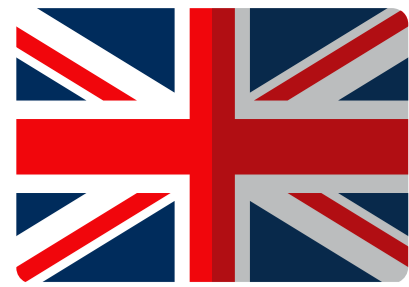


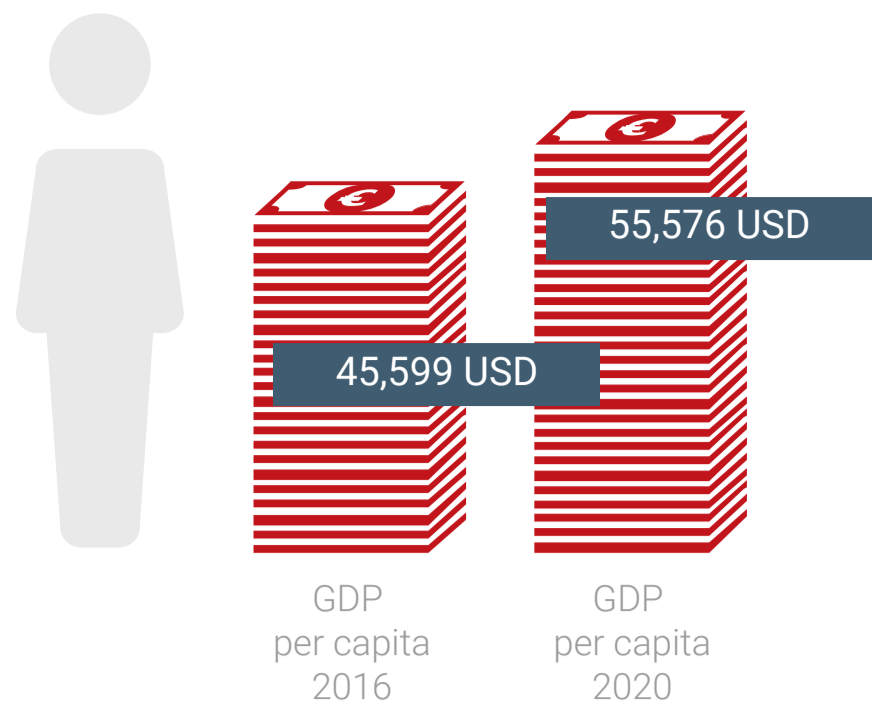
# Female fashion is the biggest opportunity in the UK market, with substantial growth expected across a number of demographics and product categories



## Economy

Home to 64.4 million people with a total GDP of 2.85 trillion USD. GDP per capita is currently 45,599 USD and expected to reach 55,576 USD by 2020.

THE UK IS RANKED IN THE TOP 30 RICHEST COUNTRIES IN THE WORLD, ACCORDING TO THE WORLD BANK.



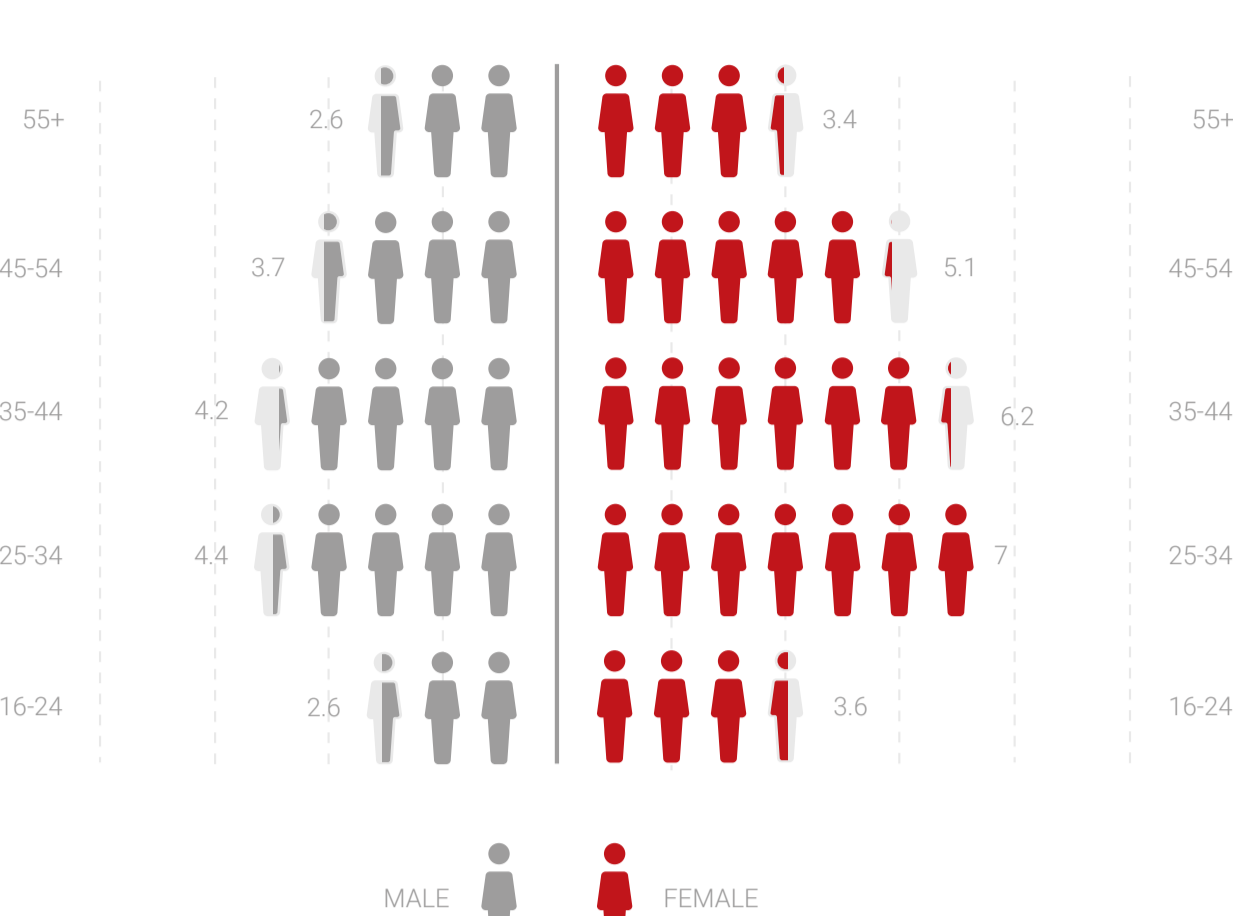
## User Insights

There are currently 39.2 million eCommerce users, with growth projected that will see an additional 9.2 million users shopping online by 2020.

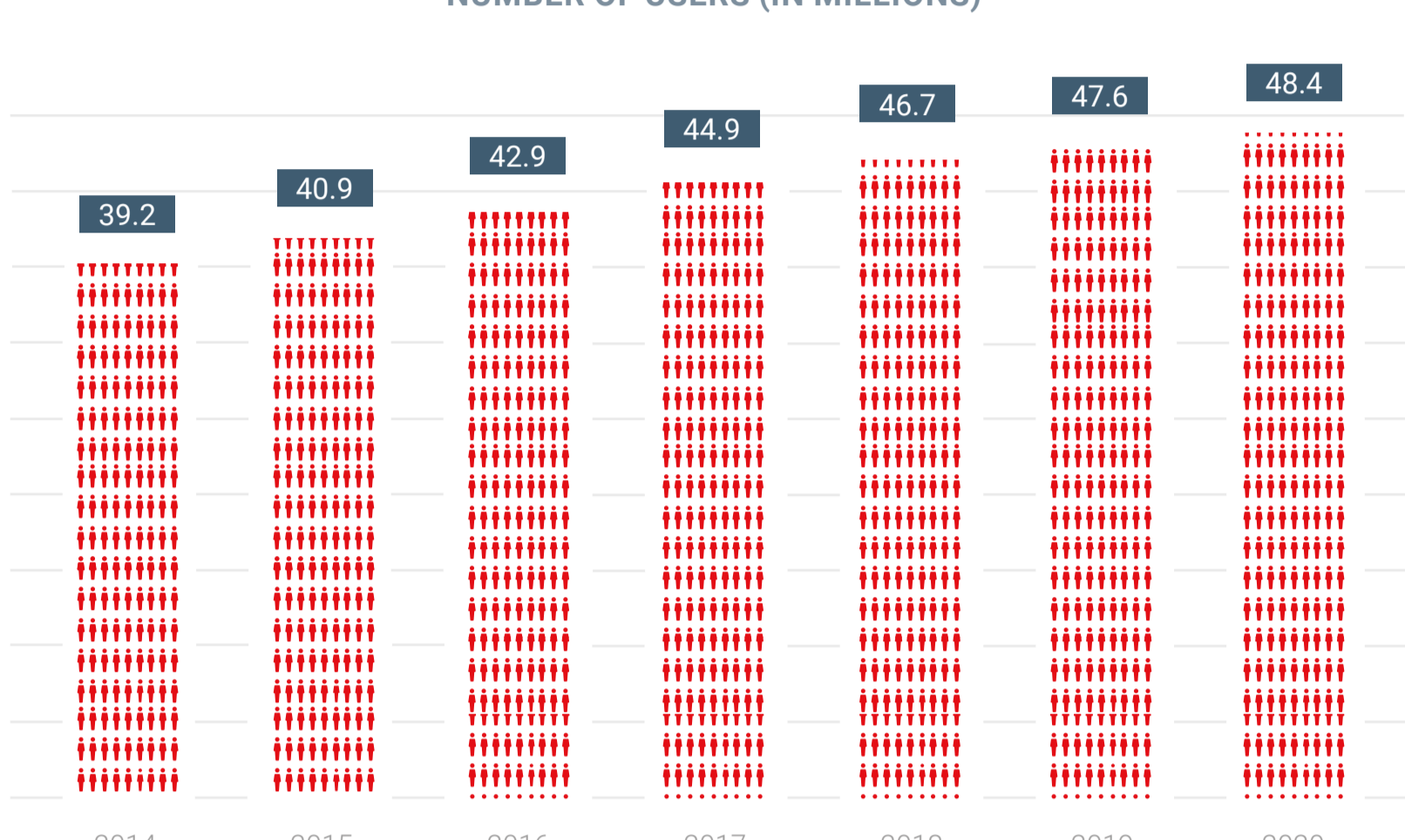
The average user spends 1,743 USD online, a figure that will reach 2,183 USD by 2020.



### 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 74.8 billion USD, and is expected to reach 105.8 billion USD by 2020.

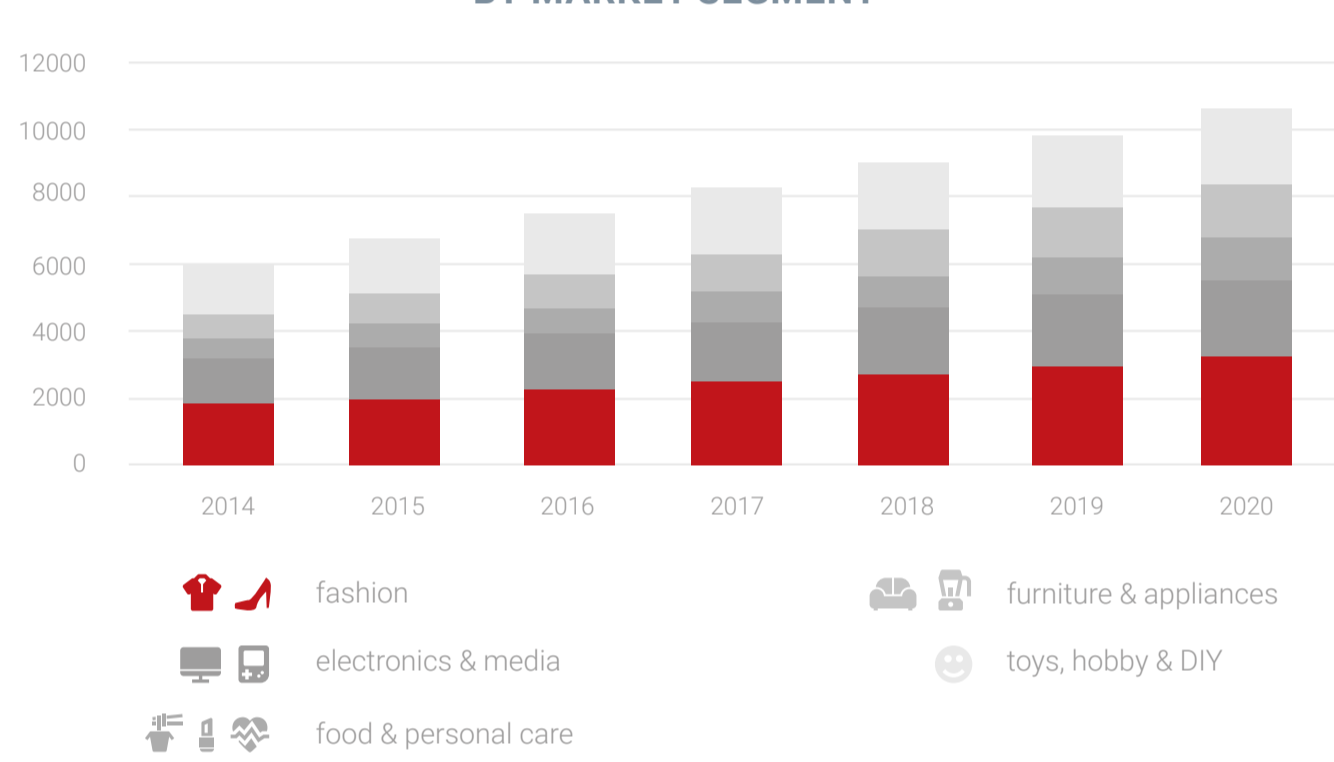


Fashion is currently the leading product category accounting for 22.1 billion USD market share.



Toys, Hobby & DIY is the second product category generating 18.1 billion USD.

### PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



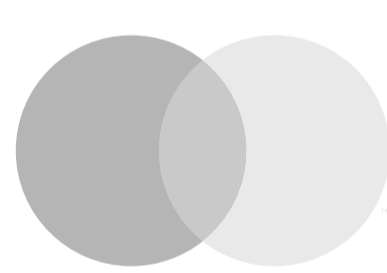
## Where does UK buy from?

Germany supplies the UK with 100 billion USD in imports. Other key import partners are China (62.7 billion USD), Netherlands (50.7 billion USD), US (44.4 billion USD) and France (41.5 billion USD).



## Preferred Online Payment Methods

The bulk of online payments in the UK are made via credit/debit card, with this payment method accounting for 88.5% of payments.



Paypal is the most popular alternate payment type, with 7.7% of payments made using this method online.

## Logistics & Infrastructure

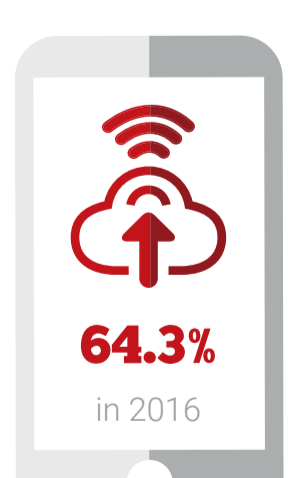
The majority of the UK's population lives in urban areas with this figure increasing on a year on year basis. Current urbanization is 83% according to the World Bank.



The UK is ranked 8<sup>th</sup> in the World Bank Logistics ranking, it has consistently ranked in the top 10 countries for logistics since 2007.

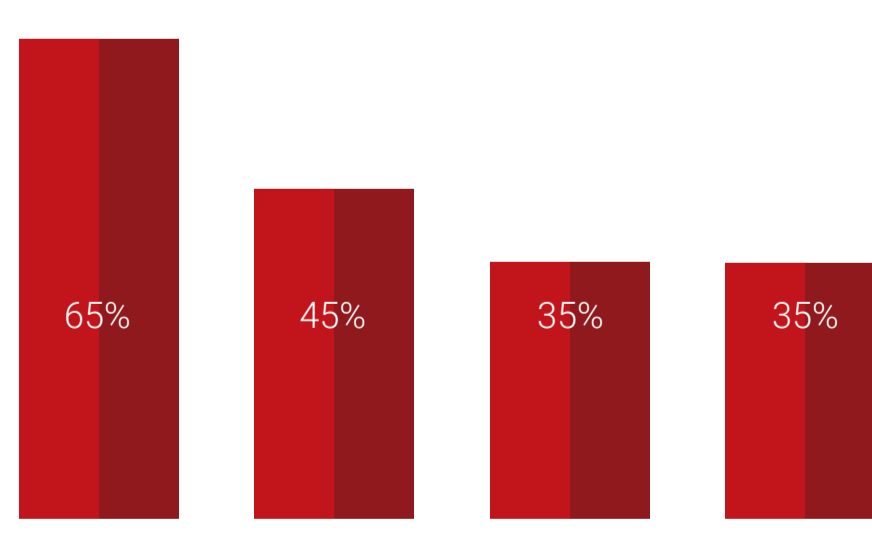
## Device Usage

Internet penetration in the UK is currently at 95.6%, and should reach 98.8% by 2020.

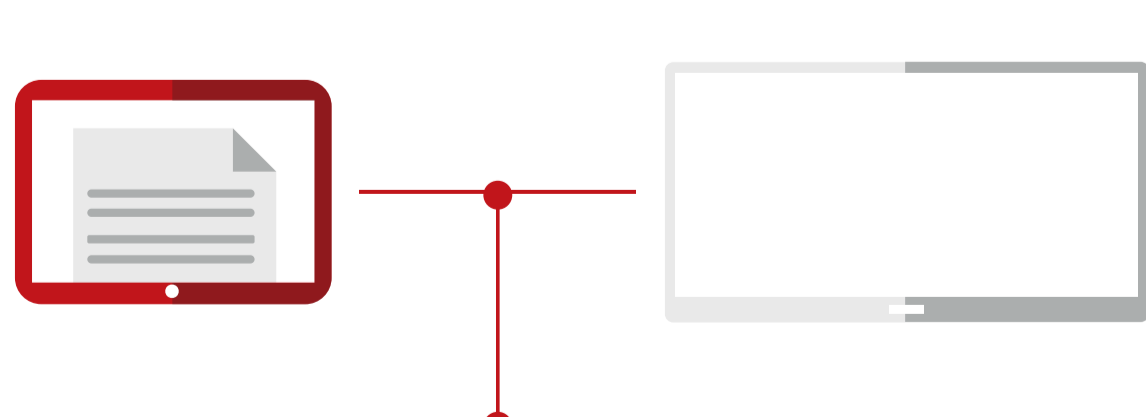


Smartphone penetration is 64.3% and is projected to grow to 80.9% by 2020.

### DEVICES USED FOR ONLINE PURCHASES



## Marketing



Marketing growing from just under 23 billion USD to 31 billion USD. Digital Marketing leads the charge accounting for almost 14 billion USD of the market spend.

60% of the UK use Facebook on a daily basis, with Twitter and YouTube accounting for a smaller, but significant share of users. Other popular networks include Instagram, as well as messaging apps such as WhatsApp and Snapchat.



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.