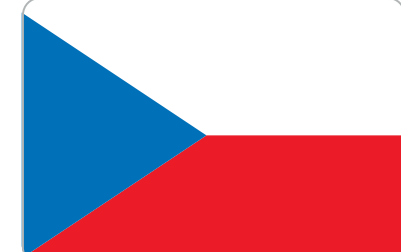


# Insights into the growth of Czech eCommerce

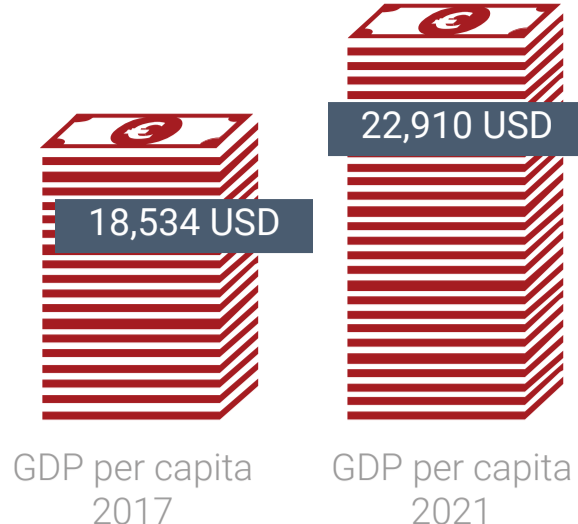
Economy, online shopper profiles, logistics, payment methods and marketing



## Economy

Home to 10.56 million people with a total GDP of 192.93 billion USD.

GDP per capita is currently 18,534 USD and expected to reach 22,910 USD by 2021.

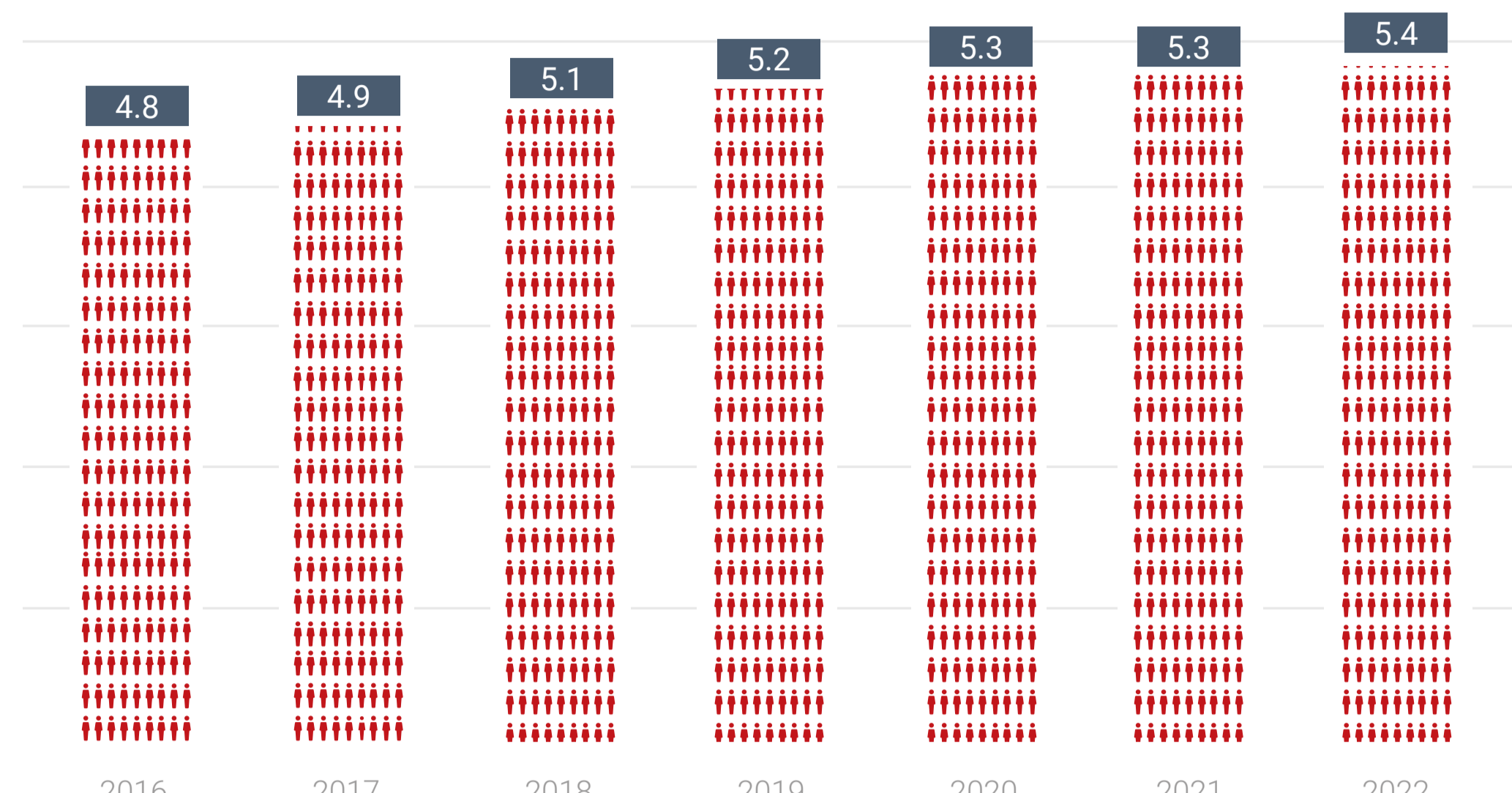


THE CZECH REPUBLIC IS RANKED AS THE 49<sup>TH</sup> RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

## User Insights

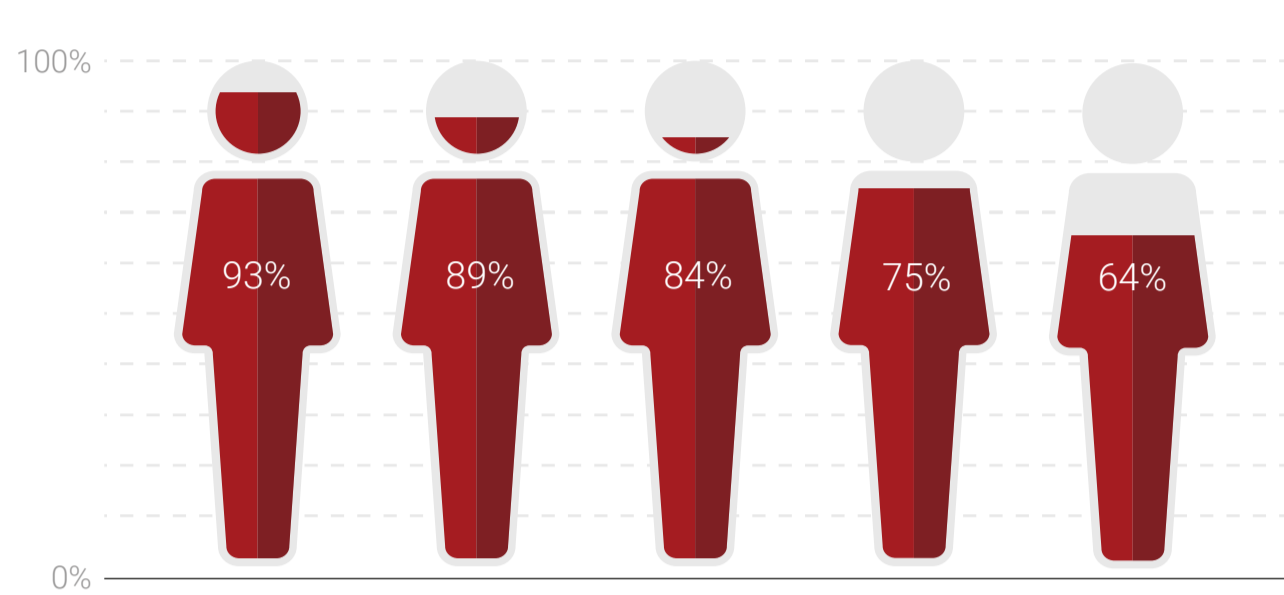
There are currently 4.93 million eCommerce users in the Czech Republic, with an additional 410,000 users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



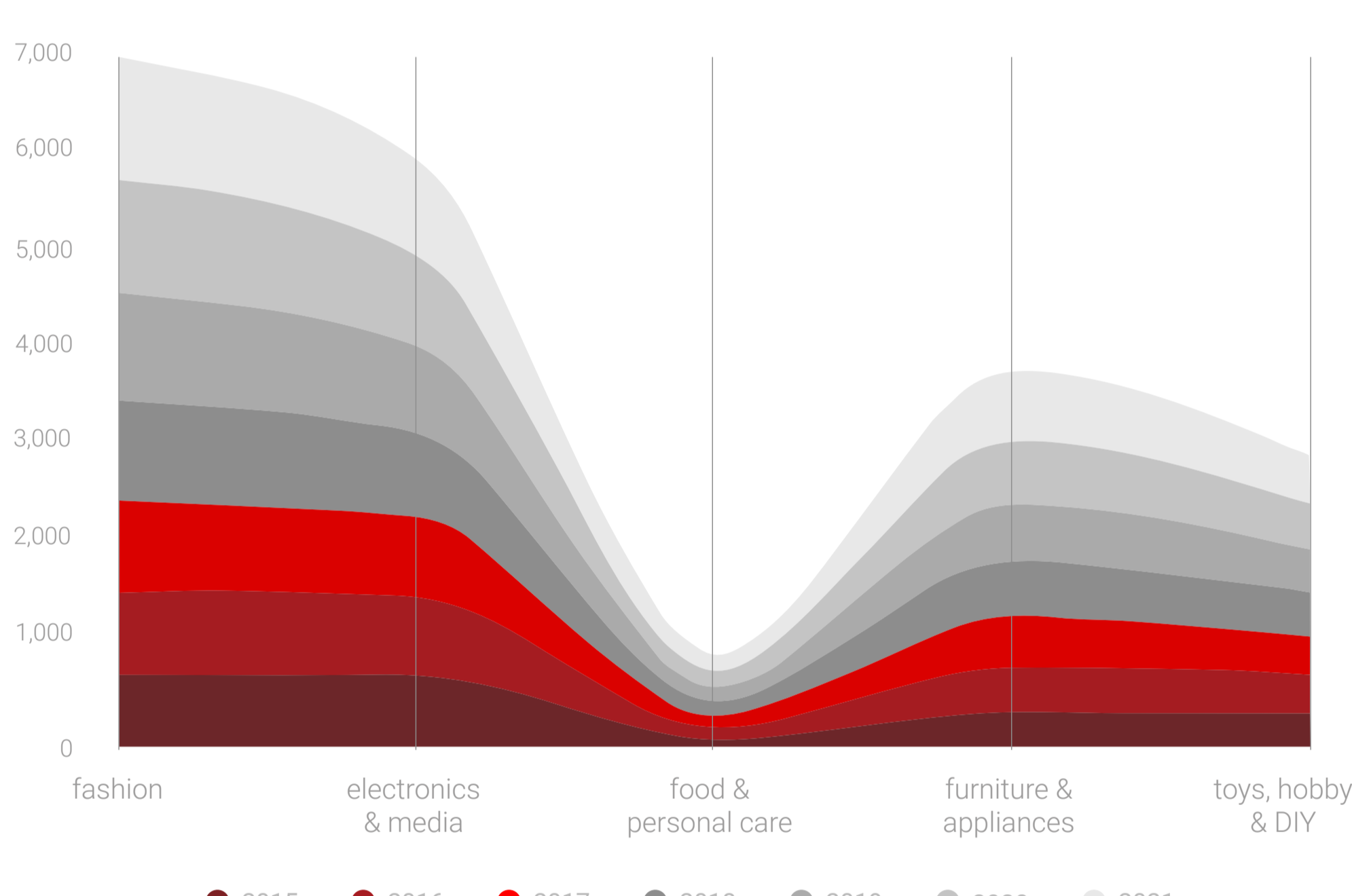
## Shopping Categories

Total eCommerce revenue across all product categories is 2.59 billion USD, expected to reach 3.40 billion USD by 2021.

**Fashion** is currently the leading product category, accounting for 847.9 million USD market share.

**Electronics & Media** is second, accounting for 789.4 million USD.

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



## Logistics & Infrastructure



In 2016, the Czech Republic was ranked 26<sup>th</sup> in the World Bank Logistics ranking.

## Preferred Online Payment Methods

76% of Czech shoppers like to pay with credit card when shopping online.



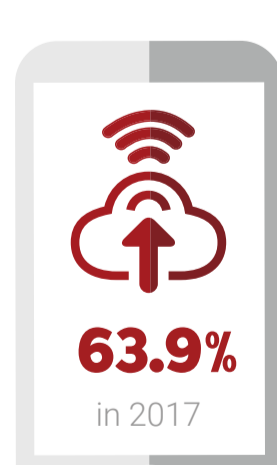
## Where does the Czech Republic buy from?

Germany supplies the Czech Republic with 42.7 billion USD in imports. Other key import partners are Poland (\$12.7 billion), Slovakia (\$9.2 billion), China (\$8.06 billion) and the Netherlands (\$7.32 billion).



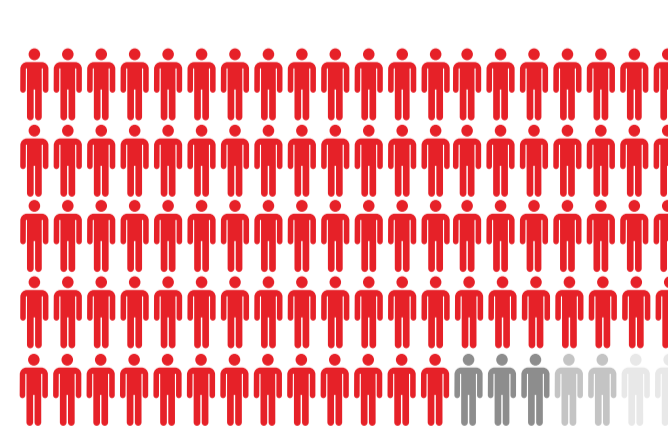
## Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



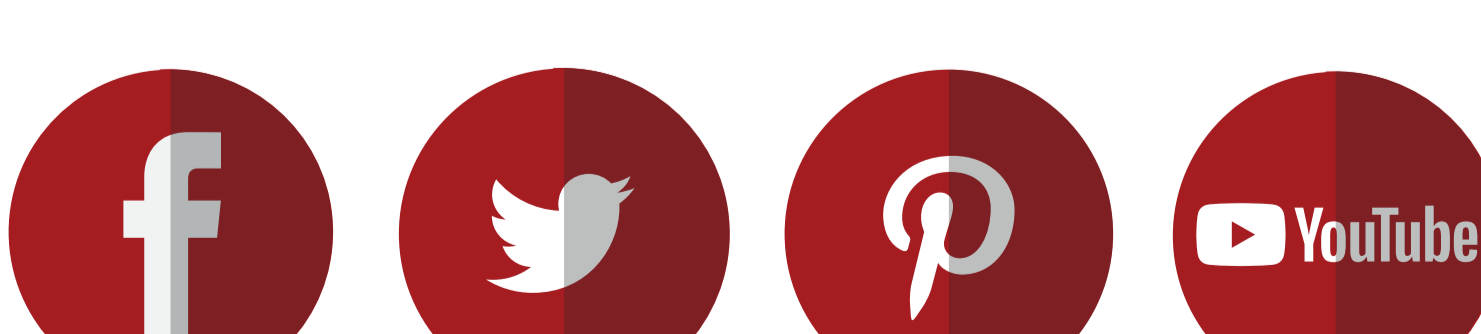
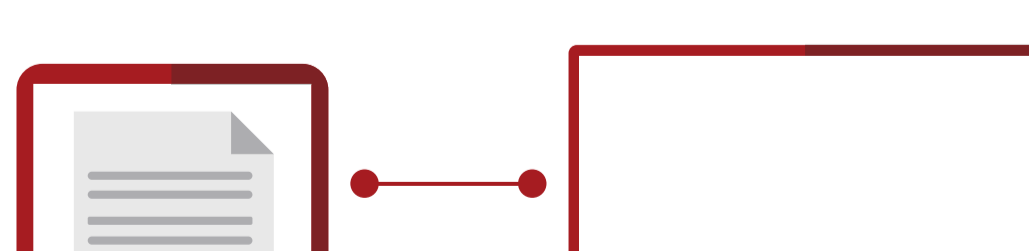
Internet penetration is currently at 76.9%, and should reach 78.2% by 2021.

Smartphone penetration is 63.9% and is projected to grow to 68.8% by 2021.



## Marketing

In 2017, 420 million USD will be spent on TV advertising in the Czech Republic.



There are 4.98 million monthly active social network users in the Czech Republic, Facebook, Twitter, Pinterest and YouTube are the leading social networks.

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.