

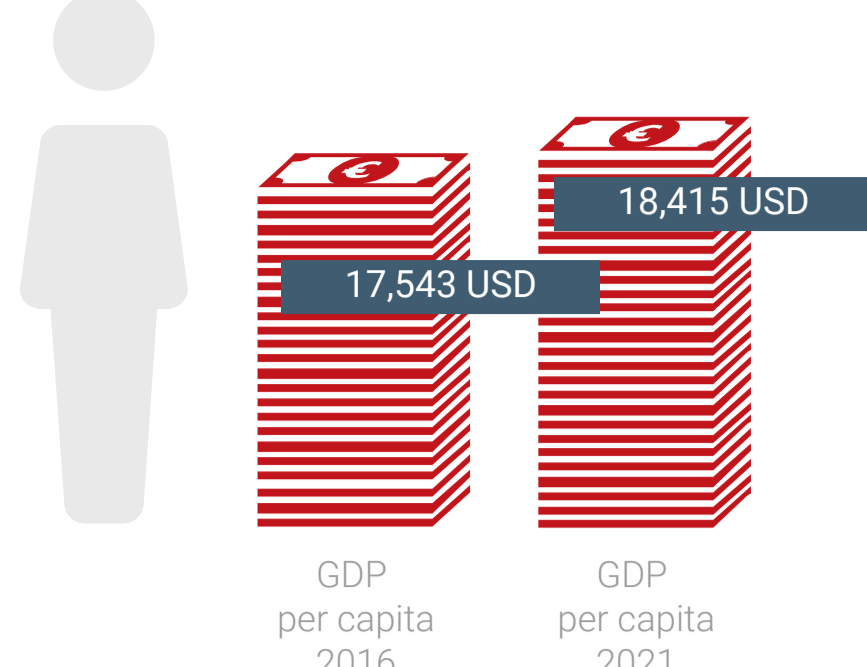
Insights into the growth of Czech Republic eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to just over **10.6 million people** with a **total GDP of 182 billion USD**. **GDP per capita** is currently **17,543 USD** and expected to reach **18,415 USD** by 2021.

IT'S RANKED AS THE **50TH RICHEST COUNTRY** IN THE WORLD BY THE WORLD BANK'S GDP PER CAPITA RANKING.



User Insights

There are currently **4.8 million eCommerce users**, with almost **500,000** new users shopping online by 2021. There will be **5.3 million** eCommerce users by 2021, this will represent **59.2%** of the total population.

USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends **496 USD** online, which will grow to **639 USD** by 2021.



NUMBER OF USERS (IN MILLIONS)

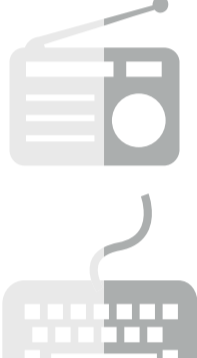


Shopping Categories

Total eCommerce revenue across all product categories is **2.4 billion USD**, expected to reach **3.4 billion** by 2021.

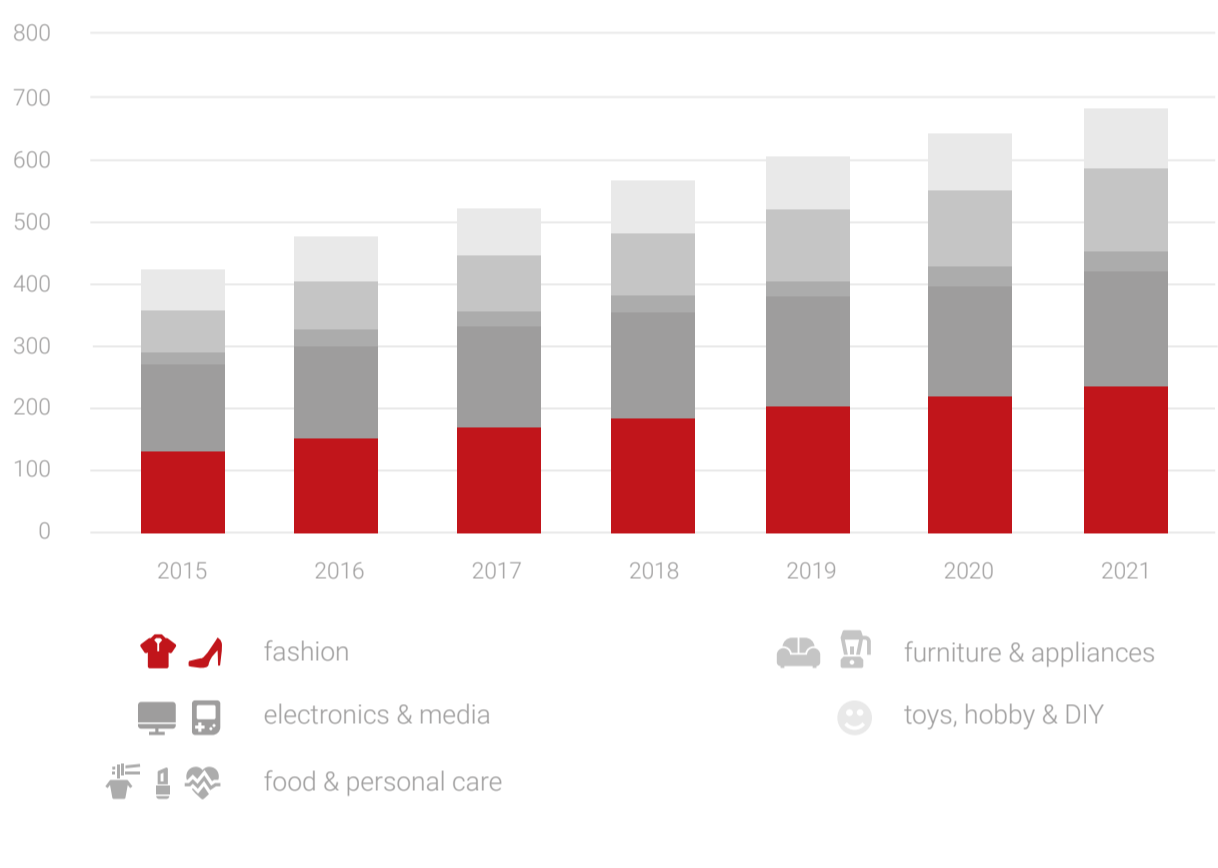


Fashion is currently the **leading product category** accounting for **770 million USD**.



Electronics is the **second leading product category** accounting for **750 million USD**.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does the Czech Republic buy from?

The **Czech Republic** supplies **Bulgaria** with **40.3%** of its imports. Other key import partners are **China** (17%), **Poland** (12.2%), **Slovakia** (8.63%) and **Italy** (6.32%).



Preferred Online Payment Methods

The Czech Republic uses **similar online payment methods** to the rest of Europe. **Credit cards** are popular, with all major credit cards used online in the last year.



Alternate payment methods include **SEPA**, **ecoPayz**, **paysafe card**, and **Mobiomo**.

Logistics & Infrastructure

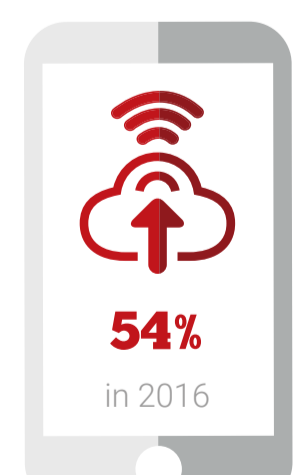
73% of the Czech Republic's population reside in **urban areas**, this is expected to grow in coming years.



In 2016, Czech Republic ranked **26th** in the **World Bank Logistics** ranking.

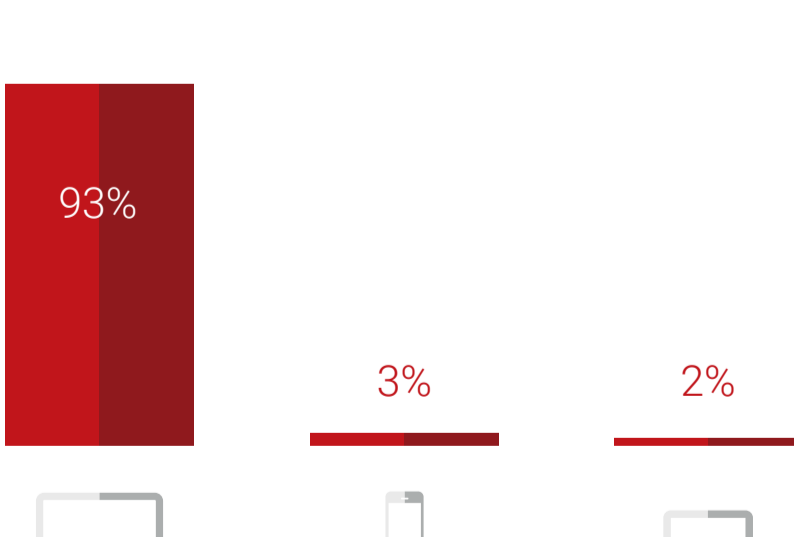
Device Usage

Internet penetration is currently at **77%**, and should reach **81%** by 2021.

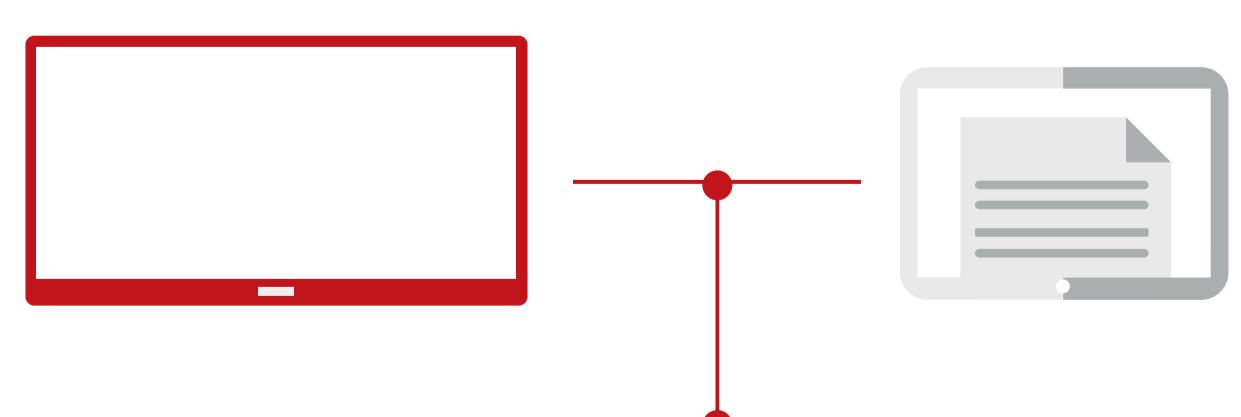


Smartphone penetration is **54%** and is projected to grow to **68%** by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing



TV has fallen to **310 million USD** market spend and leads the advertising spend categories. **Digital** market spend has grown slowly and steadily year-on-year since 2010, and is currently at **237 million USD**.

The **Czech Republic's social media usage** is expected to reach **50.85%** by 2021. Popular networks include **Facebook** and **LinkedIn** as well as a local channel called **Seznam**.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.