

Insights into the growth of UK eCommerce

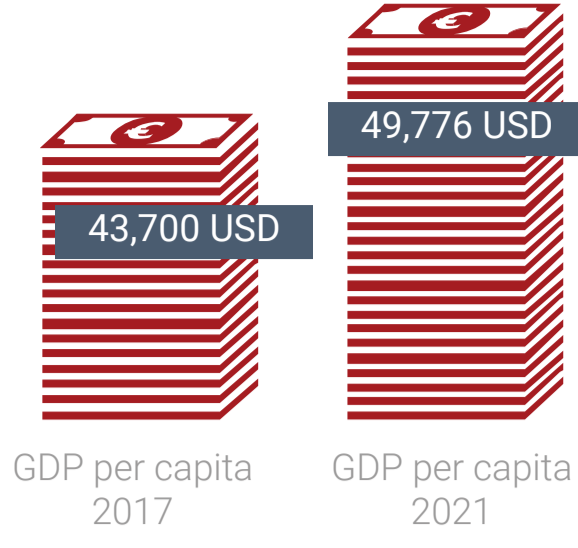
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 65.64 million people with a total GDP of 2.62 trillion USD.

GDP per capita is currently 43,700 USD and expected to reach 49,776 USD by 2021.

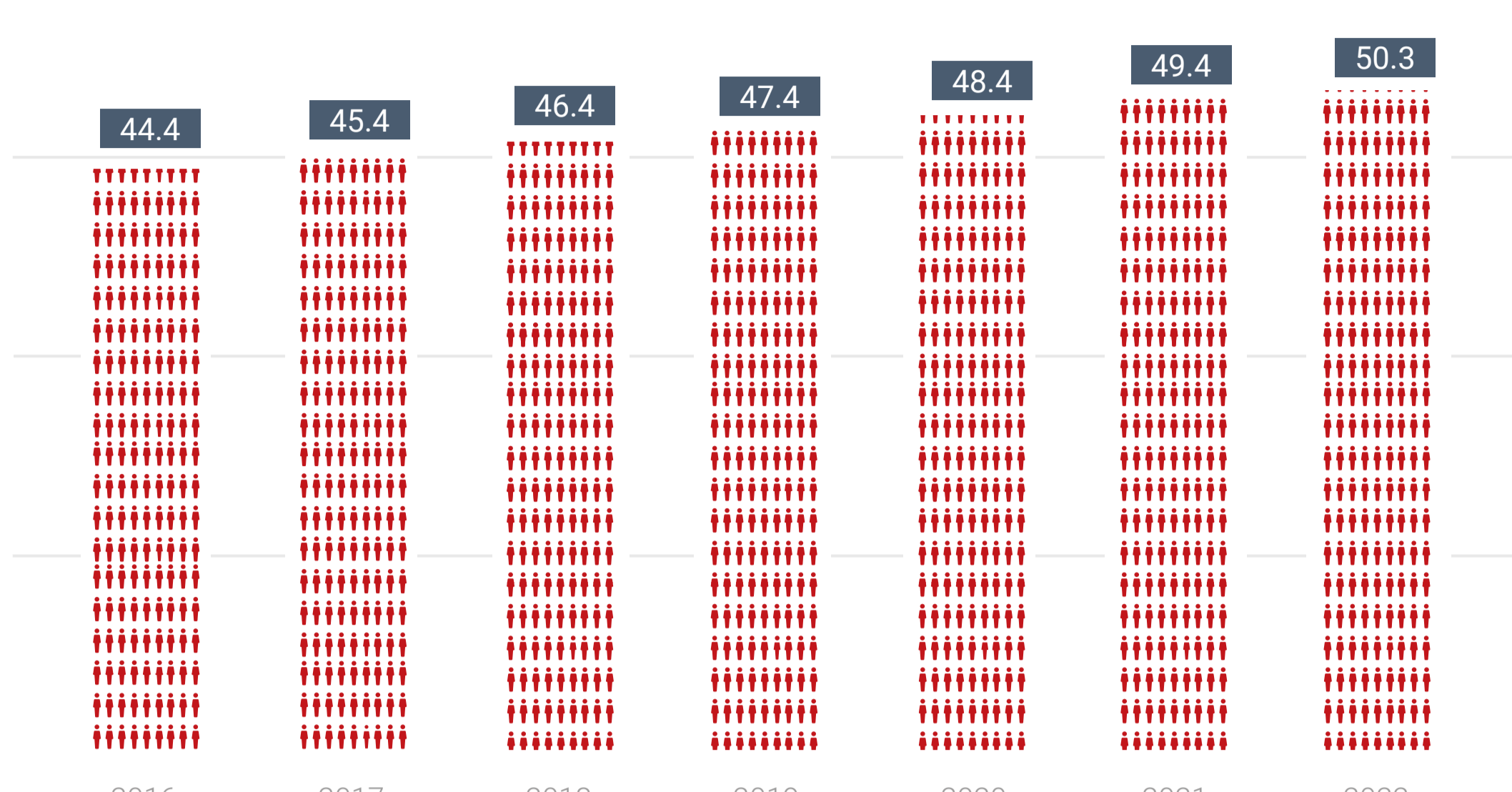


THE UK IS RANKED AS THE 9TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

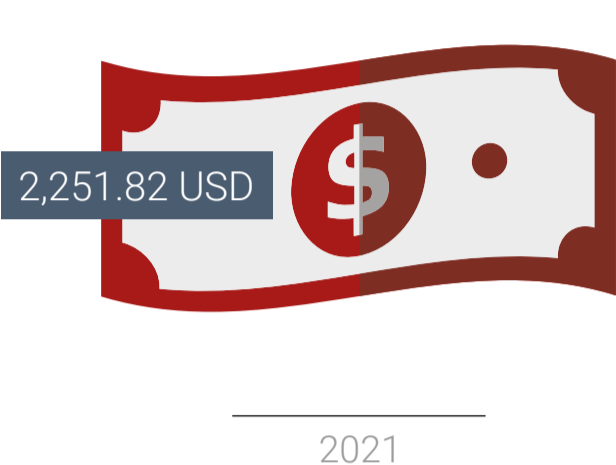
User Insights

There are currently 45.36 million eCommerce users in the UK, with an additional 4.06 million users to be shopping online by 2021.

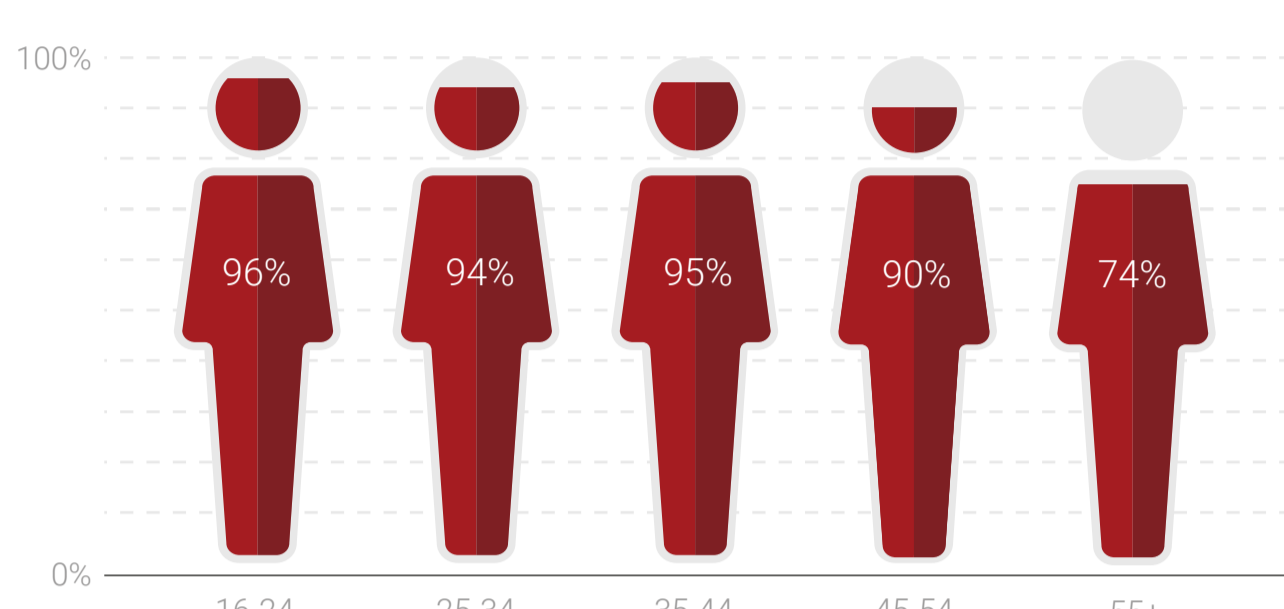
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017

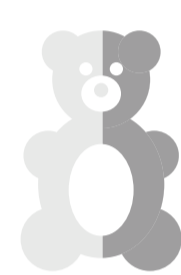


Shopping Categories

Total eCommerce revenue across all product categories is 82.11 billion USD, expected to reach 108.64 billion USD by 2021.

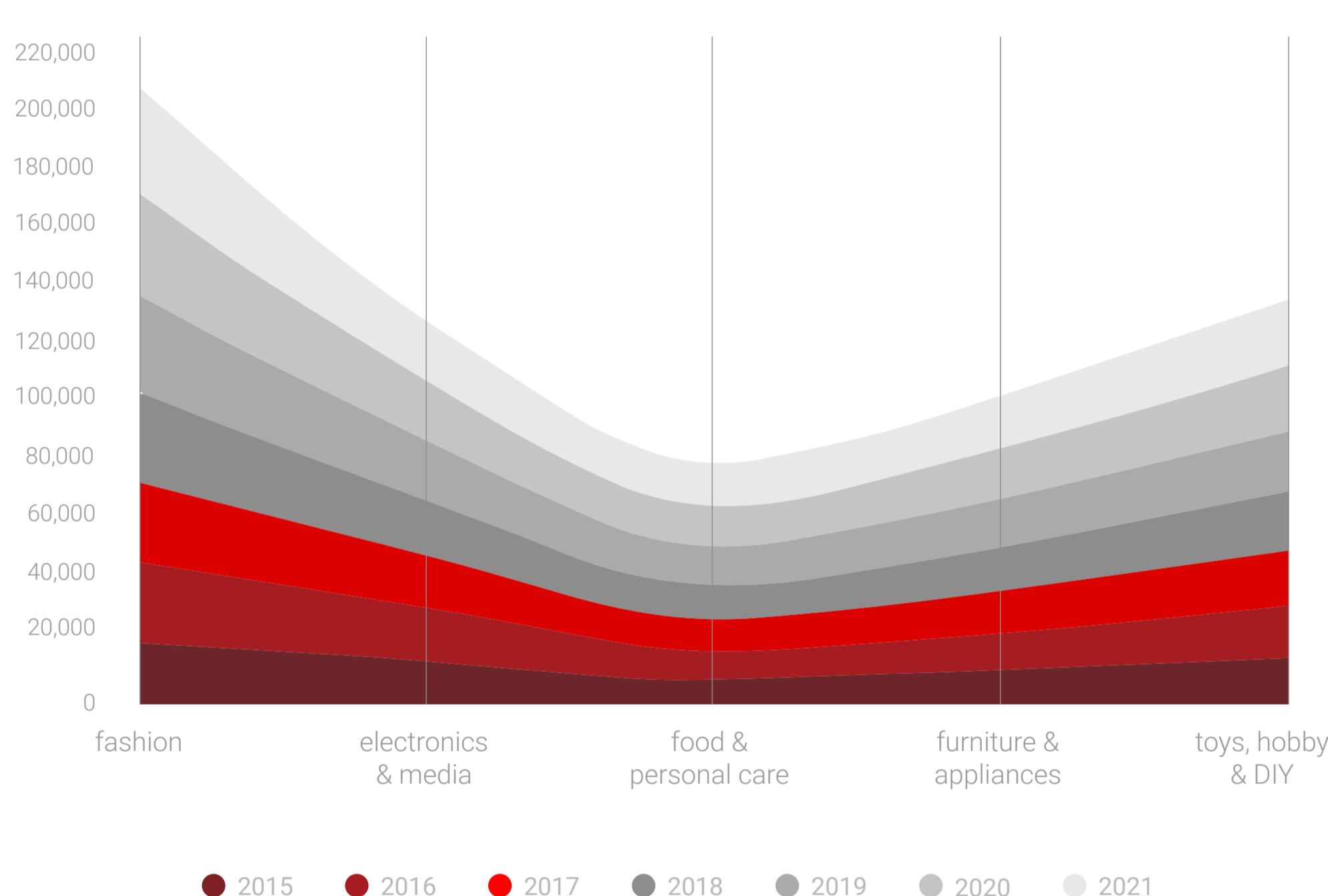


Fashion is currently the leading product category, accounting for 25.45 billion USD market share.



Toys, Hobby & DIY is second, accounting for 17.46 billion USD.

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



Logistics & Infrastructure



In 2016, UK was ranked 8th in the World Bank Logistics ranking.

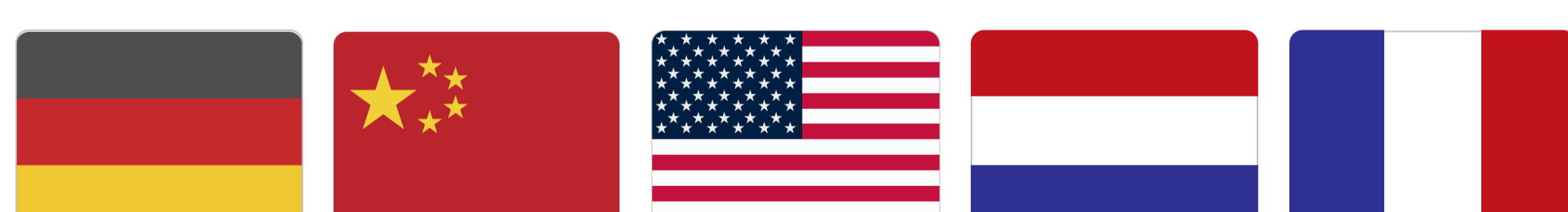
Preferred Online Payment Methods

47% of British shoppers like to pay cash on delivery when shopping online, and 41% prefer PayPal.

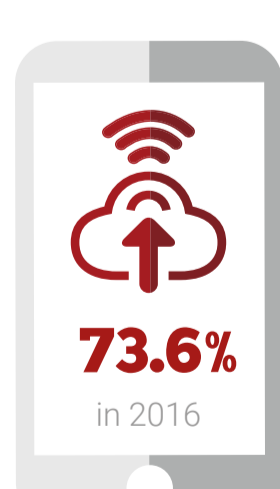


Where does the UK buy from?

Germany supplies the UK with 93.9 billion USD in imports. Other key import partners are China (62.8 billion USD), the US (44.8 billion USD), the Netherlands (44.4 billion USD) and France (37.6 billion USD).



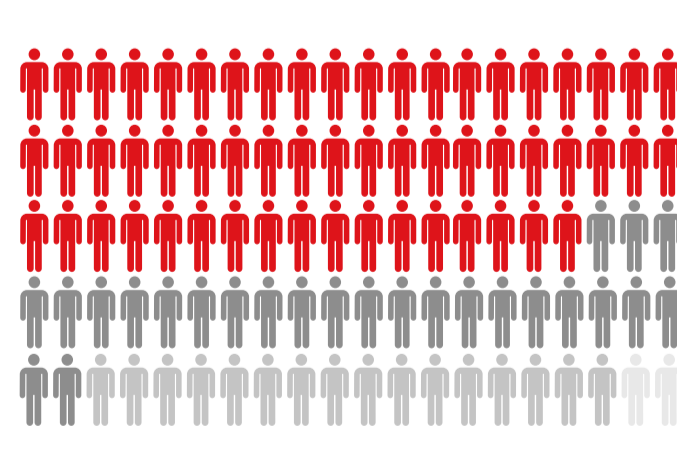
Device Usage



Internet penetration is currently at 91.9%, and should reach 94.8% by 2021.

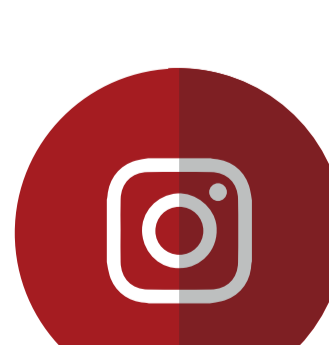
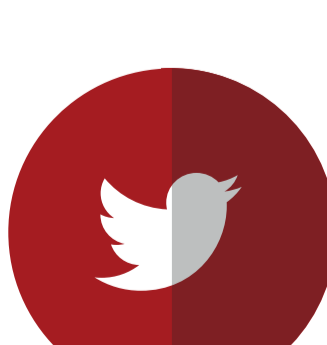
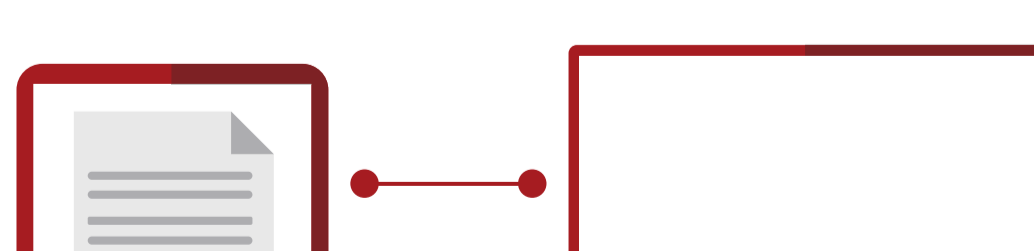
Smartphone penetration is 73.6% and is projected to grow to 82.4% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

In 2017, total ad spend is expected to reach 18.03 billion USD.



There are 39.35 million social network users in the UK, Facebook, YouTube, Twitter and Instagram 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.