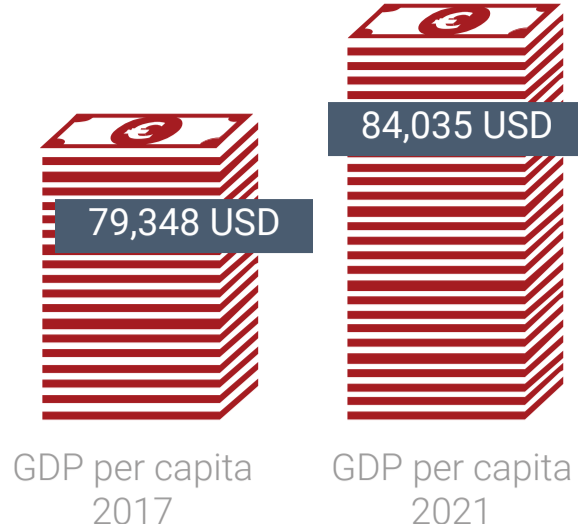


Economy

Home to 8.37 million people with a total GDP of 659.83 trillion USD.

GDP per capita is currently 79,348 USD and expected to reach 84,035 by 2021.



SWITZERLAND IS RANKED AS THE 40TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

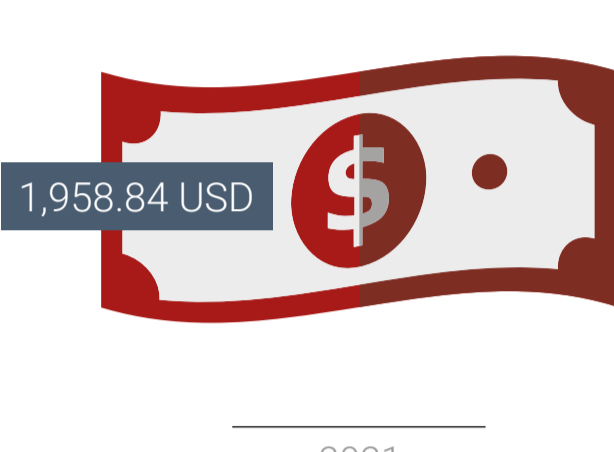
User Insights

There are currently 5.08 million eCommerce users in Switzerland, with an additional 470,000 users to be shopping online by 2021.

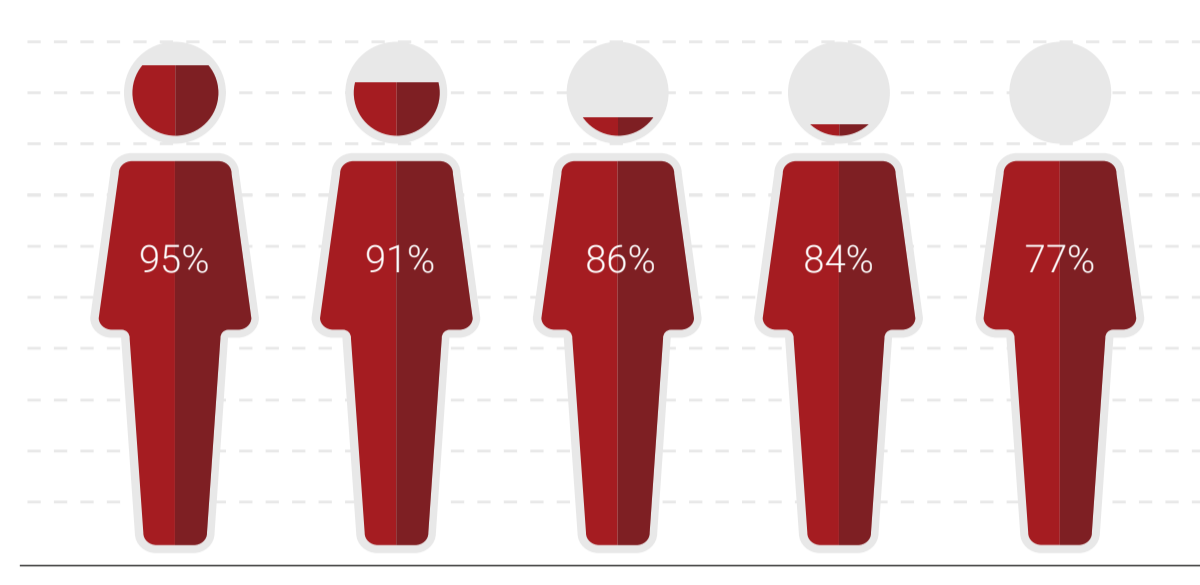
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 7.59 billion USD, expected to reach 10.88 billion USD by 2021.

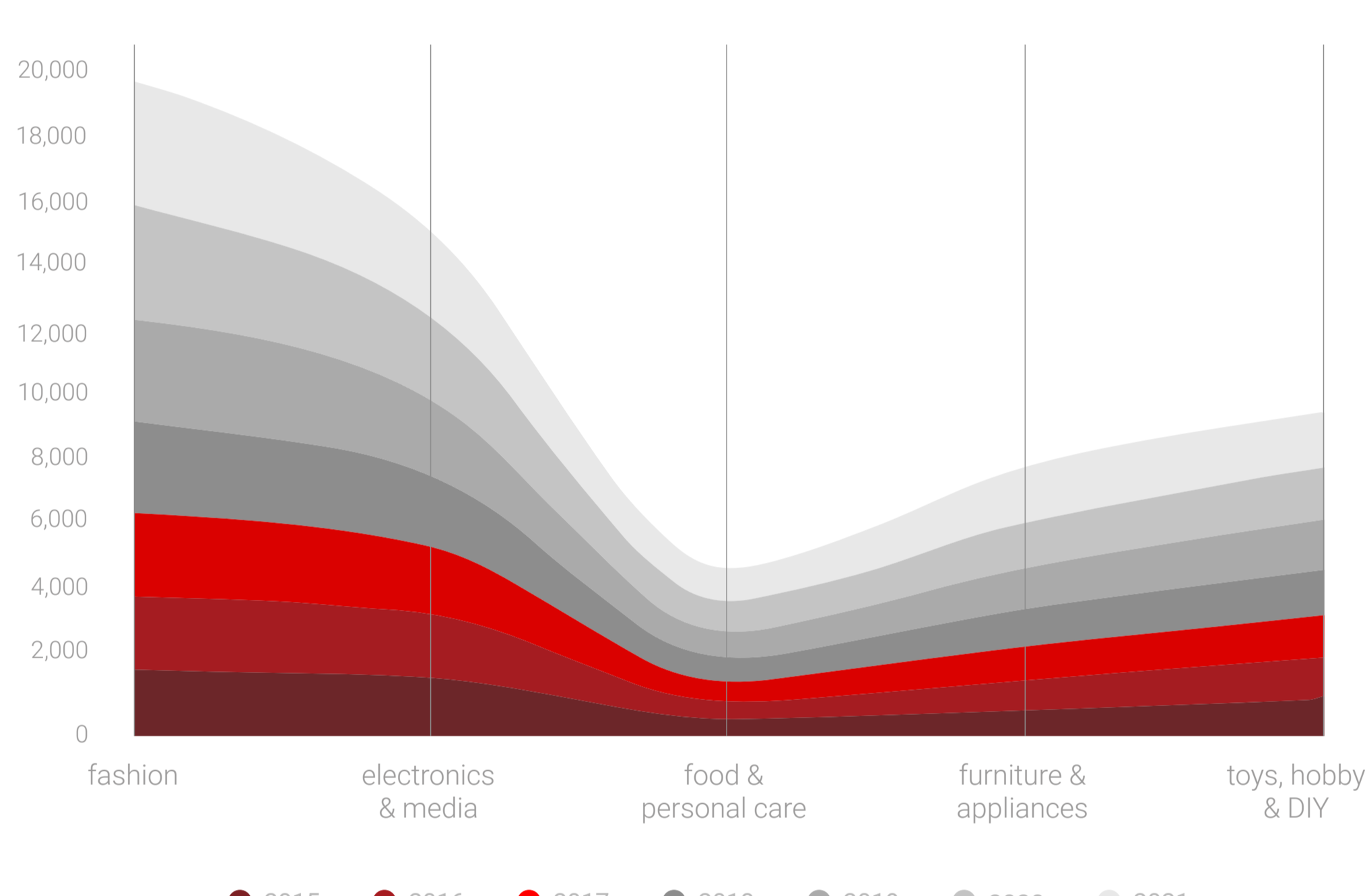


Fashion is currently the leading product category, accounting for 2.54 billion USD market share.



Electronics & Media is second, accounting for 2.08 billion USD.

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



Logistics & Infrastructure



In 2016, Switzerland was ranked 11th in the World Bank Logistics ranking.

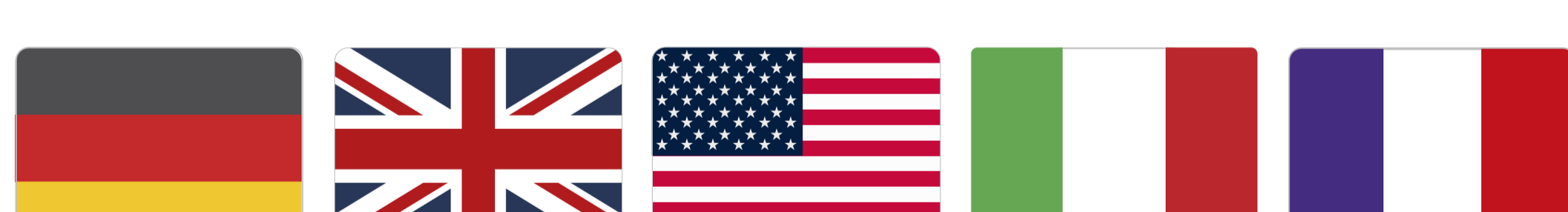
Preferred Online Payment Methods

92.2% shoppers like payment against invoice when shopping online, and 65.2% also pay with credit card.



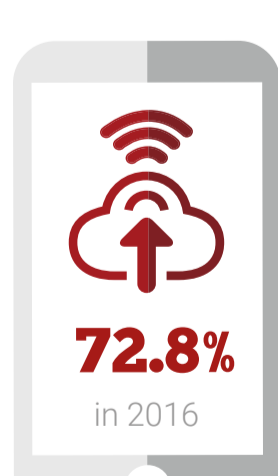
Where does Switzerland buy from?

Germany supplies Switzerland with 52.1 billion USD in imports. Other key import partners are the UK (32.5 billion USD), the US (20.4 billion USD), Italy (19.5 billion USD) and France (16.5 billion USD).



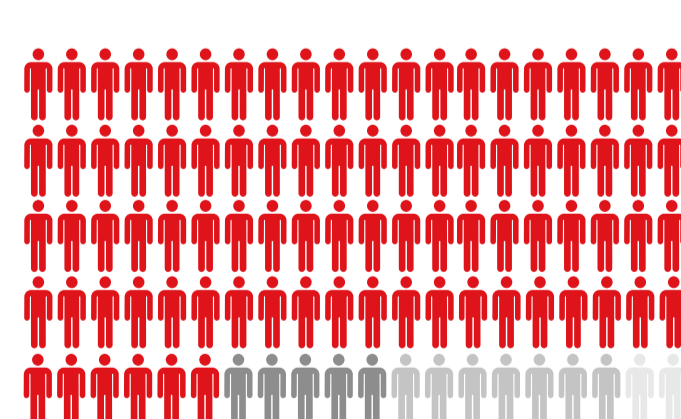
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



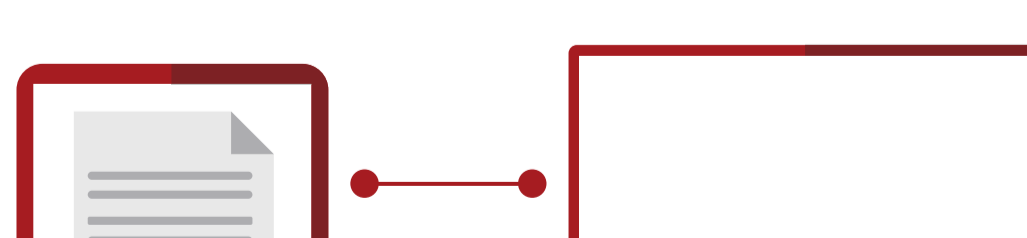
Internet penetration is currently at 86.5%, and should reach 88.3% by 2021.

Smartphone penetration is 72.8% and is projected to grow to 84% by 2021.



Marketing

In 2015, digital advertising spend was estimated to be 166 million USD. That same year, 1.5 billion USD was spent on television advertising.



3.5 million people in Switzerland are active monthly social network users, thanks to WhatsApp, Messenger, Pinterest and Facebook, 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.