

Insights into the growth of Estonian eCommerce

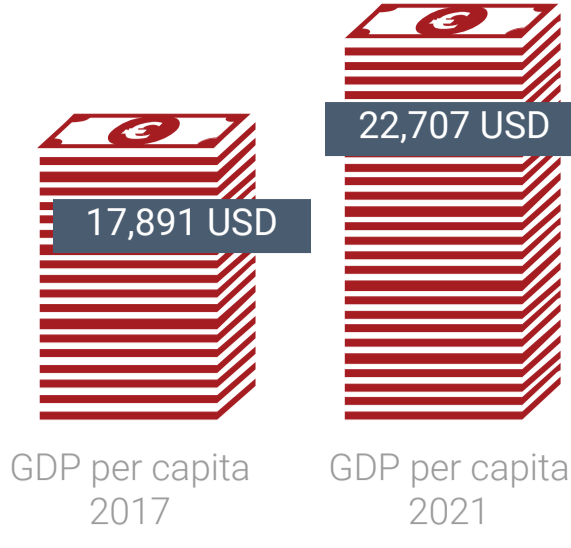
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 1.32 million people with a total GDP of 23.14 billion USD.

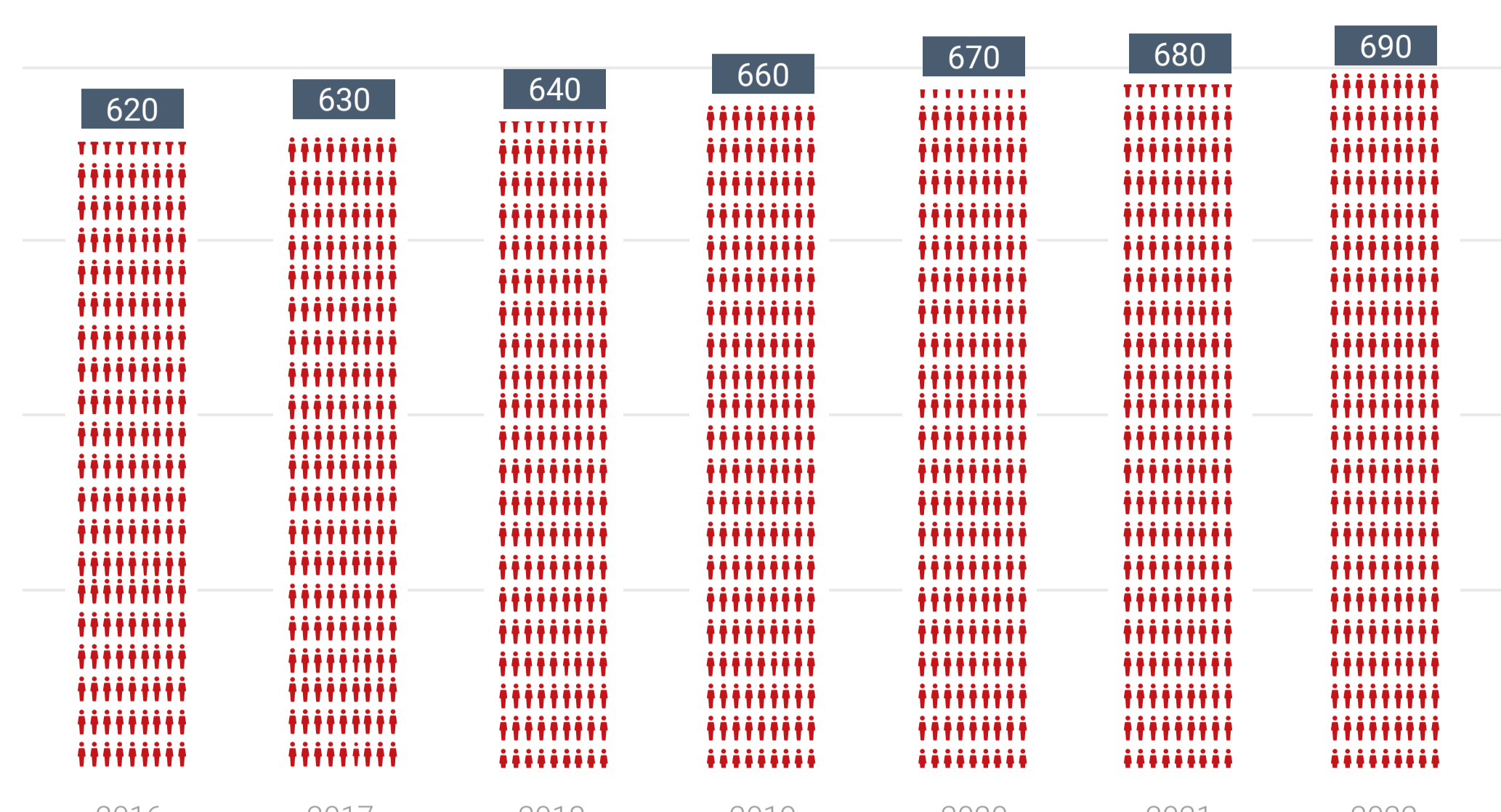
GDP per capita is currently 17,891 USD and expected to reach 22,707 USD by 2021.



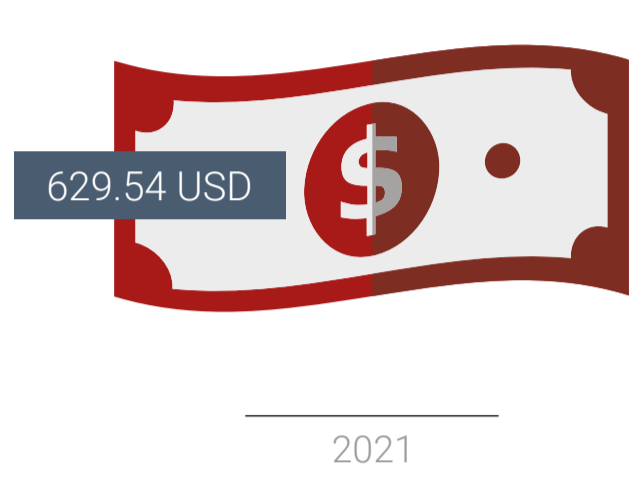
User Insights

There are currently 630,000 eCommerce users in Estonia, with an additional 50,000 users to be shopping online by 2021.

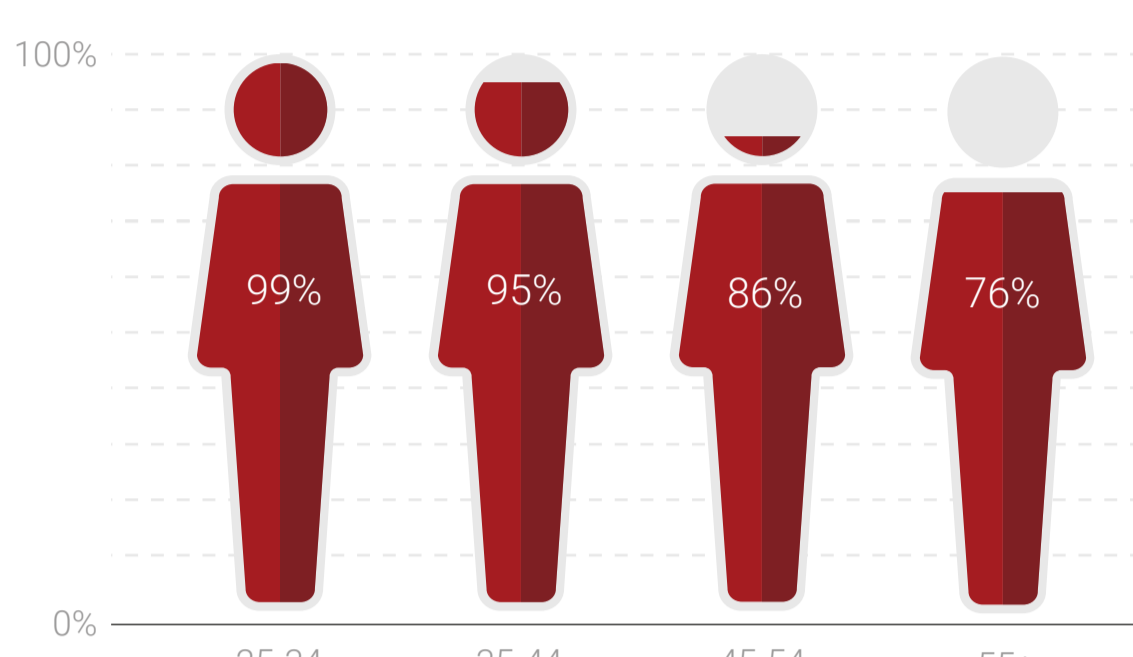
NUMBER OF ONLINE SHOPPERS (IN THOUSANDS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE IN 2017



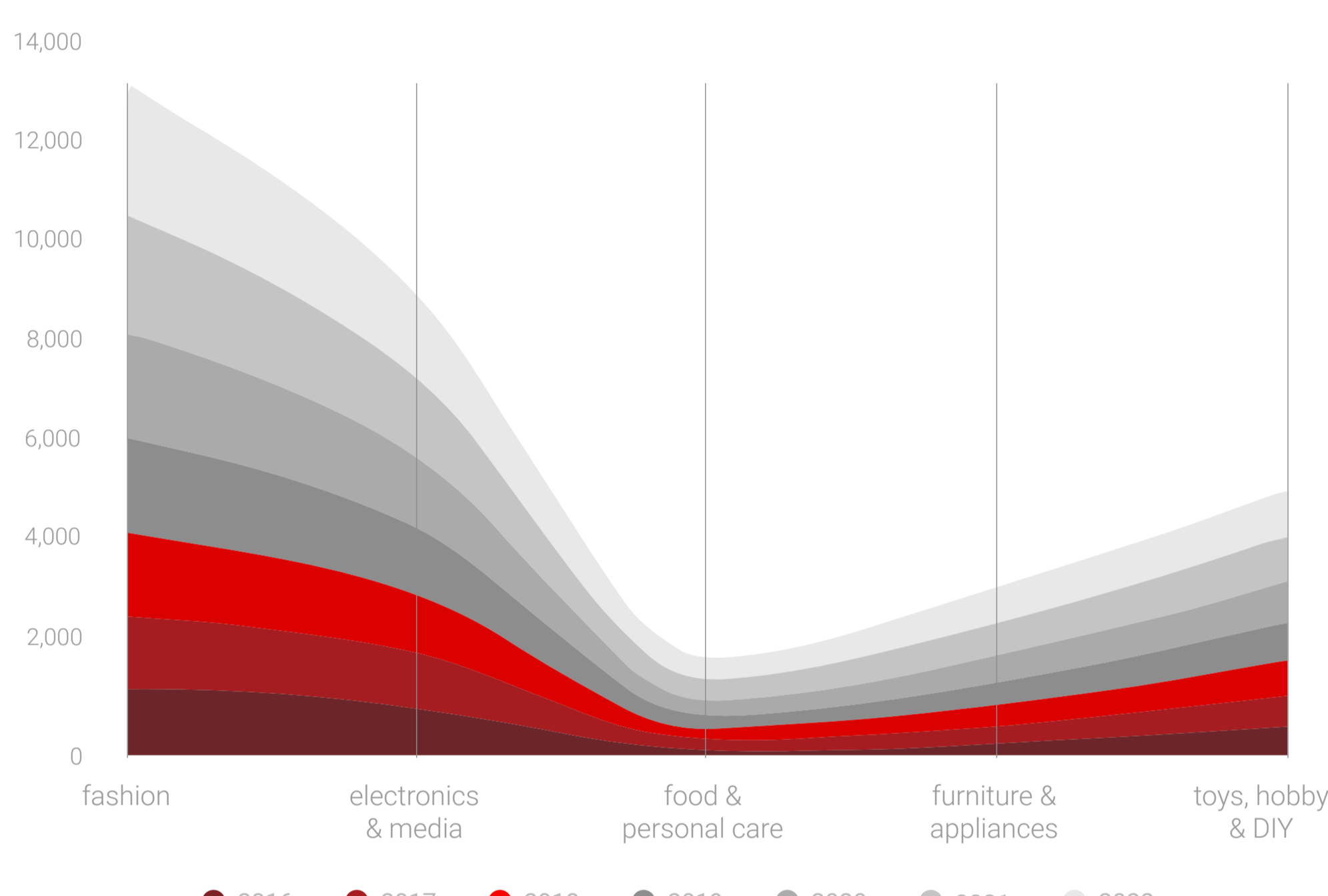
Shopping Categories

Total eCommerce revenue across all product categories is 273 million USD, expected to reach 429 million USD by 2021.

Fashion is currently the leading product category, accounting for 110.2 million USD market share.

Electronics & Media is second, accounting for 79.7 million USD.

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



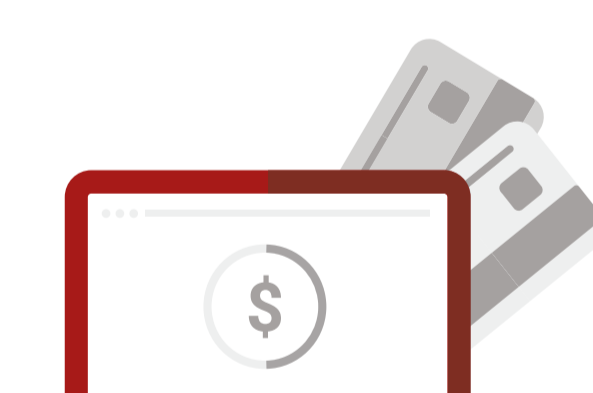
Logistics & Infrastructure



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

Preferred Online Payment Methods

31% shoppers like to pay with credit card when shopping online.

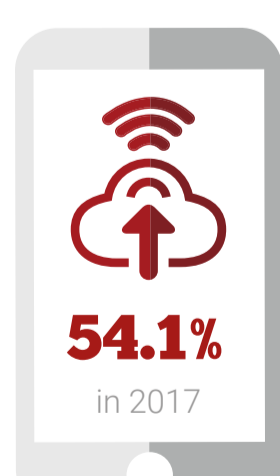


Where does Estonia buy from?

Russia supplies Estonia with 2.04 billion USD in imports. Other key import partners are Germany (\$1.84 billion), Finland (\$1.64 billion), Latvia (\$1.38 billion) and Lithuania (\$1.33 billion).



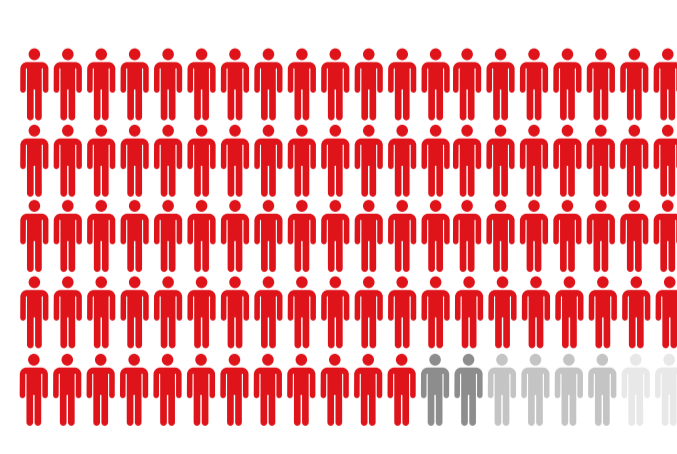
Device Usage



Internet penetration is currently at 77.1%, and should reach 79.1% by 2021.

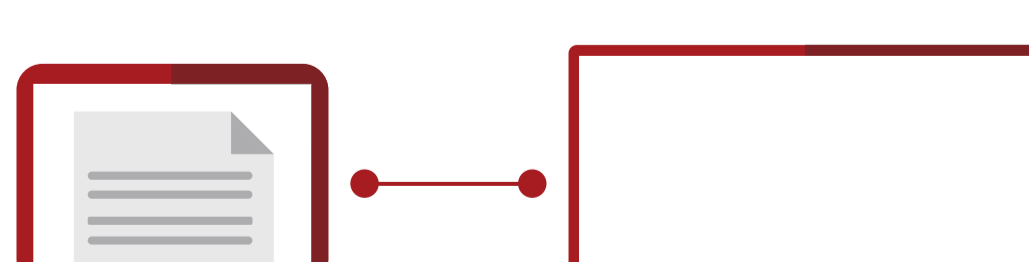
Smartphone penetration is 54.1% and is projected to grow to 62% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

In 2017, 19 million USD of advertising spend will be spent on TV in Estonia.



57% of Estonia's population are monthly active social network users, thanks to Facebook, YouTube, Twitter and MySpace, which 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.