global $2,272.7bn +19.9%**
**MENA $25.8bn +18.6%**

Total B2C e-commerce 2015 of goods & services

**Total GDP of $3,606bn**

**Forecast 2016**
**$30.5bn**

Turnover E-commerce Goods & Services

**Estimated share of online goods in total retail of goods**

**50.0%**
50.0%

Services

Goods

**Ranking MENA in turnover (in millions of USD)**

1. UAE $6,200
2. Saudi Arabia $6,000
3. Egypt $5,000
4. Israel $4,900
5. Kuwait $1,050
6. Qatar $1,000
7. Jordan $975
# Others $630

National e-commerce associations:

- Egypt
- itida
- MinEgypt

Forecast 2016

**$30.5bn**

Turnover E-commerce Goods & Services

**Total GDP of $3,606bn**

**Estimated share of online goods in total retail of goods**

© Ecommerce Foundation (September 2016)
# B2C E-commerce Turnover and Growth

**MENA**

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### MENA B2C E-COMMERCE TURNOVER, 2011 - 2016

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UAE</td>
<td>$4,300mn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6,200mn</td>
<td>20.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>$5,000mn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6,000mn</td>
<td>20.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Egypt</td>
<td></td>
<td></td>
<td>18.5%</td>
<td>$5,000mn</td>
<td></td>
<td>$5,000mn</td>
<td>22.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td>$3,500mn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,900mn</td>
<td>8.9%</td>
<td>$5,600mn</td>
<td>14.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kuwait</td>
<td></td>
<td></td>
<td>$850mn</td>
<td></td>
<td></td>
<td>$1,050mn</td>
<td>23.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qatar</td>
<td>$710mn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000mn</td>
<td>17.6%</td>
<td>$1,200mn</td>
<td>20.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jordan</td>
<td>$290mn</td>
<td>79.3%</td>
<td></td>
<td></td>
<td></td>
<td>$975mn</td>
<td>18.2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$25,755mn</td>
<td>18.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016

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Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce.

**18.6%**

Growth of MENA’s B2C e-commerce in 2015

---

www.ecommercefoundation.org
**Israel**

Population 15+ 6.0mn

Internet users 4.4mn (72%)

Number of e-shoppers 3.6mn (60%)

**E-commerce Markets**

**B2C E-COMMERCE TURNOVER AND GROWTH RATE**

Total online sales of goods and services, 2012-2016

- **2012**: $3.5bn
- **2013**: $4.9bn
- **2014**: $5.6bn
- **2015**: 8.9%
- **2016 (f)**: 14.3%

**ISRAEL VS REGIONAL AND GLOBAL AVERAGES**

- **GDP growth rate**: Israel 2.5%, MENA 2.7%, Global 1.9%
- **Inflation rate**: Israel 3.3%, MENA 3.3%, Global 5.0%
- **Unemployment rate**: Israel 6.2%, MENA 6.4%

**GLOBAL RANKING**

- **Logistics Performance Index**: 41th
- **Ease of Doing Business Index**: 53rd
- **eGDP ranking**: 39th

Source: Ecommerce Foundation, Worldbank, Statista, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$481</td>
<td></td>
<td></td>
<td>+1.0%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>$349</td>
<td></td>
<td></td>
<td>+21.1%</td>
</tr>
<tr>
<td>Telecom</td>
<td>$256</td>
<td></td>
<td></td>
<td>+8.8%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>$255</td>
<td></td>
<td></td>
<td>+2.8%</td>
</tr>
<tr>
<td>Shoes &amp; Personal Lifestyle</td>
<td>$189</td>
<td></td>
<td></td>
<td>+3.4%</td>
</tr>
<tr>
<td>Toys</td>
<td>$145</td>
<td></td>
<td></td>
<td>+14.1%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>$124</td>
<td></td>
<td></td>
<td>+21.2%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>$116</td>
<td></td>
<td></td>
<td>+21.1%</td>
</tr>
<tr>
<td>Food/Nearfood</td>
<td>$102</td>
<td></td>
<td></td>
<td>+21.8%</td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>$99</td>
<td></td>
<td></td>
<td>+15.2%</td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>$60</td>
<td></td>
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<td>+0.0%</td>
</tr>
<tr>
<td>Household Electronics</td>
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<tr>
<td>Others</td>
<td>$223</td>
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<td>+0.3%</td>
</tr>
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</table>

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Change</th>
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<tr>
<td>Travel: Flight Tickets and Hotels</td>
<td>$1,840</td>
<td>$257</td>
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<tr>
<td>Travel: Package Travel and Private Transport</td>
<td>$29.7%</td>
<td>$33.2%</td>
<td>$58.2%</td>
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<tr>
<td>Insurances</td>
<td>$1,364</td>
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<tr>
<td>Event Tickets</td>
<td>$1,361</td>
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<tr>
<td>Others</td>
<td>$23</td>
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Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of E-Shoppers</th>
<th>Average Spending per E-Shopper</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>3.0mn</td>
<td>$1,333</td>
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<tr>
<td>2014</td>
<td>3.3mn</td>
<td>$1,364</td>
</tr>
<tr>
<td>2015</td>
<td>3.6mn</td>
<td>$1,361</td>
</tr>
</tbody>
</table>

Source: Ecommerce Foundation and Statista, 2016
Saudi Arabia

Population 15+
23.0mn

Internet users
14.8mn (64%)

Number of e-shoppers
9.6mn (42%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

SAUDI ARABIA VS REGIONAL AND GLOBAL AVERAGES

GDP growth rate
Inflation rate
Unemployment rate


GLOBAL RANKING

Logistics Performance Index
Ease of Doing Business Index
eGDP ranking


SAUDI ARABIA VS REGIONAL AND GLOBAL AVERAGES

GDP growth rate
Inflation rate
Unemployment rate


GLOBAL RANKING

Logistics Performance Index
Ease of Doing Business Index
eGDP ranking


Source: Statista and Ecommerce Foundation, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

- Clothing
- Information Technology
- Shoes & Personal Lifestyle
- Telecom
- Media & Entertainment
- Home & Garden
- Household Electronics
- Health & Beauty
- Consumer Electronics
- Food/Nearfood
- Toys
- Sports & Recreation
- Others

Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

- Travel: Flight Tickets and Hotels
- Travel: Package Travel and Private Transport
- Insurances
- Event Tickets
- Others

Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

- 2013: $567, 7.1mn
- 2014: $602, 8.3mn
- 2015: $625, 9.6mn

Source: Ecommerce Foundation and Statista, 2016
South Africa

Internet users
Population 15+
39.3mn

Number of e-shoppers
19.9mn (50%)

8.3mn (20%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016

SOUTH AFRICA VS GLOBAL AVERAGE

GDP growth rate
Inflation rate
Unemployment rate

GDP growth rate
South Africa: 1.3% Global: 2.7%
Inflation rate
South Africa: 5.8% Global: 3.3%
Unemployment rate
South Africa: 6.2% Global: 6.2%


GLOBAL RANKING

Logistics Performance Index
South Africa: 73rd
Global: 58th

Ease of Doing Business Index
South Africa: 34th
Global: 73rd

eGDP ranking
South Africa: 25.1%
Global: 6.2%


Source: Ecommerce Foundation, Worldbank and Statista, 2016
OVERVIEW OF POPULAR PRODUCT GROUPS
Estimated online sales of popular product groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Product Group</th>
<th>2013</th>
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<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Information Technology</td>
<td>$14</td>
<td>$21</td>
<td>$43</td>
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<tr>
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<tr>
<td>Home &amp; Garden</td>
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<tr>
<td>Clothing</td>
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<tr>
<td>Telecom</td>
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<tr>
<td>Household Electronics</td>
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<tr>
<td>Consumer Electronics</td>
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<tr>
<td>Health &amp; Beauty</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Shoes &amp; Personal Lifestyle</td>
<td>$21</td>
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</tr>
<tr>
<td>Food/Nearfood</td>
<td></td>
<td>$21</td>
<td></td>
</tr>
<tr>
<td>Toys</td>
<td>$14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
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<td></td>
</tr>
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</table>

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, in millions of US dollars, 2015

<table>
<thead>
<tr>
<th>Service Group</th>
<th>2013</th>
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<th>2015</th>
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<tr>
<td>Travel: Flight Tickets and Hotels</td>
<td>$36</td>
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<tr>
<td>Travel: Package Travel and Private Transport</td>
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<td>Insurances</td>
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<tr>
<td>Event Tickets</td>
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</tr>
<tr>
<td>Others</td>
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</tbody>
</table>

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER
2013-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>E-Shoppers</th>
<th>Average Spending</th>
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<tbody>
<tr>
<td>2013</td>
<td>6.0mn</td>
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<tr>
<td>2014</td>
<td>7.6mn</td>
<td>$148</td>
</tr>
<tr>
<td>2015</td>
<td>8.3mn</td>
<td>$171</td>
</tr>
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</table>

Source: Ecommerce Foundation and Statista, 2016
Trends and Overviews

Trends of B2C Global E-commerce Turnover of Goods & Services and Overview Tables
Advantages and Barriers Regarding E-commerce

Trends and Overviews

Advantages and barriers
Naturally, e-commerce has its advantages in comparison with regular retail, but there are also a few barriers with regard to successfully conducting e-commerce. Below, we provide a number of advantages of online shopping as well as some barriers that may negatively influence e-commerce.

Main advantages of e-commerce:
• e-commerce enables consumers to easily search, compare and review products and stores;
• e-commerce offers consumers a wider competitive selection of goods and services as well as more choice;
• e-commerce enables the search for the best possible prices.

Main barriers regarding e-commerce:
• lack of infrastructure;
• high costs or limitation of usage;
• lack of trust (perceived unsecure payment, privacy issues, return options, etc.);
• trade restrictions (tariffs, trade agreements, high import duties, etc.);
• different legal systems and requirements;
• language barriers;
• political instability, especially in emerging and developing regions of the world.
## Overview of Online B2C E-commerce Sales

### Overview and Forecast

<table>
<thead>
<tr>
<th>Countries</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 (f)</th>
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</thead>
<tbody>
<tr>
<td>China</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$766.5bn</td>
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<tr>
<td>USA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$595.1bn</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$174.4bn</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$114.4bn</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
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<td>$72.0bn</td>
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</tr>
<tr>
<td>Germany</td>
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<td></td>
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<td></td>
<td>$66.2bn</td>
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</tr>
<tr>
<td>South Korea</td>
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<tr>
<td>Canada</td>
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<td></td>
<td>$35.7bn</td>
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<tr>
<td>India</td>
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<td></td>
<td></td>
<td></td>
<td>$25.5bn</td>
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</tr>
<tr>
<td>Russia</td>
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<td></td>
<td></td>
<td>$22.8bn</td>
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<tr>
<td>Australia</td>
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<td>$22.2bn</td>
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</tr>
<tr>
<td>Spain</td>
<td></td>
<td></td>
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<tr>
<td>Italy</td>
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<tr>
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<td></td>
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<td>$15.9bn</td>
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<tr>
<td>Mexico</td>
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<td>$13.3bn</td>
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<tr>
<td>UAE</td>
<td></td>
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<td>$6.2bn</td>
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</tr>
<tr>
<td>Saudi Arabia</td>
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<td>$6.0bn</td>
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<tr>
<td>Egypt</td>
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<td>Jordan</td>
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<td>$1.0bn</td>
<td></td>
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</tbody>
</table>

**Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce**

**OVERVIEW ONLINE B2C E-COMMERCE SALES**
**2011 - 2016**

Based upon online sales growth of goods and services, 2015

Sources: Ecommerce Foundation, National Associations and other sources, 2016
## Overview of Online B2C E-commerce Sales Growth Rate

### Overview and Forecast

<table>
<thead>
<tr>
<th>Countries</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 (f)</th>
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</thead>
<tbody>
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<td>66.0%</td>
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<tr>
<td>China</td>
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<td>33.3%</td>
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<tr>
<td>Mexico</td>
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<td>South Africa</td>
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<td>23.5%</td>
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<tr>
<td>Brazil</td>
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<td>22.0%</td>
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<tr>
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<tr>
<td>Egypt</td>
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<tr>
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<td>United Kingdom</td>
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<td></td>
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<td></td>
<td>11.0%</td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
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<td></td>
<td>11.0%</td>
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<tr>
<td>Israel</td>
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<td>8.9%</td>
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<td>Japan</td>
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<td>7.8%</td>
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<tr>
<td>Russia</td>
<td></td>
<td></td>
<td></td>
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<td>6.6%</td>
<td></td>
</tr>
</tbody>
</table>

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**OVERVIEW ONLINE B2C E-COMMERCE SALES GROWTH 2011 - 2016**

Based upon online sales growth of goods and services, 2015

Sources: Ecommerce Foundation, National Associations and other sources, 2016

www.ecommercefoundation.org
About Ecommerce Foundation

Information about the Ecommerce Foundation and its Reports

Executed by
Ecommerce Foundation
The Ecommerce Foundation is an independent non-profit organization, co-founded by Ecommerce Europe and working in partnership with national e-commerce associations worldwide. In addition, the Ecommerce Foundation cooperates with online and omnichannel selling companies from industries such as retail, travel & finance. Its mission is to facilitate the development of practical knowledge, insights and learnings for which individual institutions, associations and B2C selling companies do not have the (financial) resources and/or capabilities.

By combining collective goals and efforts, the Ecommerce Foundation is able to realize e-commerce research, reports, benchmarks and studies that could not have been possible on an individual basis.
Ecommerce Foundation’s Research Services

The Ecommerce Benchmark allows companies to compare & improve their e-commerce activities. Compare your performance with that of others in your industry at www.ecommercebenchmark.org

The EcommerceWiki is the online e-commerce guide for online retailers, corporate digital experts and students. Read all about e-commerce-related topic at www.ecommercewiki.org

Custom research is performed for a diverse set of companies, both co-branded and white-labeled. For more information, please go to www.ecommercefoundation.org

Our E-commerce Reports provide facts & figures on the most important e-commerce markets in the world. Download the light version or order the full versions through www.ecommercewiki.org

About Ecommerce Foundation
About the reports

The B2C E-commerce Reports are published by the Ecommerce Foundation. They provide overviews of the mature and emerging markets and of the major European and global statistics in the field of e-commerce.

In total, the Ecommerce Foundation will publish 12 country reports, covering the most important e-commerce markets worldwide. These include the United States of America, the United Kingdom, China and Brazil. In addition, it will publish a European and global overall report. For publication dates and prices, please see the table on the right.

Personalized report
It is also possible to have a tailor-made e-commerce report made, completely based on your wishes and requirements. This can be ordered through info@ecommercefoundation.org.

Light reports
Ecommerce Europe also publishes light reports, which contain a summary of the full reports. These light reports can be downloaded for free through www.ecommercewiki.org.

2016 prices and publication schedule

European overview report (€790)
- May 30

Global overview report (€790)
- September 29

Country reports (€95)
- The Netherlands April 7
- Belgium April 14
- United Kingdom April 21
- United States April 28
- Germany May 12
- France May 19
- Australia June 23
- Russia July 7
- Japan July 21
- China September 15
- Brazil October 13
- India October 27

*The reports are free of charge for the members of our Nationals Associations.
Global Online Measurement Standard for B2C E-commerce (GOMSEC)

About Ecommerce Foundation

GOMSEC aims to provide guidelines for measuring and monitoring B2C e-commerce. As a result, all countries worldwide are able to provide data with respect to the penetration of B2C e-commerce in a standardized way. All Ecommerce Foundation figures and estimates are based on GOMSEC, unless stated otherwise. The data and research by GfK is also in accordance with GOMSEC.

The GOMSEC reports on sales figures for the total B2C e-commerce worldwide and for each country separate in the country profiles, based on total sales of goods and services.

These total sales of goods and services are based on the areas/sectors/classification of areas and sectors, as stated on the next few pages.

All data reported in the national currency of the country involved is converted into euros according to the average (annual) rate of exchange as provided by, preferably, the European Central Bank (ECB) or the national bank of the particular country. The reference period that is used for this was from 1 January 2015 to 31 December 2015.

Growth rates are calculated and measured by the B2C e-commerce sales in the national currency.

Definition of B2C e-commerce sales

“Any B2C contract regarding the sale of goods and/or services, fully or partly concluded by a technique for distance communication.”

Technique for distance communication: means that can be used for communication regarding the offer made by the trader and the conclusion of a contract, without the necessity of the consumer and trader being in the same place at the same time.

Contract: a contract whereby use is made, either solely or in part, of one or more techniques for distance communication within the framework of a system organized by the trader for the distance sale of goods and/or services, up to and including the moment that the contract is concluded;

Classification of B2C e-commerce

The following classification on the next few pages provides an overview of areas and sectors included in GOMSEC.

Online purchases of the following items are excluded from GOMSEC:

• Transactions between private individuals/consumers (C2C), such as auctions and marketplaces, and between businesses (B2B)
• Online gambling and gaming
• Cars and other motor vehicles
• Houses and real estate
• Utilities (e.g. water, heating and electricity)
• Mortgages, loans, credit cards and overdrafts
• Savings accounts, funds, stocks&shares and bonds

B2C e-commerce therefore includes all online transactions between businesses and consumers using desktop computers, laptops, tablets, smartphones, point-of-sales and smart-wearables, for instance through online shops, physical stores (“online instore”), email, QR codes, catalogs, etc. B2C e-commerce includes Value Added Tax (VAT) or other sales tax, delivery costs and apps, but excludes returns.
Global Online Measurement Standard for B2C E-commerce (GOMSEC)

About Ecommerce Foundation

<table>
<thead>
<tr>
<th>Media &amp; Entertainment</th>
<th>Fashion</th>
<th>Electronics</th>
<th>Sports &amp; Recreation</th>
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<tbody>
<tr>
<td>Music (physical, download &amp; streaming)/Spotify based on new subscriptions</td>
<td><strong>Clothing</strong></td>
<td><strong>Consumer Electronics</strong></td>
<td><strong>Sports hardware (e.g. soccer shoes, tennis rackets)</strong></td>
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<tr>
<td>Video (DVD, Blu-ray, downloads)</td>
<td><strong>Shoes &amp; Personal lifestyle</strong></td>
<td><strong>Information Technology (IT)</strong></td>
<td><strong>Bicycles &amp; accessories</strong></td>
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<tr>
<td>Games hardware &amp; games software</td>
<td>Underwear &amp; Upperwear</td>
<td><strong>Household Electronics</strong></td>
<td><strong>Articles for camping and recreation</strong></td>
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<td>Books &amp; e-books</td>
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<td>Apps</td>
<td>Swimwear &amp; Sportswear</td>
<td>Photo equipment</td>
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<tr>
<td>New subscriptions newspapers and magazines (no single copy sales)</td>
<td>Nightwear &amp; legwear</td>
<td>Audio equipment</td>
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</tbody>
</table>

**Electronics**

<table>
<thead>
<tr>
<th><strong>Consumer Electronics</strong></th>
<th><strong>Information Technology (IT)</strong></th>
<th><strong>Household Electronics</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo equipment</td>
<td>IT hardware (PCs, laptops, tablets, etc.)</td>
<td>MDA: air-conditioning, dishwashers, wash machines and other white goods</td>
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<tr>
<td>Audio equipment</td>
<td>Computer Software</td>
<td></td>
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<tr>
<td>TV/video equipment</td>
<td>Music instruments</td>
<td>SDA: equipment for personal care, home comfort, kitchen appliances</td>
</tr>
<tr>
<td>Car electronics (navigation, audio, etc.)</td>
<td>USB sticks, DVD/CD-recordable, ink cartridges, computer accessories</td>
<td></td>
</tr>
</tbody>
</table>

**Sports & Recreation**

<table>
<thead>
<tr>
<th><strong>Sports hardware (e.g. soccer shoes, tennis rackets)</strong></th>
<th><strong>Bicycles &amp; accessories</strong></th>
<th><strong>Articles for camping and recreation</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Toys</strong></td>
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<tr>
<td>Indoor and outdoor toys</td>
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</table>
## Global Online Measurement Standard for B2C E-commerce (GOMSEC)

### About Ecommerce Foundation

#### Home & Garden
- Furniture and kitchens
- Floor and window coverings (e.g. curtains and blinds)
- Home textiles
- Cookware (sets), kettles and oven equipment
- Table and kitchen articles
- Articles for cleaning, wash and store
- Decoration
- Lamps and fixtures
- DIY-articles
- Garden articles
- Flowers and plants (in home)

#### Telecom
- Smartphones, mobile phones & mobile devices
- Telefax and answering machines
- Headsets & Accessories (mobile) phones
- Prepaid cards and tariffs of new phone subscriptions

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<th>Food/Nearfood/Health</th>
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<tbody>
<tr>
<td><strong>Food/Nearfood</strong></td>
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<tr>
<td>Food &amp; Beverages</td>
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<tr>
<td>Fresh produce</td>
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<tr>
<td>Packaged consumer goods</td>
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<tr>
<td>Fresh produce</td>
</tr>
<tr>
<td>Detergents/household cleaning</td>
</tr>
<tr>
<td>Animal feed</td>
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<tr>
<td>Tobacco</td>
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</table>

#### Other: Products
- Cars components
- Glasses and contact lenses
- Stationery
- Pictures and photo albums
- Pet supplies
- Erotica
<table>
<thead>
<tr>
<th>Insurance</th>
<th>Travel</th>
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</thead>
<tbody>
<tr>
<td><strong>New indemnity, Life and Health Insurances</strong></td>
<td><strong>Package Travel</strong></td>
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<tr>
<td>Liability insurance</td>
<td>Package travel</td>
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<tr>
<td>Car insurance</td>
<td>Private transport if booked through a tour operator</td>
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<tr>
<td>Fire and theft insurance</td>
<td></td>
</tr>
<tr>
<td>Bike/caravan/motorbike/Scooter insurance</td>
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<tr>
<td>Accident insurance</td>
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<tr>
<td>Boat insurance</td>
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<tr>
<td>Legal assistance insurance</td>
<td></td>
</tr>
<tr>
<td>Home insurance</td>
<td></td>
</tr>
<tr>
<td>Travel insurance (continuous/annual + short term)</td>
<td>Flight Tickets &amp; Accommodations</td>
</tr>
<tr>
<td>Insurance package</td>
<td>Flight Tickets</td>
</tr>
<tr>
<td></td>
<td>Hotel stays</td>
</tr>
<tr>
<td></td>
<td>Apartment/bungalow/camping site</td>
</tr>
<tr>
<td></td>
<td>-&gt; all of the above not booked in combination with other travel-parts</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td></td>
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<tr>
<td>ANW-gap insurance (insurance for receiving a payment in addition to a survivor's allowance)</td>
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<tr>
<td>Health Insurance – Base</td>
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<tr>
<td>Disability insurance – additional</td>
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<tr>
<td>Disability insurance – entrepreneurs</td>
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<tr>
<td>Disability insurance – private</td>
<td></td>
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<tr>
<td>Mortgage-related disability insurance</td>
<td></td>
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<tr>
<td>Mixed insurance (=endowment insurance + life insurance)</td>
<td></td>
</tr>
</tbody>
</table>

| Event Tickets                                 |                                                                        |
| Tickets for concerts and festivals            |                                                                        |
| Tickets for (movie) theaters                  |                                                                        |
| Tickets for zoos and amusement parks          |                                                                        |
| Tickets for museums                           |                                                                        |
| Tickets for sports games                      |                                                                        |

| Other: Services                               |                                                                        |
| New subscriptions to dating service           |                                                                        |
| Other services                                |                                                                        |
Definitions related to the Internet, E-commerce and Online Retailing

**Broadband access:** the availability of broadband is measured by the percentage of households that are connectable to an exchange that has been converted to support DSL technology, to a cable network upgraded for Internet traffic, or to other broadband technologies. It includes fixed and mobile connections (source: Eurostat).

**Cross-border e-commerce:** percentage of e-commerce purchased at foreign sites.

**Ease of Doing Business Index:** The Ease of Doing Business Index is developed by the World Bank, and averages the country's percentile rankings on nine topics. It is made up of a variety of indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to June 2010. The Index covers 185 countries.

**E-commerce (or electronic commerce), a subset of e-business:** any B2C contract on the sale of products or services fully or partly concluded by a technique for distance communication.

**E-commerce GDP:** total amount of goods and services online divided by the total Gross Domestic Product (GDP).

**Economic Freedom Index:** the Index of Economic Freedom is an annual guide published by The Wall Street Journal and The Heritage Foundation, Washington’s No. 1 think tank. For over a decade, the Wall Street Journal and The Heritage Foundation have tracked the march of economic freedom around the world with the influential Index of Economic Freedom. There are 5 categories, ranking from Free (with a score between 80 and 100) to Repressed (between 40 and 49.9).

**E-households:** number of households that use the Internet for personal gain.

**E-household expenditure:** expenditure per household that bought goods or services in the past year.

**Global Online Measurement Standard for B2C E-commerce (GOMSEC):** aims to provide guidelines to measure and monitor B2C e-commerce in order to enable all European countries to provide data with respect to the penetration of B2C e-commerce in a standardized way.

**E-Government Index:** The UN’s E-Government Index provides a comparative assessment of the e-government development of UN Member States. One of the primary factors contributing to a high level of e-government development is concurrent past and present investment in telecommunication, human capital and provision of online services.

**Gross Merchandise Volume:** the total sales facilitated by a third party, such as a market place.

**E-services or electronic services:** “Deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-retailing, customer support, and service delivery.” This definition reflects three main components: service providers, service receivers and the channels of service delivery (i.e. technology). (Jennifer Rowley, Professor Information and Communications, Manchester Metropolitan University, UK)

**Inactive online population:** users that have access to the Internet but have not (yet) purchased goods or services online in the past year.
Definitions related to the Internet, E-commerce and Online Retailing

**Market place**: online platform on which companies (and consumers) sell goods and/or services.

**Logistics Performance Index (LPI)**: The Logistics Performance Index (LPI) measures the “logistics friendliness” of 155 countries. It helps countries identify the challenges and opportunities they face in their trade logistics performance and what they can do to improve this. The Index is developed by the World Bank and is based on a worldwide survey of operators, such as global freight forwarders and express carriers.

**Mobile commerce (or m-commerce)**: the ability to conduct commerce using a mobile device e.g. a mobile phone, a PDA, a smartphone, a tablet or other (emerging) mobile equipment.

**Mobile subscriptions**: mobile cellular telephone subscriptions are subscriptions to a public mobile telephone service using cellular technology, which provide access to the public switched telephone network. Post-paid and prepaid subscriptions are included (source: Eurostat).

**Networked Readiness Index (NRI)**: The NRI measures the tendency for countries to exploit the opportunities offered by information and communications technology (IT). The NRI comprises three components: the environment for IT offered by a given country or community, the readiness of the country’s key stakeholders to use IT, and the usage of IT among these stakeholders.

**Online buyer (or e-shopper, e-buyer)**: an individual who regularly bought or ordered goods or services through the Internet.

**Online expenditure**: spending per user who purchased goods or services online.

**Online Retail (or e-retail, electronic retail or even e-tailing)**: the selling of retail goods and services on the Internet. In the limited sense of the word, sectors such as online leisure travel, event tickets, downloading music or software are not included. Online-only retail shops are often referred to as pure players.

**Penetration levels**: the percentage of a population using the Internet, mobile phones, smartphones or tablet devices.

**Real economic growth rate**: a measure of economic growth from one period to another expressed as a percentage and adjusted for inflation. The real economic growth rate is a measure of the rate of change that a nation’s gross domestic product (GDP) experiences from one year to another.

**Retail sales**: the selling of mainly goods from businesses to individuals from a traditional or so-called bricks-and-mortar shop.

**Statcounter research method**: Statcounter is a web analytics service and their tracking code is installed on more than three million sites globally. These sites cover various activities and geographic locations. Every month, Statcounter records billions of page views to these sites. For each page view, they analyze the browser/operating system/screen resolution used and they establish if the page view is from a mobile device. They calculate their Global Stats on the basis of more than fifteen billion page views per month, by people from all over the world onto more than three million member sites.
Methodology, Acknowledgements and Sources

About Ecommerce Foundation

This report could only be realized by consulting a great many sources, available in various countries and regions in Europe and around the globe. The wide variety of sources include public domain publications, blogs, websites, industry and financial specialist publications, regional and local news, annual reports and press releases. Sometimes the information sources are contradictory. Sometimes different figures and data were given by different sources within the same country, for example due to different definitions.

In our reports and country profiles we have mentioned different sources, definitions and the different outcomes of such reports, studies and interpretations. This report is meant solely for use by the recipient and is not for circulation. This report is based on information that we consider reliable, but we cannot vouch for it being accurate or complete, nor should it be relied upon as such. Opinions expressed are our current opinions as of the date of this report.

The sources consulted include:

(Inter)national Associations
- CACE (Argentina)
- NORA (Australia)
- ABComm (Brazil)
- Becommerce.be (Belgium)
- APEK (Czechia)
- FDIH (Denmark)
- Finnish Commerce Federation (Finland)
- Verkkteollisuus (Finland)
- Fevad (France)
- Händlerbund (Germany)
- Greca (Greece)
- SZEK.org (Hungary)
- Retail Excellence (Ireland)
- Netcomm (Italy)

Other sources
- eCOM.lu (Luxembourg)
- Netcomm (Italy)
- Retail Excellence (Ireland)
- Thuiswinkel.org (Netherlands)
- Virke eHandel (Norway)
- E-Commerce Polska (Poland)
- ACEPI (Portugal)
- AKIT (Russia)
- Adigital (Spain)
- Netcomm Suisse (Switzerland)
- ETID (Turkey)
- UADM (Ukraine)
- IMRG (United Kingdom)
- A.T. Kearney
- BEVH
- Business Nab
- Capgemini
- CNNIC
- Centrymeters
- Doingbusiness
- E-bit
- eMarketer
- EWDN
- Eurostat
- GfK
- IMF
- Internetlivestats
- Internetworldstats
- iResearch
- Médiamétrie
- Meti
- Ministry of Economy, Trade and Industry
- Netcomm
- ONTSI
- Retail Research
- Russiansearchtips
- Statista
- U.S. Department of Commerce
- United States Census Bureau
- Vatlive
- Weraresocial
- Worldbank
- Worldometers
- World Wide Worx
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