European Ecommerce Report

ECOMMERCE EUROPE

In collaboration with:

EuroCommerce for retail & wholesale

2019 edition

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Manhattan Associates

SAP

MultiSafepay Smart Payment Services

.shop

A word from Ecommerce Europe

Marlene ten Ham
Secretary General
Ecommerce Europe

First of all, I would like to thank Ecommerce Operations for having prepared this report and all the sponsors for their support. Ecommerce Europe is the voice of the European digital commerce sector. Through its 19 national e-commerce associations, we represent more than 75,000 companies selling goods and services online to consumers in Europe. Our mission is to act at EU level to help legislators create a better framework for online merchants, so that their sales can grow further. With a European B2C ecommerce turnover forecasted to grow at around 13% and to hit 621 billion euros in 2019, we are, of course, very pleased to see that the e-commerce sector in Europe is still growing at a fast pace. This is indeed a great signal for our industry. However, despite the progress stemming from the good collaboration between EU policymakers and the industry to build a harmonized Digital Single Market, European businesses still face barriers to growth, especially beyond their national borders. One of the biggest challenges for online merchants remains the lack of level playing field both in the EU and globally, as players based outside Europe have the ability to put major pressure on the European market. In this regard, European businesses need all the support they can get from policymakers and regulators in order to be able to grow in an increasingly competitive global market. We believe that the e-commerce sector is at a turning point. If the European Union wants its companies to fully play their role in a globalized world, increasingly defined by the fierce competition from non-EU companies, it needs to create a harmonized market and a favorable environment where European e-commerce companies can flourish. The recent European elections represent the best occasion for EU policymakers to seize the opportunity of the new upcoming mandate in the European Institutions to build a strong political vision for the ecommerce sector. To unlock the growth potential of the e-commerce sector and build on the strong basis illustrated in this report, there are key policy objectives to be fulfilled in the coming years. Firstly, it is crucial to enforce current regulations before creating new rules. Secondly, it is also imperative to harmonize essential laws and standards so that European businesses can rely on single sets of rules when operating cross-border. Thirdly, it is essential that rules created at European level are also enforceable vis-à-vis non-EU companies operating in the EU. Finally, we need more investments in new technologies and in digital education, so that e-commerce businesses are empowered to shape Europe's digital future. Only this way, we can succeed in creating a harmonized and competitive Digital Single Market where ecommerce will continue its double-digit growth and where businesses will be able to compete on a global scale.

Ecommerce Europe: The European Ecommerce Association

About Ecommerce Europe

Ecommerce Europe is the voice of the European digital commerce sector. Through its 19 national e-commerce associations, Ecommerce Europe represents more than 75,000 companies selling goods and services online to consumers in Europe. European merchants still face difficulties when selling online, specifically cross-border. That is why we act at European level to help legislators create a better framework for online merchants, so that their sales can grow further. We aspire to be the European platform for digital commerce, where the members of national e-commerce associations, direct company members and suppliers can:

- Network and share best practices, exchange information and knowledge on issues concerning their business;
- Work towards promotion, professionalization and self-regulation the digital commerce industry, thanks to projects like our European Trustmark;
- Create better fitted frameworks that can foster online sales at all levels, both domestically and cross-border.

Ecommerce Europe's Public Affairs Activities

Ecommerce Europe represents the interests of online merchants vis-à-vis European legislators.
Our advocacy activities focus on four main pillars:

- e-Regulations
- Digital Transactions and Innovation
- e-Logistics
- Trust (Ecommerce Trustmark)

These pillars are translated into four Working Committees that are managed by the Brussels Secretariat. Members of Ecommerce Europe can join the committee meetings to discuss and further develop the positions of the European e-commerce association on a wide range of topics. These meetings are also the occasion to get informed, share best practices and discuss obstacles merchants face in their daily e-commerce operations in several countries. Ecommerce Europe translates the outcome of the Working Committees into policy recommendations for legislators on how to make it easier for merchants to sell online, especially cross-border. At the same time, we translate what comes from the European Union into practical information that can be used by online merchants in their daily activities.

How to get involved

Ecommerce Europe welcomes national e-commerce associations and companies selling goods and/or services online to consumers as members. Furthermore, we welcome preferred suppliers to the European e-commerce industry and other related organizations (i.e. NGOs, other associations, with a strong affiliation to e-commerce). Members and partners of Ecommerce Europe can benefit from a wide range of services. For instance, they get access to important information about changes impacting their businesses, they can benefit of practical tools (i.e. factsheets, Q&As) to help them comply with new rules, they can influence how EU legislation is drafted, they can share and exchange knowledge with other stakeholders, network with peers and boost their visibility at the events and workshops organized by Ecommerce Europe. If you would like to be involved with Ecommerce Europe or one of our national associations, please visit our website www.ecommerce-europe.eu or send us an e-mail at info@ecommerce-europe.eu.

WEBSITE:
www.ecommerce-europe.eu

FOLLOW US:
@Ecommerce_EU

www.linkedin.com/company/ecommerce-europe/

ECOMMERCE EUROPE

Address: Rue d'Arlon 69-71, 1040 Brussels (Belgium)
Tel: +32 (0) 2 502 31 34
Email: info@ecommerce-europe.eu

Ecommerce Associations & European Report Sources

Western Europe:

thuiswinkel .org
Netherlands

Retail Excellence Empowering an Industry
Ireland

BECOMMERCE ASBL VZW
Belgium

fevad www.fevad.com
France

HÄNDLERBUND
Germany

imrg
United Kingdom

eCOM.lu
Luxembourg

Northern Europe:

FDIH STYRKER DANSK E-HANDEL
Denmark

FINNISH COMMERCE FEDERATION
Finland

SVÞ Samtök verslunar og þjónustu
Iceland

VIRKE eHANDEL
Norway

SVENSK DIGITAL HANDEL
Sweden

Central Europe:

HANDELSVERBAND
Austria

APEK ASOCIACE PRO ELEKTRONICKOU KOMERCI
Czech Republic

Ecommerce Hungary
Hungary

CHAMBER OF DIGITAL ECONOMY
Poland

netcomm suisse ecommerce association
Switzerland

Ecommerce Associations & European Report Sources

Eastern Europe:

Bulgarian E-commerce Association
Bulgaria

DATA insight
Russia

AVentures
Ukraine

ARMO
ASOCIAȚIA ROMÂNĂ A MAGAZINELOR ONLINE
Romania

Southern Europe:

CYPRUS CHAMBER OF COMMERCE AND INDUSTRY
Cyprus

GRECA
Greek e-Commerce Association
Greece

netcomm
IL COMMERCIO DIGITALE ITALIANO
Italy

mca
MALTA COMMUNICATIONS AUTHORITY
ensuring connectivity
Malta

acepi
ASSOCIAÇÃO ECONOMIA DIGITAL
Portugal

adigital
Asociación Española de la Economía Digital
Spain

A word from EuroCommerce

Christian Verschueren
Director-General
EuroCommerce

As the principal organization representing retail and wholesale in Europe, EuroCommerce decided to support the European Ecommerce Report again in 2019. E-commerce is growing fast everywhere, and is becoming more and more important as part of business models and for consumers in their everyday lives. The fast-growing role of online sales is both driving and responding to changes in consumer purchasing behavior. Europe needs to be able to keep up with the massive progress being made in other regions of the world. To understand the developments in the different European markets is therefore crucial, and this report contributes to this knowledge.

Europe needs to shape its policies to allow consumers and traders to make the most of the potential of a market of 500 million Europeans, while ensuring that consumers are comfortable to embrace the possibilities that e-commerce brings. Meanwhile, we will continue to press for a regulatory framework which creates the right conditions for growth in all channels of sales, and helps European retail to innovate and compete globally.

EuroCommerce: the European federation for retail & wholesale

About EuroCommerce

EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 31 countries and 5.4 million companies, both leading global players such as Carrefour, Ikea, Metro and Tesco, and many small businesses. Retail and wholesale provide a link between producers and 500 million European consumers over a billion times a day. It generates 1 in 7 jobs, providing a varied career for 29 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.

WEBSITE:
www.eurocommerce.eu

FOLLOW US:
@eurocommerce

www.linkedin.com/company/eurocommerce

Address: Avenue des Nerviens 85, 3rd floor, B-1040 Brussels (Belgium)
Tel: +32 (0) 2 737 05 98
Email: bastings@eurocommerce.eu

Thank you for reading this report

Thank you for downloading this report. We hope it will help you take the next step in selling online in Europe.

Ecommerce Operations is an independent organization, initiated by worldwide national ecommerce associations as well as online and omnichannel selling companies from industries such as retail, travel & finance. Our **mission** is to **foster global digital trade** as peace is the natural effect of trade. By facilitating digital commerce we hope to make the world a slightly better place.

We would also like to give a special thank you to **all the** National Ecommerce Associations of Europe for providing data for this report. It helped us make this the most comprehensive analysis of the European ecommerce market we have ever conducted. Additionally, we would like to thank our esteemed report partners: Ecommerce Europe, EuroCommerce, SAP, Asendia, MultiSafepay, .shop and Manhattan Associates. A great amount of gratitude is extended to Ecommerce Europe and EuroCommerce, for their continued support.

If you would like to read more of our reports, you can them at www.e**commercefoundation.org/reports.**

Valued Report Partners

SAP Customer Experience is a business unit of SAP, providing omnichannel customer engagement and commerce solutions that allow organizations to build up a contextual understanding of their customers in real-time, deliver a more impactful, relevant customer experience and sell more goods, services and digital content across every touch point, channel and device. Through its state-of-the-art customer data management, context driven marketing tools and unified commerce processes, SAP Customer Experience has helped some of the world's leading organizations to attract, retain and grow a profitable customer base.

Asendia is one of the world's top three international mail, shipping and distribution organisations, delivering your packages, parcels and documents to more than 200 destinations across the globe.

We combine the experience and expertise of our founding companies, La Poste and Swiss Post. As a joint venture, we bring together a wealth of international and local expertise and connections. Today we employ over 1,000 people in fifteen country offices in Europe, Asia and the USA - a global network blended with a local presence.

Since the beginning of the ecommerce revolution in 1999, MultiSafepay has been a trusted Payment Service Provider. MultiSafepay always strive to be on the frontline of innovation and offer a comprehensive mix of payment methods that enable the merchant to operate both locally and worldwide.
With over 15.000 European online shops already integrating the innovative payment solutions, MultiSafepay is experienced in providing the best conversion and advanced reporting tools that empower merchants to save time and increase revenue.

Valued Report Partners

.shop is a domain name for ecommerce. Short, meaningful and relevant, .shop allows ecommerce businesses to choose a brandable online address that instantly identifies ecommerce websites to online shoppers around the world. A .shop domain name can also help offline retailers and service providers to be discoverable online. For businesses, .shop domain names are a more powerful marketing tool and can be used to distinguish their corporate website from their online shop, and provide an enhanced user experience for their customers.

Manhattan Associates is a technology leader in supply chain and omni-channel commerce. We unite information across the enterprise, converging front-end sales with back-end supply chain execution. Our software, platform technology and unmatched experience help drive both top-line growth and bottom-line profitability for our customers.

Manhattan Associates designs, builds and delivers leading edge cloud and on-premise solutions so that across the store, through your network or from your fulfilment centre, you are ready to reap the rewards of the omni-channel marketplace.

Table of Contents

#1 Europe Overview

Countries included in this report

Western Europe:

- Netherlands
- Belgium
- United Kingdom
- Ireland
- France
- Luxembourg
- Germany

Northern Europe:

- Denmark
- Estonia
- Finland
- Iceland
- Latvia
- Lithuania
- Norway
- Sweden

Central Europe:

- Austria
- Czech Republic
- Hungary
- Poland
- Switzerland

Eastern Europe:

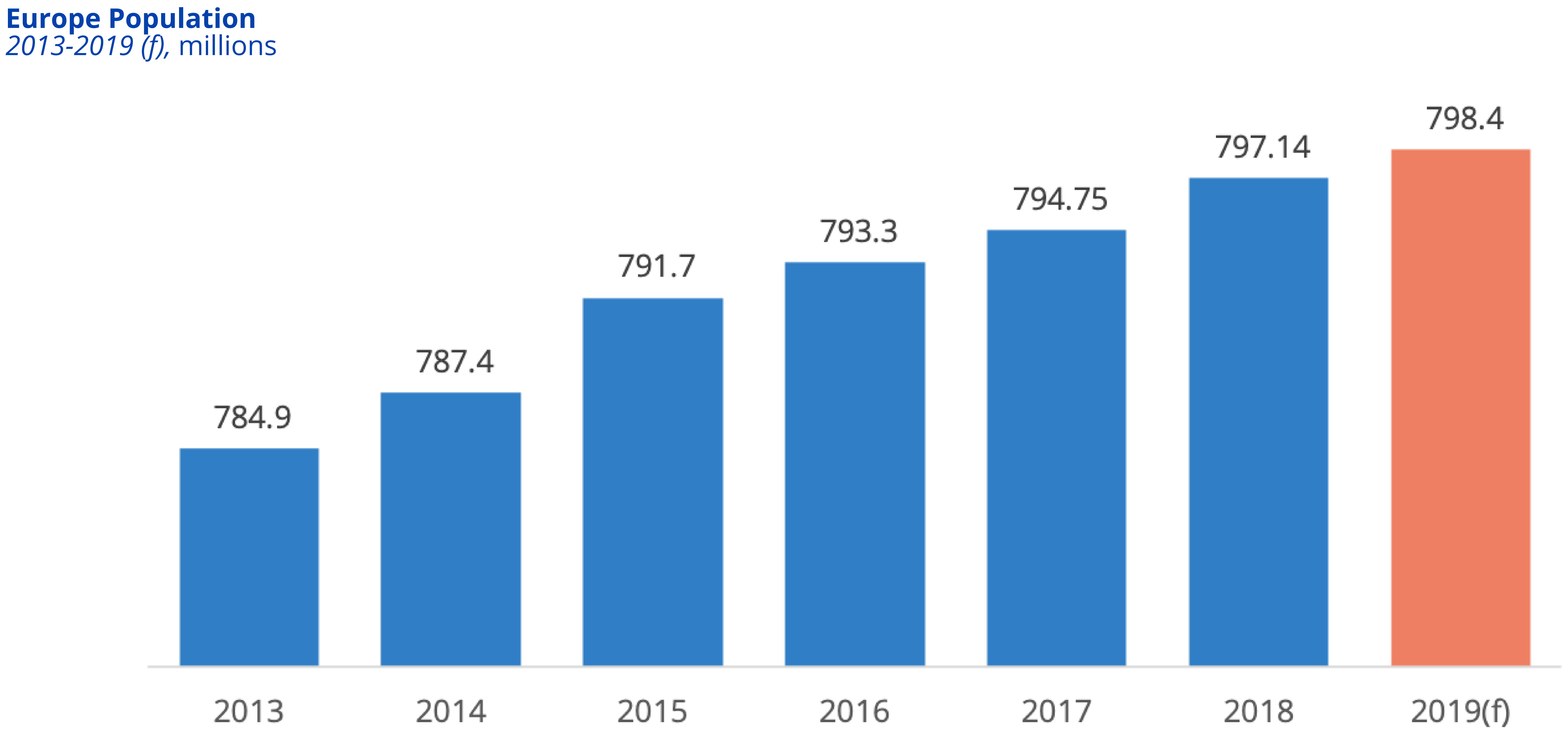
- Bulgaria
- Russia
- Ukraine
- Romania
- North Macedonia
- Serbia

Southern Europe:

- Croatia
- Cyprus
- Greece
- Italy
- Malta
- Portugal
- Turkey
- Spain

*Countries labeled green are not included in this report.

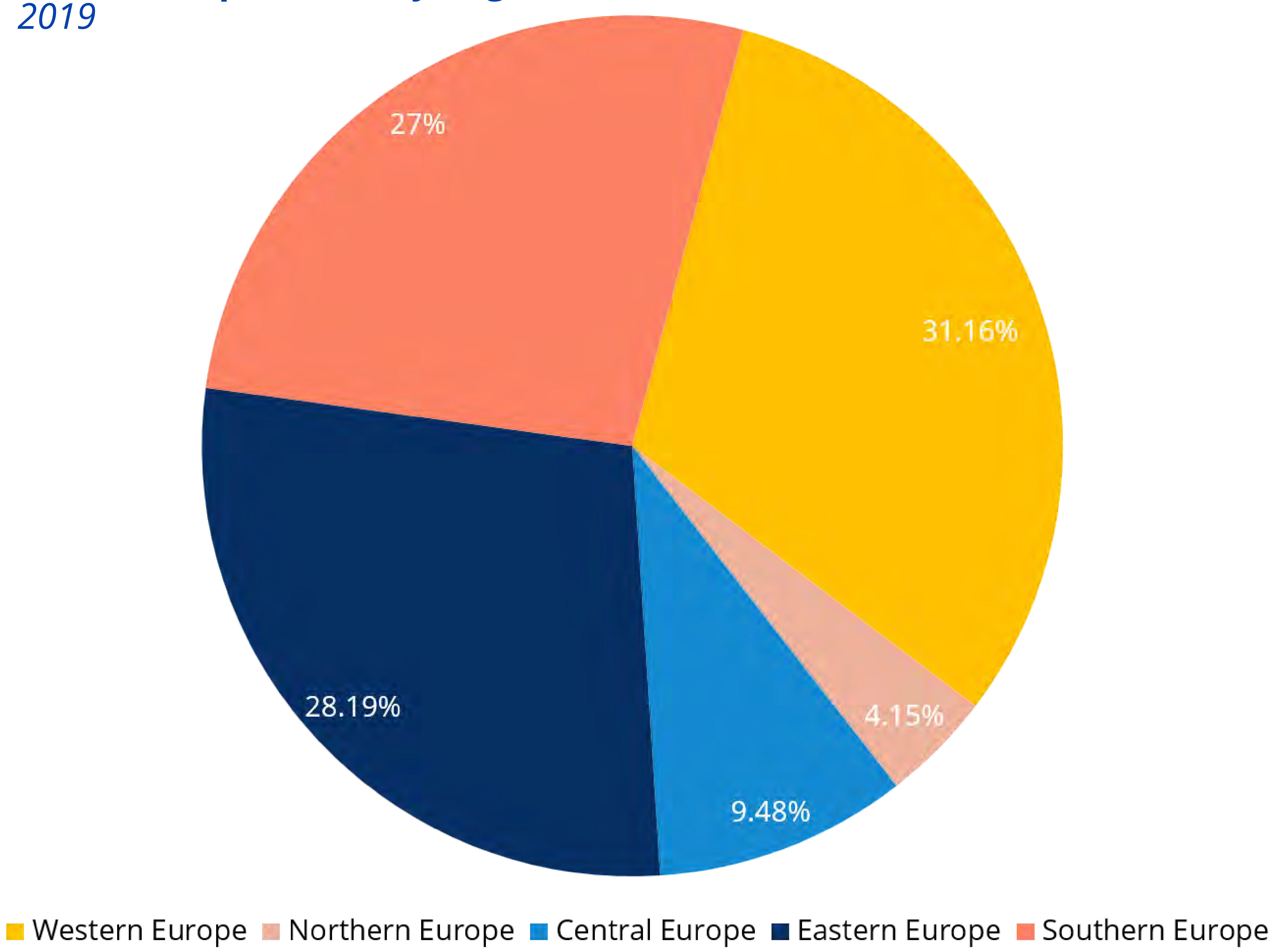
Europe's population continues to increase



Western Europe has the largest population

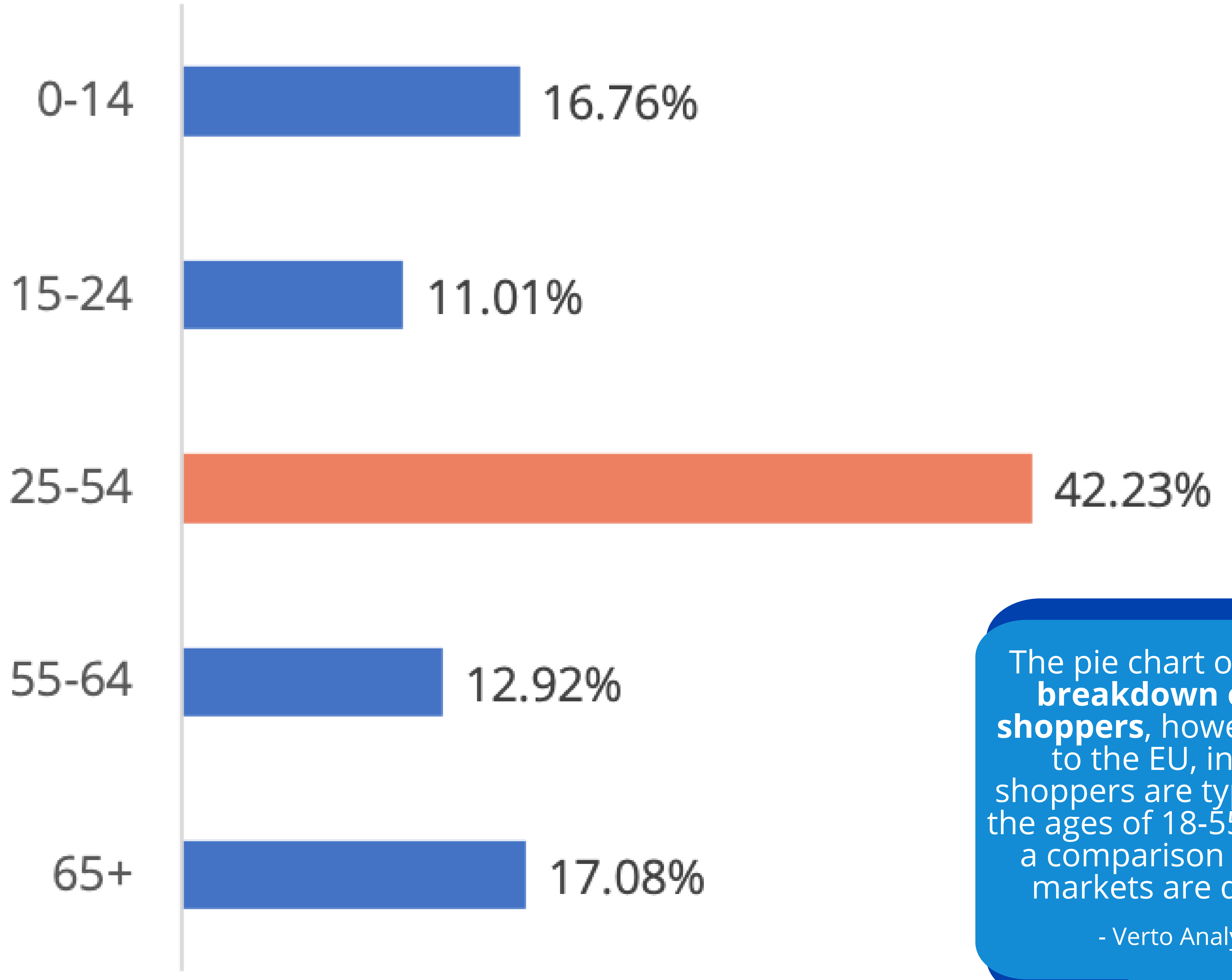
REGION	2019 Population
Western Europe	248,832,458
Northern Europe	33,197,099
Central Europe	75,693,748
Eastern Europe	225,075,414
Southern Europe	215,596,315

Share of Population, by Region
2019



The 65+ age group is the 2nd largest in Europe

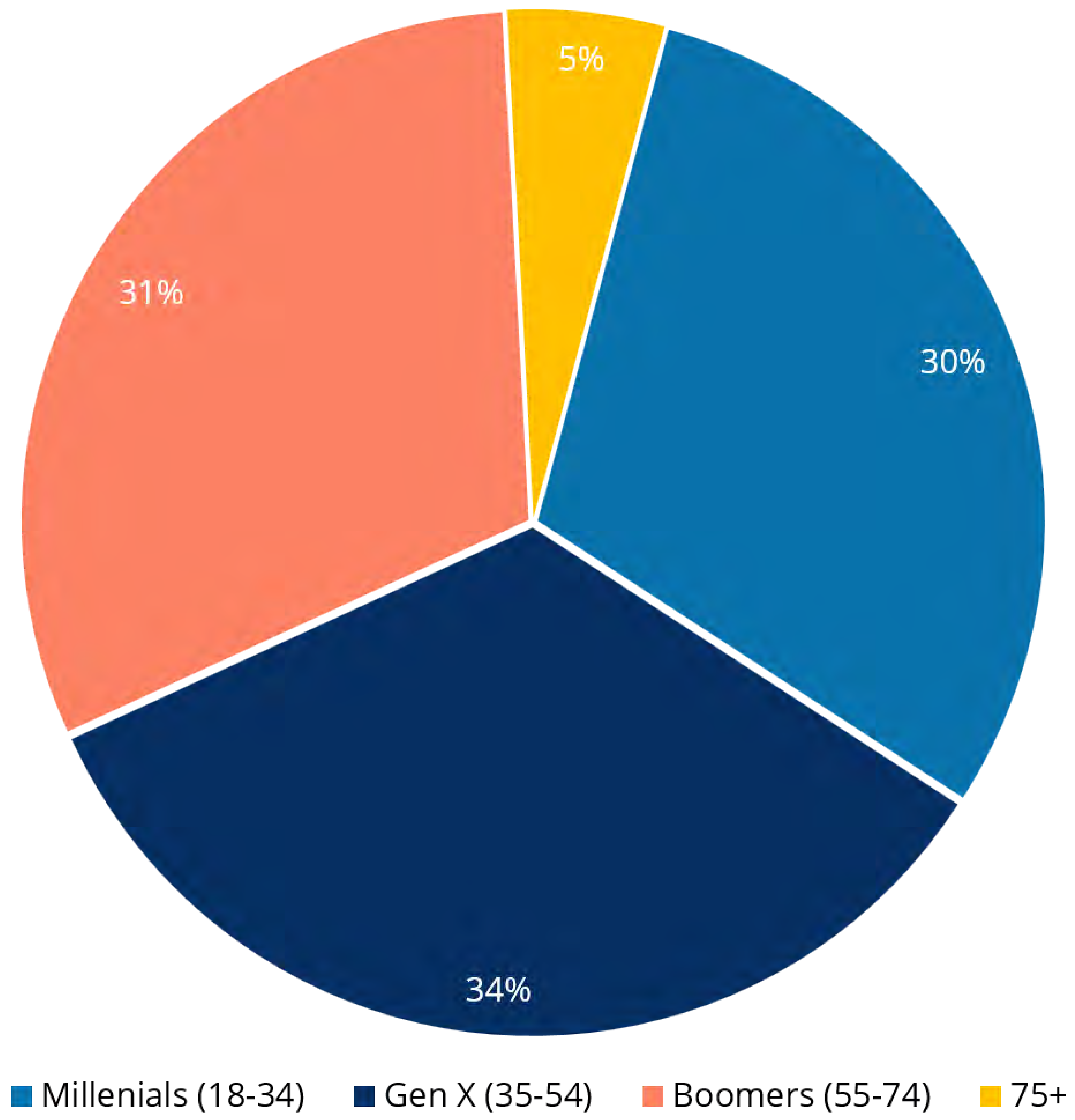
Europe Age Structure
2018



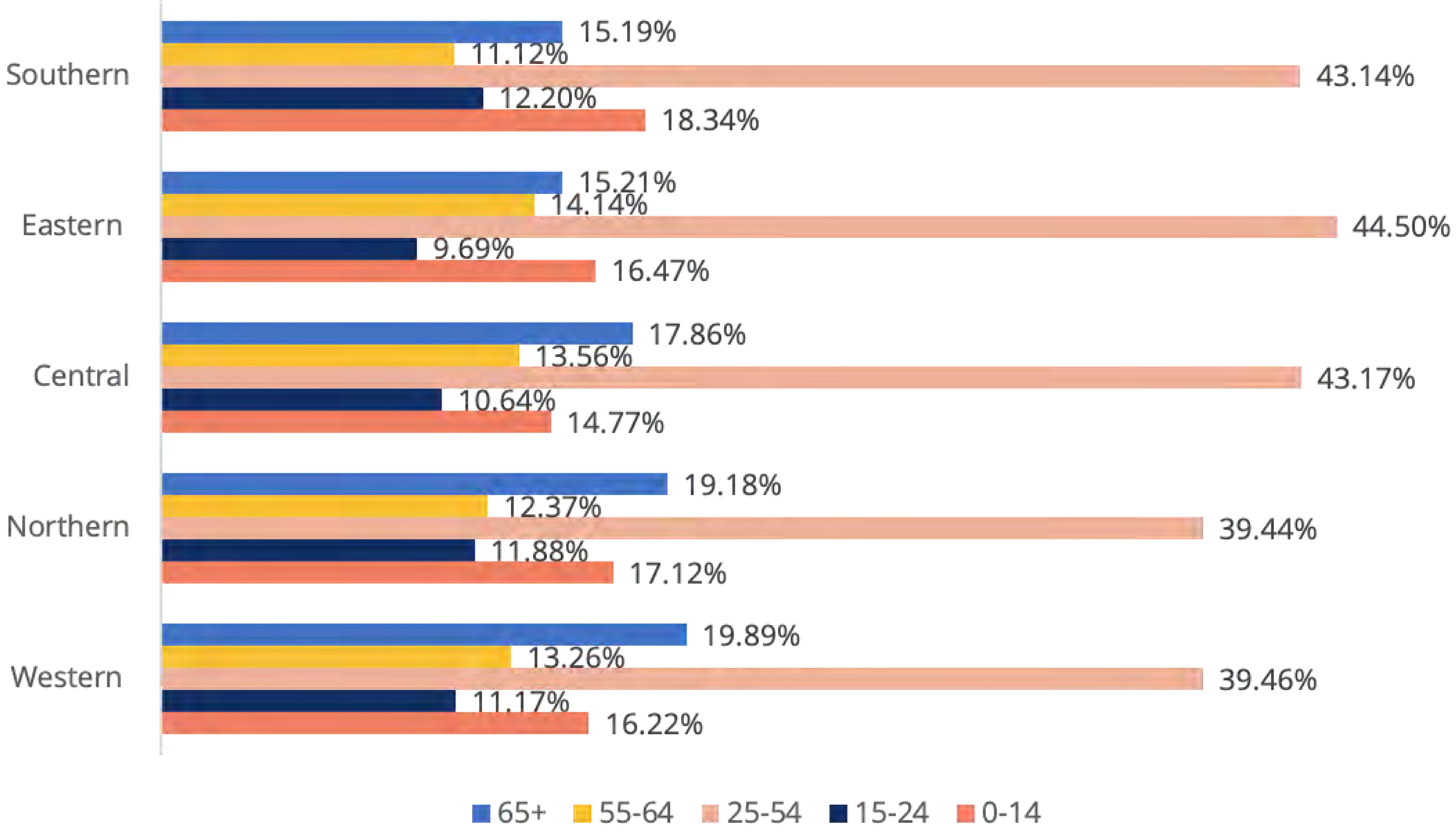
The pie chart on the right is a **breakdown of US online shoppers**, however it is similar to the EU, in that online shoppers are typically between the ages of 18-55. This serves as a comparison because both markets are quite mature.

- Verto Analytics, Connie Hwong / February 28, 2018

Age Distribution of Online Shoppers
2018, U.S. Online Shoppers



Northern and Western Europe have the oldest population

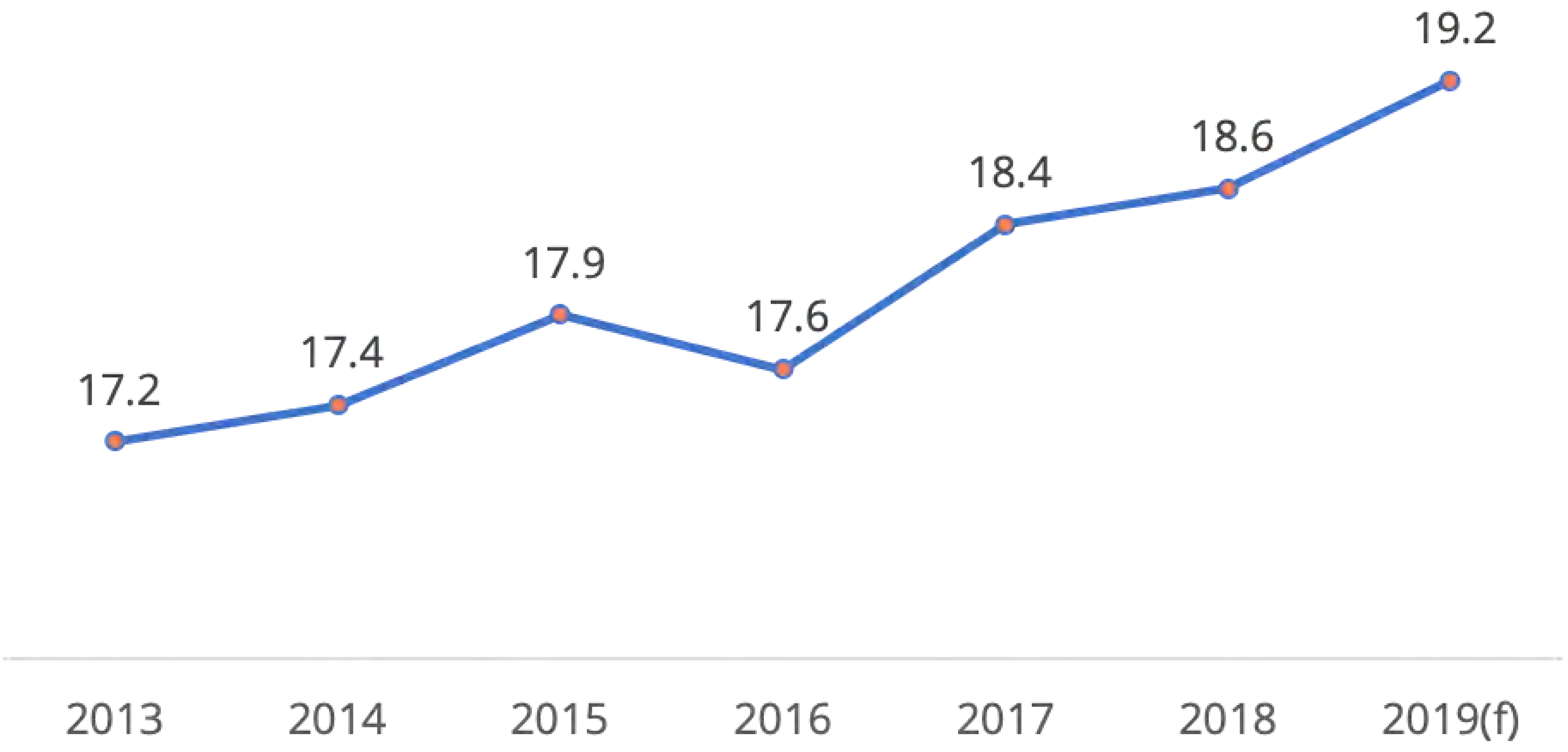


#2 Infrastructure & Logistics

Europe's GDP to reach almost 20 trillion in 2019

Region	GDP per capita 2018	GDP per capita 2019 (f)
Western Europe	38,312€	39,893€
Northern Europe	44,121€	45,637€
Central Europe	23,254€	24,358€
Eastern Europe	7,822€	8,055€
Southern Europe	18,968€	19,028€

GDP, Europe
2013-2019 (f), (Euro, trillion)



Scandinavian countries continue to rank high in important ecommerce indices

Top 10 ranked European countries (Ease of Doing Business)	
Rank	Country
3	Denmark
7	Norway
9	United Kingdom
11	North Macedonia
12	Sweden
14	Lithuania
16	Estonia
17	Finland
19	Latvia
21	Iceland

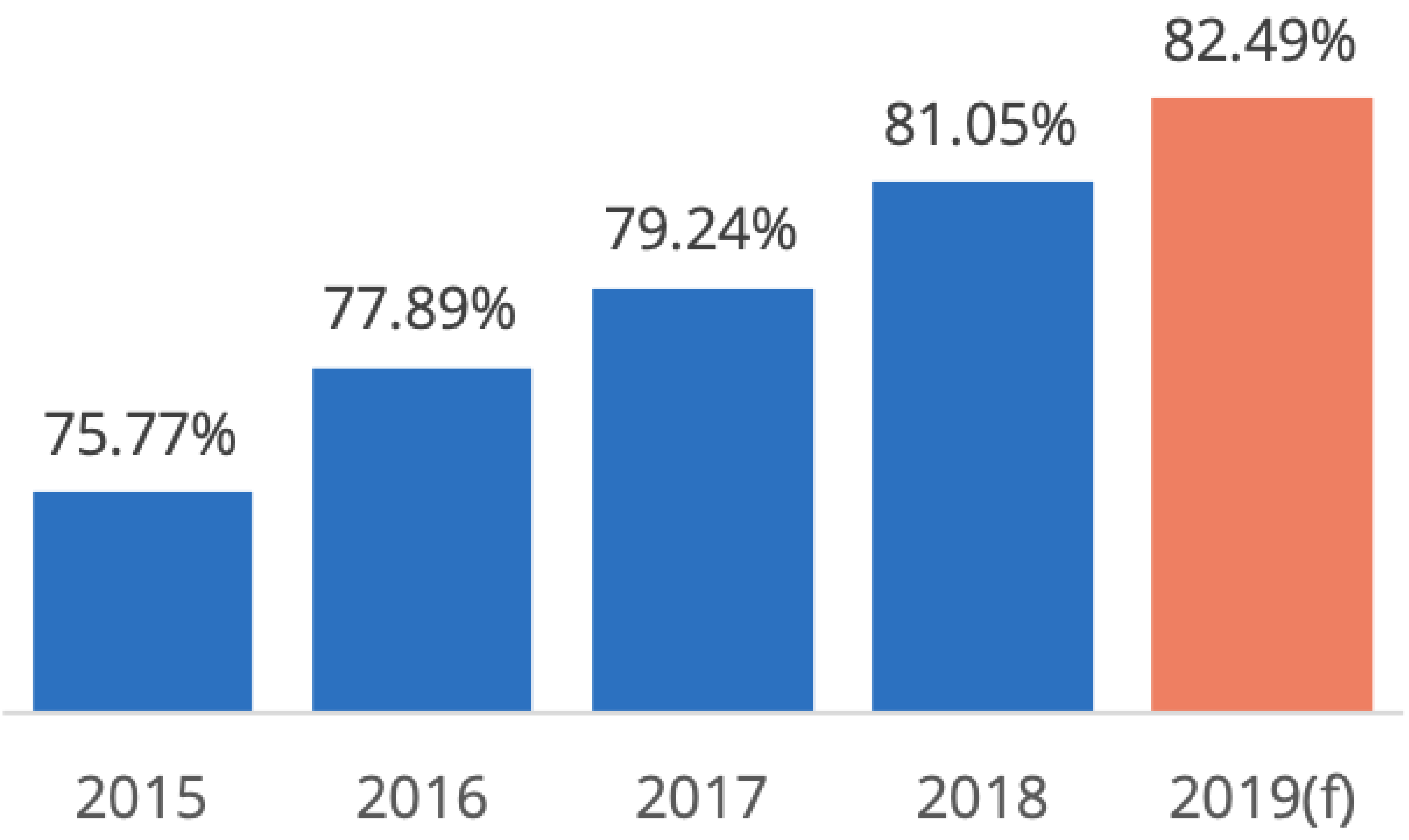
Top 10 ranked European countries (Logistics Performance Index)	
Rank	Country
1	Germany
2	Sweden
3	Belgium
4	Austria
6	Netherlands
8	Denmark
9	United Kingdom
10	Finland
11	Switzerland
16	France

Top 10 ranked European countries (E-government Development Index)	
Rank	Country
4	United Kingdom
6	Finland
8	Sweden
9	France
12	Germany
13	Netherlands
14	Norway
16	Austria
17	Spain
18	Luxembourg

#3 Ecommerce Landscape

Northern Europe has the highest internet penetration

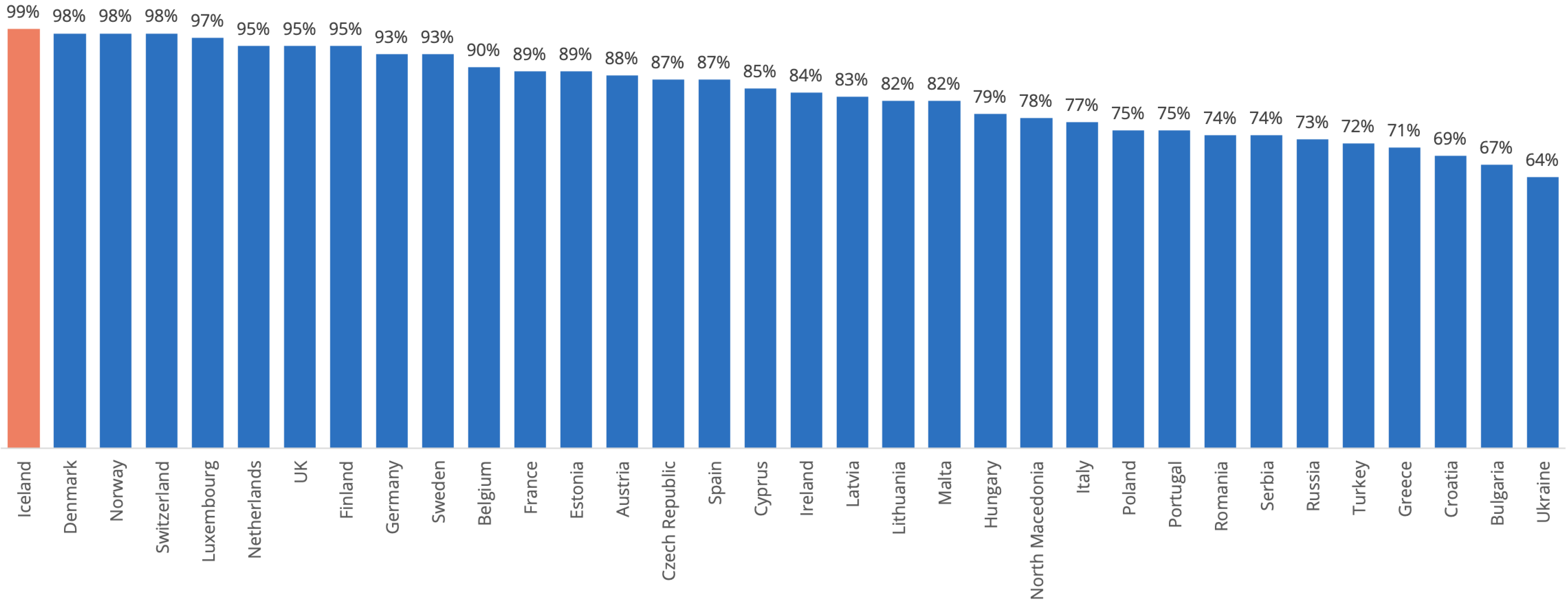
Total Annual Internet Penetration
2015-2019 (f)



Internet Penetration per region
2018

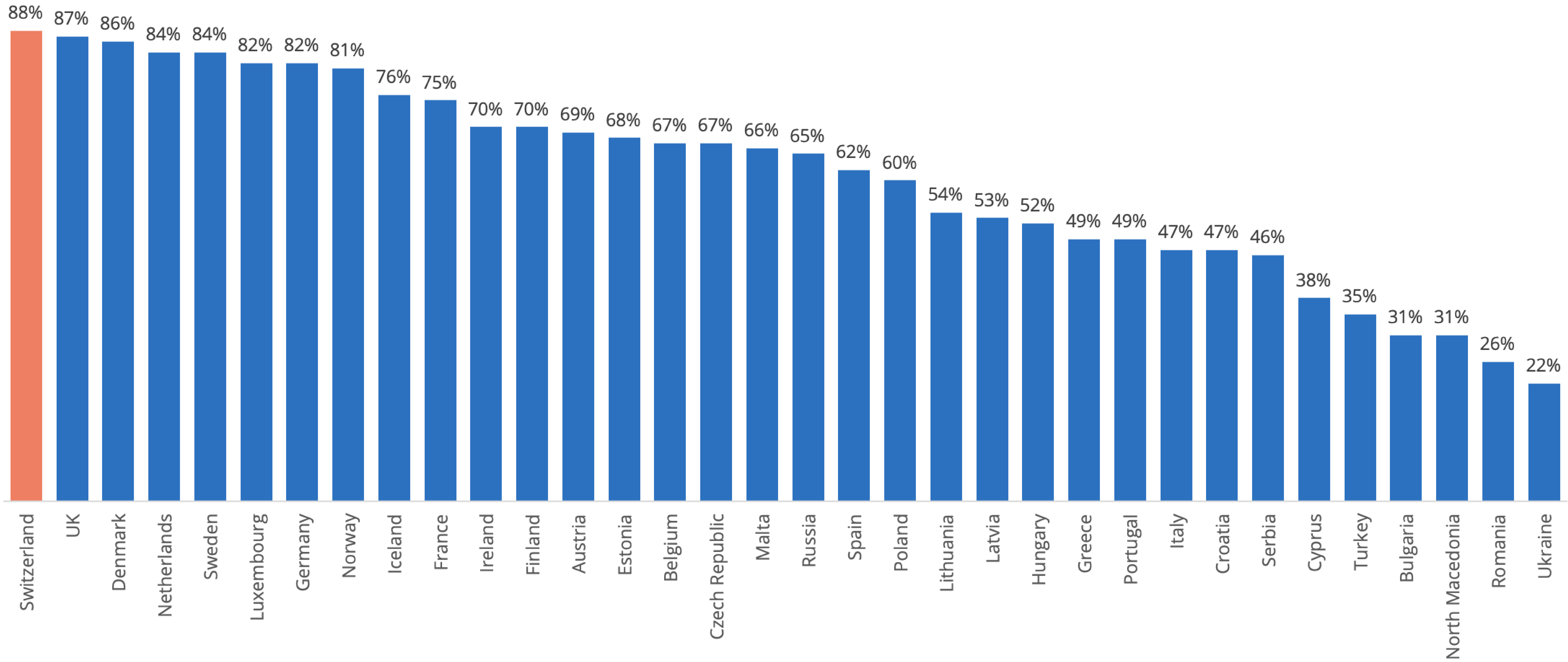
In 2018, Iceland had the highest internet penetration, while Ukraine had the lowest

Country Internet Penetration
2018



Online shopping ranges from 88% to 22%

Country Online Shopping
Share of consumers using the internet who shopped online in the last year, *2018*



European B2C ecommerce turnover forecasted to hit 621 billion euros in 2019

Annual European B2C Ecommerce Turnover
2013-2019 (f) (Euro, billion)

B2C ecommerce turnover continues to grow at around 13%

Annual European B2C Ecommerce Growth
2014-2019 (f)

Most B2C ecommerce turnover is concentrated in Western Europe (66%)

European Regions' B2C Ecommerce Turnover
2018 (Euro, billion)

European Regions' Share of Total B2C Ecommerce Turnover
2018 (Euro, billion)

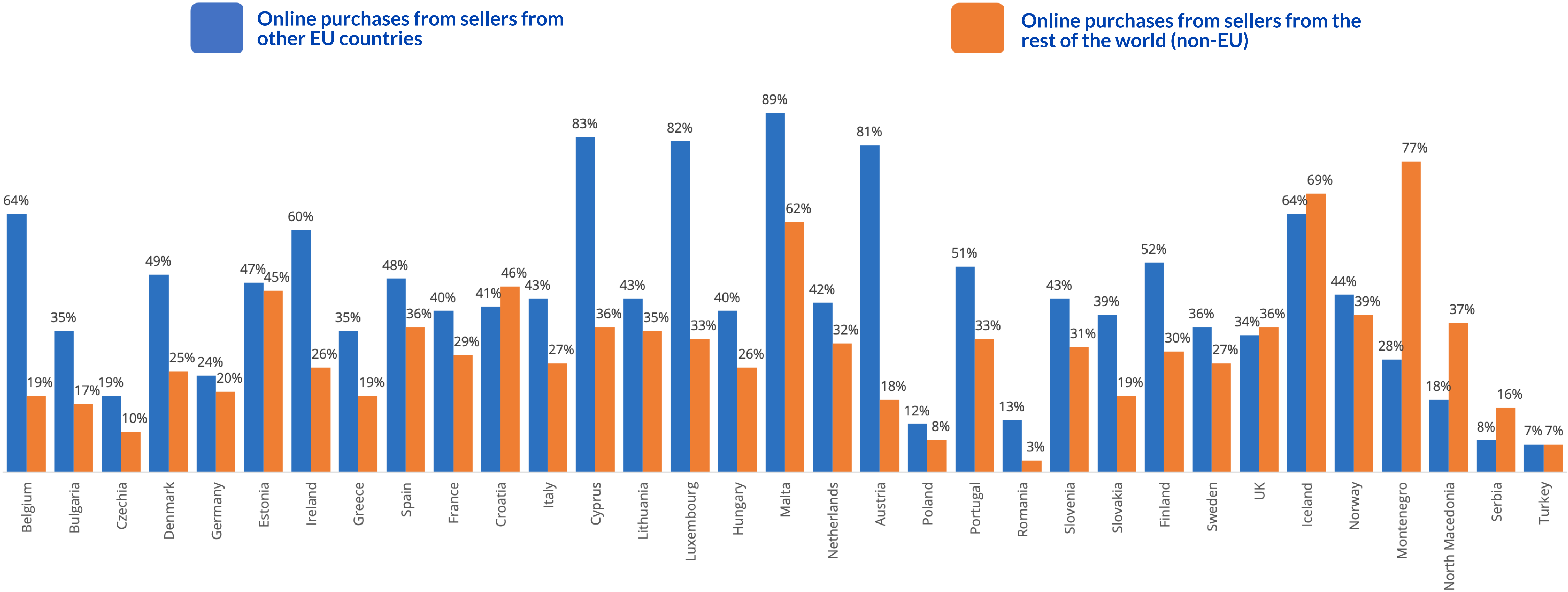
Northern Europe has the highest spending per e-shopper

Average e-shopper spending, Europe
2015-2019 (f)

Average e-shopper spending, per region
2018

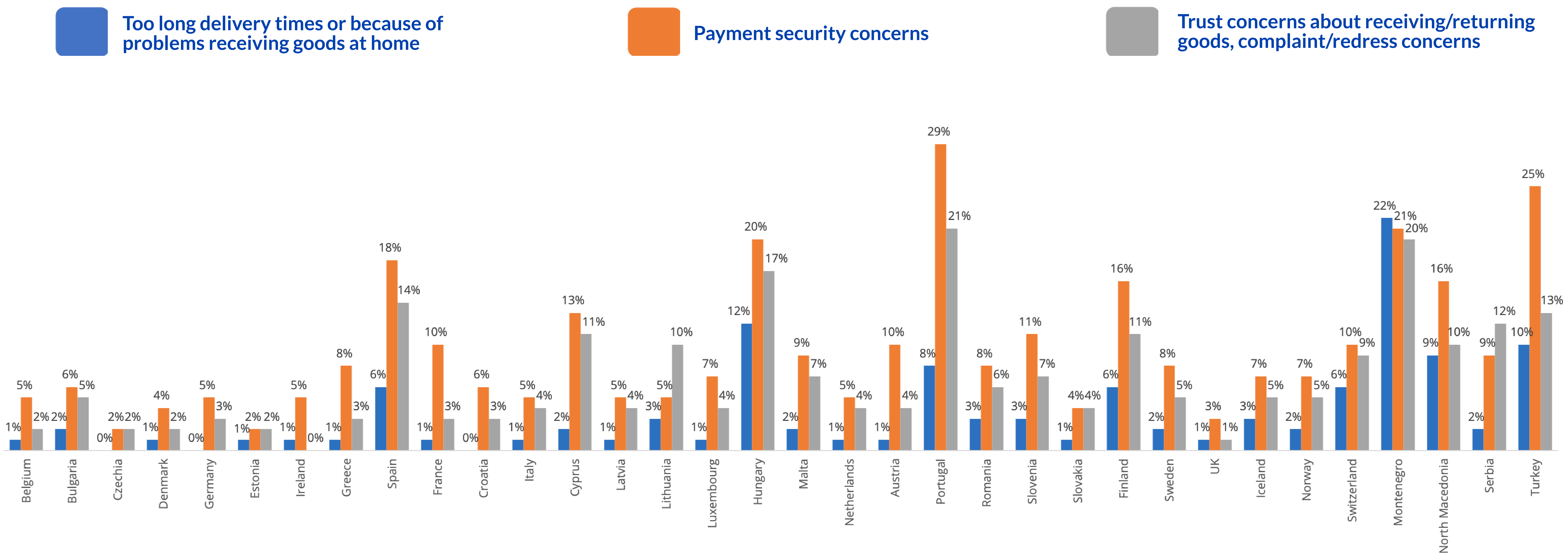
Maltese are most likely to order from other EU sellers

Cross-Border Purchases, by Country
2018



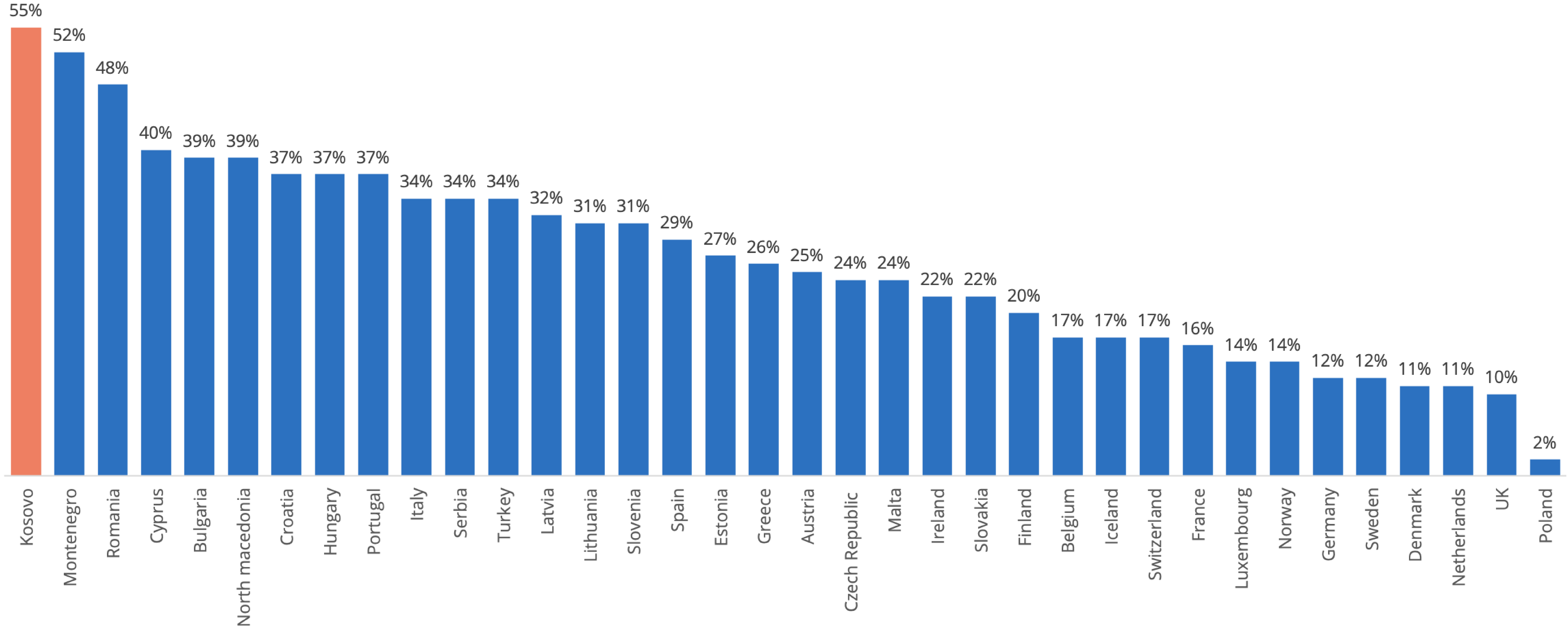
Portuguese e-shoppers are most worried about payment security concerns

Reasons for not shopping online: Share of individuals in each country
2017



Kosovo and Montenegro are more likely to refrain from ordering online vs. in-store

Reason for not ordering online: Share of individuals who prefer to shop in person, like to see the product, loyalty to shops or force of habit
2017



Western Europe

Western Europe

Netherlands, Belgium, United Kingdom, Ireland, France, Luxembourg and Germany

B2C Ecommerce Turnover & Growth Rate
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

- Internet penetration 93%
- % of e-shoppers 81.4%
- Average Spending €1,968
- Average Spending Growth 10.50

E-GDP (share of GDP made up by ecommerce sales)	
2013	2.30%
2014	2.62%
2015	2.91%
2016	3.20%
2017	3.52%
2018	3.82%
2019 (f)	4.11%

The Netherlands

Quick introduction
2019

- Population 17 million
- Currency Euro
- Logistics Performance 6th
- Ease of Doing Business 36th
- E-Government Index 13th
- Inclusive Internet 29th
- GDP Per Capita 44,550 €

Ecommerce facts & figures
2019

- Internet penetration 96%
- % of e-shoppers 85%
- E-GDP 3.28%
- Turnover Growth 5.30%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Behavior	
iDEAL	88%
Credit card	22%
Gift card	18%
PayPal	16%
Afterpay	15%
Bank transfer	9%

Delivery Method Preference/Behavior	
At home during day	46%
At home during evening	24%
Delivered to mailbox	15%
Distribution point collection	9%
At work	2%
Physical store	1%

Best Selling Ecommerce Retailers	(Mill.)
Bol.com	€1220
Coolblue	€884
Zalando	€670
Wehkamp	€570
Albert Heijn	€480
Amazon	€230
H&M	€220

Belgium

Quick introduction
2019

- Population 11.5 million
- Currency Euro
- Logistics Performance 3rd
- Ease of Doing Business 45th
- E-Government Index 27th
- Inclusive Internet 25th
- GDP Per Capita 37,900 €

Ecommerce facts & figures
2019

- Internet penetration 90%
- % of e-shoppers 68%
- E-GDP 3.05%
- Turnover Growth 13%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use	
Bancontact (online)	50%
Credit card	46%
PayPal	28%
Bank transfer	15%
Bancontact (at delivery/pickup)	10%
Gift cards/loyalty points	10%
Cash (at delivery/pickup)	4%

Delivery Method Preference/Behavior	
Home delivery	64%
Pick-up at pick-up point	9%
Pick-up at the shop	8%
Delivery at work	2%
Pick-up in locker	1%
Other	10%

Best Selling Ecommerce Retailers	(Mill.)
Bol.com	€386
Coolblue	€322
Amazon.fr	€153
Zalando.be	€132
Apple.com	€101
Amazon.com	€81
Vandenborre.be	€62

United Kingdom

Quick introduction
2019

- Population 66.8 million
- Currency Pound
- Logistics Performance 9th
- Ease of Doing Business 9th
- E-Government Index 4th
- Inclusive Internet 5th
- GDP Per Capita 37,700 €

Ecommerce Environment
2018 & 2019

Payment Method Preference/Use	
Debit or credit card	52%
PayPal/similar	43%
Direct bank payment	1%
Cash on delivery	1%
Invoice	1%

Delivery Method Preference/Behavior	
Home delivery, daytime	61%
Delivered to mailbox	13%
Home deliver, evening	14%
Collect from physical store	2%
Collect from distribution point	4%
Delivery to workplace	5%

Leading Multichannel Retailers
New Look
Schuh
Argos
Oasis
Wickes
BBQ
Evans Cycle

Ecommerce facts & figures
2019

- Internet penetration 96%
- % of e-shoppers 87%
- E-GDP 7.94%
- Turnover Growth 14.6%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ireland

Quick introduction
2019

• Population	4.8 million
• Currency	Euro
• Logistics Performance	29th
• Ease of Doing Business	23rd
• E-Government Index	22nd
• Inclusive Internet	21st
• GDP Per Capita	62,500 €

Ecommerce Environment
2018

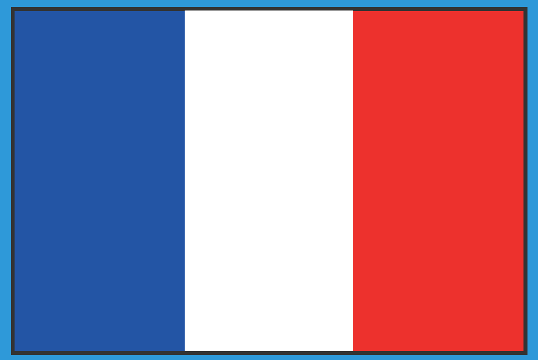
Payment Method Preference/Use	
Credit card	79%
Mobiles	11%
E-wallets	6%
Bank transfer	2%
Prepaid cards	2%

Delivery Method Preference/Behavior	
At home	79%
At work	20%
To a parcel shop	17%
To a post office/station	12%
To a parcel locker station	11%
To the retailer’s store	7%

Ecommerce facts & figures
2019

• Internet penetration	84%
• % of e-shoppers	71%
• E-GDP	2.53%
• Turnover Growth	7%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)



France

Quick introduction
2019

- Population 65.4 million
- Currency Euro
- Logistics Performance 16th
- Ease of Doing Business 32nd
- E-Government Index 9th
- Internet Inclusivity 10th
- GDP Per Capita 36,900 €

Ecommerce facts & figures
2019

- Internet penetration 90%
- % of e-shoppers 76%
- E-GDP 4.31%
- Turnover Growth 12.5%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method *(firms' report of usage)*	
Bank card	80%
Online banking	11%
Consumer credit	4%
Bank transfer	1%
Other	4%

Delivery Method Preference/Behavior	
Delivery at home	86%
Delivery in relay points	83%
Collect at store	38%
E-reservation (pickup and pay at store)	24%
At work	13%
Send parcel to locker station	9%

Best Selling Ecommerce Retailers	(Mill.)
Amazon.fr	€2,185
Cdiscount.com	€2,075
Vente-privee.com	€1,885
Auchan.fr	€1,318
Apple.com	€820
Fnac.com	€675
Showroomprive.com	€588

Luxembourg

Quick introduction
2019

- Population 596 thousand
- Currency Euro
- Logistics Performance 24th
- Ease of Doing Business 66th
- E-Government Index 18th
- GDP Per Capita 104,700 €

Ecommerce Environment
2017

Payment Method Preference/Use	
Online banking	39%
Credit cards	34%
Digicash	31%
Debit card	30%

Ecommerce facts & figures
2019

- Internet penetration 97%
- % of e-shoppers 83%
- E-GDP 1.39%
- Turnover Growth 9%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, millions)

Germany

Quick introduction
2019

- Population 82.4 million
- Currency Euro
- Logistics Performance 1st
- Ease of Doing Business 24th
- E-Government Index 12th
- Internet Inclusivity 18th
- GDP Per Capita 41,400 €

Ecommerce facts & figures
2019

- Internet penetration 93%
- % of e-shoppers 83%
- E-GDP 1.71%
- Turnover Growth 9.14%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use	
PayPal	52%
Invoice	26%
Debit or credit card	12%
Direct debit	6%
Cash on delivery	1%
Other/don't know	2%

Delivery Method Preference/Behavior	
Deutsche Post DHL	77%
Collection	21%
Spedition	21%
UPS	16%
DPD	15%
Hermes	14%
GLS	7%

Best Selling Ecommerce Retailers	(Mill.)
Amazon	€8,816
Otto	€2,956
Zalando.de	€1,281
Notebooksbilliger.de	€751
MediaMarkt.de	€734
Lidl.de	€594
Bonprix.de	€591

Northern Europe

Northern Europe

Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden

B2C Ecommerce Turnover & Growth Rate

2013e-2019 (f) (Euro, billions)

Ecommerce Environment

2018

- Internet penetration 93%
- % of e-shoppers 77%
- Average Spending €2,045
- Average Spending Growth 5.4%

E-GDP (share of GDP made up by ecommerce sales)	
2013	2.10%
2014	2.36%
2015	2.60%
2016	2.92%
2017	3.12%
2018	3.33%
2019 (f)	3.58%

e = estimate

Denmark

Quick introduction
2019

- Population 5.7 million
- Currency Danish Krone
- Logistics Performance 8th
- Ease of Doing Business 3rd
- E-Government Index 1st
- Internet Inclusivity 4th
- GDP Per Capita 53,100 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Debit or credit card	78%
Smartphone app	10%
PayPal	4%
Netbanking	2%
Invoice	1%

Delivery Method Preference/Behavior	
At home	44%
Parcel shop	39%
Parcel locker station	7%
At work	4%

Best Selling Ecommerce Retailers
Zalando
Amazon
H&M
Wish.com
eBay
Coop.dk
Nemlig.com

Ecommerce facts & figures
2019

- Internet penetration 98%
- % of e-shoppers 86%
- E-GDP 6.36%
- Turnover Growth 12.7%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Estonia

Quick introduction
2019

- Population 1.3 million
- Currency Euro
- Logistics Performance 36th
- Ease of Doing Business 16th
- E-Government Index 16th
- Inclusive Internet 30th
- GDP Per Capita 18,967 €

Ecommerce Environment
2018

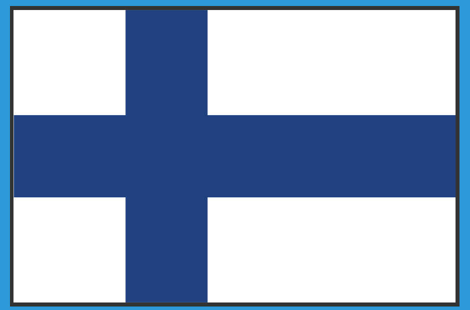
Payment Method Preference/Use	
Mobile	48%
Credit card	31%
Bank transfer	10%
E-Wallets	8%
Prepaid cards	1%

Delivery Method Preference/Behavior	
At home	57%
To a post office/station	51%
At work	13%
To a parcel shop	11%
To a parcel locker	8%
To the retailer's store	7%

Ecommerce facts & figures
2019

- Internet penetration 91%
- % of e-shoppers 69%
- E-GDP 1.25%
- Turnover Growth 34.56%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, millions)



Finland

Quick introduction
2019

- Population 5.5 million
- Currency Euro
- Logistics Performance 10th
- Ease of Doing Business 17th
- E-Government Index 6th
- Inclusive Internet 6th
- GDP Per Capita 42,393 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Bank transfer	53%
Cards	23%
E-wallet	12.2%
E-invoice	7.4%
Cash on delivery	3%

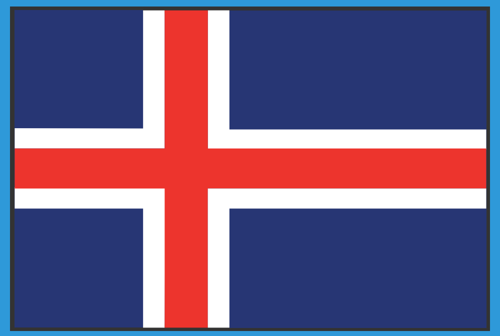
Best Selling Ecommerce Retailers
Verkkokauppa.com
Gigantti.fi
Power.fi
Zalando.fi
Motonet.fi
Prisma.fi
Cdon.fi

Ecommerce facts & figures
2019

- Internet penetration 96%
- % of e-shoppers 72%
- E-GDP 1.34%
- Turnover Growth 8.21%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, billions)

e = estimate



Iceland

Quick introduction
2019

- Population 340 thousand
- Currency Icelandic Krona
- Logistics Performance 40th
- Ease of Doing Business 21st
- E-Government Index 19th
- GDP Per Capita 63,642 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Credit cards	92%
Bank transfers	2%
E-wallets	2%
Mobiles	2%
Prepaid cards	2%

Ecommerce facts & figures
2019

- Internet penetration 99%
- % of e-shoppers 77%
- E-GDP 3.06%
- Turnover Growth 11.68%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, millions)*

e = estimate

*The exchange rate (Icelandic Krona -> Euro) decreased in 2019 by around 5%

Latvia

Quick introduction
2019

- Population 1.9 million
- Currency Euro
- Logistics Performance 70th
- Ease of Doing Business 19th
- E-Government Index 57th
- GDP Per Capita 15,466 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Credit cards	43%
Mobiles	39%
E-wallets	14%
Bank transfer	1%
Prepaid cards	1%

Delivery Method Behaviors/Preferences	
To a post office/post station	71%
At home	57%
To a parcel locker station	42%
At work	17%
Parcel shop	15%
Retailer's store	7%

Ecommerce facts & figures
2019

- Internet penetration 84%
- % of e-shoppers 55%
- E-GDP 1.10%
- Turnover Growth 14%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, millions)

e = estimate

Lithuania

Quick introduction
2019

- Population 2.8 million
- Currency Euro
- Logistics Performance 54th
- Ease of Doing Business 14th
- E-Government Index 40th
- GDP Per Capita 15,589 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Mobiles	51%
Credit cards	37%
E-wallets	1%
Bank transfer	1%
Prepaid cards	1%

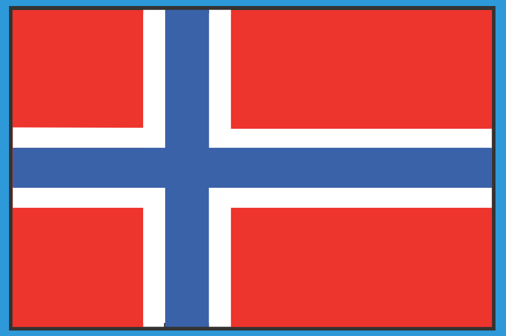
Delivery Method Behaviors/Preferences	
At home	73%
To a post office/station	50%
To a parcel locker station	38%
At work	21%
To the retailer's store	16%
To a parcel shop	12%

Ecommerce facts & figures
2019

- Internet penetration 83%
- % of e-shoppers 55%
- E-GDP 1.41%
- Turnover Growth 23.81%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, millions)

e = estimate



Norway

Quick introduction
2019

- Population 5.3 million
- Currency Norwegian Krone
- Logistics Performance 21st
- Ease of Doing Business 7th
- E-Government Index 14th
- GDP Per Capita 69,949 €

Ecommerce facts & figures
2019

- Internet penetration 98%
- % of e-shoppers 81%
- E-GDP 3.84%
- Turnover Growth 2.20%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use	
Bank/credit card	51%
PayPal/Klarna	18%
Invoice	14%
Vipps	14%
Internet bank	1%

Delivery Method Behaviors/Preferences	
Pickup point	62%
Mailbox	22%
Home delivery before 16.00 (un/signed)	6%
Pickup at retailer’s store	2%
Home delivery after 16.00 (signed)	2%
Delivery at work	1%

Best Selling Ecommerce Retailers
Komplett
Elkjøp
Zalando.no
XXL
Ikea
Boozt
Kolonial.no

e = estimate

Sweden

Quick introduction
2019

- Population 10 million
- Currency Swedish Krona
- Logistics Performance 2nd
- Ease of Doing Business 12th
- E-Government Index 5th
- Inclusive Internet 1st
- GDP Per Capita 47,253 €

Ecommerce facts & figures
2019

- Internet penetration 94%
- % of e-shoppers 84%
- E-GDP 1.78%
- Turnover Growth 13.08%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use	
Invoice	38%
Account/credit card	22%
Direct banking	14%
Swish	12%
Paypal/Payson	8%

Delivery Method Behaviors/Preferences	
Pickup location	39%
Home delivery in evening	11%
Parcel machine	4%
Home delivery during day	4%
Home delivery in postbox	3%
Other (work, retailer store, etc.)	3%

Best Selling Ecommerce Retailers
Apotea
CDON.com
Zalando
Adlibris
H&M
Webhallen
Wish

e = estimate

Central Europe

Central Europe

Austria, Czech Republic, Hungary, Poland and Switzerland

B2C Ecommerce Turnover & Growth Rate
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

- Internet penetration 81%
- % of e-shoppers 66%
- Average Spending €851
- Average Spending Growth 2.3%

E-GDP (share of GDP made up by ecommerce sales)	
2013	0.96%
2014	1.14%
2015	1.45%
2016	1.64%
2017	1.80%
2018	1.94%
2019 (f)	2.09%

Austria

Quick introduction
2019

- Population 8.7 million
- Currency Euro
- Logistics Performance 4th
- Ease of Doing Business 26th
- E-Government Index 20th
- Inclusive Internet 15th
- GDP Per Capita 44,089 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Credit card	93%
Wallet/PayPal	80%
Invoice	64%
Instant transfer	52%
Transfer	48%
Cash on delivery	30%
SEPA	22%
Hire-Purchase	18%
Debit card	14%

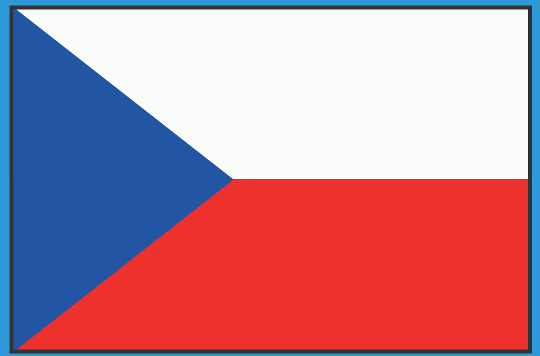
Delivery Method Behaviors/Preferences
Österrelchlsche Post
Deutsche Post DHL
Carrier
Pickup/Click & Collect
UPS
Whitelabel
DPD

Best Selling Ecommerce Retailers
Amazon.de
Zalando.at
Universal.at
Ottoversand.at
E-tec.at
Electronic4you.at
Eduscho.at

Ecommerce facts & figures
2019

- Internet penetration 89%
- % of e-shoppers 70%
- E-GDP 1.97%
- Turnover Growth 5.50%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)



Czech Republic

Quick introduction
2019

- Population 10.6 million
- Currency Czech Koruna
- Logistics Performance 22nd
- Ease of Doing Business 35th
- E-Government Index 54th
- Inclusive Internet 41st
- GDP Per Capita 19,389 €

Ecommerce Environment
2018

Payment Method	
Payment card	39%
Bank transfer	22%
Payment on delivery (card or cash)	21%
Payment during personal pick-up (card or cash)	14%
PayPal etc.	3%

Delivery Methods	
Home delivery	66%
Pick-up points of third parts	19%
Work office delivery	11%
On-line shop pick-up points	4%

Ecommerce facts & figures
2019

- Internet penetration 88%
- % of e-shoppers 68%
- E-GDP 2.95%
- Turnover Growth 16%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Hungary

Quick introduction
2019

- Population 9.6 million
- Currency Hungarian Forint
- Logistics Performance 31st
- Ease of Doing Business 53rd
- E-Government Index 45th
- Internet Inclusivity 28th
- GDP Per Capita 13,165 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Cash on delivery	43%
Card during personal pickup	18%
Cash during personal pickup	15%
Online payment by card	15%
Bank transfer	5%
E-wallet payment (PayPal)	3%
Online loans	1%

Delivery Method Behaviors/Preferences	
Home delivery	51%
External pickup points	22%
Own store/showroom	19%
Own delivery service	5%
Own pickup point	3%
To a parcel locker station	5%

Best Selling Ecommerce Retailers
Edigital.hu
Emag.hu
Mediamarkt.hu
Tesco.hu
220volt.hu
Ipon.hu
Mall.hu
Alza.hu
Aqua.hu

Ecommerce facts & figures
2019

- Internet penetration 80%
- % of e-shoppers 53%
- E-GDP 1.22%
- Turnover Growth 16.54%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

e = estimate

Poland

Quick introduction
2019

- Population 38 million
- Currency Polish Zloty
- Logistics Performance 28th
- Ease of Doing Business 33rd
- E-Government Index 33rd
- Inclusive Internet 9th
- GDP Per Capita 13,165 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Online payment (PayPal, Amazon Payments)	71%
Cash on delivery	47%
Credit card	42%
Cash in advance	38%
Direct debit	27%
Prepaid cards/vouchers	20%
Invoice	18%

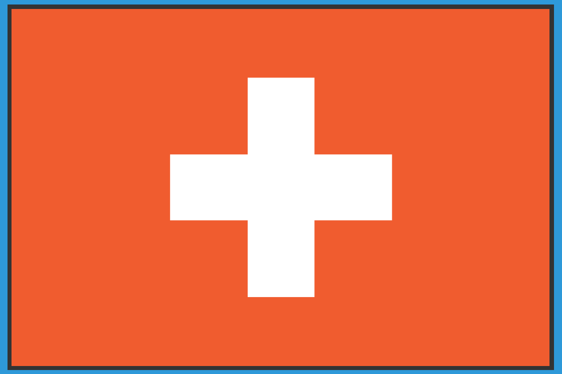
Delivery Method Behaviors/Preferences
Courier
Parcel Locker
Letter/package
Click-and-collect

Best Selling Ecommerce Retailers
Allegro
Emplk.com
Euro.com
Mediaexpert
Zalando
Eobuwie
Castorama
Leroymerlin
Iperfumy by notino

Ecommerce facts & figures
2019

- Internet penetration 77%
- % of e-shoppers 61%
- E-GDP 2.31%
- Turnover Growth 25%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)



Switzerland

Quick introduction
2019

- Population 8.6 million
- Currency Swiss Franc
- Logistics Performance 11th
- Ease of Doing Business 38th
- E-Government Index 15th
- Inclusive Internet 22nd
- GDP Per Capita 72,078 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Invoice	64%
Credit card	58%
PayPal	37%
PostFinance/e-finance	19%
Payment in advance	13%
Cash on collection	11%
Mobile payment	4%
Bitcoin/cryptocurrency	2%
Debit card	14%

Delivery Method Behaviors/Preferences	
At home	88%
To a post office/station	12%
At work	9%
To a parcel shop	8%
To the retailer store	4%
To a parcel locker station	3%

Best Selling Ecommerce Retailers
Digitec.ch
Zalando.ch
Amazon.de
Nespresso.ch
Brack.ch
Leshop.ch
Microspot.ch

Ecommerce facts & figures
2019

- Internet penetration 98%
- % of e-shoppers 89%
- E-GDP 1.87%
- Turnover Growth 5.64%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Eastern Europe

Eastern Europe

Bulgaria, Russia, Ukraine, Romania, North Macedonia and Serbia

B2C Ecommerce Turnover & Growth Rate

2013e-2019 (f) (Euro, billions)

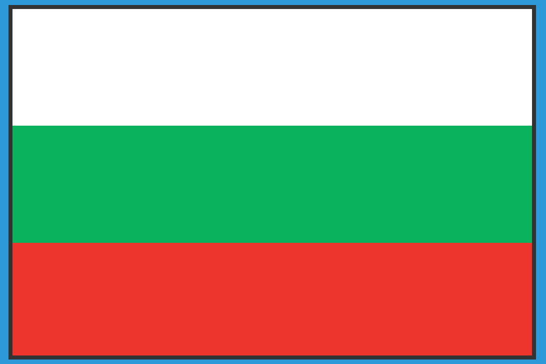
Ecommerce Environment

2018

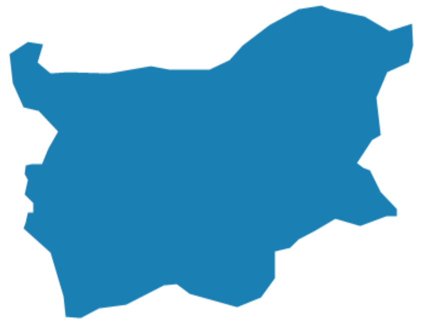
- Internet penetration 71%
- % of e-shoppers 52%
- Average Spending €276
- Average Spending Growth 5%

E-GDP (share of GDP made up by ecommerce sales)	
2013	0.41%
2014	0.50%
2015	0.72%
2016	1%
2017	1.12%
2018	1.30%
2019 (f)	1.47%

e = estimate



Bulgaria



Quick introduction
2019

- Population 7 million
- Currency Bulgarian lev
- Logistics Performance 52nd
- Ease of Doing Business 59th
- E-Government Index 47th
- Inclusive Internet 26th
- GDP Per Capita 7,670 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Cash on delivery	70%
Credit & debit cards	25%
Bank & internet payments	5%

The Bulgarian E-Commerce Association has serious concerns that "Ordinance H-18 on the Registration and Reporting by Fiscal Devices of Sales at Commercial Sites" by the Ministry of Finance is not in line with the Digital Single Market Strategy and creates barriers for Bulgarian digital companies. Bulgarian companies dealing with ecommerce are in a less favorable position than international players.

Ecommerce facts & figures
2019

- Internet penetration 67%
- % of e-shoppers 31%
- E-GDP 1.67%
- Growth 30%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, millions)

Russia

Quick introduction
2019

- Population 143 million
- Currency Russian Ruble
- Logistics Performance 75th
- Ease of Doing Business 31st
- E-Government Index 32nd
- Inclusive Internet 19th
- GDP Per Capita 9,725 €

Ecommerce facts & figures
2019

- Internet penetration 76%
- % of e-shoppers 70%
- E-GDP 1.32%
- Turnover Growth 13.41%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use	
By card	57%
PayPal, Yandex, etc.	37%
Bank mobile app	36%
Online banking	29%
SMS	25%

Delivery Method Behaviors/Preferences	
Online shop itself	40%
Customer pickup	29%
Russian post	26%
Courier	17%
Giveaway outlet	17%
To a parcel locker station	3%

Best Selling Ecommerce Retailers
Wildberries.ru
Citilink.ru
Mvideo.ru
Ozon.ru
Dns-shop.ru
Lamoda.ru
Eldorado.ru

e = estimate

Ukraine

Quick introduction
2019

- Population 43 million
- Currency Ukrainian hryvnia
- Logistics Performance 66th
- Ease of Doing Business 71st
- E-Government Index 82nd
- Inclusive Internet 34th
- GDP Per Capita 2,564 €

Ecommerce facts & figures
2019

- Internet penetration 67%
- % of e-shoppers 22%
- E-GDP 1.90%
- Turnover Growth 15%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use	
Card payment	36.4%
Cash to courier or at shop pickup	23.4%
Seller's card top-up	13.7%
Cash at delivery	13.7%
Card through courier POS or shop pickup	5.4%
Internet banking or bank branch	2.6%
Loan, bank paid	2.4%
Webmoney, PayPal, Yandex Money	2.2%

Delivery Method Behaviors/Preferences	
Pickup at parcel service point	30.6%
Pickup at Ukrposhta office	22.2%
E-shop's courier delivery to office/home	16.1%
Pickup by myself at e-shop rep office	12.2%
3rd party service courier delivery to office/home	4.4%
Pickup at self-service terminal	2.9%

Romania

Quick introduction
2019

- Population 19 million
- Currency Romanian leu
- Logistics Performance 48th
- Ease of Doing Business 52nd
- E-Government Index 67th
- Inclusive Internet 26th
- GDP Per Capita 9,928 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Cash on delivery	74%
Card payment (debit/credit)	25%
Bank transfer	1%

Delivery Method Behaviors/Preferences
Fan Courier
Urgent-Cargus
Posta Romana
Sameday

Best Selling Ecommerce Retailers
eMag.ro
Altex.ro
Cel.ro
Elefant.ro
F64.ro
Evomag.ro

Ecommerce facts & figures
2019

- Internet penetration 74%
- % of e-shoppers 27%
- E-GDP 2.42%
- Turnover Growth 30%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

North Macedonia

Quick introduction
2019

- Population 2 million
- Currency Macedonian denar
- Logistics Performance 81st
- Ease of Doing Business 10th
- E-Government Index 79th
- GDP Per Capita 5,494 €

Ecommerce facts & figures
2019

- Internet penetration 78%
- % of e-shoppers 33%
- E-GDP 1.26%
- Turnover Growth 3.88%

B2C Ecommerce Turnover
2013e-2019 (f) (Euro, millions)

Ecommerce Environment
2018

Payment Method Preference/Use
Cash on delivery
Payment card
Paychecks (banks & e-banking)

Best Selling Ecommerce Retailers
Grouper.mk
Reklama5.mk
Pazar3.mk
Sportvision.mk
Klplkartizase.com
Brainster.co

e = estimate

Serbia

Quick introduction
2019

- Population 8 million
- Currency Serbian dinar
- Logistics Performance 65th
- Ease of Doing Business 48th
- E-Government Index 49th
- GDP Per Capita 4,840 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Prepaid cards	76%
Credit cards	13%
Mobiles	8%
E-wallets	2%
Bank transfer	1%

Ecommerce facts & figures
2019

- Internet penetration 74%
- % of e-shoppers 47%
- E-GDP 0.77%
- Turnover Growth 14%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, millions)

Southern Europe

Southern Europe

Croatia, Cyprus, Greece, Italy, Malta, Portugal, Turkey and Spain

B2C Ecommerce Turnover & Growth Rate
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

- Internet penetration 77%
- % of e-shoppers 47%
- Average Spending €1,030
- Average Spending Growth 6.37%

E-GDP (share of GDP made up by ecommerce sales)	
2013	0.92%
2014	1.08%
2015	1.18%
2016	1.40%
2017	1.62%
2018	1.92%
2019 (f)	2.29%

Croatia

Quick introduction
2019

- Population 4 million
- Currency Croatian kuna
- Logistics Performance 49th
- Ease of Doing Business 58th
- E-Government Index 55th
- GDP Per Capita 12,422 €

Ecommerce facts & figures
2019

- Internet penetration 70%
- % of e-shoppers 48%
- E-GDP 0.87%
- Turnover Growth 6.17%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, millions)

Ecommerce Environment
2018

Payment Method Preference/Use	
Mobiles	61%
Credit cards	22%
E-wallets	9%
Bank transfer	7%
Prepaid cards	1%

Delivery Method Behaviors/Preferences	
At home	89%
To a post office/station	26%
At work	11%
To the retailer's store	3%
To a parcel locker station	2%
To a parcel shop	2%

Cyprus

Quick introduction
2019

- Population 1.2 million
- Currency Euro
- Logistics Performance 45th
- Ease of Doing Business 57th
- E-Government Index 36th
- GDP Per Capita 16,057 €

Ecommerce facts & figures
2019

- Internet penetration 86%
- % of e-shoppers 39%
- E-GDP 1.28%
- Turnover Growth 11.11%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, millions)

Ecommerce Environment
2018

Payment Method Preference/Use	
Prepaid cards	60%
Mobiles	18%
Credit cards	17%
E-wallets	2%
Bank transfer	0%

Greece

Quick introduction
2019

- Population 11 million
- Currency Euro
- Logistics Performance 42nd
- Ease of Doing Business 72nd
- E-Government Index 35th
- Inclusive Internet 27nd
- GDP Per Capita 16,057 €

Ecommerce Environment
2018

Payment Method Preference/Use
Direct debit
Cash on delivery
Credit card
E-wallets
PayPal

Ecommerce facts & figures
2019

- Internet penetration 72%
- % of e-shoppers 50%
- E-GDP 2.96%
- Turnover Growth 7%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Italy

Quick introduction
2019

- Population 59 million
- Currency Euro
- Logistics Performance 19th
- Ease of Doing Business 51st
- E-Government Index 24th
- Inclusive Internet 20th
- GDP Per Capita 29,949 €

Ecommerce facts & figures
2019

- Internet penetration 79%
- % of e-shoppers 48%
- E-GDP 2.01%
- Turnover Growth 30%

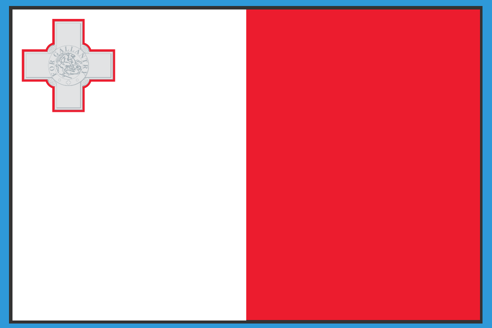
B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use
Credit cards
PayPal
Cash on delivery
Bank transfer
Other

Delivery Method Behaviors/Preferences	
At home	76.4%
Collected (in store, locker, post office)	8.9%
Received at office	8.4%
Received at another person's home	3.9%
I still have not received the parcel	1.4%

Best Selling Ecommerce Retailers
Amazon
Zalando
Apple
Privalia
Esselungaacasa
Yoox



Malta

Quick introduction
2019

- Population 433 thousand
- Currency Euro
- Logistics Performance 69th
- Ease of Doing Business 84th
- E-Government Index 30th
- GDP Per Capita 26,975 €

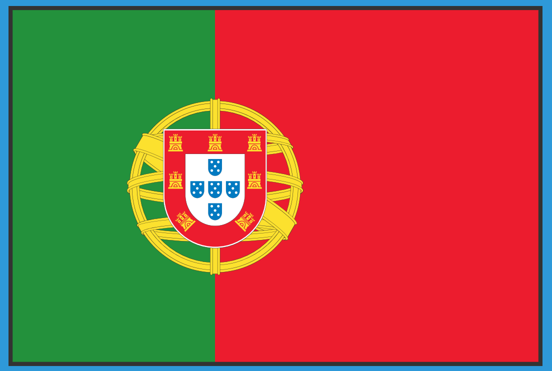
Ecommerce Environment
2018

Payment Method Preference/Use	
Credit cards	58%
E-wallets	33%
Mobiles	3%
Prepaid cards	3%
Bank transfer	3%

Ecommerce facts & figures
2019

- Internet penetration 83%
- % of e-shoppers 67%
- E-GDP 0.18%
- Turnover Growth 15%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, millions)



Portugal

Quick introduction
2019

- Population 10 million
- Currency Euro
- Logistics Performance 23rd
- Ease of Doing Business 34th
- E-Government Index 29th
- Inclusive Internet 13th
- GDP Per Capita 19,648 €

Ecommerce facts & figures
2019

- Internet penetration 75%
- % of e-shoppers 50%
- E-GDP 2.78%
- Turnover Growth 9.73%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Ecommerce Environment
2018

Payment Method Preference/Use
MB payment of services (National Scheme)
Credit card
MB WAY (National Scheme)
PayPal

Delivery Methods	
At home	75%
At work	25%
Post office	19%
Parcel shop	10%
Retailers store	11%

Best Selling Ecommerce Retailers
AliExpress
eBay
Amazon
FNAC
Worten
Continente
La Redoute
Wook

Turkey

Quick introduction
2019

- Population 82 million
- Currency Turkish Lira
- Logistics Performance 47th
- Ease of Doing Business 43rd
- E-Government Index 53rd
- Inclusive Internet 41st
- GDP Per Capita 7,272 €

Ecommerce Environment
2018

Payment Method Preference/Use	
Credit cards	82%
Cash in advance	50%
Cash on delivery	40%
Direct debit	38%
Invoice	22%
Online payment (PayPal, Amazon)	18%
Prepaid cards/vouchers	9%

Ecommerce facts & figures
2019

- Internet penetration 73%
- % of e-shoppers 36%
- E-GDP 2.09%
- Turnover Growth 9.72%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

Spain

Quick introduction
2019

- Population 46 million
- Currency Euro
- Logistics Performance 17th
- Ease of Doing Business 30th
- E-Government Index 17th
- Inclusive Internet 12th
- GDP Per Capita 26,835 €

Ecommerce Environment
2018

Payment Method Preference/Use
Debit/credit card
PayPal/similar
Cash on delivery

Delivery Method Behaviors/Preferences
Home delivery
Office delivery
Private set

Best Selling Ecommerce Retailers
Amazon
El Corte Inglés
Carrefour
Pc Componentes
Zalando
MediaMarkt

Ecommerce facts & figures
2019

- Internet penetration 88%
- % of e-shoppers 63%
- E-GDP 2.69%
- Turnover Growth 20%

B2C Ecommerce Turnover
2013-2019 (f) (Euro, billions)

#4 Expert Opinions & Advice

Madeleine af Ugglas

Markering Director, EMEA North SAP Customer Experience

Madeleine is a goal oriented and highly motivated senior marketer with over 20 years of experience from strategic and operational marketing within international companies, with a focus in the software industry.

Q: Looking back at the GDPR implementation from 2018, how do you feel this has impacted the European (and wider) ecommerce industry?

A: When I look back at the months just before the GDPR implementation, then the first thing that comes to mind is how many companies were attending our GDPR readiness events and how much content was written about that topic. I felt this was a turning point for brands to really start thinking about the customer experience, and for customers to be even more aware about the value of their personal data. I'm happy about the fact that, now, brands are putting a lot of thought into shaping meaningful experiences for their customers, finding smart ways to treat customer data and giving them something in return, at every step of the buying journey.

"…[find] smart ways to treat customer data and giving them something in return."

Q: The debate still rages regarding privacy and our online shopping experiences. Personalisation is core to many ecommerce strategies. Do you think these two sides can coincide?

A: Absolutely. Many consumers expect a personalised customer experience and are aware that, in return, they will be sharing some data about themselves. Technology is also developing really quickly, so even with minimal data it's already possible to deliver a personalized experience by instantly responding to customers' signals. In the end, I believe it's about making clear what it is that customers get in return. And it's about asking for it at the right time. For example, when visiting a web shop, most people are not willing to leave their mobile phone number. But at the point of ordering a product, they might feel more confident to do so, as it may help with the delivery. It's not even a question if privacy and personalisation can exist together, they are fully connected.

INTERVIEW

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Q: Where do you see voice search in the customer journey in the upcoming year?

A: Let's state some simple facts: voice shopping is expected to increase twenty-fold by 2022, so it is already gaining a preponderant place in the customer journey. Connected to this, mobile commerce is expected to take nearly half of all ecommerce sales over the next two years or so.

Those are clear signals for ecommerce retailers and brands to put the customer at the center of their strategies, by instantly delivering the answers that consumers are looking for any time they wish to have an interaction with them, no matter the device, channel or type of search. The ability to deliver solutions when consumers ask for them will be key to build long-term, trusted relationships.

Q: What topic or area of ecommerce has piqued your interest this year, and why?

A: Well, besides all the great technology, ethical commerce is a thing now for more and more consumers. Think about very detailed product information, but also packaging, shipping distances and if a brand is socially responsible. Consumers want to feel good about the products they buy and I'm confident that ethical commerce will be a huge focus in the upcoming years. In the end, it is all about building a trusted relationship between brands and consumers.

"...mobile commerce is expected to take nearly half of all ecommerce sales over the next two years or so."

Daniel Saporito
Expert in e-commerce cross-border distribution, Asendia Italy

Daniel Saporito has been working for Asendia, since the start of the joint-venture of Swiss Post and La Poste. Born in Sardinia he moved to Milan where he formerly worked for Swiss Post in the operations department, which allowed him to learn all tools needed to succeed to the best. As an expert in e-commerce cross-border distribution, he has helped many brands to become global.

Q: What variations have you noticed in the customer expectation in the different regions when it comes to delivery and returns?

A: First, I have noticed many customers asking for more tracking information and more accurate delivery time information. The data quality is one of the most important features in order to align with the requirements of the marketplaces.

Secondly, the returns management is one of the most requested services above all because many marketplaces have adopted new rules concerning their return management as well as needing services comparable to both a postal and a logistics provider. It means they need a local warehouse where the customer can return the parcels and where the items can be scanned and checked (as common features required by many marketplaces in order to process returns/ refunds).

Q: What challenges/frustrations have you heard from clients regarding customs clearance into Italy?

A: Concerning customs, the first issue I have noticed amongst Italian consumers is regarding the CN22 which does not provide a Delivered Duty Paid (DDP) solution to ship products to non-EU countries.

A second issue I have encountered is about the export declaration of the product. Without the customs stamp on CN22, we cannot demonstrate that the parcel effectively left Italy. Concerning Italian law, this can be an issue that prevents the sale of the product inside Italy without the Italian VAT.

“...many marketplaces have adopted new rules concerning their return management...”

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Our services definitely have the advantage of simplifying customs processes. It is an incentive for customers to sell their products worldwide and taking advantage of the "low-cost marketing" that many nations offer through various channels.

"...without a stamp of customs on CN22 you cannot demonstrate that the parcels left the Italian border and this is an issue due to Italian law."

Q: Brexit is looming large over the heads of many ecommerce businesses. From a logistics point of view, what has been the biggest concern in Italy?

A: Brexit could bring us advantages and disadvantages. The main disadvantage is that many customers ask to have more details but we are not able to provide them more information, which makes this situation of uncertainty more complicated to manage.On the other side, the advantages exceed the disadvantages.

For instance, many customers with a logistic base or warehouses in the UK seek more information or potential costs in the case of relocation to Italy. One more advantage is that it will make it easier to ship items from EU countries to the UK via postal service. This is due to the fact that customs will be an additional issue for express couriers if the UK and Brussels do not find an agreement before the Brexit deadline in October.

INTERVIEW

Pieter Van den Broecke
Managing Director Benelux and Germany, Manhattan Associates

Pieter holds this position at Manhattan Associates since 2008. Coming from a supply chain and logistics background he like no other understands the challenges retailers face in today's dynamic omni-channel landscape where consumers are in the driver seat and running your supply chain. They want a personalised experience, you need a profitable business.

Q: When it comes to engaging a consumer at all points of their ecommerce journey, where do you believe that European online stores can do better?

A: The shopping journey is often a multi-faceted path made up of disjointed channels. But shoppers want consistency – not disjointed experiences. Most of retail customers expect a consistent level of service regardless of where they are engaging with retailers.

To win in today's marketplace, it is essential for retailers to remove experience friction and gaps across the buying journey. Unifying the retail experience means having the right information and tools in place at the right time. Only then can a retailer enable their customers to conveniently inquire, buy, deliver, return, exchange, or resolve anywhere and everywhere they want.

It is important to recast a retailer's approach to delivering customer experiences and to quickly evolve sales and customer service capabilities into the frictionless and consistent omnichannel selling and customer engagement experiences customers seek.

Q: How can omnichannel improve the customer shopping journey? How do you see innovative solutions (robots, chatbots, social listening etc.) influencing and affecting omnichannel fulfilment?

A: As digital and physical channels blend, connected consumers expect seamless experiences as mentioned. This expectation is especially apparent in ordering and delivery. Customers expect click and collect and other fulfilment options, such as next-day shipping, as standard features. Ultimately, a retailer's order fulfilment flexibility and accuracy go a long way in influencing customer satisfaction and loyalty.

Omnichannel fulfilment is an essential part of providing a frictionless experience that delights customers. Next-generation fulfilment

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capabilities and technologies will help retailers exceed customer expectations and do so profitably.

Market leading order management, network fulfilment, store fulfilment and other capabilities enable retailers to always to deliver on the omnichannel promise while driving the operational efficiency needed for omnichannel profitability.

Customers believe that they have a relationship with you after they have shopped with you. They want to be recognised, and they want to feel as valuable. They want to be appreciated and listened to—as a retailer it is essential that you are there for them when they need you.

This requires a customer engagement excellence that combines unstructured insight, like social conversations, within the same view as the real-time customer order, transaction history and tendency data. Staff and customer service professionals need to see the complete picture of the customer, their preferences and their tendencies, as well as the opportunity to provide them with brand-defining experiences that will keep them coming back again and again.

Modern retailers need to adapt quickly and efficiently to match the constant variations in customer demands. Demands for seamless purchase, fulfilment, and service experiences across channels as well as personalised attention and engaging interactions continue to grow and evolve. This means rethinking how people, processes, systems, data, and logistics work together along every step of the customer journey to remove friction and deliver experience consistency.

"Don't give your customer great experiences, give them their experiences."

Siklvan Dolezalek
Executive Director,
Cosmoshop

Silvan Dolezalek (44) founded the company “CosmoShop GmbH” in 1997 and started with eCommerce in 1999 with the own Shopsoftware.

He and his partners raised the company now up to 20 employees and 10 freelancers. Big companies like Vodafone, Unitymedia, Europapark Rust trust in the eCommerce competence of CosmoShop.

Q: What mistakes have you seen with clients trying to move into the German Market?

A: Never believe, that everything runs as it does in your own country. There are certain differences, which are important. The first point is the shipping costs. Second is the customer support, which should be in the German language, and based in Germany. Thirdly, is the address and phone number, which should also be in Germany.

Q: What tips would you give online stores in helping sites be more responsive?

A: First tip is to put responsiveness above all. We see a lot of shops and websites, which are not responsive. So, a relaunch of the frontend is necessary. If this is done, all the rest is just optimization of the usability. So, it is quite subjective. For a site to be responsive, it is important, to have a clear and logical way to the checkout.

Q: With your 20+ years of experience at Cosmoshop, what has most surprised you about the development of ecommerce in Germany, and where is the next big disruptor on the horizon?

A: The next big disruptor will be the voice commerce and AI – because no one can imagine how fast this technology will grow and its computational strength. Yet currently you cannot even ask a consecutive question (Example: What’s the name of this building I am standing in front of?Then: And when was it built?) – if the AI cannot even understand these two questions together, how should it understand my workspace or even be able to order products in an effective way?

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Q: You provide ecommerce consulting services on a multitude of topics. Where do you feel that current online stores (targeting Germans) are falling short?

A: Most shop owners do not have enough time to take care of every single specialty so that optimization (e.g. the checkout to get better conversion,) stays on track. Same thing with collecting big data and offer relevant product suggestions. All topics, which take too much time, or which are too complicated and are low in priority. Most customers run SEO optimization, product exports, A/B Tests, etc.

Q: Your aim has been to develop and optimise ecommerce businesses for the German market. What are some memorable examples of this?

A: We have pushed the growth of babymarkt.de from its first eBay auctions to 5k orders per day. Europark Rust has integrated our Shopsoftware as an in-app-shop, where one can buy tickets in real-time. Same thing with Vodafone, where we built a retail management system with connection to the online store with an integrated announcement system. Individual Software Projects are our strength.

Q: What tips would you give to a brand setting up a website or localizing their existing site for the German consumer?

A: If a German web agency is used for the creation of the site, then all local behaviors will be considered. Special social media networks like Xing or other German websites are useful. The key visual element should use a picture from Germany, not a stock-agency picture which does not fit well with the target audience.

“Shop owners do not have enough time to take care of every single specialty so that optimization... stays on track.”

INTERVIEW

Frank Rengenhart
Head of Sales
MultiSafepay BV

Frank is MultiSafepay's Head of Sales and leads a committed sales team focusing on the European market.

After his international career in the fitness and sport fashion, he undertook a new path into the dynamic ecommerce panorama and specialized in online payments.

Thanks to his passion and innate empathy, Frank successfully helps online retailers to increase and strengthen their cross-border presence.

Q: MultiSafepay offers Alipay to its European consumers. How often do you see it used and what products do you see it used for most?

A: Over the last few years, the number of Chinese tourists travelling to Europe grew substantially, creating an increasingly important source of revenue for the European countries. This creates an interesting opportunity for online shops to attract a new target audience and increase the conversion rate. In fact, both leisure and business travelers consume local services and products while visiting the Member States and the online stores working in ticketing, travelling, hospitality and food industry can enormously benefit from this brand-new target audience. It goes without saying, Chinese consumers' online behavior differs from Europeans' online behavior, especially when it comes to payment methods. This is why, offering WeChat and Alipay as well as Chinese language on the payment page can make a difference for an online shop. Chinese consumers are more prone to complete an order when they can pay with a recognized and trusted payment method. Offering a Chinese local payment method would definitely help an online shop to effectively approach the new target market and increase revenue.

Q: What best practices do you have for the checkout phase when going cross-border?

A: For cross-border online purchases, the checkout phase is the most sensitive of all; consumers will only complete a transaction if they feel secure and understand the website environment. It goes without saying that the main goal for an online shop, is to create a "local" shopping experience for their international customers. To achieve this objective and increase sales, it is important to focus on three main topics:

- Local currency should be offered at the checkout and on the payment page - online stores should always make sure that the payment provider is able to offer the currency of their target audiences.

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- Both the website and the payment flow should preferably be in the native language of the consumer.

- Trusted local payment methods should be included in the payment choices at the checkout. In Europe, different countries have different local payment methods and it is a must to offer the target audience their preferred ones.

Q: Ecommerce is increasingly completed on mobile devices & via mobile payment systems. How will this trend develop?

A: It is not a surprise that transactions are being completed more and more via mobile devices every year. Many payment solutions are adapting to the changing environment and some are already fully mobile responsive. This is the case for iDEAL in the Netherlands and Bancontact in Belgium. Thanks to the mobile applications for iDEAL and Bancontact, consumers can complete one-click payments on their phones, simultaneously satisfying the newest requirements for Strong Customer Authentication (pin code and biometric checks). These applications also offer the possibility to finalize desktop transactions with a QR code. Consumers purchasing on desktop simply need to open the mobile application, scan the QR code and authorize the transaction.

Another important upcoming technology to simplify and fasten mobile payments via credit card is tokenization. Thanks to this technology, after the initial payment, the consumer can securely store credit card data for repeat purchases. The consumer does not need to enter any other credit card data, making paying via mobile easier and stimulating repeat purchases.

Moreover, many European countries are experiencing the rise of "post pay" payment methods, a perfect mobile-friendly solution. Consumers do not need to complete the transaction when buying online, payment data is not required, and the consumer can easily pay after receiving the product.

#5

Case Study: Marketplaces in Europe

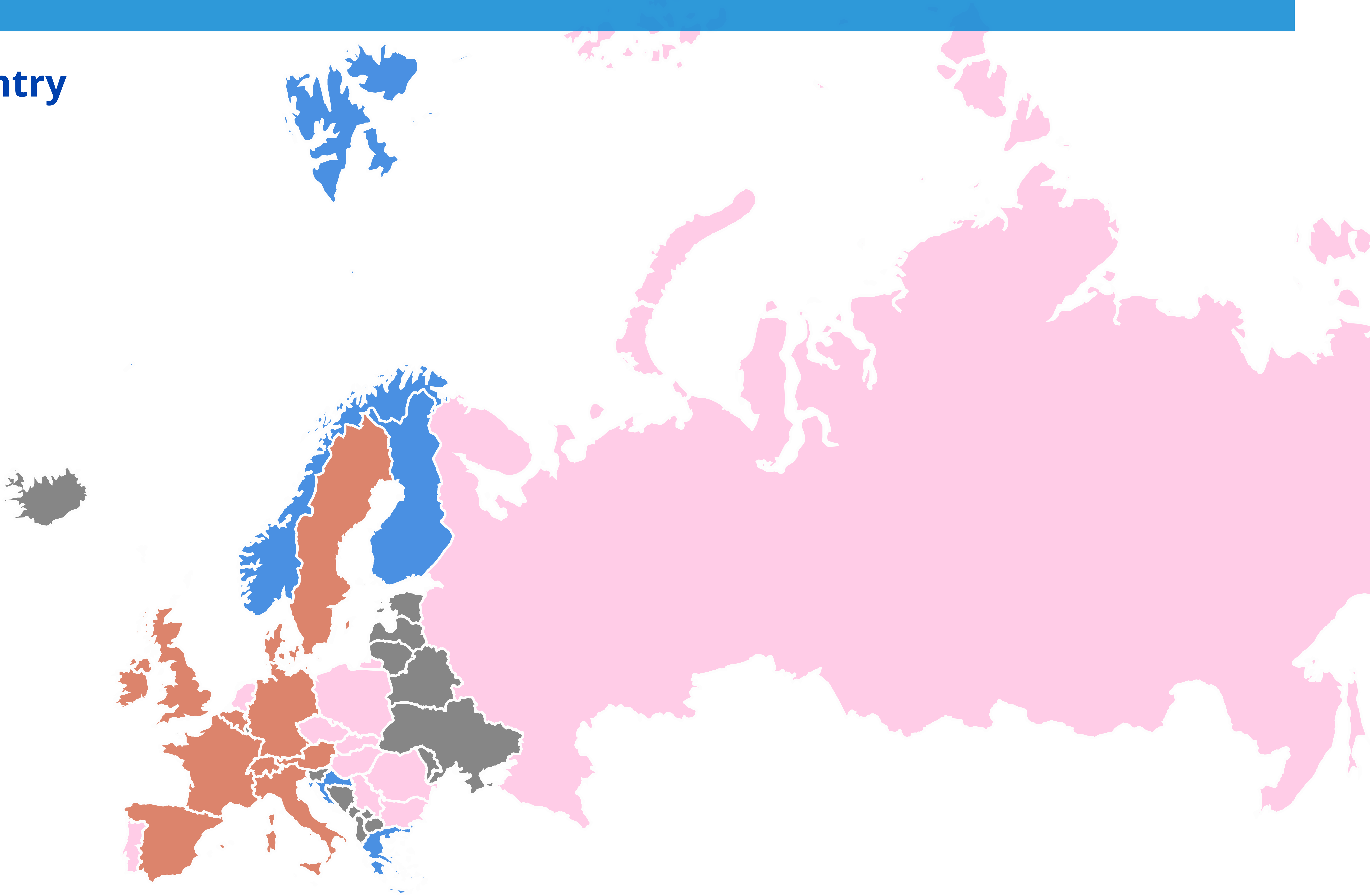
Leading Marketplaces in Europe

Leading Marketplace by Country
June, 2019

amazon

ebay

AliExpress



CASE STUDY

Marketplaces in Europe

Introduction

Well-known marketplaces such as Amazon, eBay, Etsy and AliExpress have a large influence in the European ecommerce market. Marketplaces are a way for SMEs, who may not have the resources to set up their own online channel, to reach consumers in the digital world.

Leading Marketplaces & Platforms in Europe

eBay is an American multinational ecommerce corporation with the aim of facilitating C2C and B2B sales. It was founded in 1995 as 'AuctionWeb', and officially reamed eBay in 1997. In 1998, eBay expanded to Germany, Australia and the UK. After extensive growth, today it is operating in 180 countries. The eBay headquarters is based in San Jose (Silicon Valley), California. It comprises seven main buildings, each one named after different sales departments on the website (Collectibles, Jewelry, Motors, Music, Sports, Technology and Toys). Moreover, all the conference rooms contained in the buildings are named in correspondence to the building "theme", creating quite a nice company life and atmosphere.

The first item on eBay was a broken pointer that Pierre Omidyar (eBay founder) used to entertain his cat. For the first week, no one placed a bid, but then the broken pointer sold at a total of $14.83. The UK has quite high amounts of visits every month - around 19 million. British consumers also buy more eBay items a month per capita than any other country in the world.

Etsy is an ecommerce website focused on handmade and vintage items, typically C2C, as many of the sellers work from home and have an Etsy shop 'on-the-side'. It was launched in 2005 and today provides services in 10 different languages: German, Spanish, US English, Italian, French, Dutch, Chinese, Portuguese, Polish and UK English.

In 2015, Etsy had sellers in 83 countries, reaching more than 1 million active sellers and 19.8 million active buyers on the site. Currently, Etsy payments is available in 36 countries, however sellers can decide to ship to 'Everywhere Else' in the world as it is a 'global marketplace for unique and creative goods'.

Rob Kalin (founder of Etsy) revealed the he wanted his company's name to be a "nonsense word", and while watching Fellini's movie "8 1/2" he heard etsi (eh si), which means "oh, yes". Etsy is heaven for crafters and shoppers alike, and it allows you to store your favorite products in your account. This way, when you're ready to buy, you can do so in one click. Additionally, this feature helps Etsy to learn its consumers a bit better, so they can recommend similar or related products.

Also innovative about Etsy, you can contact the shop seller directly to ask questions about a product. This option enhances the neighborly C2C vibe of Etsy, providing a sense of community. Consumers love hearing back from the actual seller and creator of the product regarding their questions and concerns.

CASE STUDY

Marketplaces in Europe

AliExpress is an online retail service based in China operating internationally and is owned by Alibaba. It was founded in 2009 and facilitates small businesses selling to customers all over the world. It is made up, mainly, of small businesses in China and other locations, such as Singapore. It began with B2B sales buying and selling portal, and then expanded to B2C and C2C. It is currently available in 9 languages: English, Spanish, Dutch, French, Italian, German, Polish, Portuguese and Russian

Sellers are independent and use AliExpress as a host to sell to consumers and other businesses. The main difference between AliExpress and Amazon is that the former is solely an ecommerce platform and does not sell products directly to consumers, whereas Amazon does sell directly to consumers.

An interesting fact about AliExpress is that it does not allow customers in mainland China to buy from the platform, even though most retailers are Chinese. This is because it was designed to sell to overseas countries. In fact, AliExpress' main language is English, not Chinese. To overcome this, Chinese consumers may rely on 2 solutions:

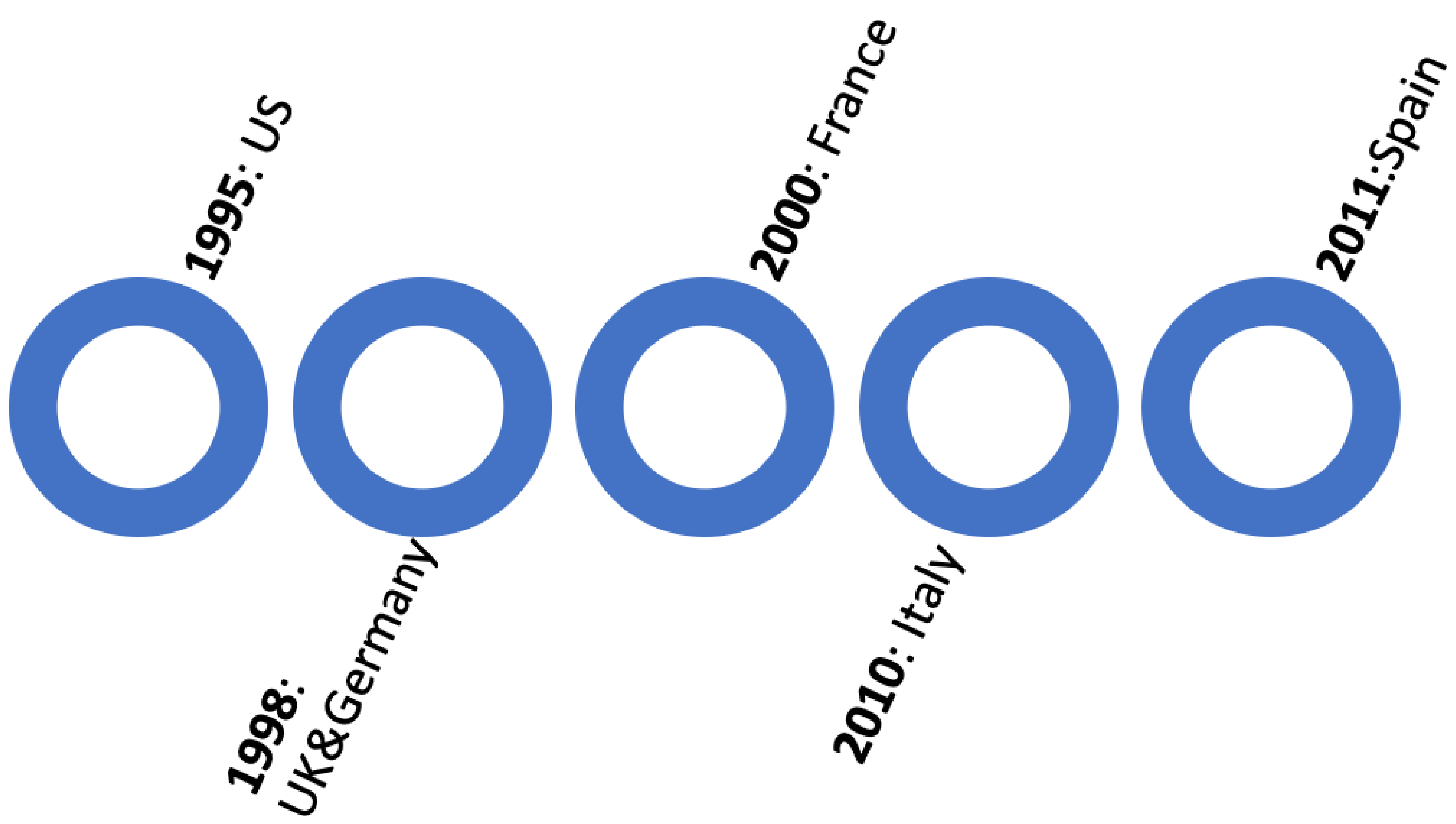
1) Find a consolidation service in Hong Kong and ship there to consolidate the orders

2) Ordering from 1688.com and TaoBao

Amazon operates retail and marketplace activities. In 2018, it was the fifth largest retailer in Germany and the UK and third largest retailer in the US and with revenues of about one third of the leading retailers. 58% of its sales are now by third party merchants and in the EU it employs c.83,000 people.

Amazon's activities span the different channels of commerce with some six hundred physical stores. Other activities include audiobook service Audible, as well as Kindle e-readers and sale of ebooks.

Amazon's logo is a yellow arrow that looks like a smile underneath the Amazon lettering. Originally, the smile design was meant to convey that, 'We're happy to deliver anything, anywhere,' but an Amazon press release expanded the meaning by emphasizing that the beginning of the smile/arrow started at the 'A' and ended on the 'Z' of "Amazon", indicating that Amazon had everything to fulfill its customers' needs from A-Z.



CASE STUDY

Marketplaces in Europe

What about SMEs?

Marketplaces are a way for SMEs, who may not have the resources to set up their own online channel, to reach consumers in the digital world. Marketplaces are a way for them to:

Extend their geographical reach: Selling your products through a marketplace helps you increase your reach to consumers in different countries, without having to incur some of the costs of trading in multiple countries.

Increase customer reach: Marketplaces have extraordinarily high brand/name recognition amongst consumers. Marketplaces can provide you tools to obtain more information about the customers you have, which can in turn help you target your current and potential customers more accurately. Outsourcing parts of the customer relationship to the marketplace operator, including customer service, deliveries, etc. means that, as a seller, you are giving away aspects of the customer journey in relation to your products and brand.

Achieving economies of scale & greater efficiencies: larger orders due to your online presence can help you generate economies of scale and opportunities to achieve greater efficiencies in your production process. This can help improve your negotiating position as a result of the larger volumes traded. Operating on a marketplace involves service fees and remaining dependent on a marketplace may entail costs.

Achieve greater credibility & consumer trust: Selling on a well-known marketplace helps consumers feel more confident about the transactions they make, but also adds credibility to your shop. Marketplace experience and customer reviews increase credibility.

Conclusion

Have you ever sold on a marketplace? Have you made the choice to never? Take the marketplaces survey to share your experiences.

Take a survey about marketplaces

#6 About the Report

About the authors

Sara Lone
Senior Research Analyst

Sara holds a Master in Public Policy from the University of California in the United States. Sara oversees the Ecommerce Foundation Research Team in its creation of country reports, custom research, content and webinars.
Additionally, Sara presents on research around the world and advises stakeholders in furthering ecommerce globally.

Isabela Fàvero
Research Analyst

Isabela holds a Master in Development Economics from the University of Auvergne in France.
At Ecommerce Foundation, she is part of the Research Team providing support in data analysis and the creation of country reports. Her interests and experience include analyzing data as well as conducting policy evaluations.

Ludovica Quaglieri
Junior Research Analyst

Ludovica is pursuing a Master in Environmental Economics at Wageningen University and Research, The Netherlands.
At Ecommerce Foundation, she is part of the Research Team collecting data and supporting the creation of reports. She is interested in sustainability and data analysis.

Shaun Packiaraja
Content Specialist

Shaun graduated with a Master's degree in Victimology and Criminal Justice from the University of Tilburg.
He works for the Marketing Team at Ecommerce Foundation in creating research-related content. His background is in policy creation and analysis, in addition to practical knowledge of business development.

Sources used in the report

The report could only be realized by consulting a great number of valuable sources. These were available in various countries and regions in Europe and around the globe. The wide variety of sources include public domain publications, blogs, websites, industry and financial specialist publications, regional and local news, annual reports, press releases, national statistics offices, retail associations, chambers of commerce, etc.

Sometimes the information sources are contradictory and sometimes different figures and data were given by varying sources within the same country, for example due to different definitions. In our reports we have mentioned the different sources, definitions and outcomes of such reports, studies and interpretations.

The report is based on information that we consider reliable, but we cannot vouch for it being completely accurate or complete, nor should it be relied upon as such. Opinions expressed are our current opinions as of the date of this report.

The source list is presented on the following page, along with clickable links.

Sources used in the report

Population: Worldometers

Internet Penetration, E-shopper Penetration, etc.: Eurostat

Age structure: CIA World Factbook

Logistics Performance Index: Worldbank

Top Marketplaces: Similar Web

Ease of Doing Business Index: Trading Economics

E-government Development Index: United Nations

Internet Inclusivity Index: The Economist Intelligence Unit

GDP: Quandl & IMF

Multiple data points: Statista

PostNord

Paymentwall

Datareportal

Export.gov

Eshopworld.com

Austrian Ecommerce Association, Handelsverband

Bulgaria, beagbg.com

Cyprus, CCCI

North Macedonian Ecommerce Association

Russia, EWDN

Russia, Data Insights

Ukraine, AVentures Capital

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