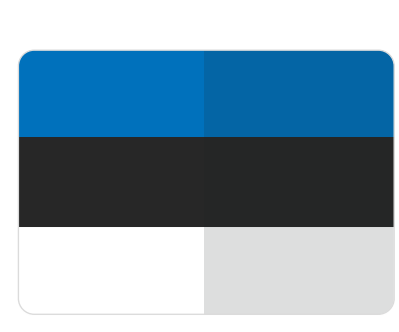


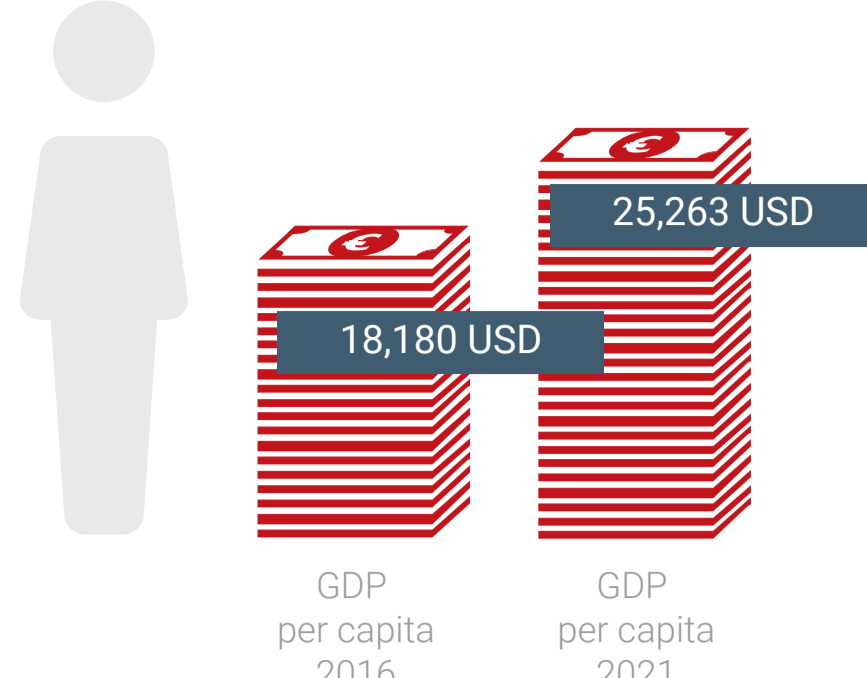
Insights into the growth of Estonia eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to just over 1.3 million people with a total GDP of 23 billion USD. GDP per capita is currently 18,180 USD and expected to reach 25,263 USD by 2021.

IT'S RANKED AS THE 62ND RICHEST COUNTRY IN THE WORLD BY THE WORLD BANK'S GDP PER CAPITA RANKING.



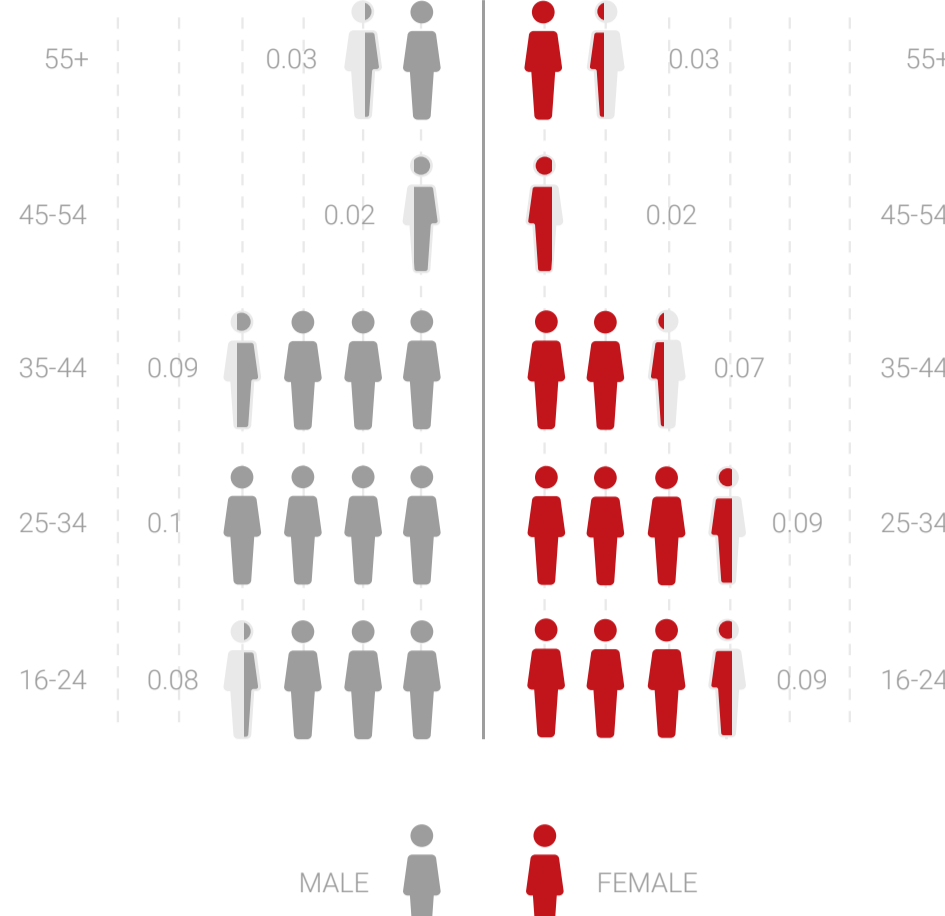
User Insights

There are currently 620,00 eCommerce users, with 60,000 new users shopping online by 2021. There will be 680,000 eCommerce users by 2021, this will represent 65% of the total population.

The average user spends 389 USD online, which will grow to 642 USD by 2021.



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



NUMBER OF USERS (IN MILLIONS)

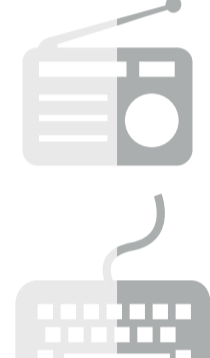


Shopping Categories

Total eCommerce revenue across all product categories is 242 million USD, expected to reach 437 million by 2021.

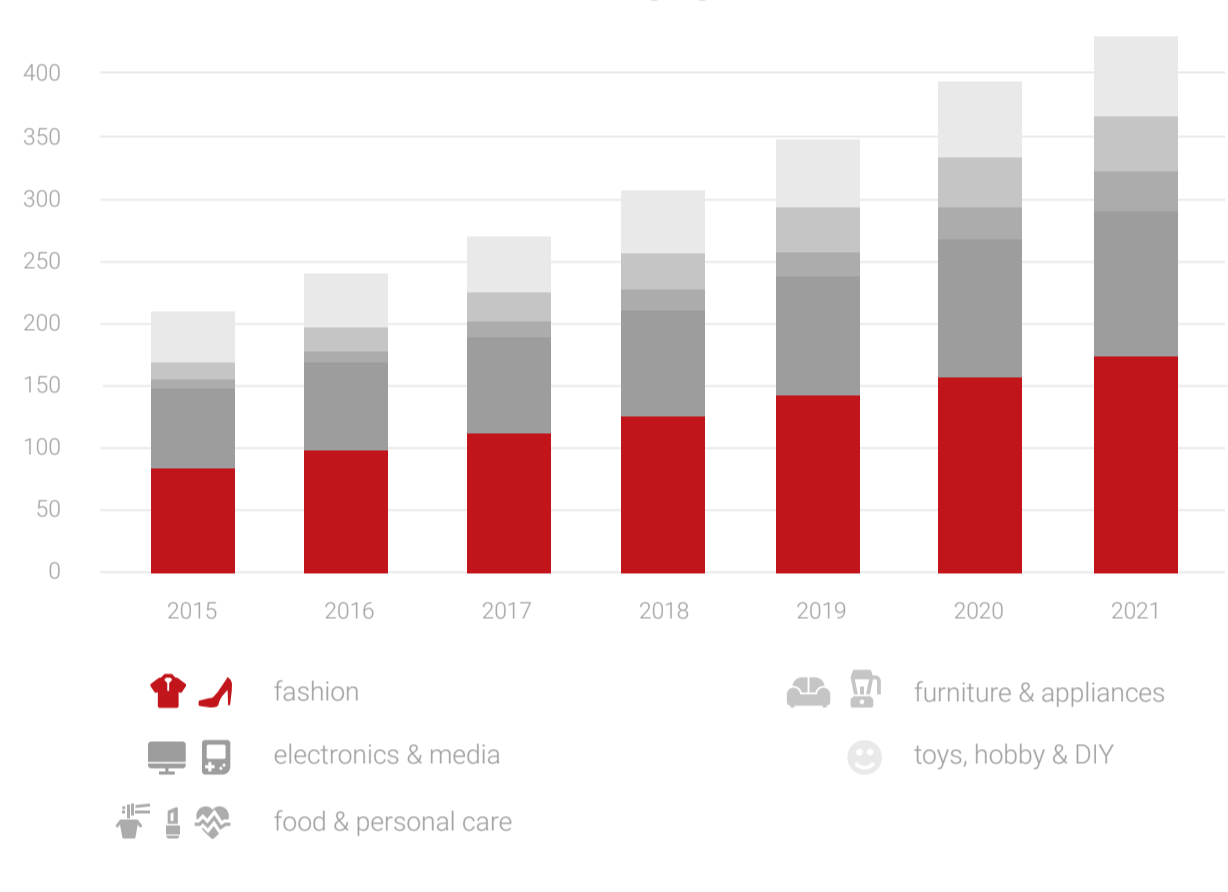


Fashion is currently the leading product category accounting for 98 million USD.



Electronics is the second leading product category accounting for 72 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does Estonia buy from?

Russia supplies Estonia with 2.9 billion USD of its imports. Other key import partners are Germany (2 billion USD), Finland (1.9 billion USD), China (1.5 billion USD) and Sweden (1.2 billion USD).



Preferred Online Payment Methods

Estonia's population use a variety of online payment methods with 33% of shoppers choosing to use credit cards.



Bank transfers and eWallets are also popular, accounting for 10% and 8% of online purchases respectively.

Logistics & Infrastructure

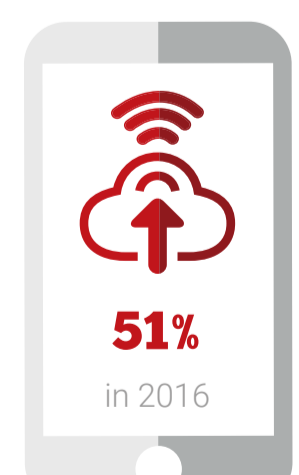
68% of Estonia's population reside in urban areas.



In 2016, Estonia ranked 38th in the World Bank Logistics ranking.

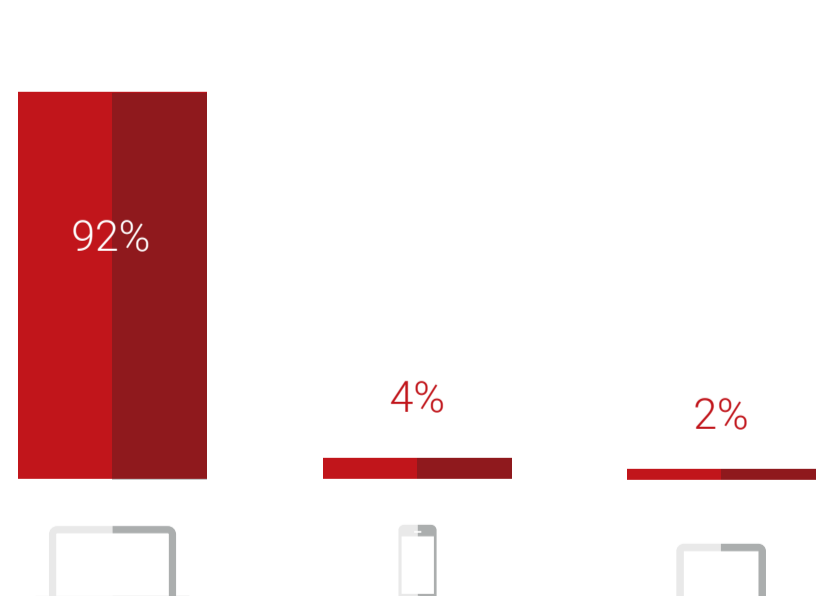
Device Usage

Internet penetration is currently at 77%, and should reach 80% by 2021.

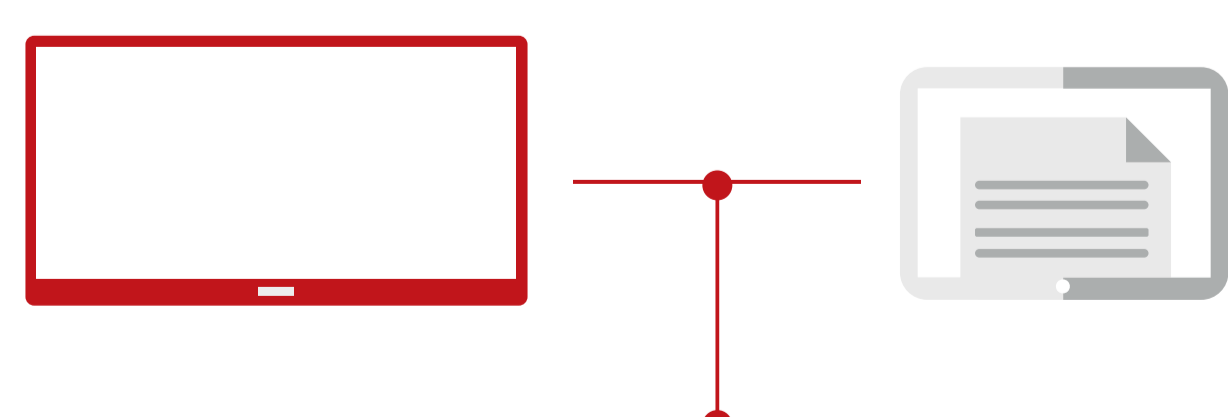


Smartphone penetration is 51% and is projected to grow to 62% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing



Digital currently accounts for 21 million USD of advertising spend, with TV accounting for 29 million USD advertising spend.

Estonia's social media penetration is expected to reach 57% by 2021. Popular networks include Facebook, Pinterest, Twitter and Reddit.



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.