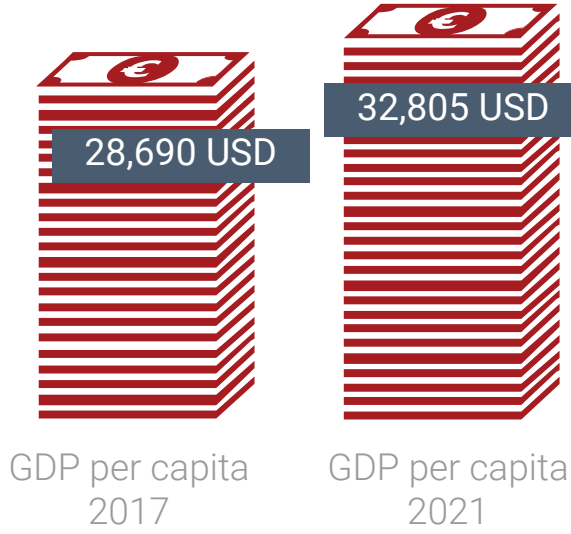


## Economy

Home to 510 million people.

GDP per capita is currently 28,690 USD and expected to reach 32,805 by 2021.

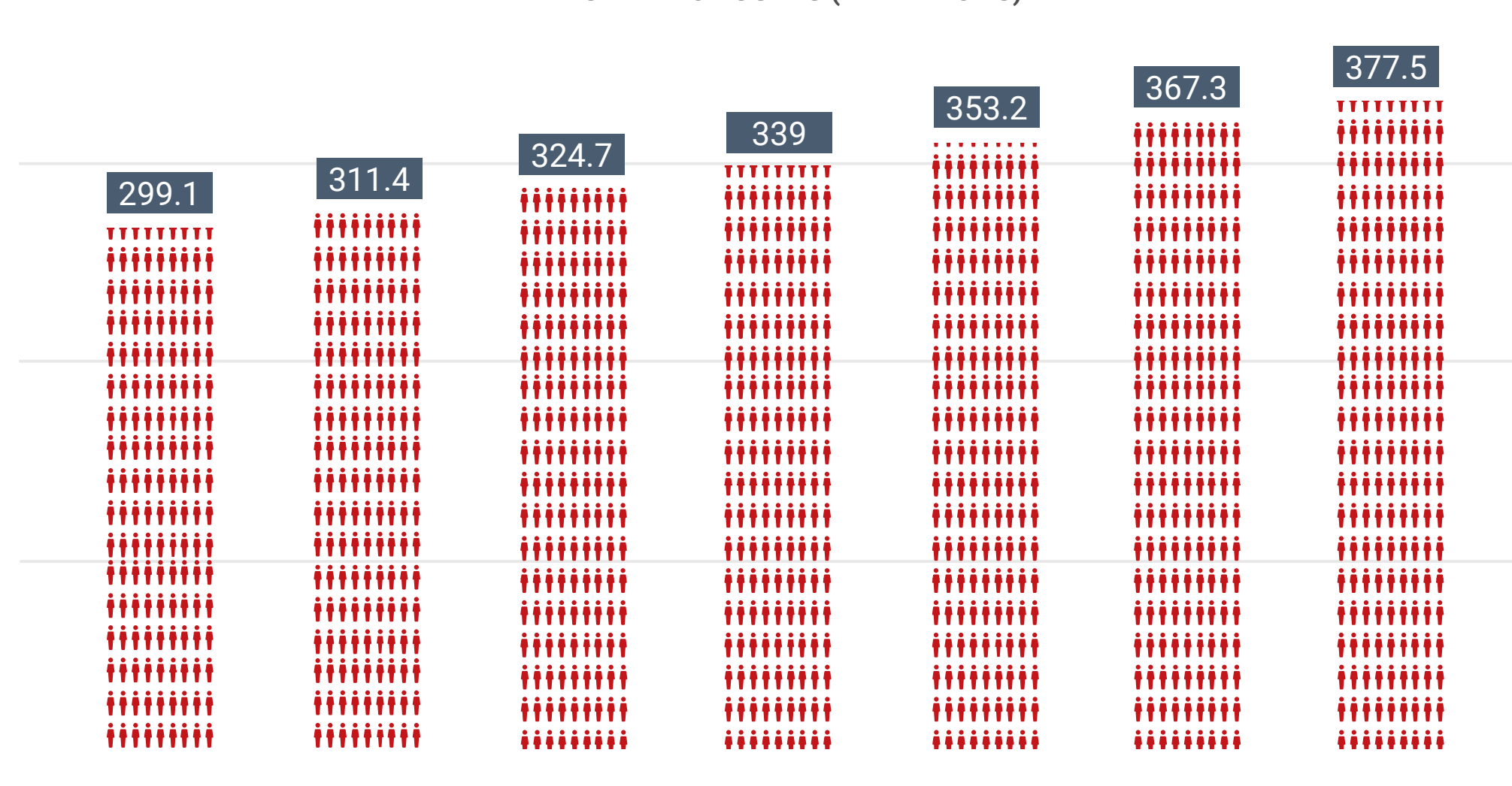


ATTRACTIVE ECOMMERCE MARKETS IN EUROPE ARE: GERMANY, SWEDEN, NORWAY AND FRANCE

## User Insights

There are currently 325 million people shopping online in Europe, with 52.8 million new users expected to shop online by 2021.

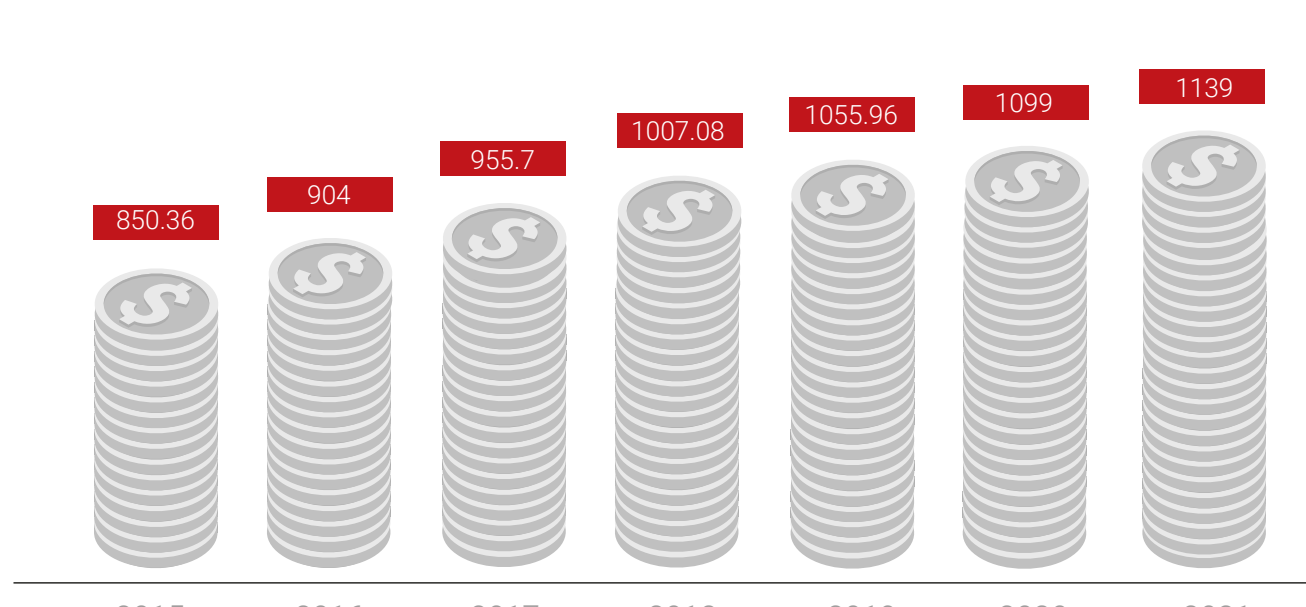
NUMBER OF USERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



AVERAGE REVENUE PER USER IN USD



## Shopping Categories

Total eCommerce revenue across all product categories is 310 billion USD, expected to reach 430 billion USD by 2021.

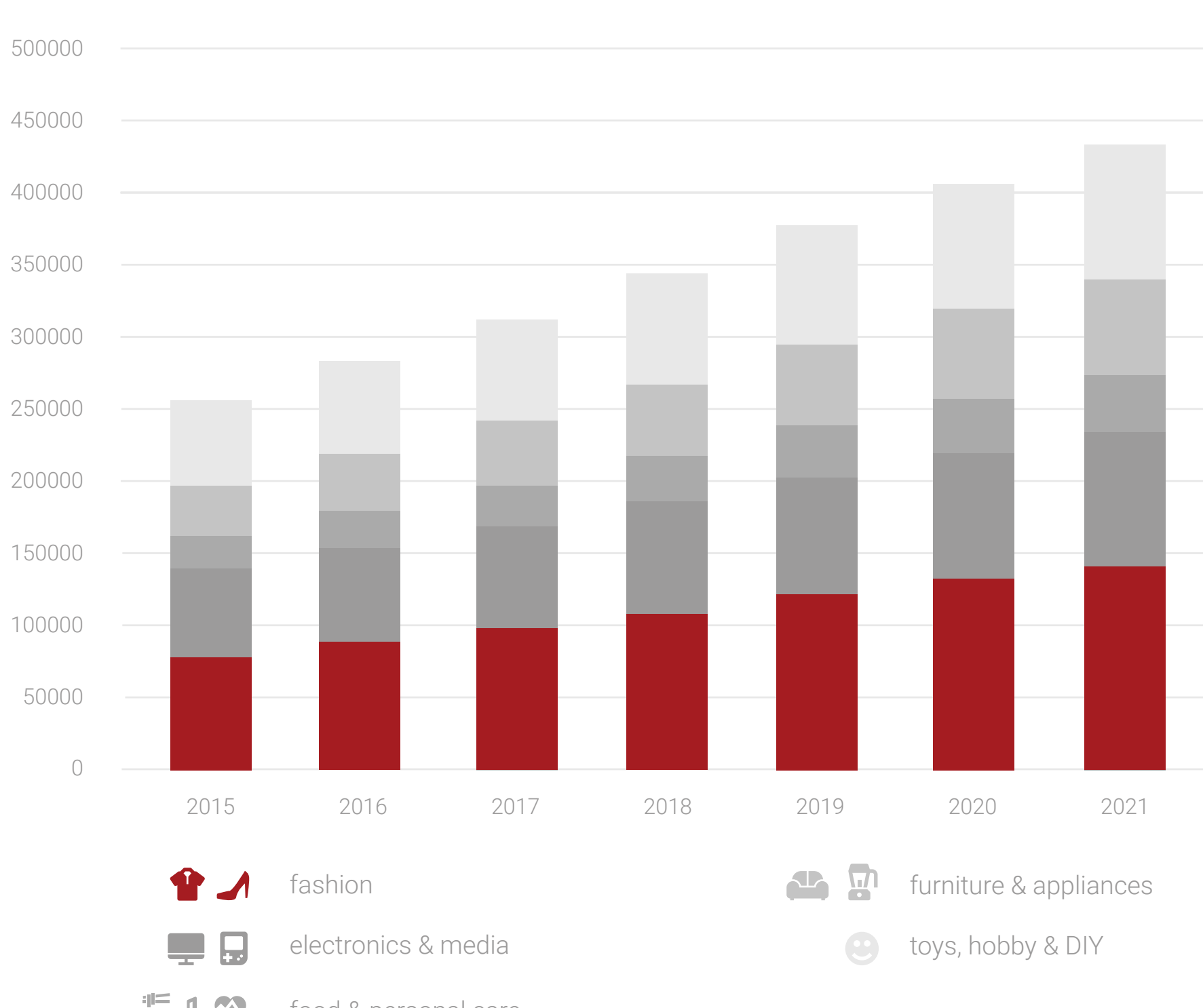


Fashion is currently the leading product category, accounting for 97 billion USD market share.



Electronics is the second, accounting for 72 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



## Logistics & Infrastructure



The World Bank rates European logistics highly, with the region scoring 3.41 in the 2016 LPI index.

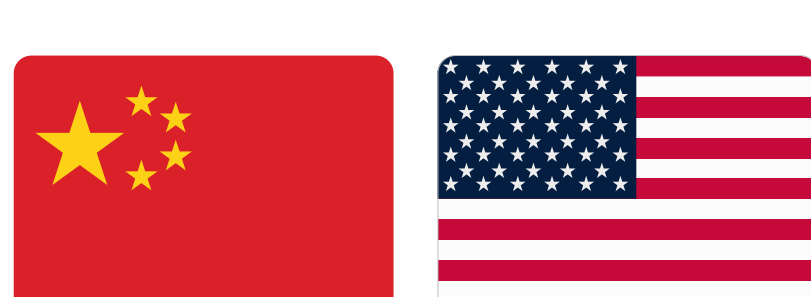
## Preferred Online Payment Methods

54% of online shoppers selected credit card among their preferred online payment options. 45% of shoppers said they used a debit card and 39% used PayPal. 36% of online shoppers in Eastern Europe prefer to use Cash on Delivery, with only 4% of Western Europeans selecting this payment method.

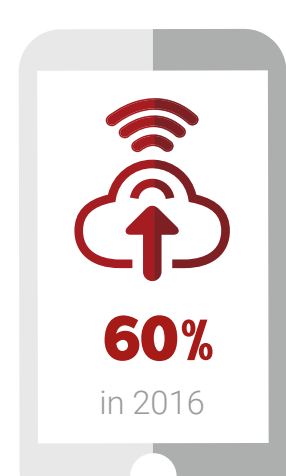


## Imports

Many European countries rely on cross border trade within Europe, outside of the region, there are also several import partnerships with other regions. Particularly noteworthy import partnerships for European countries include China, and the United States.



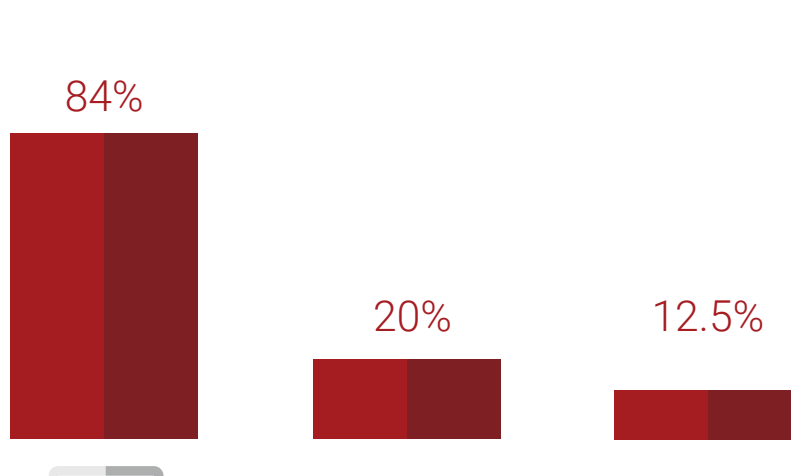
## Device Usage



Internet penetration is currently at 74%, and should reach 77% by 2021.

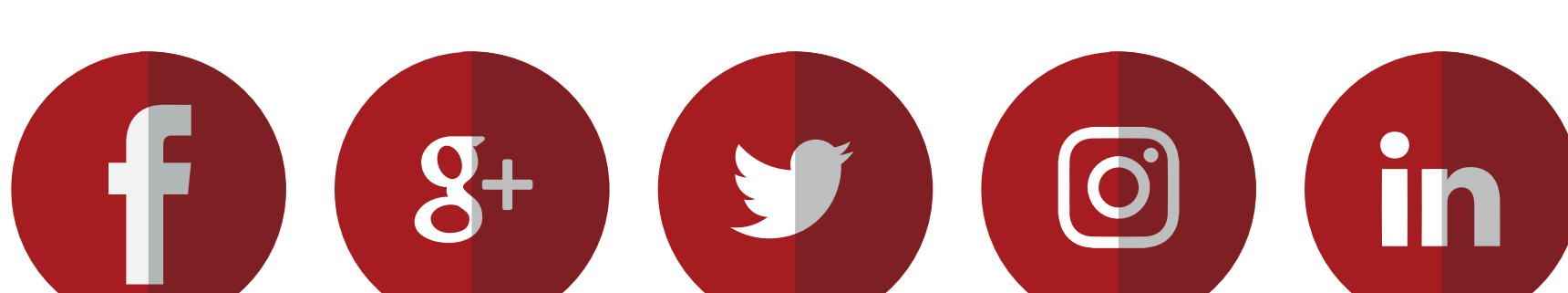
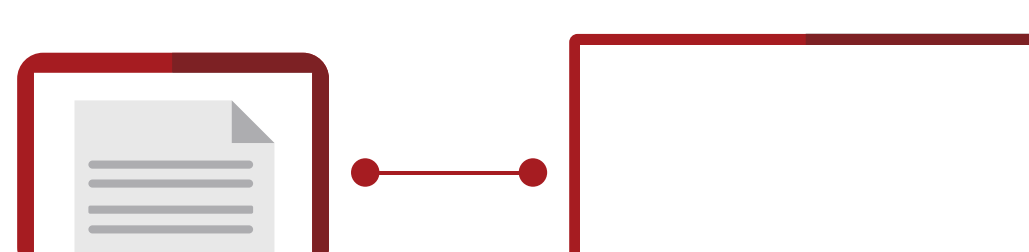
Smartphone penetration is 60% and is projected to grow to 70% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing

Digital advertising has grown steeply in recent years to reach 40 billion USD. TV accounts for the second biggest marketing spend at just over 35 billion USD, with Print dropping to third place in recent years with a market spend under 30 billion USD.



63% of Europeans currently use social media, showing impressive growth from just 53% in 2011. Popular networks across the region vary from country to country, but those which are popular across Europe include Facebook, Google+, Twitter, Instagram and LinkedIn.

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.