

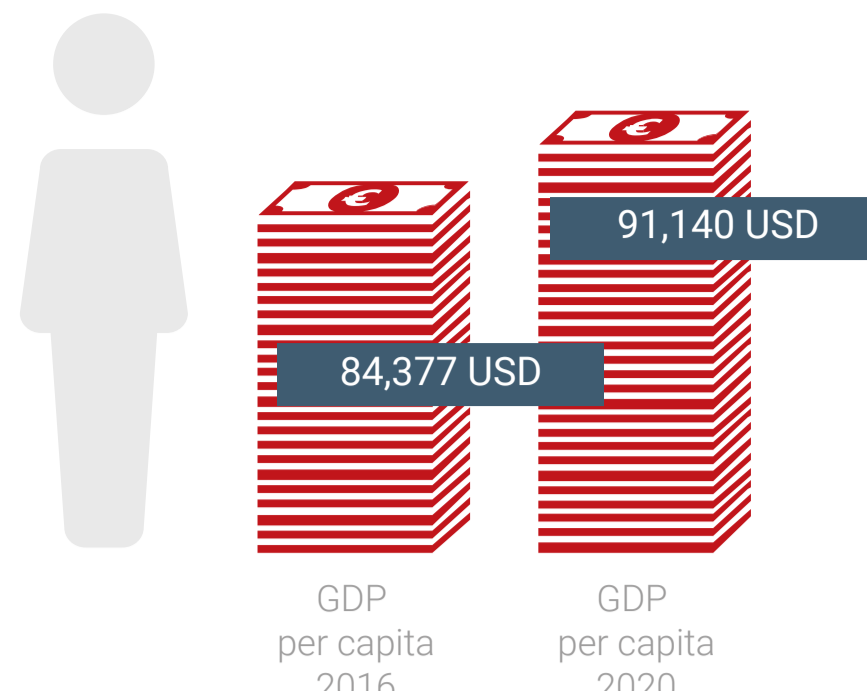
A guide to the Switzerland eCommerce market including payment methods, logistics, digital users, social media and growth projections



Economy

Home to 8.3 million people with a total GDP of 264.7 billion USD, GDP per capita is currently 84,377 USD and expected to reach 91,140 USD by 2020.

SWITZERLAND IS THE 7TH RICHEST POPULATION IN THE WORLD, ACCORDING TO THE WORLD BANK.



User Insights

There are currently 5.1 million eCommerce users, with growth projected that will see an additional 600,000 users shopping online by 2020, representing 79% of the total population.

The average user spends 1,819 USD online, which will reach 2,236 USD by 2020.



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



NUMBER OF USERS (IN MILLIONS)



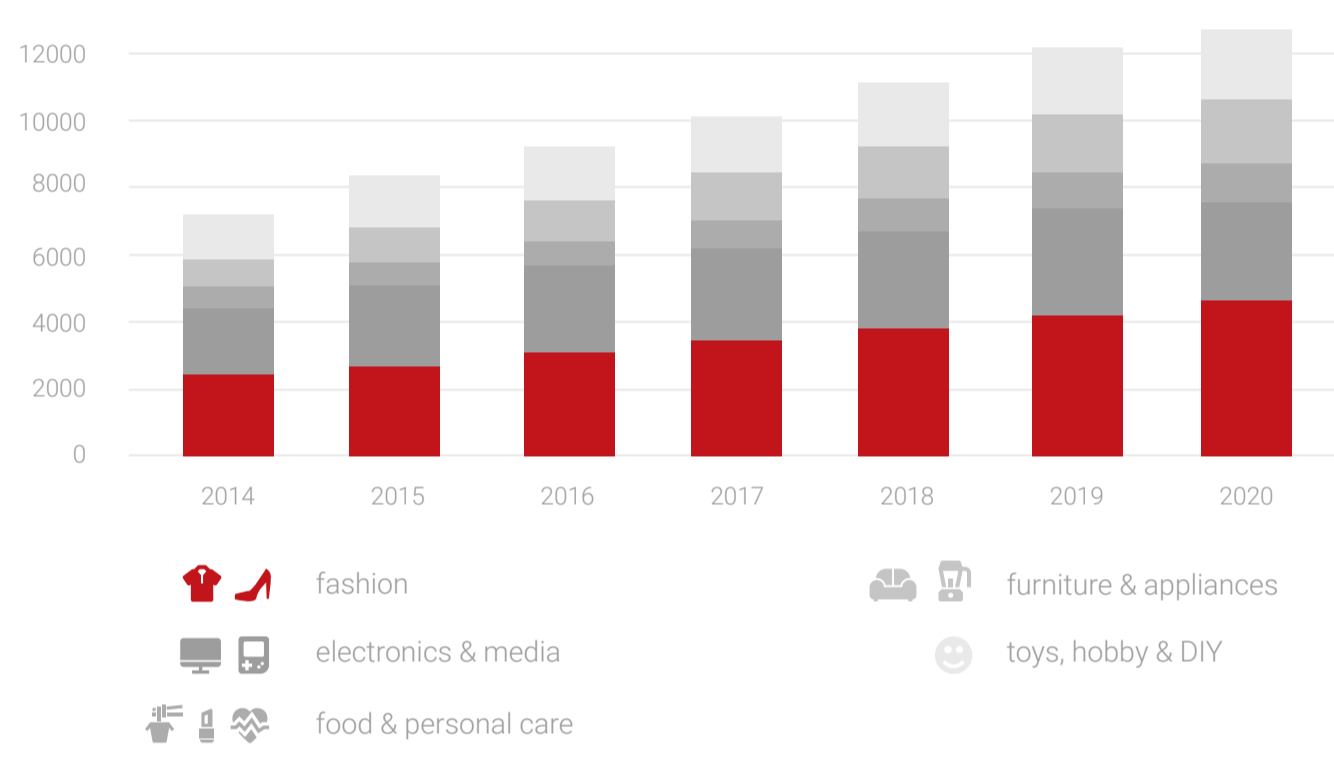
Shopping Categories

Total eCommerce revenue across all product categories is 9.3 billion USD, expected to reach 12.8 billion USD by 2020.

Fashion is currently the leading product category, accounting for 3.1 billion USD market share.

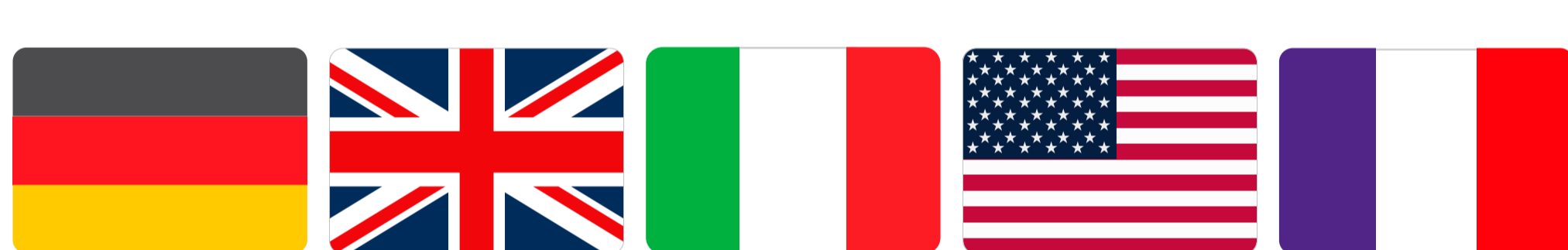
Electronics is the second product category, generating 2.6 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does Switzerland buy from?

Germany supplies Switzerland with 58.8 billion USD in imports. Other key import partners are the UK (33.6 billion USD), Italy (22.5 billion USD), US (21.5 billion USD) and France (16.6 billion USD).



Preferred Online Payment Methods

95% of customers have made online payments using payment against invoice, with 65% making payments using credit cards.



Paypal, eFinance, Cash on Collection and bank transfer methods like SOFORT are all popular alternate payment types online.

Logistics & Infrastructure

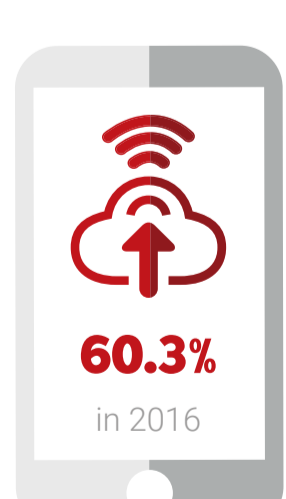
Switzerland has shown a gentle increase in urbanization in recent years, according to the World Bank it's currently 74% urbanized.



Switzerland is ranked 11th in the World Bank Logistics ranking.

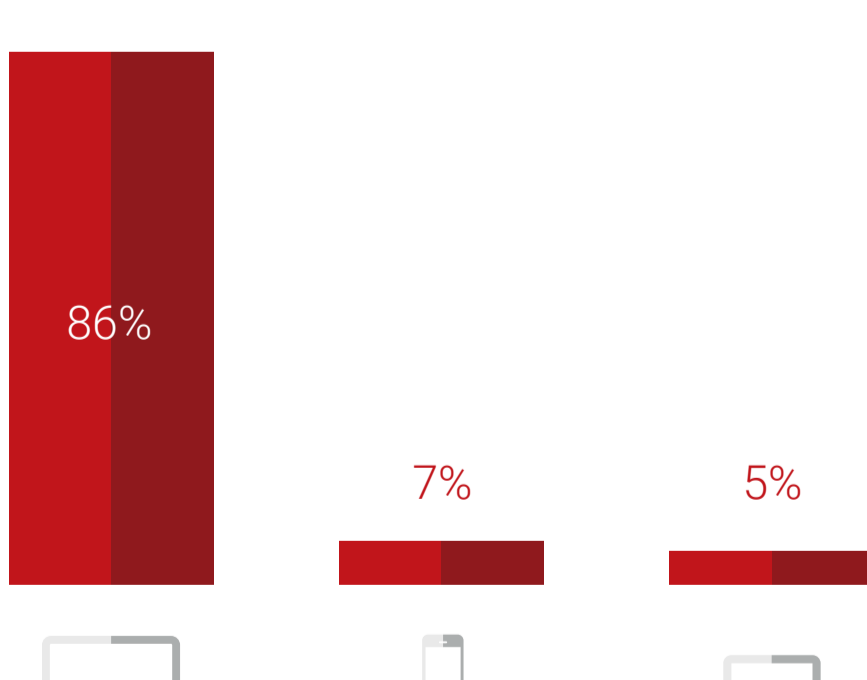
Device Usage

Internet penetration in Switzerland is currently at 93.1%, and should reach 99% by 2020.

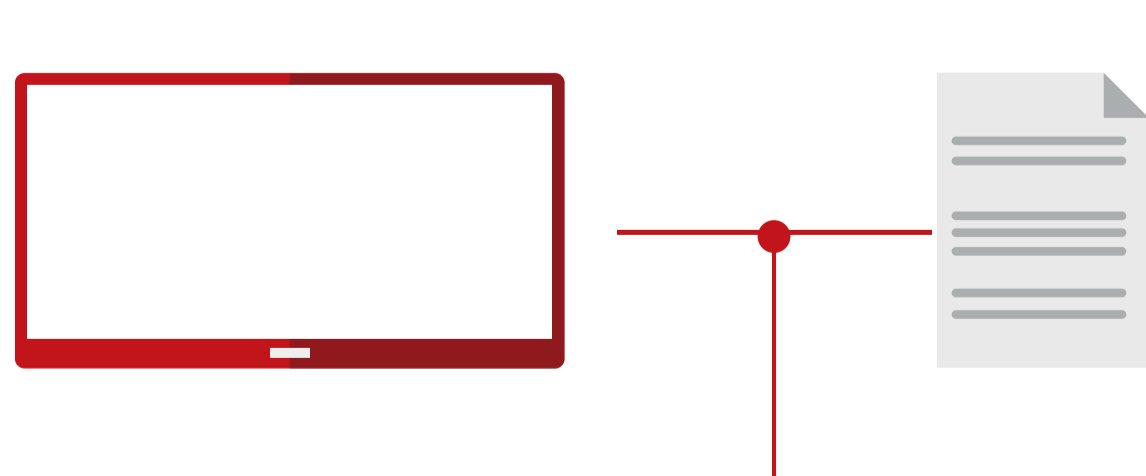


Smartphone penetration is 60.3% and is projected to grow to 77.7% by 2020.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing



Marketing current spend is 4.5 billion USD. Television leads the charge accounting for 1.5 billion USD of the market spend. Newspapers account for the second largest market spend at 1.2 billion USD.

Social media penetration is currently at almost 60%, and popular networks include Facebook, Twitter, LinkedIn, and YouTube.



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.