

Light Version

Global B2C E-commerce Report 2016

Facts, Figures, Infographic & Trends of 2015 and the 2016 Forecast of the Global B2C E-commerce Market of Goods and Services



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Global B2C E-commerce Report 2016

Colophon

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Global B2C E-commerce Report 2016

Preface



Ecommerce Foundation

At the Ecommerce Foundation, we believe that sharing knowledge is essential for the continuous growth of the e-commerce industry. For this reason we have recently developed two initiatives with the aim of helping e-commerce companies improve. The [EcommerceWiki](#) is an international platform on which we strive to gather as much relevant e-commerce content as possible, with the help of many experts worldwide. In addition, we have set up the [Ecommerce Benchmark](#), a useful tool for companies to compare their e-commerce performance with their direct competitors in a safe and anonymous way.

Through this report we want to share our knowledge on global B2C e-commerce. We have gathered these facts, figures and insights through thorough desk research and with the help of various association partners in the specific countries. This results in an elaborate report which will definitely offer valuable information to parties that trade cross-border around the world or have intentions to do so.

Naturally, we could not have realized these reports without the help of others. Therefore we want to use this opportunity to express our gratitude to Asendia, Ingenico, MarketShare and Webhelp, who have enabled us to make our reports widely available, and to GfK for their close cooperation and involvement.

For any additional information about the Ecommerce Foundation and its products, please contact us through our website www.ecommercefoundation.org or send us an email at info@ecommercefoundation.org.

Director of Ecommerce Foundation

Jorij Abraham

A handwritten signature in black ink, appearing to read "Jorij Abraham", written over a light blue grid background.



Chief Editor at Ecommerce Foundation

Richard van Welie

A handwritten signature in black ink, appearing to read "Richard van Welie", written over a light blue grid background.



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The Ecommerce Foundation is a non-profit organization founded by Ecommerce Europe. It conducts research and studies in the field of e-commerce and provides for benchmarking and reports on e-commerce facts and figures. It also serves as Ecommerce Europe's research institute. In this role, the Ecommerce Foundation was commissioned by Ecommerce Europe to develop the European B2C E-commerce Report and more than forty national e-commerce reports.

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GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's 80 years of data science experience. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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

Formed as a partnership between La Poste and Swiss Post in 2012, the Asendia business employs more than 1,000 people worldwide, has offices in 15 countries and a global network of delivery partners to get your package where it needs to be, when it needs to get there.



Ingenico is the most knowledgeable global Payment Service Provider in the world, processing international e-commerce payments for more than 600 of the world's most recognized e-commerce brands in the digital goods and services, travel, retail and video gaming industries, among many others. Ingenico's business intelligence tools, Managed Fraud Services and more than 400 payments experts help our clients elevate their payment strategies to become a strategic asset to their companies.

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MarketShare, A Neustar Solution, helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally.



Webhelp is a global business process outsourcer (BPO), specializing in customer experience and payment management in addition to sales and marketing services across voice, social and digital channels. From 21 countries with a 30,000-strong team, our focus is on engineering performance improvements and delivering a real and lasting transformation in our clients' operating models to generate financial advantage. We partner with some of the world's most progressive brands.

Global B2C E-commerce

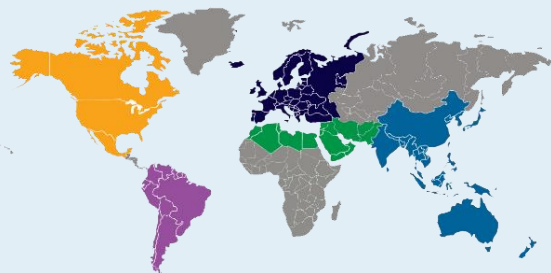
A detailed overview of the Global E-commerce Market



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5,563mn people are over the age of 15



Asia-Pacific	\$1,057bn	+28%
North America	\$644bn	+13%
Europe	\$505bn	+13%
Latin America	\$33bn	+28%
MENA	\$26bn	+19%
Others	\$8bn	+23%



2,520mn people use the Internet (45%)



1,436mn people are e-shoppers (26%)

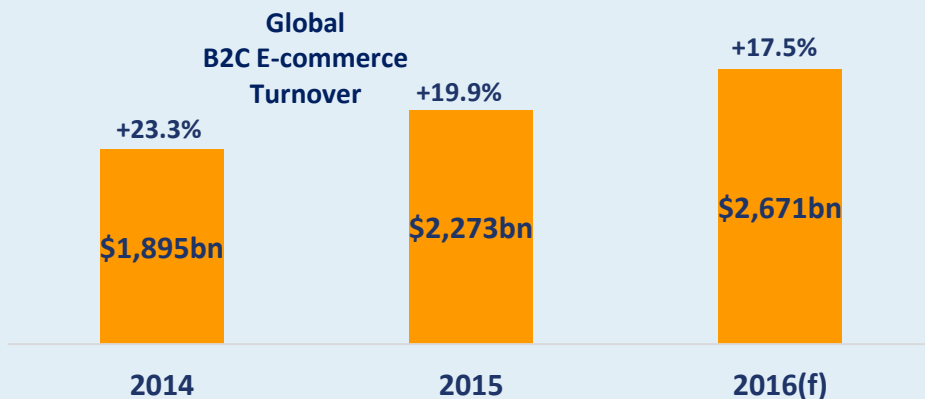
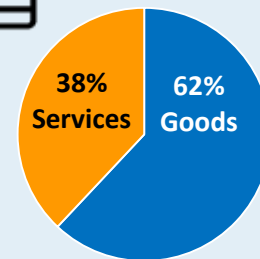


Estimated share of online goods in total retail of goods



Total GDP of \$73,106bn

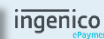
Share of e-commerce in GDP 3.11%



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Overview of the Covered Countries

Global B2C E-commerce

Covered countries

This table provides you with some relevant information regarding the countries that are covered in this report.

The countries mentioned in the table are selected for this Global B2C E-commerce Report because they are influential in their regions and are all briefly discussed in this report.

For more information on a number of these countries, including Australia, Brazil, China, Germany, India, Japan, Russia, the UK and the US, we kindly refer you to the national reports on these specific countries. These reports can also be found on the EcommerceWiki.

Country	Capital	VAT	Currency	Population
Argentina	Buenos Aires	21.0%	Peso (ARS)	43.4mn
Australia	Sydney	10.0%	Dollar (AUD)	23.8mn
Brazil	Brasilia	17.0-19.0%	Real (BRL)	207.8mn
Canada	Ottawa	Local Sales Tax +5%	Dollar (CAD)	35.9mn
Chile	Santiago	19.0%	Peso (CLP)	17.9mn
China	Beijing	17.0%	Yuan (CNY)	1,371.2mn
France	Paris	20.0%	Euro (EUR)	66.4mn
Germany	Berlin	19.0%	Euro (EUR)	81.2mn
India	New Delhi	12.0-15.0%	Rupee (INR)	1,311.1mn
Indonesia	Jakarta	10.0%	Rupiah (IDR)	257.6mn
Israel	Jerusalem	17.0%	New Shekel (ILS)	8.4mn
Italy	Rome	22.0%	Euro (EUR)	60.8mn
Japan	Tokyo	8.0%	Yen (JPY)	127.0mn
Mexico	Mexico City	16.0%	Peso (MXN)	127.0mn
Russia	Moscow	18.0%	Ruble (RUB)	146.3mn
Saudi Arabia	Riyadh	0%	Saudi Riyal (SAR)	31.5mn
South Africa	Pretoria, Bloemfontein and Cape Town	14.0%	Rand (ZAR)	55.0mn
South Korea	Seoul	10.0%	Won (KRW)	50.6mn
Spain	Madrid	21.0%	Euro (EUR)	46.4mn
United Kingdom	London	20.0%	Pound (GBP)	64.9mn
United States	Washington D.C.	Differ by state	Dollar (USD)	321.4mn

Source: Worldbank, Vatlive, United States Census Bureau, Worldometers, Countrymeters and Ecommerce Foundation, 2016

Global B2C E-commerce in Brief

Global B2C E-commerce

In 2015, the **global population** amounted to around **7.3 billion people**, of which **1.4 billion** people purchased goods and/or services online at least once. In total, they spent **\$2,272.7bn** online, which results in an average spending per e-shopper of **\$1,582**.

Asia-Pacific strongest B2C e-commerce region in the world

Just like in 2014, **Asia-Pacific** was the strongest B2C e-commerce region in the world last year. With a B2C e-commerce turnover of **\$1,056.8bn**, it ranked ahead of **North America** (**\$664.0bn**) and **Europe** (**\$505.1bn**).

Latin America and **Middle East and North Africa (MENA)** were the smallest B2C e-commerce markets in 2015. They achieved B2C e-commerce sales of **\$33.0bn** and **\$25.8bn**, respectively.

Top countries

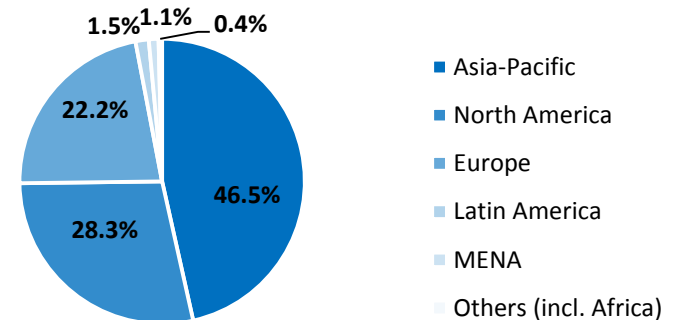
China increased its lead on the **United States of America** as the country with the highest B2C e-commerce turnover last year. With **\$766.5bn**, it ranked above the **US** (**\$595.1bn**) and the **UK** (**\$174.5bn**). Together, these three countries account for **68%** of the total global B2C e-commerce turnover.

E-COMMERCE TURNOVER PER REGION

E-commerce turnover of the global regions, 2014-2015

Region	2014	2015	Growth*
World	\$1,895.3bn	\$2,272.7bn	+19.9%
Asia-Pacific	\$822.8bn	\$1,056.8bn	+28.4%
North America	\$572.5bn	\$644.0bn	+12.5%
Europe	\$446.0bn	\$505.1bn	+13.3%
Latin America	\$25.8bn	\$33.0bn	+28.0%
MENA	\$21.7bn	\$25.8bn	+18.6%

* Growth rate based upon national currencies



OVERVIEW GLOBAL B2C E-COMMERCE

Share of regions in global B2C e-commerce, 2015

Source: Ecommerce Foundation, National Associations and other sources, 2016

1. What are the greatest cross-border challenges?

E-commerce companies considering shipping cross-border will generally find the process more complex than domestic shipping. For instance, to be successful, the etailer should provide a localized shopping experience, offering products in the language, sizes and currency of the target market. Customer Service should be offered in the appropriate language as well. Payment methods must be secure and preferably methods with which shoppers in the target country are familiar. Etailers need to be completely upfront about all costs of shipping so shoppers do not end up frustrated at checkout by high shipping costs or upset at the point of delivery when they discover they owe more money for duties and taxes. Etailers must also familiarize themselves with the prohibited items lists for any destination countries. Finally, they should not overlook the importance of a seamless, customer-friendly global returns management system. Ensuring an outstanding customer experience from start to finish will increase the etailer's chances of growing their cross-border customer base.

2. What are the latest logistical developments worldwide?

Cross-border shopping is becoming increasingly popular worldwide, creating a growing demand for added transportation to handle the rising number of shipments entering countries from abroad. New solutions for final-mile delivery have also become popular as a way of ensuring that the last mile delivery is handled as efficiently as possible. Shippers are also offering improved tracking options and more advanced solutions for global returns management.

3. In what area should logistics improve in the short and the long term?

As the growth of cross-border e-commerce explodes, demand will increase on the logistics industry for solutions that offer faster delivery at more reasonable costs. Etailers will also need to improve the efficiency of their warehousing operations via automation, or by outsourcing fulfillment to providers that already have this expertise in place.

“Etailers should provide a localized shopping experience, offering products in the language, sizes and currency of the target market”



Michael Hastings
CEO at Asendia USA

4. Do you have any tips for (online) merchants in terms of delivery and returns?

Online merchants shipping internationally must consider the high cost of import duties and taxes that may be imposed on shoppers. Providing transparency to shoppers by showing them the fully-landed costs upfront helps decrease shopping cart abandonment. Offering Delivered Duty Paid (DDP) shipping options creates an even smoother experience for the shopper ensuring they will not incur additional charges on the shipment at the time of delivery. It is also vital for etailers to offer shoppers a user-friendly global returns process. Etailers should focus on creating a top-notch customer experience that keeps consumers happy throughout the entire shopping process, from start to finish. Focusing on the entire process not only ensures repeat business, but also increases the chances that customers will share the good news about their shopping experience.

5. What are the biggest differences between the different regions?

The popularity of cross-border shopping differs from region to region for a number of reasons. For example, levels of disposable income and total shopping cart value can vary widely. Some countries have higher levels of digital buyer penetration. Also, the selection of products available both in stores and online within the country can have a significant impact on whether shoppers are willing to seek out products from other countries. A country's duty/tax system will also either encourage or discourage the cross-border shopping activities of residents. Finally, prices of products differ from region to region as a result of different costs for parts, labor, taxes, import duties, fuel prices, and even perceived value.

6. What can the different regions learn from each other?

Global expansion is becoming increasingly popular as a way for etailers to continue to grow their businesses when saturation has been reached in their local market. Regions that have not yet caught on to this trend may find themselves losing business to retailers in other countries. Businesses can benefit from global e-commerce by having access to shoppers worldwide at all times. Etailers can partner with experts in the shipping and logistics industry that offer new solutions and technologies to make cross-border selling easier than ever before.

“Working with an experienced delivery partner helps etailers access the best costs and options for both global shipping and returns”



Michael Hastings
CEO at Asendia USA

Economic Indicators per Region

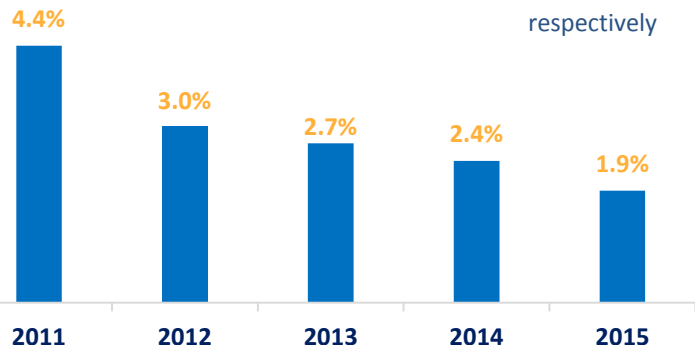
Global B2C E-commerce

GDP real growth rate

The real growth rate of the **Global Gross Domestic Product (GDP)** was **1.9%** in 2015. This was lower than in the preceding year (**2.4%**).

GROWTH RATE OF THE GLOBAL GDP

Percentage change, 2011 - 2015



Sources: Eurostat, Worldbank, IMF and Ecommerce Foundation, 2016

eGDP

In terms of the **share of e-commerce in GDP**, Asia-Pacific is the clear frontrunner. Its eGDP rate of **4.48%** is significantly above the global average of **3.11%**.

With an eGDP of **0.77%** and **0.71%**, **Latin American** and the **Middle East and Northern Africa** are at the bottom of the list. Still, these figures grew significantly as well compared to 2014, when they amounted to **0.51%** and **0.54%**, respectively

REGIONS IN TERMS OF SHARE eGDP

GDP at market prices and share of e-commerce in GDP, 2015

Region	GDP at market prices	Share of e-commerce in GDP
Global	\$73,106bn	3.11%
Asia-Pacific	\$23,564bn	4.48%
North America	\$20,642bn	3.12%
Europe	\$19,518bn	2.59%
Latin America	\$4,295bn	0.77%
MENA	\$3,606bn	0.71%

Sources: Eurostat, Worldbank, IMF and Ecommerce Foundation, 2016

Economic Indicators per Country

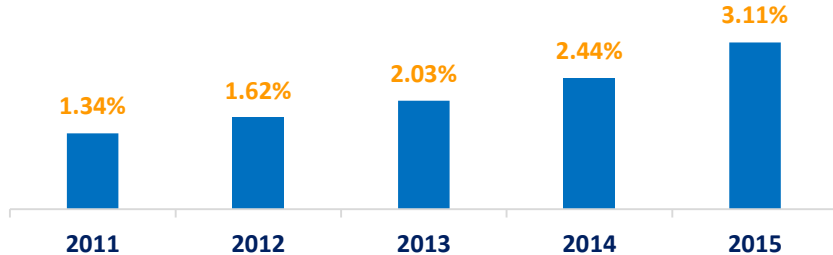
Global B2C E-commerce

eGDP real growth

The **share of e-commerce** in the global GDP continued to increase last year. After reaching **1.34%** in 2011, the **eGDP** grew steadily over the last few years, to **3.11%** in 2015. The **importance of e-commerce** is expected to continue to gradually increase.

Global eGDP

Global eGDP, 2011 - 2015



Sources: Ecommerce Foundation and Worldbank, 2016

eGDP

In terms of the **share of e-commerce in GDP per country**, **China** and the **UK** are clearly above the rest, with a share of **7.05%** and **6.12%**, respectively. With this, the eGDP of China is more than twice as high as that of the United States (**3.32%**).

It is interesting to note that the eGDP rates of the so-called **BRICS countries** in this list, except for China, are **relatively low**. Still, these countries are becoming **increasingly important e-commerce markets** and it is expected that their rates will increase significantly in the near future.

TOP 10 COUNTRIES IN TERMS OF eGDP

GDP at market prices, GDP per capita at market prices and share of e-commerce in GDP, 2015

	GDP at market prices	GDP per capita at market prices	Share of e-commerce in GDP
<i>Global</i>	<i>\$73,106bn</i>	<i>\$20,776</i>	<i>3.11%</i>
China	\$10,866bn	\$7,925	7.05%
United Kingdom	\$2,849bn	\$43,714	6.12%
South Korea	\$1,378bn	\$27,222	4.70%
USA	\$17,947bn	\$55,904	3.32%
France	\$2,423bn	\$36,503	2.97%
Japan	\$4,123bn	\$32,477	2.77%
Canada	\$1,551bn	\$43,249	2.30%
Germany	\$3,357bn	\$41,162	1.97%
Australia	\$1,236bn	\$56,328	1.80%
Spain	\$1,200bn	\$25,581	1.68%

Sources: Eurostat, Worldbank, IMF and Ecommerce Foundation, 2016

Internet Penetration

Global B2C E-commerce

Internet penetration per region

The average **Internet penetration** in the five global regions slightly increased to **45%** in 2015. This resulted in **2.5 billion of the people being aged over 15** being connected to the Internet.

At **78%**, **North America** had the highest rate of people with Internet access, followed by **Europe** with **75%**. It is interesting to see that even though **Asia-Pacific** achieved the highest B2C e-commerce sales last year, it also had one of the lowest Internet penetration rates. When this rate increases, its e-commerce turnover will grow even more.

INTERNET ACCESS PER REGION

Internet access covered countries and online population, 2015

Regions	Internet access	Online Population
Regions Total	45%	2,520.4mn
North America	78%	297.9mn
Europa	75%	515.8mn
Latin America	56%	220.8mn
Asia-Pacific	39%	1,223.2mn
MENA	38%	147.9mn
Others	21%	114.8mn

Sources: Eurostat, Worldbank, Internetlivestats and Ecommerce Foundation, 2016

Internet penetration per country

With regard to the countries covered in this report, the **UK** had the highest Internet penetration; **93%** of its population had access to the Internet in 2015. It was followed by **Japan (91%)** and **Germany (89%)**.

Even though **Asia-Pacific** was the region with the lowest Internet penetration, there were three Asian-Pacific countries in the top 10. However, with only **27%** of its **1.3 billion inhabitants** being connected to the web, **India** significantly lowered the region's average. In addition, at **51%**, **China's** Internet penetration was also quite low.

TOP 10 COVERED COUNTRIES ON BASIS OF INTERNET PENETRATION

Internet penetration and online population, 2015

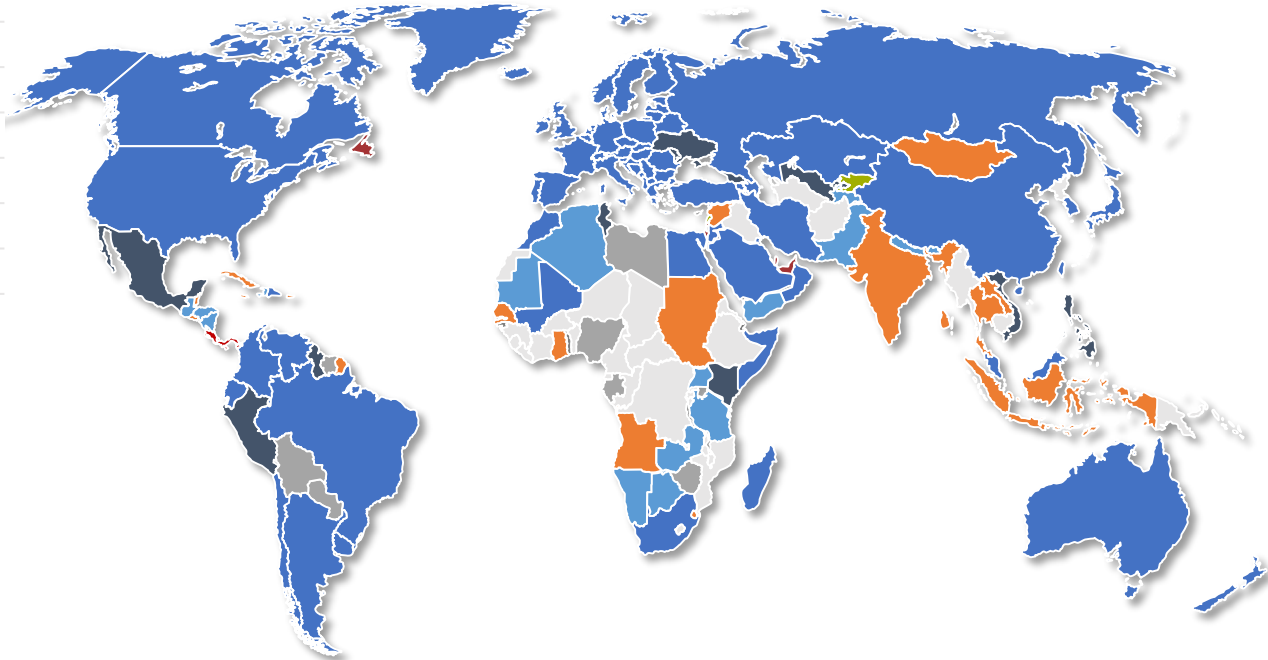
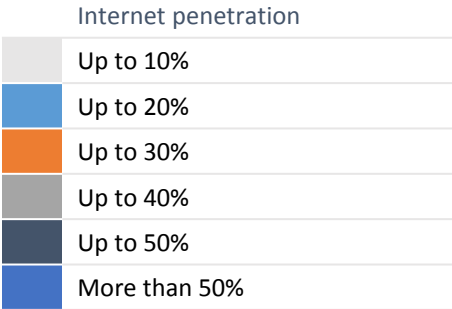
Countries	Internet penetration	Online population*
Top 10 countries	86%	612.3mn
United Kingdom	93%	49.8mn
Japan	91%	100.3mn
Germany	89%	62.9mn
USA	88%	229.6mn
Canada	88%	26.6mn
France	87%	47.0mn
South Korea	85%	37.1mn
Australia	85%	16.6mn
Spain	80%	31.4mn
Chile	76%	10.9mn

Sources: Eurostat, Worldbank, Internetlivestats and Ecommerce Foundation, 2016

*Of people being aged over 15

Global Overview Internet Penetration

Global B2C E-commerce



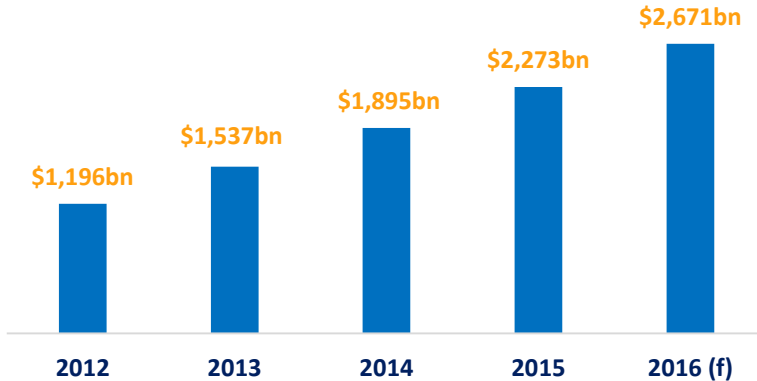
Source: Internetworldstats, 2015

Growth in Global B2C E-commerce Sales

Global B2C E-commerce

GLOBAL B2C E-COMMERCE SALES

Total online sales of goods and services of countries covered, 2012 - 2016



Source: Ecommerce Foundation, 2016

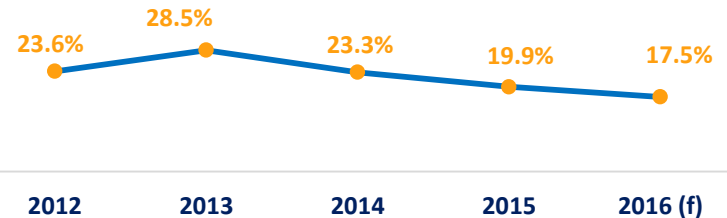
Growth

Global B2C e-commerce sales have increased steadily since 2010. In addition, the growth rate has been quite consistent over the last few years, as shown in the graph below.

However, this trend is not expected to continue in 2016, as a growth rate of **17.5%** is forecast, which would result in a global B2C e-commerce turnover of **\$2,671bn**. Even though this growth rate is still significant, its decrease can be seen as a first sign of the global B2C e-commerce market becoming more mature.

GLOBAL B2C E-COMMERCE GROWTH RATE

Percentage change in B2C e-commerce turnover of countries covered, 2012 - 2016



Source: Ecommerce Foundation, 2016

“The checkout process can and should be an opportunity to build a positive relationship with customers”

1. What is the importance of having a good payment service provider?

“Accepting payments online can be complicated, especially for merchants who sell into multiple countries. A good, full-service PSP reduces the complexity of accepting local and cross-border payments for online merchants and lets them focus on their core business.”

2. What are the latest payment developments?

“Mobile continues to be a big consideration for many merchants, who see traffic from mobile devices growing but have difficulty converting this into sales because the checkout experience is not optimized. What we see is that merchants increasingly use data analytics tools to better understand payment trends and to improve performance.”

3. What should one take into account in terms of online payments when going cross-border?

“Companies should understand that consumer preferences and behavior are different in each market. To successfully sell cross-border, it is important to create a checkout experience that is localized for each market. A full-service, collecting PSP helps to manage that complexity for merchants.”

4. In what area should online payments in your country improve in the short and the long term?

“The checkout experience should adapt and be optimized for any device used, whether it is a desktop, a tablet, a smartphone, a smart watch, a connected car, or any other connected device.”



Elie Casamitjana
Global Lead, Offering
& Go-to-Market
at Ingenico ePayments

Top 10 Countries B2C E-commerce Sales

Global B2C E-commerce

B2C e-commerce turnover

In the category of **B2C e-commerce sales**, **China** and the **United States** are clearly at the top. In 2015, the Chinese in total spent **\$766.5bn** online, while the American B2C e-commerce turnover amounted to **\$595.1bn**. The **UK (\$174.2bn)**, **Japan (\$114.4bn)** and **France (\$71.9bn)** completed the top 5.

In comparison with last year, China's B2C e-commerce market grew significantly faster than the one of the US. Compared to 2014, Chinese B2C e-commerce sales grew by **33%**, while in the US it grew by **12%**.

For 2016 as well, the Chinese e-commerce market is expected to **increase much faster** than the American one (**27%** vs. **9%**). As a result, it will continue to increase its lead even further.

In the chapter of **Trends and Overviews**, **complete overviews** with regard to **B2C e-commerce sales and growth rates** of all countries covered in this report are included.

TOP 10 COUNTRIES IN TERMS OF B2C E-COMMERCE SALES

Online sales of goods and services, 2012 - 2016

Countries	2012	2013	2014	2015	2016 (f)
China				\$766.5bn	
USA				\$595.1bn	
UK				\$174.2bn	\$192.5bn
Japan		\$92.8bn		\$114.4bn	
France				\$71.9bn	
Germany	\$41.0bn			\$66.2bn	
South Korea				\$64.8bn	
Canada			\$31.7bn	\$35.7bn	
India				\$25.5bn	
Russia				\$22.8bn	

Source: National Associations and Ecommerce Foundation, 2016

“Total online sales in the top 10 countries are projected to reach around \$2,277bn in 2016”

Share of Top 10 Countries in B2C E-commerce Sales

Global B2C E-commerce

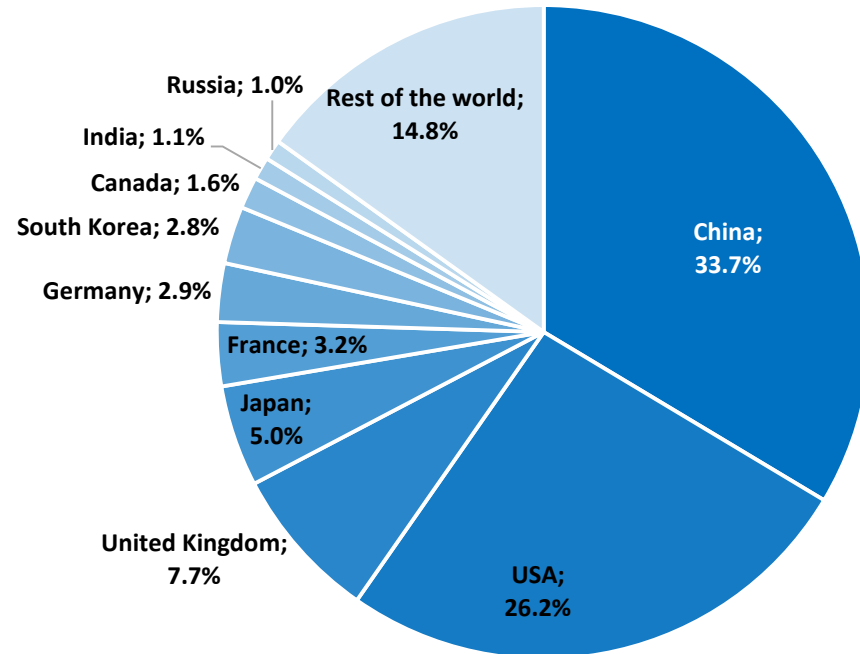
E-commerce powers

This graph shows the share of each top 10 country in the global **B2C e-commerce market** of 2015. As mentioned before, **China** was the world's largest e-commerce market, with a share of **33.7%**. The **US** ranked second with **26.2%**, followed by the **UK** (**7.7%**) and **Japan** (**5.0%**).

It is interesting to see that compared to 2014, China increased its market share by around **5.9%**. It also took some share from other major countries. United Kingdom and Japan, for instance, lost **1.0%** and **2.0%** of its global market share.

Within the top 10, the difference between the top 2 and the rest is still quite significant. Together, the **China** and the **US** account for nearly **60%** of the global B2C e-commerce market, while the other eight countries combine for a little over **25%**.

TOP 10 COUNTRIES SHARE OF GLOBAL B2C E-COMMERCE MARKET
Share of global B2C e-commerce market, 2015



Source: Ecommerce Foundation, 2016

Online Expenditure per E-shopper

Global B2C E-commerce

Online spending per e-shopper

Looking at the **online spending per online shopper** in the countries covered in this report, it is clear in which country people spent the most money online in 2015. In the **UK**, the average e-consumer spent **\$4,018** online on goods and/or services, which is considerably more than in the **USA (\$3,428)**, which ranked second.

TOP 10 COUNTRIES E-SHOPPERS

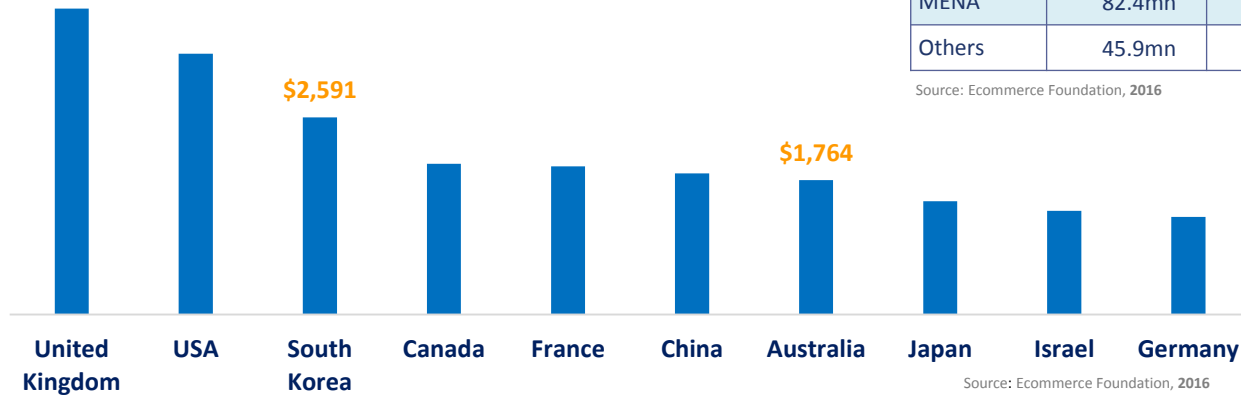
Number of e-shoppers, 2015

Countries	E-shoppers
China	
USA	
India	
Japan	77mn
Germany	
UK	
Brazil	38mn
France	
Russia	
South Korea	

Source: Ecommerce Foundation, 2016

TOP 10 COUNTRIES IN TERMS OF AVERAGE SPENDING PER E-SHOPPER

Spending per online shopper in covered countries, 2015



Source: Ecommerce Foundation, 2016

AVERAGE SPENDING PER E-SHOPPER PER REGION

Number of e-shoppers of covered countries and spending per online shopper, 2015

Regions	Number of e-shoppers	Average spending per e-shopper
Regions	1,436.5mn	\$1,582
Asia-Pacific	711.0mn	\$1,486
Europe	295.6mn	\$1,708
N. America	207.8mn	\$3,099
L. America	93.8mn	\$352
MENA	82.4mn	\$313
Others	45.9mn	\$174

Source: Ecommerce Foundation, 2016

An omni-channel approach is insuperable

Whether their business is online, in physical stores or both, all retailers face similar challenges. They have to deliver a seamless customer experience at every touchpoint, maximize sales across every channel and device, and live up to their promises regarding product availability and delivery. In order to create a strong retail brand to which consumers will return, they must turn shopping into retail therapy – effortless, relaxing and ultimately enjoyable.

Customer experiences should not happen by accident, but must be engineered. This means that one should really understand his customer's journey and its moments of truth, and base his next best actions on smart and predictive data analytics. An omni-channel approach to service and sales is powering the retailers' ability to win hearts, minds and revenue share.



Gert-Jan Morsink
Member Executive Board Webhelp Group

Social Media around the World

Global B2C E-commerce

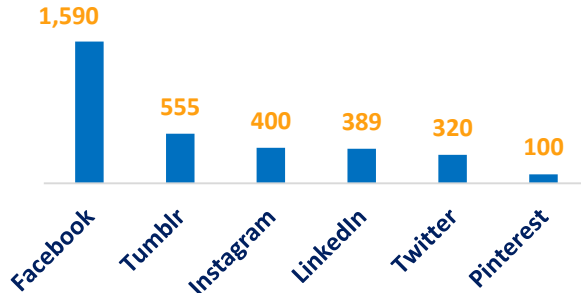
Social media

As was the case in 2014, **Facebook** was again the world's most popular social media platform in 2015. In total, **1.6 billion people** were active on Facebook.

Tumblr ranked second with 555 million users, followed by Instagram with 400 million users.

GLOBAL SOCIAL MEDIA SITES

Number of active users of the following social media websites, in millions of users, 2015



Source: Wearesocial, 2016

Other social media

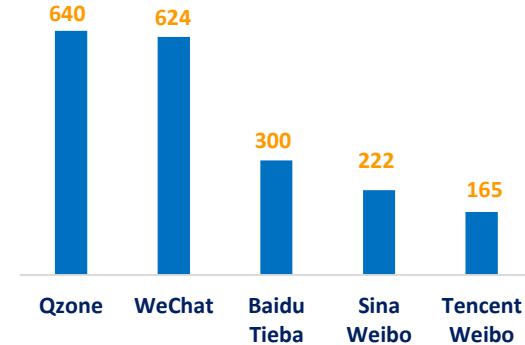
In addition to the global social media, several countries/regions have their own versions. Some of these are taken over or integrated in global giants, such as **Orkut**, which was particularly popular in India and Brazil but which has now been integrated in Facebook.

In other countries, "local" social media do survive and even attract a lot of users. For instance in **China**, where global websites such as Facebook and Twitter are banned by the government. Chinese companies use this to their advantage and because of the large population, there are many social media with hundreds of millions of registered users in China.

Another example is **Russia**, in which vKontakte and Odnoklassniki attract millions of people. In contrast with China, other social media are allowed in Russia, but these two are still the most popular ones.

CHINESE SOCIAL MEDIA SITES

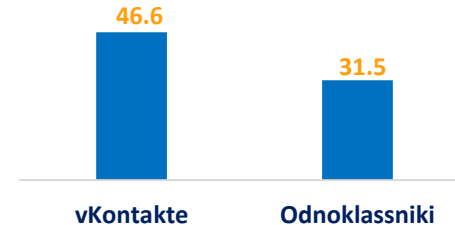
Number of active users of the following social media websites, in millions of users, 2015



Source: Wearesocial, 2016

RUSSIAN SOCIAL MEDIA SITES

Number of online people who use the following social media websites, in millions of users, 2015

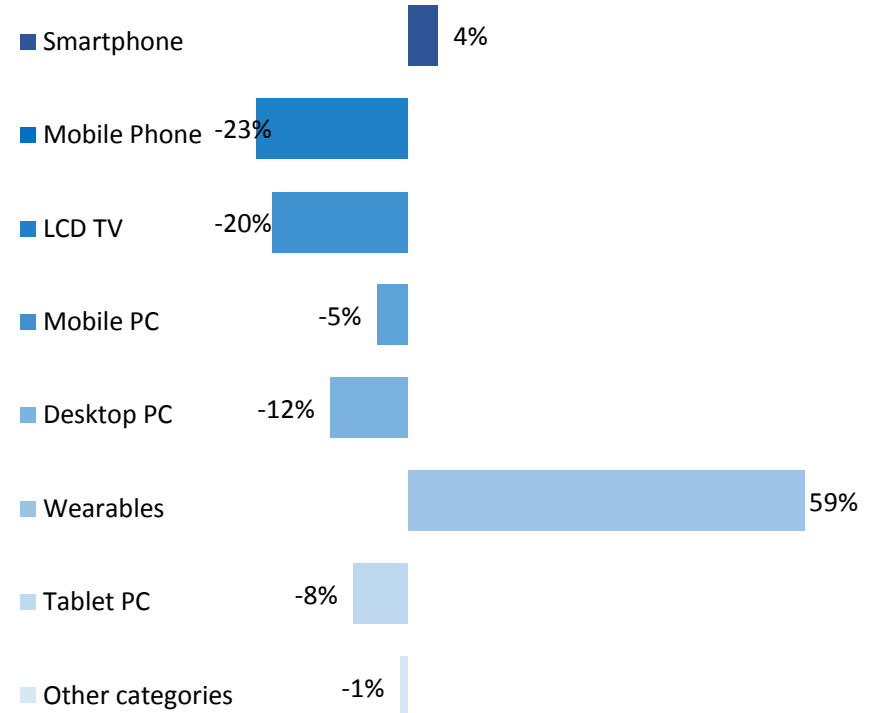
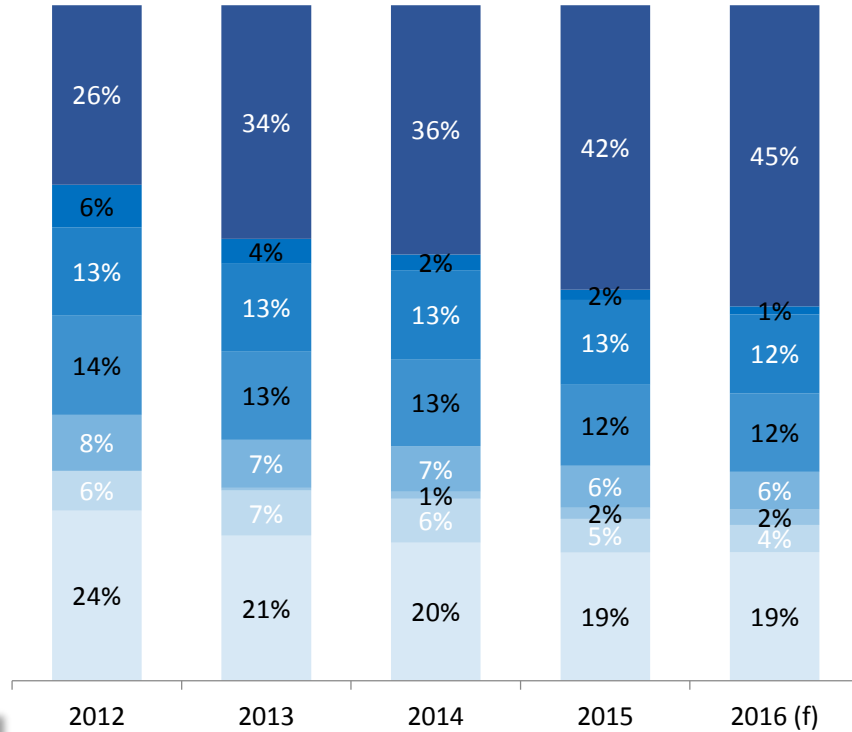


Source: Russiansearchtips, 2016

Share and growth of online devices

SHARE AND GROWTH OF ONLINE DEVICES

The global share of several online devices and their specific growth (sales value)



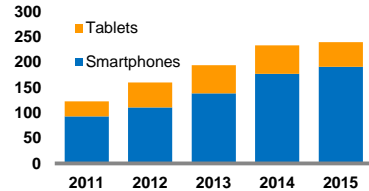
Source: GfK Trends and Forecasting (Digital World), in partnerships with the Consumer Electronics Association

Demand of smartphones and tablets

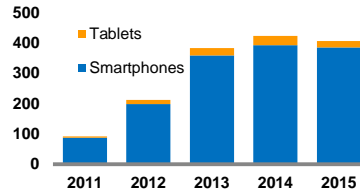
TABLETS AND SMARTPHONES

Overview of demand of mobile devices per region, in thousand of units

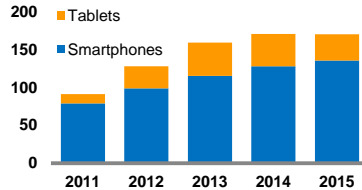
North America



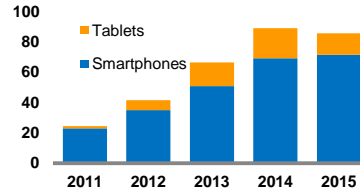
China



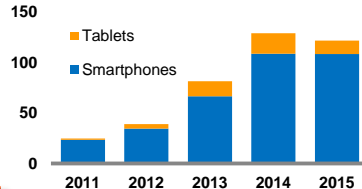
Western Europe



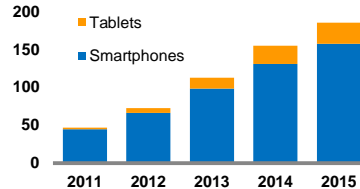
Eastern Europe



Latin America



MENA



Smartphones are the key device, globally

Globally, the demand for smartphones is at its highest and is still growing in terms of devices that can be used for online shopping. With significantly more than 1 billion units sold last year, they have to be considered one of the key shopping tools on a global level.

Tablets, being the no. 2 mobile device relevant for online shopping, are particularly popular in **North America** and **Western Europe**.

Considering the unit sales, **the smartphones and tablets that can be used for online shopping have penetrated a huge share of the global online population.**



Source: GfK Trends and Forecasting (Digital World), in partnerships with the Consumer Electronics Association

2015 Global Retail E-commerce Index

Global B2C E-commerce

Global Retail E-commerce Index

The **Global Retail E-commerce Index** is published annually by global management consulting firm A.T. Kearney and contains the top countries in terms of e-commerce performance. It ranks countries in four areas: **online market size**, **consumer behavior**, **growth potential** and **infrastructure**.

Even though China surpassed the United States with regard to B2C e-commerce turnover, the US is still the most attractive online market in the world, according to this index.

Belgian and Danish e-commerce on the rise

One of the most interesting aspect of this index is **the rise of Belgium**. The Western European country climbed **15 positions** in the global list and this was partly due to its score on growth potential. With this, Belgium is expected to continue to emerge in terms of B2C e-commerce.

Denmark also significantly improved its position as it rose by **13 positions** to the **15th place**. Among other things, the Northern European nation was the only country in the list to achieve **a perfect score for consumer behavior**. This indicates that Danish consumers are, for instance, tech-savvy and willing to spend money online.

GLOBAL RETAIL E-COMMERCE INDEX

Total global online market attractiveness, 2015

Rank	Change in global rank	Country	Online market size (40%)	Consumer behavior (20%)	Growth potential (20%)	Infrastructure (20%)	Online market attractiveness score (100%)
1	+2	United States	100.0	83.2	22.0	91.5	79.3
2	-1	China	100.0	59.4	86.1	43.6	77.8
3	+1	United Kingdom	87.9	98.6	11.3	86.4	74.4
4	-2	Japan	77.6	87.8	10.1	97.7	70.1
5	+1	Germany	63.9	92.6	29.5	83.1	66.6
6	+1	France	51.9	89.5	21.0	82.1	59.3
7	-2	South Korea	44.9	98.4	11.3	95.0	58.9
8	+5	Russia	29.6	66.4	51.8	66.2	48.7
9	+15	Belgium	8.3	82.0	48.3	81.1	45.6
10	-1	Australia	11.9	80.8	28.6	84.8	43.6
11	-1	Canada	10.6	81.4	23.6	88.9	43.1
12	+2	Hong Kong	2.3	93.6	13.0	100.0	42.2
13	+6	Netherlands	8.9	98.8	8.1	84.6	41.8
14	-3	Singapore	1.3	89.4	15.7	100.0	41.5
15	+13	Denmark	8.1	100.0	15.1	75.5	41.4

Source: A.T. Kearney, 2015

Regional and National B2C E-commerce

Overview of the Regional and National E-commerce Markets



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Exchange Rates

Regional and National B2C E-commerce



GOMSEC

All data reported in the **national currency of the country involved** are converted into dollars according to the **average (annual) rate of exchange** as provided by, the **European Central Bank (ECB)** or the **national bank** of the particular country or other sources. The reference period that is used for this was from **January 1, 2015 to December 31, 2015**. Growth rates are calculated and measured by the B2C e-commerce sales in the national currency.

Discrepancy

By using this conversion method, difference may occur between this report and versions from previous years. Even though the e-commerce turnover of a particular country has remained the same in the local currency over the years, this may differ in dollars as of 2010 due to the exchange rates. As the dollar and euro are linked to each other, there is a difference between the e-commerce turnover in the various years. For instance, €1 was worth \$1,3285 in 2014 while €1 was only worth \$1,1085 in 2015. In other words, the dollar has become stronger, as a result of which North America surpassed Europe in terms of e-commerce turnover.

Country pages

On the following pages, you will find an overview of the most important mature and emerging e-commerce markets in the world. On each page, a country will be covered by means of several figures and graphs, as shown to the right. Here you will find a short explanation of these graphs.

Economic indicators

Through the three economic indicators (GDP growth rate, inflation rate and unemployment rate), we want to provide an overview of a country's economic situation, in comparison with the global and regional averages. The growth rate of the Gross Domestic Product shows how much the size of the country's economy has grown, while the inflation rate indicates how much prices have increased in a country. The unemployment rate is the percentage of the country's labor force without a job.

Logistics Performance Index

The LPI overall score reflects perceptions of a country's logistics based on, among other things, efficiency of customs clearance process, quality of trade- and transport-related infrastructure and ease and quality of logistics services.

Ease of Doing Business Index

A high ease of doing business ranking means that the regulatory environment is more favorable for the starting and operation of a local firm. The rankings are determined by sorting the aggregate distance to frontier scores on 10 equal topics.

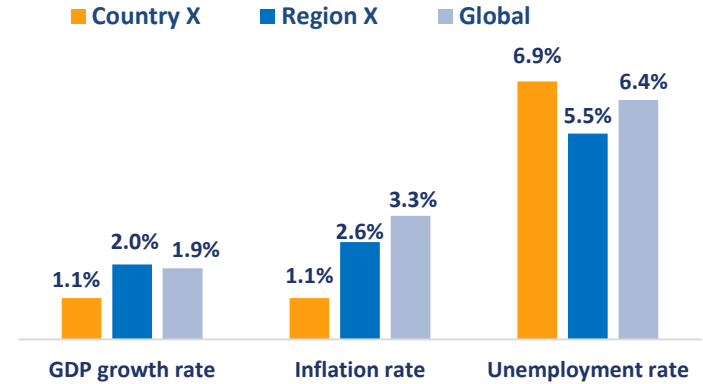
eGDP ranking

The share of e-commerce turnover in the GDP shows the influence of e-commerce in a country's total economy.

Legend: Explanatory Notes

Regional and National B2C E-commerce

Country X vs Regional and Global Averages



National E-commerce Shares



North America

An Overview of E-commerce Markets in North America



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384mn people are over the age of 15



Forecast 2016
\$709bn
 Turnover E-commerce Goods & Services



298mn people use the Internet (77%)

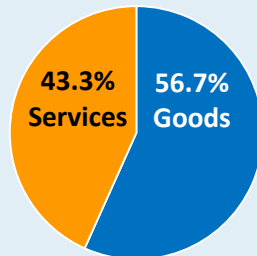
Global \$2,272.7bn +19.9%
 North America \$644.0bn +12.5%
 Total B2C e-commerce 2015 of goods & services



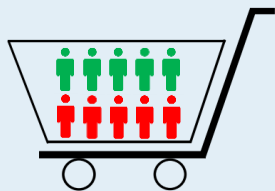
Share of e-commerce in GDP **3.10%**

Ranking North America in turnover (in millions of USD)

1		United States	\$595,076
2		Canada	\$35,667
3		Mexico	\$13,270



6.7% Estimated share of online goods in total retail of goods



208mn people are e-shoppers (54%)

National e-commerce associations:

Canada



Mexico



United States



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B2C E-commerce Turnover and Growth

North America


[Click here to order
the full Global B2C E-commerce Report
for a complete overview of global e-commerce](#)




NORTH AMERICAN B2C E-COMMERCE TURNOVER, 2011 - 2016

Countries	2011	2012	Growth	2013	Growth	2014	Growth	2015	Growth	2016 (f)	Growth
USA		\$400,000mn	15.2%					\$595,076mn	12.1%		
Canada				\$27,592mn				\$35,667mn	12.6%		
Mexico						\$10,208mn		\$13,270mn	30.0%	\$16,853mn	
Total								\$644,013mn	12.5%		


Source: Retail Research, U.S. Department of Commerce, AMIPCI, Statista and Ecommerce Foundation, 2016



Population 15+
30.3mn



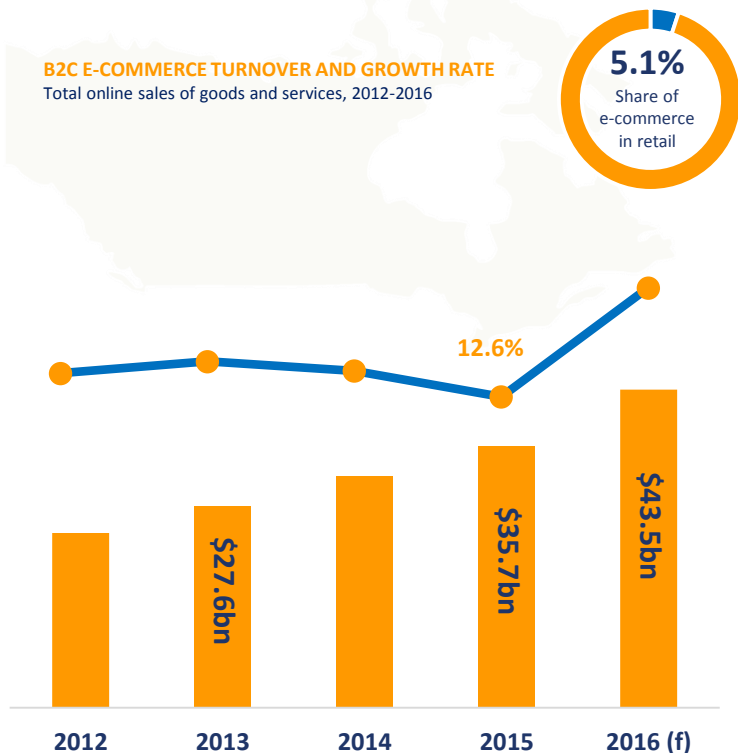
Internet users
26.6mn (88%)



Number of e-shoppers
18.0mn (59%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

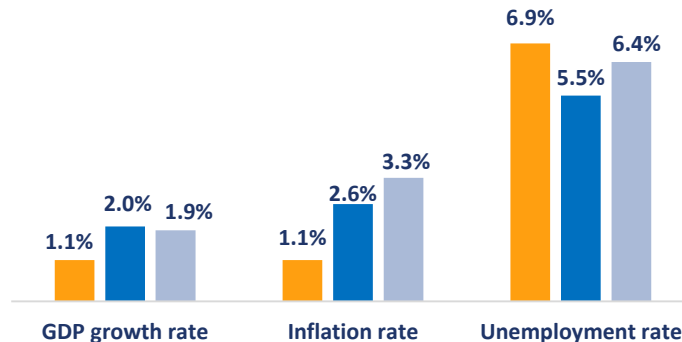
Total online sales of goods and services, 2012-2016



Source: Retail Research, Statista and Ecommerce Foundation, 2016

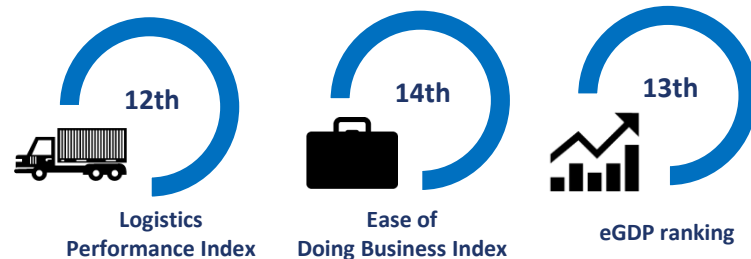
CANADA VS REGIONAL AND GLOBAL AVERAGES

■ Canada ■ North America ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING

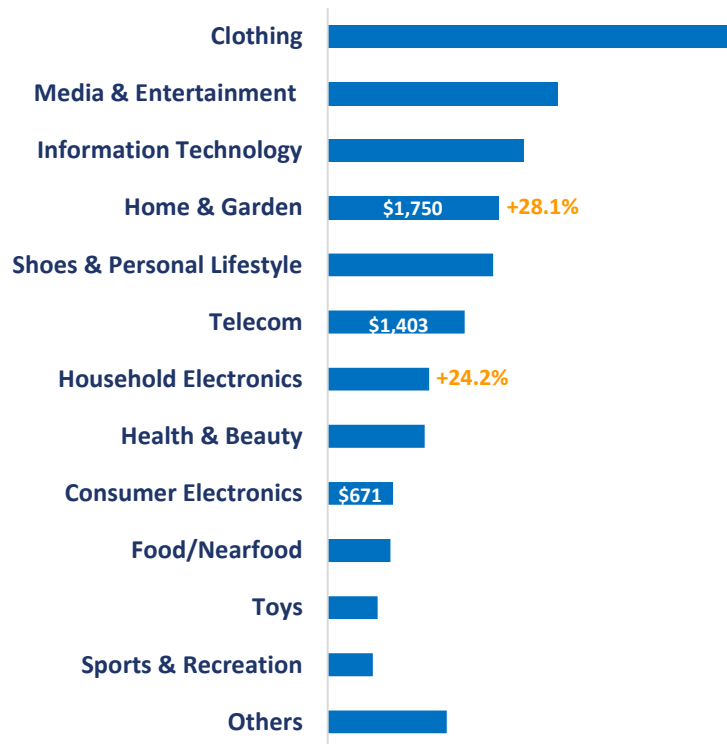


Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Worldbank, Internetlivestats and eMarketer, 2016

OVERVIEW OF POPULAR PRODUCT GROUPS

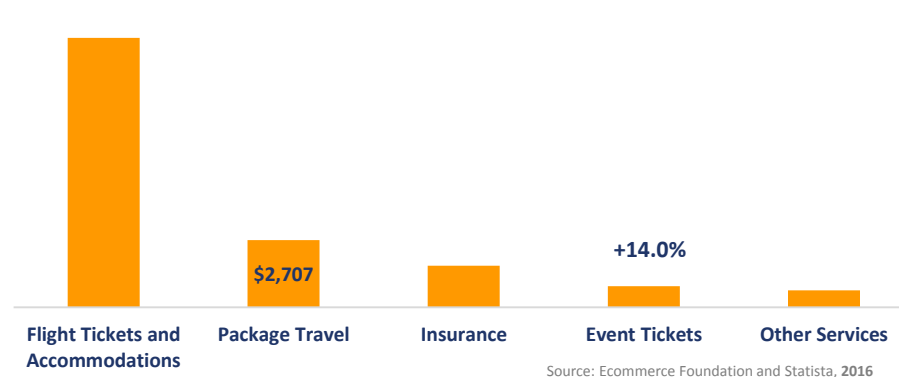
Estimated online sales of popular product groups, in millions of US dollars, 2015



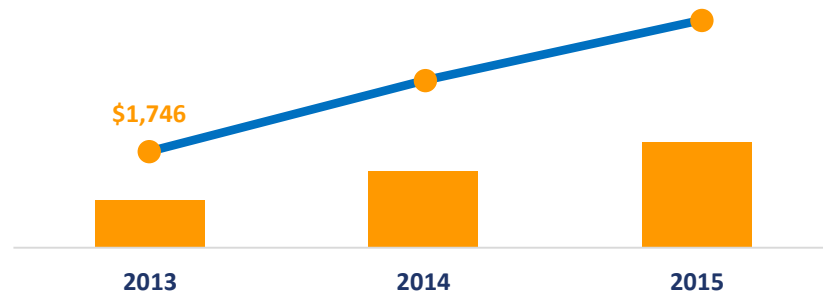
Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: Retail Research, eMarketer, Statista and Ecommerce Foundation, 2016



Population 15+
93.2mn



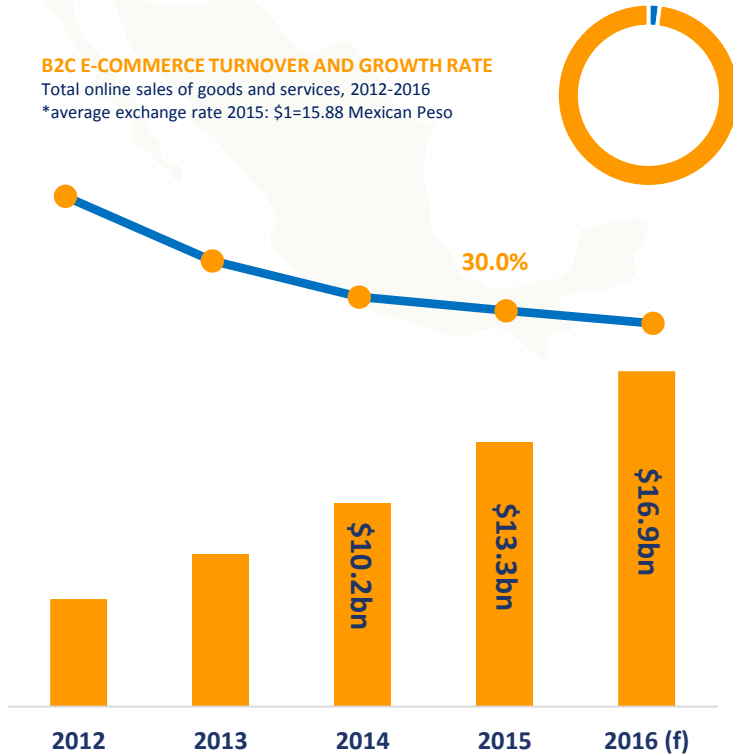
Internet users
41.7mn (45%)



Number of e-shoppers
16.2mn (17%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

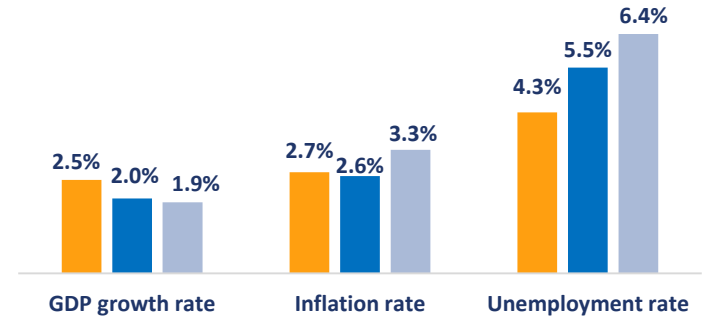
Total online sales of goods and services, 2012-2016
*average exchange rate 2015: \$1=15.88 Mexican Peso



Source: AMIPCI, Statista and Ecommerce Foundation, 2016

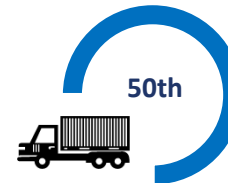
MEXICO VS REGIONAL AND GLOBAL AVERAGES

■ Mexico ■ North America ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

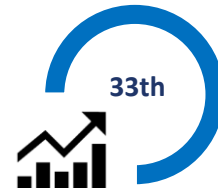
GLOBAL RANKING



Logistics
Performance Index



Ease of
Doing Business Index



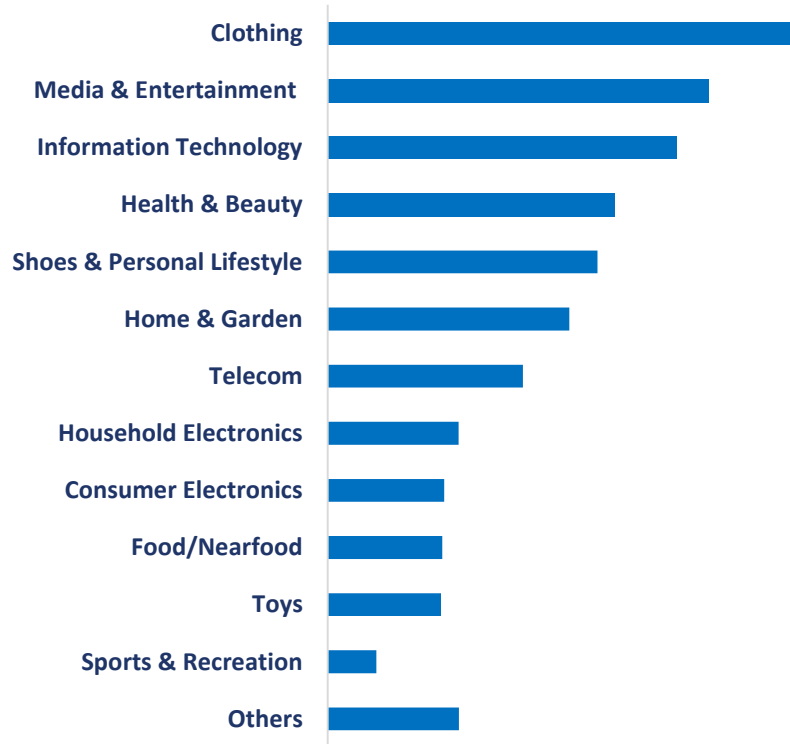
eGDP ranking

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Worldbank, Internetlivestats and eMarketer, 2016

OVERVIEW OF POPULAR PRODUCT GROUPS

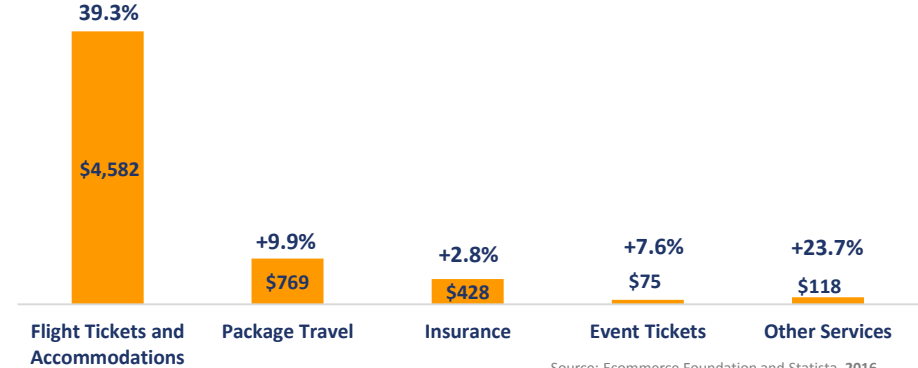
Estimated online sales of popular product groups, in millions of US dollars, 2015



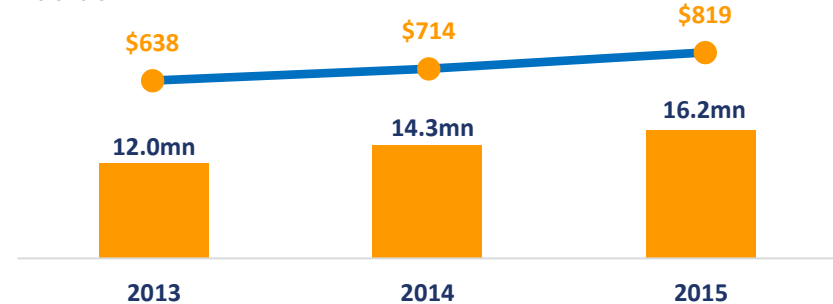
Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: AMIPCI, eMarketer, Statista and Ecommerce Foundation, 2016



USA

E-commerce Markets

North America



Population 15+
260.3mn



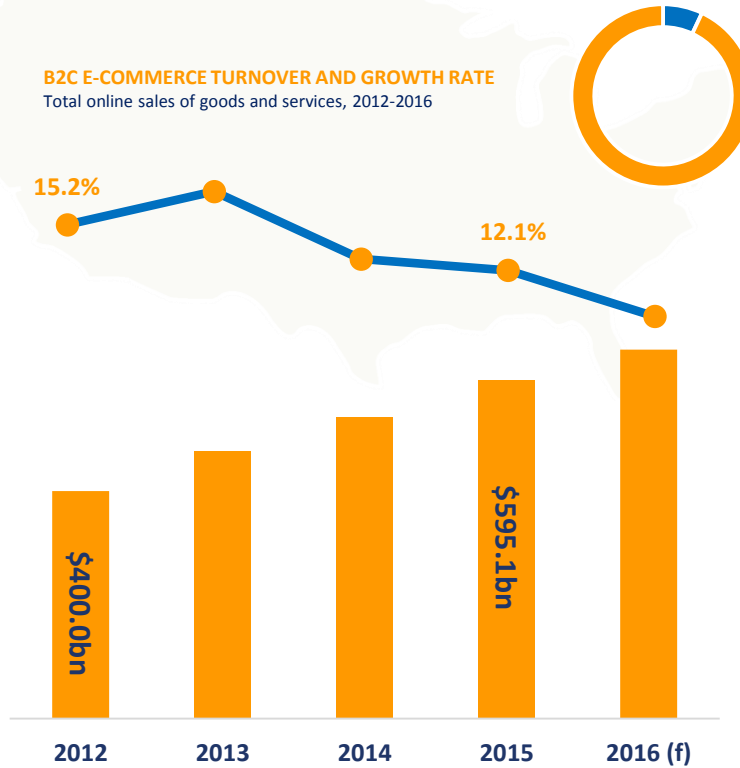
Internet users
229.6mn (88%)



Number of e-shoppers
173.6mn (76%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016

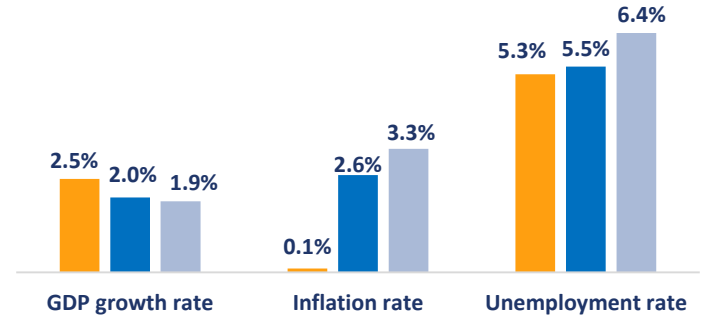


Source: U.S. Department of Commerce, Statista and Ecommerce Foundation, 2016



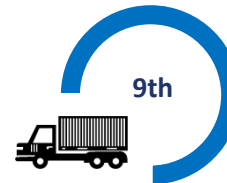
USA VS REGIONAL AND GLOBAL AVERAGES

USA North America Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Logistics
Performance Index



Ease of
Doing Business Index



eGDP ranking

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, United States Census Bureau, Internetlivestats and Statista, 2016



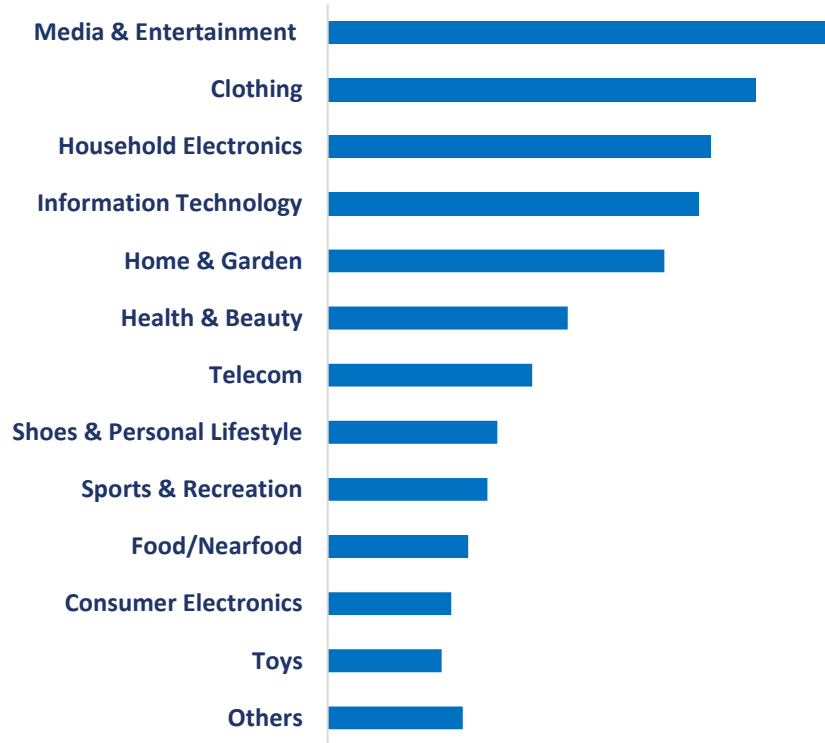
USA

E-commerce Markets

North America

OVERVIEW OF POPULAR PRODUCT GROUPS

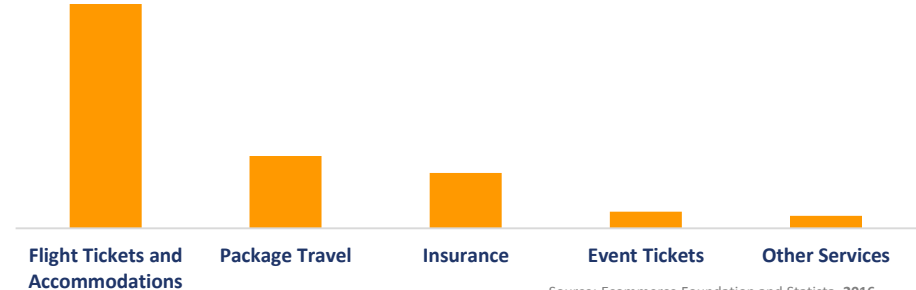
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS

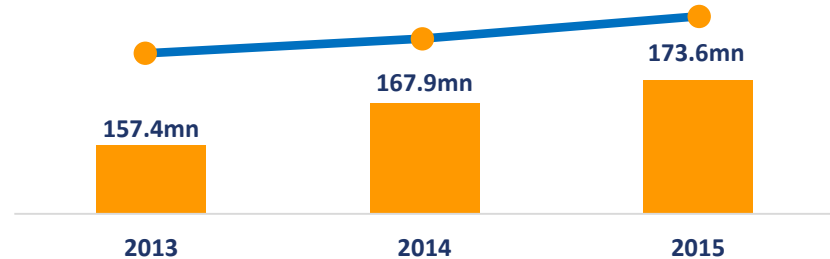
Estimated online sales of popular service groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation, U.S. Department of Commerce and Statista, 2016

Latin America

An Overview of E-commerce Markets in Latin America



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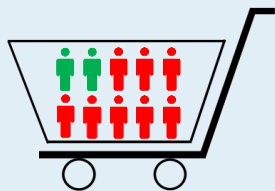




394mn people are over the age of 15



221mn people use the Internet (56%)



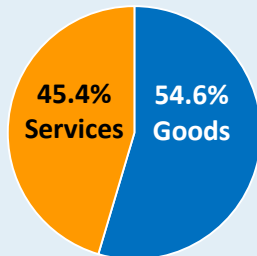
94mn people are e-shoppers (24%)



Global \$2,272.7bn +19.9%
Latin America \$33.0bn +28.0%
Total B2C e-commerce 2015 of goods & services

Ranking Latin America in turnover (in millions of USD)

1		Brazil	\$15,855
2		Argentina	\$4,796
3		Chile	\$2,036
#		Others	\$10,287



Forecast 2016
\$39.8bn
Turnover E-commerce Goods & Services



Share of e-commerce in GDP **0.77%**



National e-commerce associations:

- Argentina
- Brazil
- Chile



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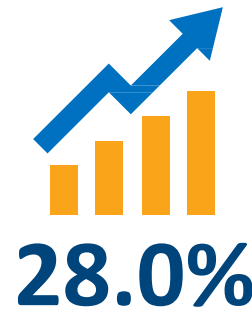
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B2C E-commerce Turnover and Growth

Latin America

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the full Global B2C E-commerce Report
for a complete overview of global e-commerce



Growth of
Latin America's B2C
e-commerce in 2015

LATIN AMERICAN B2C E-COMMERCE TURNOVER, 2011 - 2016

Countries	2011	2012	Growth	2013	Growth	2014	Growth	2015	Growth	2016 (f)	Growth
Brazil					29.0%	\$12,993mn		\$15,855mn	22.0%		
Argentina		\$1,181mn	44.2%					\$4,796mn	71.1%		
Chile								\$2,036mn	22.0%	\$2,500mn	22.8%
Total								\$32,973mn	28.0%		

Source: CACE, ABComm and Ecommerce Foundation, 2016





Argentina



Population 15+
32.7mn



Internet users
22.2mn (68%)

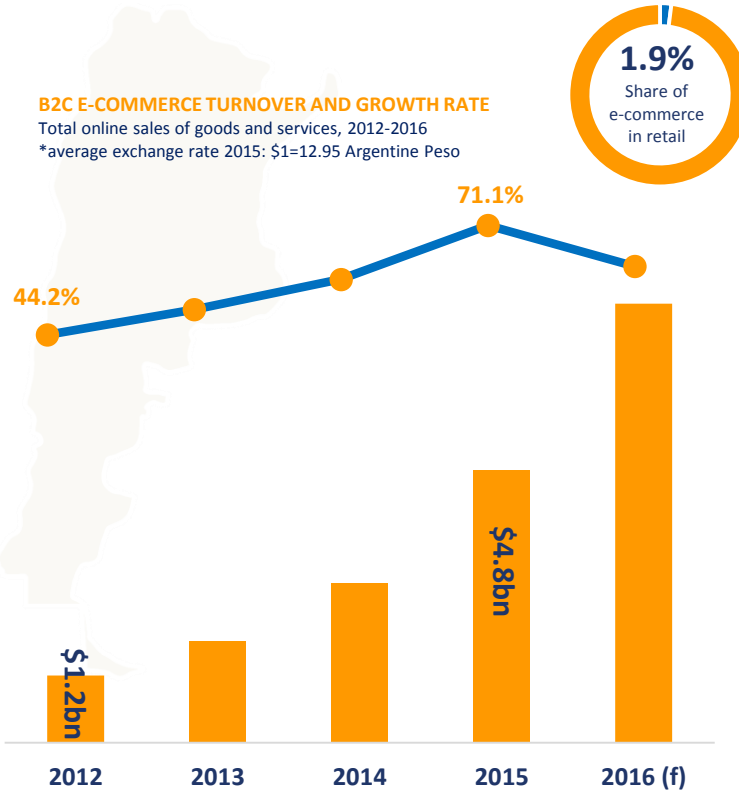


Number of e-shoppers
11.2mn (32%)

Source: Ecommerce Foundation, Worldbank, Internetlivestats and eMarketer, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016
*average exchange rate 2015: \$1=12.95 Argentine Peso



Source: CACE and Ecommerce Foundation, 2016

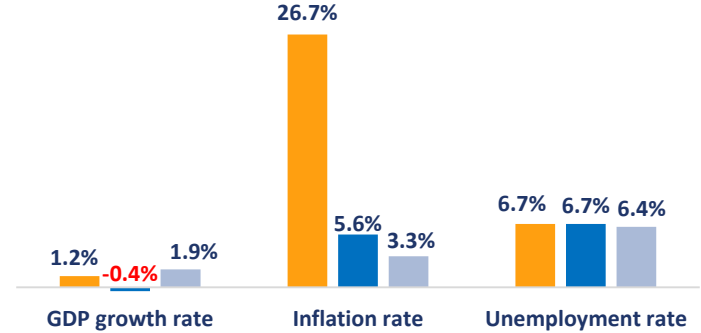


E-commerce Markets

Latin America

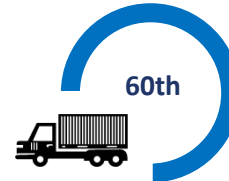
ARGENTINA VS REGIONAL AND GLOBAL AVERAGES

■ Argentina ■ Latin America ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

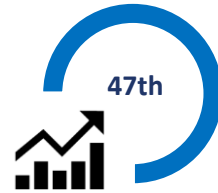
GLOBAL RANKING



Logistics
Performance Index



Ease of
Doing Business Index



eGDP ranking

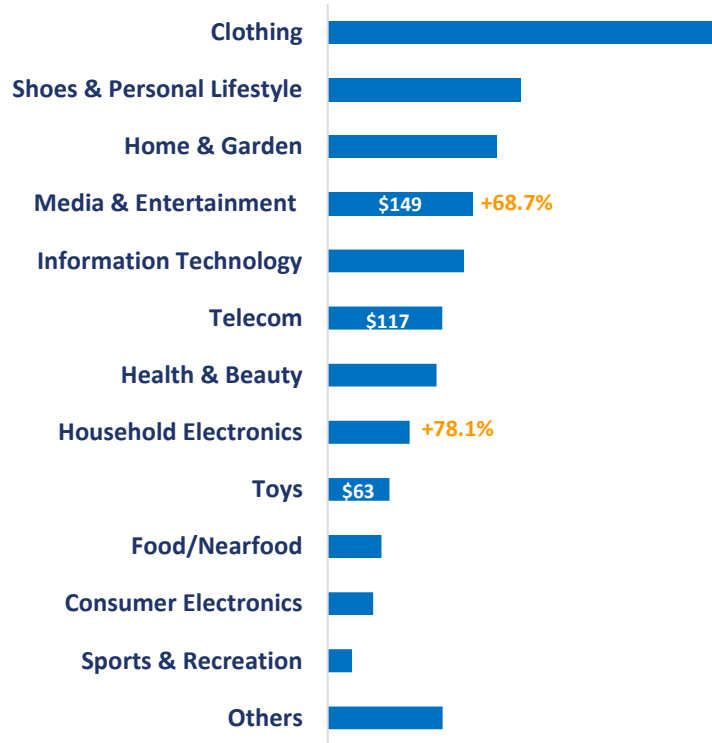
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Argentina

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



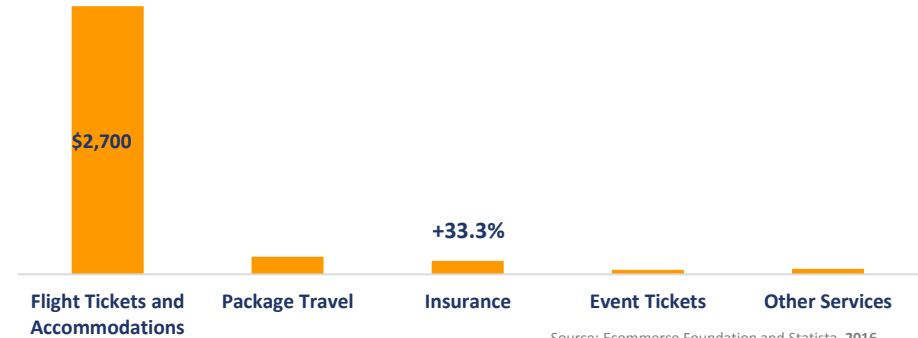
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Latin America

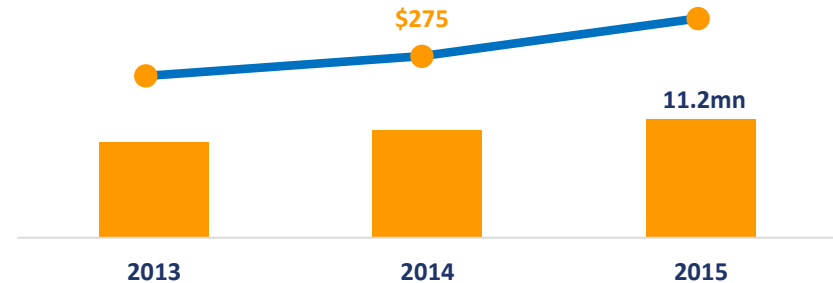
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: CACE, eMarketer, Statista and Ecommerce Foundation, 2016



Brazil



Population 15+
159.4mn



Internet users
101.5mn (64%)

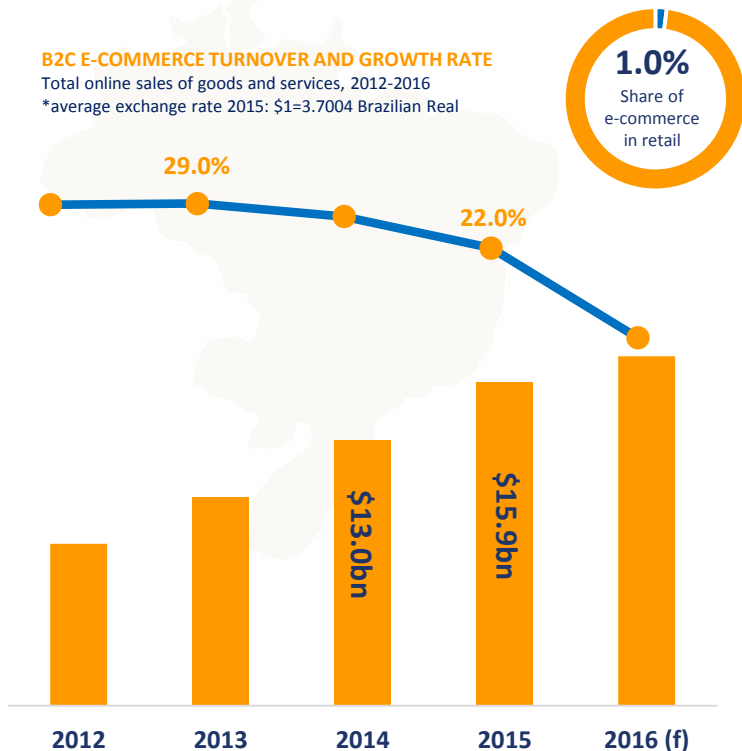


Number of e-shoppers
38.1mn (23%)

Source: ABComm, Ecommerce Foundation, Worldbank, Worldometers, Internetlivestats and E-bit, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016
*average exchange rate 2015: \$1=3.7004 Brazilian Real

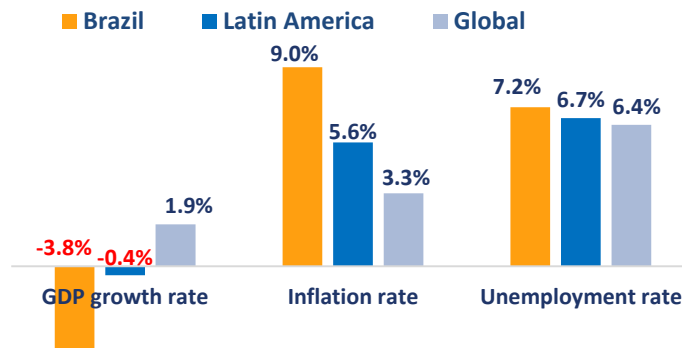


Source: ABComm and Ecommerce Foundation, 2016

E-commerce Markets

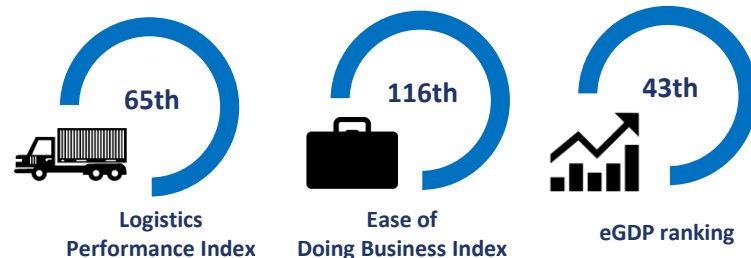
Latin America

BRAZIL VS REGIONAL AND GLOBAL AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



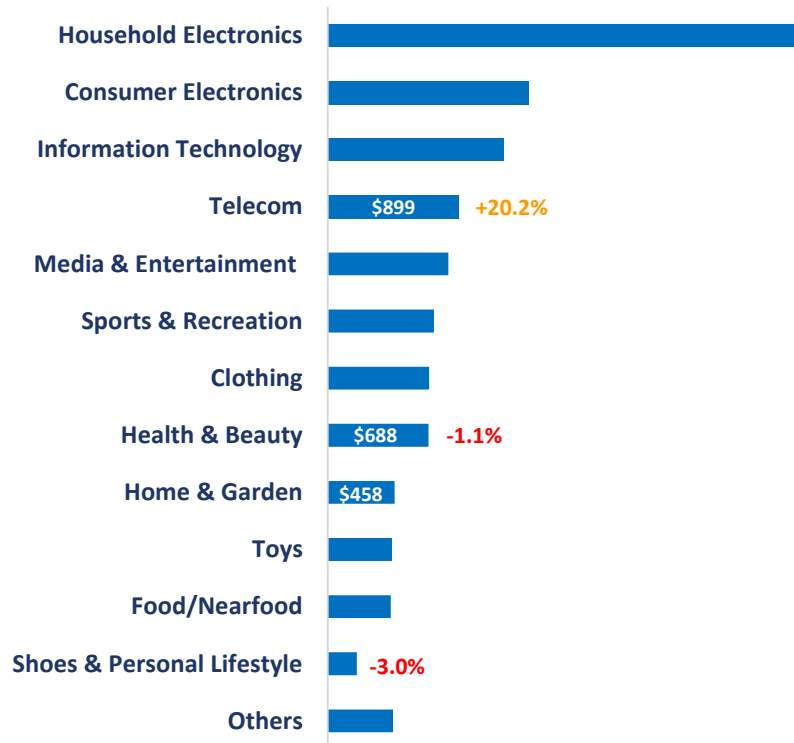
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Brazil

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



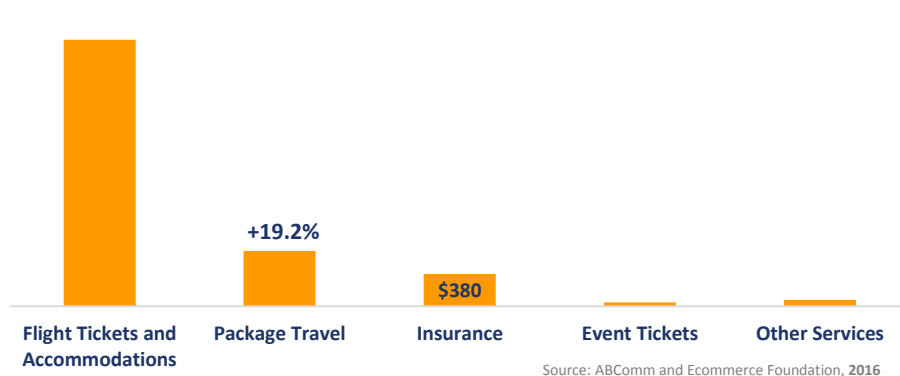
Source: ABComm and Ecommerce Foundation, 2016

E-commerce Markets

Latin America

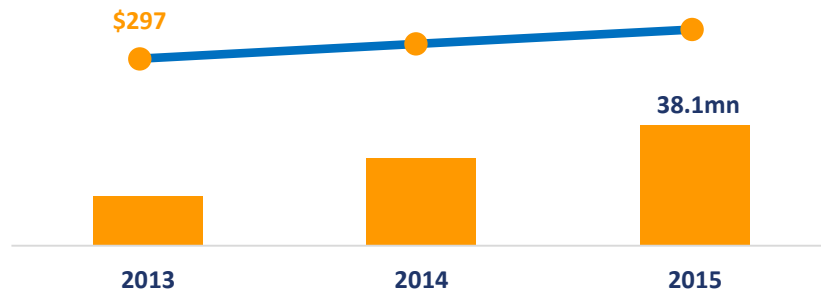
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



Source: ABComm and Ecommerce Foundation, 2016

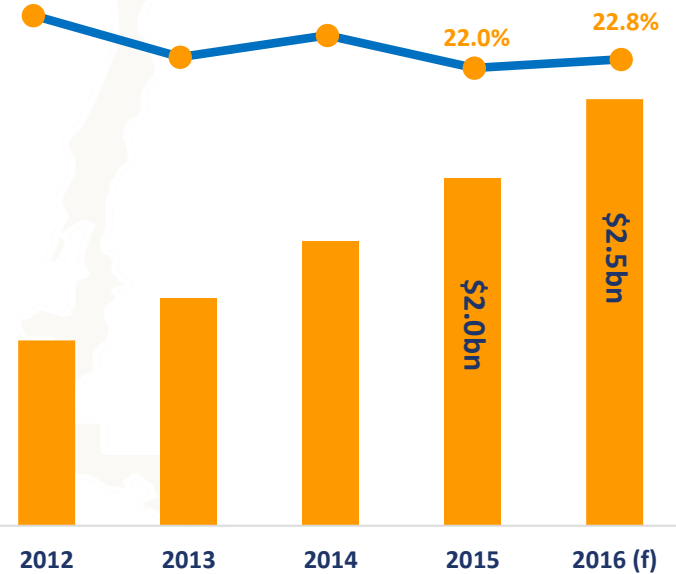
NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: ABComm, Ecommerce Foundation and E-bit, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016



Source: Ecommerce Foundation, 2016



Population 15+
14.3mn



Internet users
10.9mn (76%)

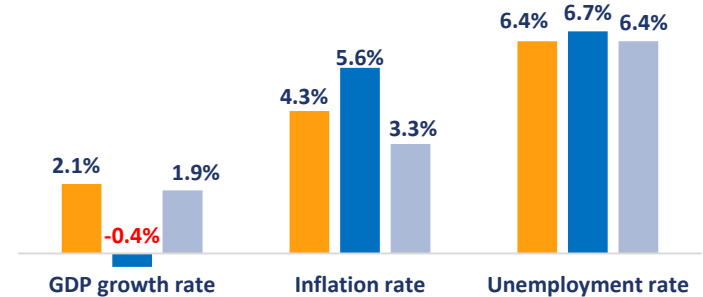


Number of e-shoppers
5.7mn (40%)

Source: Ecommerce Foundation, Worldbank and Internetlivestats, 2016

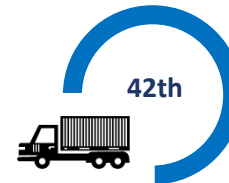
CHILE VS REGIONAL AND GLOBAL AVERAGES

■ Chile ■ Latin America ■ Global

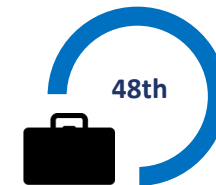


Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

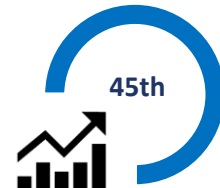
GLOBAL RANKING



Logistics
Performance Index



Ease of
Doing Business Index



eGDP ranking

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Europe

An Overview of E-commerce Markets in Europe



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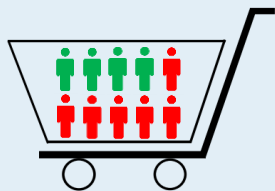




685mn people are over the age of 15



516mn people use the Internet (75%)



296mn people are e-shoppers (43%)



Global \$2,272.7bn +19.9%
Europe \$505.1bn +13.3%
Total B2C e-commerce 2015 of goods & services

Ranking Europe in turnover (in millions of USD)

1		United Kingdom	\$174,357
2		France	\$72,007
3		Germany	\$66,237
4		Russia	\$22,785
5		Spain	\$20,137
6		Italy	\$18,430
#		Others	\$131,174



Average spending per e-shopper

Forecast 2016

\$565.8bn

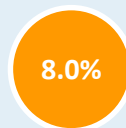
Turnover E-commerce Goods & Services



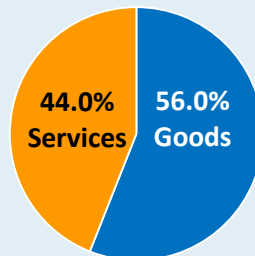
Total GDP of **\$19,518bn**



Share of e-commerce in GDP **2.59%**



Estimated share of **online goods** in **total retail of goods**



National e-commerce associations:

France



Russia



Germany



Spain



Italy



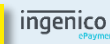
United Kingdom



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B2C E-commerce Turnover and Growth

Europe

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for a complete overview of global e-commerce

13.3%
Growth of
Europe's B2C
e-commerce in 2015



EUROPEAN B2C E-COMMERCE TURNOVER, 2011 - 2016

Countries	2011	2012	Growth	2013	Growth	2014	Growth	2015	Growth	2016 (f)	Growth
United Kingdom						\$157,074mn	12.6%	\$174,357mn	11.0%		
France				\$56,695mn				\$72,007mn	14.3%		
Germany								\$66,237mn	13.3%	\$74,186mn	12.0%
Russia			32.6%					\$22,785mn	6.6%		
Spain		\$13,739mn			18.0%			\$20,137mn	11.6%		
Italy	\$10,370mn							\$18,430mn	15.6%		
Total								\$505,127mn	13.3%		

Source: IMRG, Capgemini FEVAD, BEVH, AKIT, ONTSI, Netcomm, Statista and Ecommerce Foundation, 2016





Population 15+
54.0mn



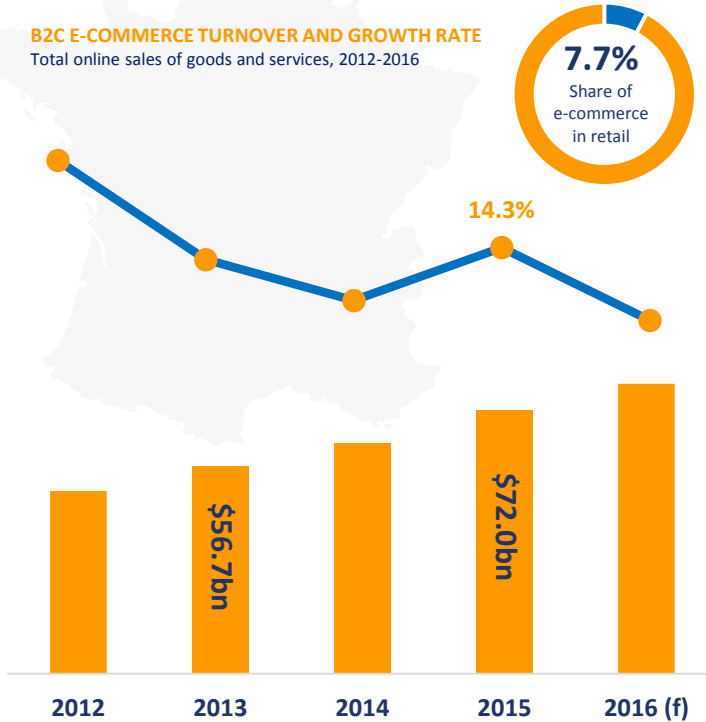
Internet users
47.0mn (87%)



Number of e-shoppers
36.0mn (67%)

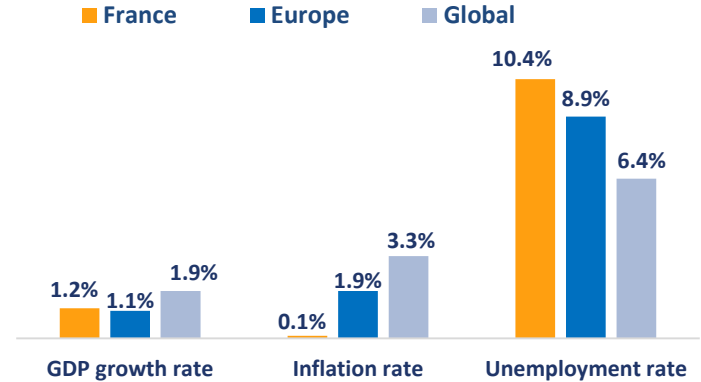
B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016



Source: FEVAD and Ecommerce Foundation, 2016

FRANCE VS REGIONAL AND GLOBAL AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING

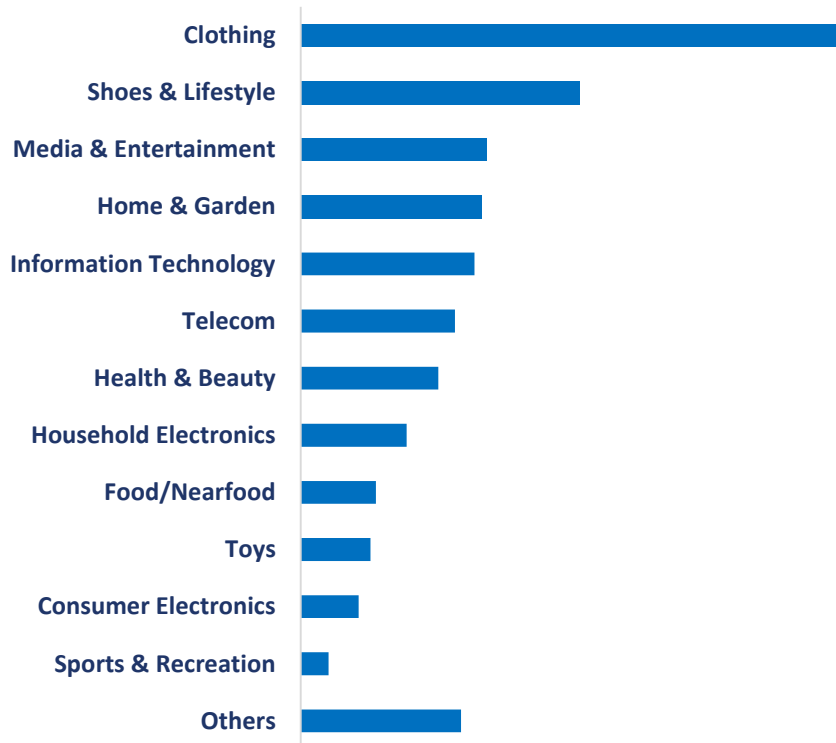


Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: FEVAD, Médiamétrie, Ecommerce Foundation and Eurostat, 2016

OVERVIEW OF POPULAR PRODUCT GROUPS

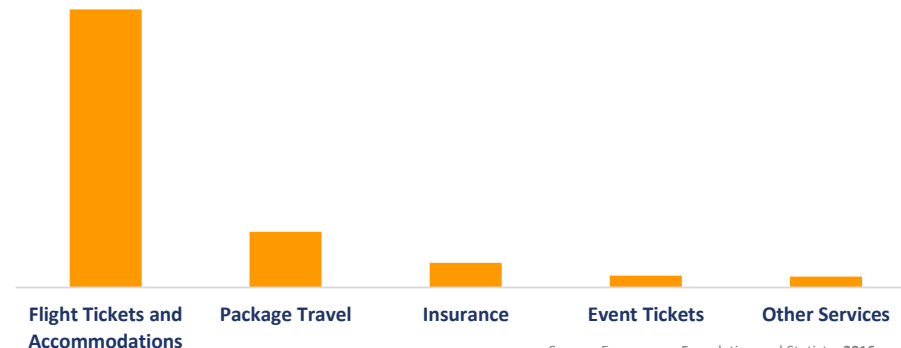
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

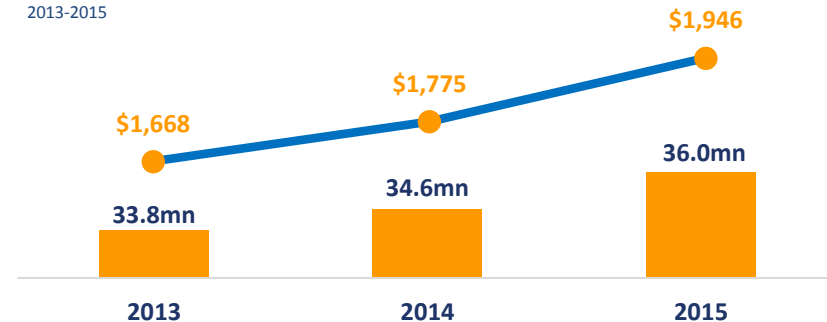
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: FEVAD, Médiamétrie and Ecommerce Foundation, 2016



Germany

E-commerce Markets

Europe



Population 15+
70.7mn



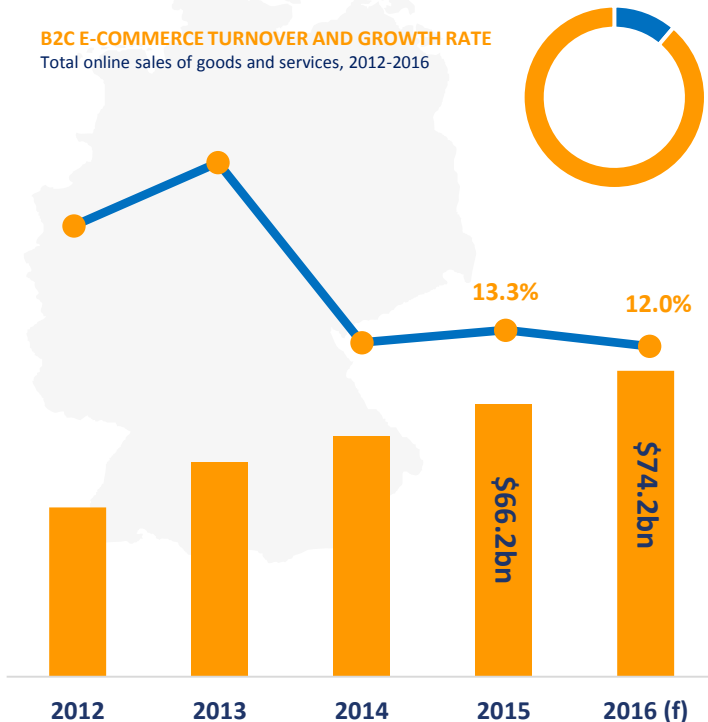
Internet users
63.0mn (89%)



Number of e-shoppers
51.6mn (73%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

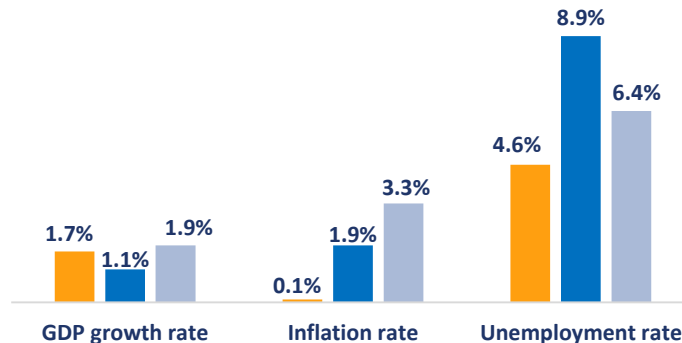
Total online sales of goods and services, 2012-2016



Source: BEVH and Ecommerce Foundation, 2016

GERMANY VS REGIONAL AND GLOBAL AVERAGES

Germany (orange), Europe (blue), Global (grey)



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

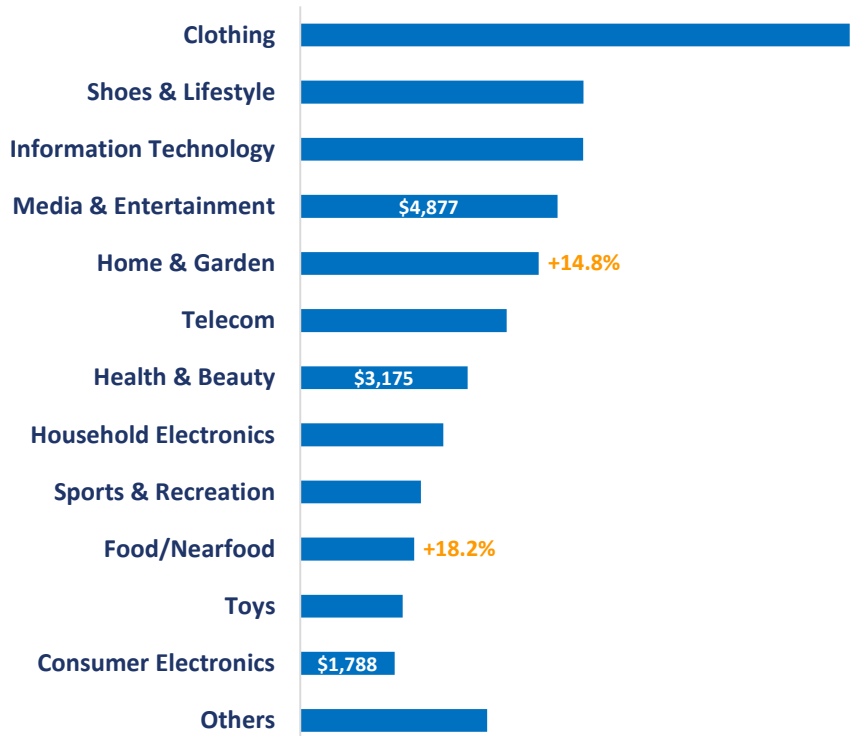
Source: Ecommerce Foundation and Eurostat, 2016



Germany

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



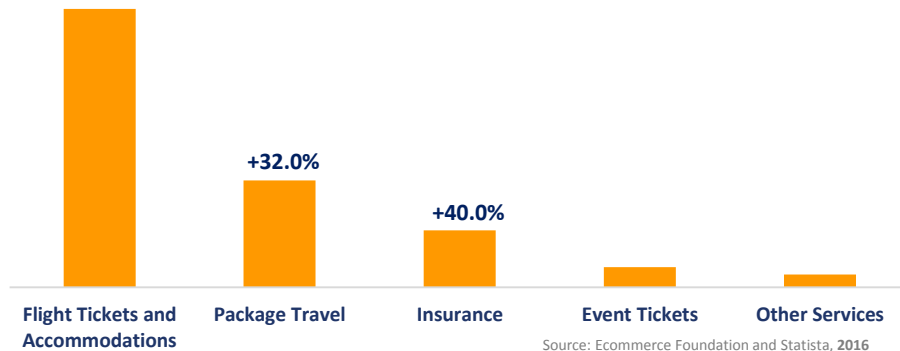
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Europe

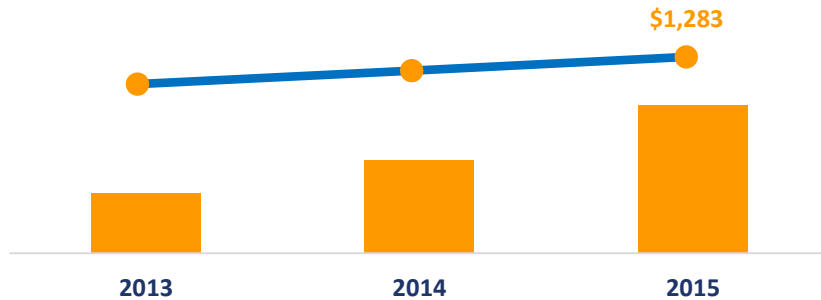
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation, BEVH and Eurostat, 2016



Population 15+
52.5mn



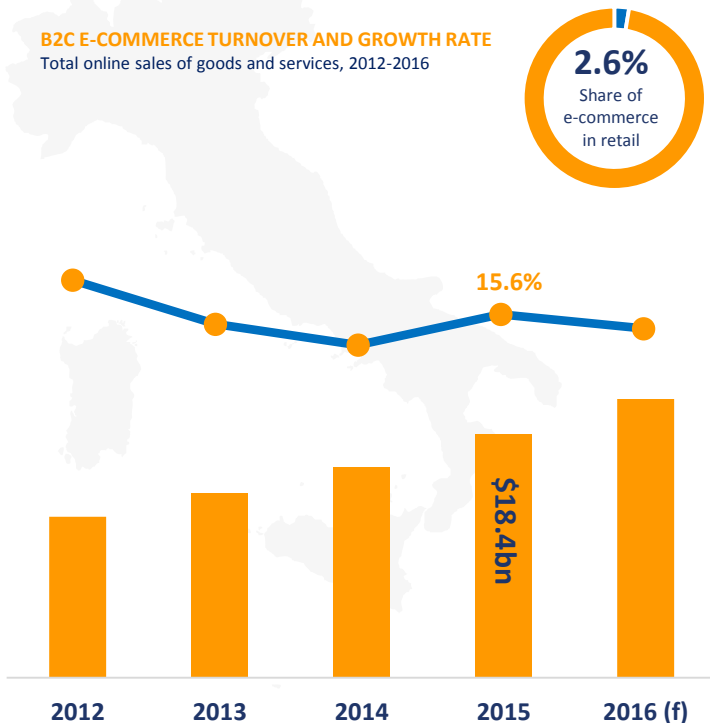
Internet users
35.7mn (68%)



Number of e-shoppers
17.7mn (34%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016

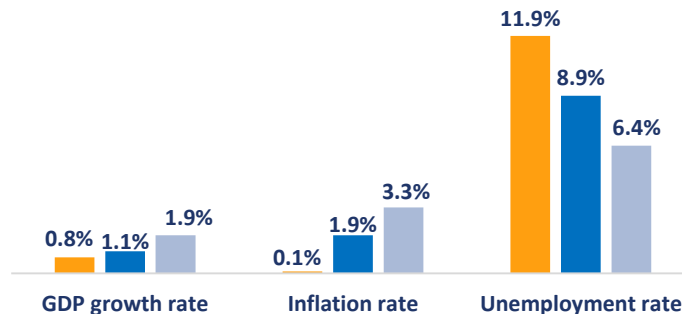


Source: Netcomm and Ecommerce Foundation, 2016



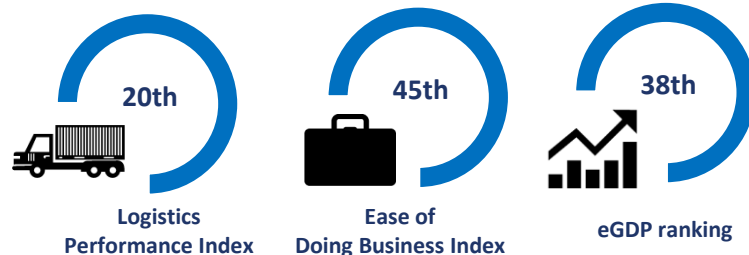
ITALY VS REGIONAL AND GLOBAL AVERAGES

■ Italy ■ Europe ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING

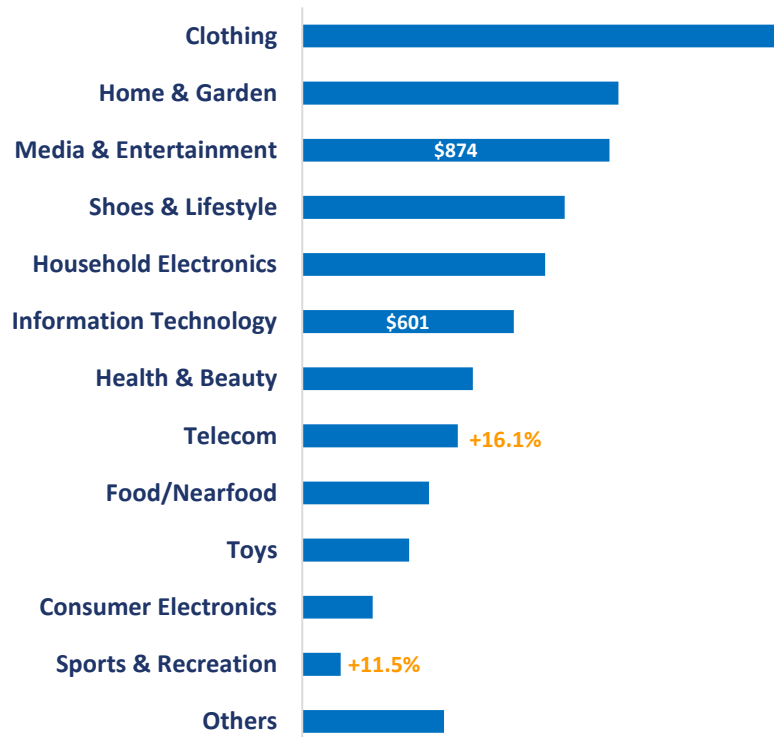


Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Netcomm, Ecommerce Foundation and Eurostat, 2016

OVERVIEW OF POPULAR PRODUCT GROUPS

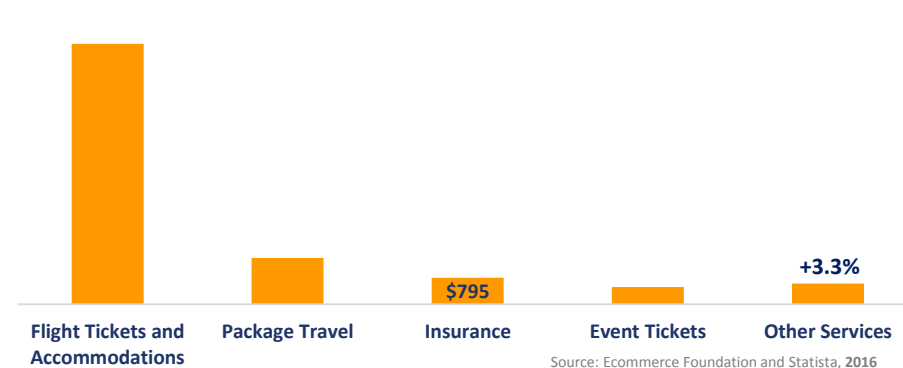
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

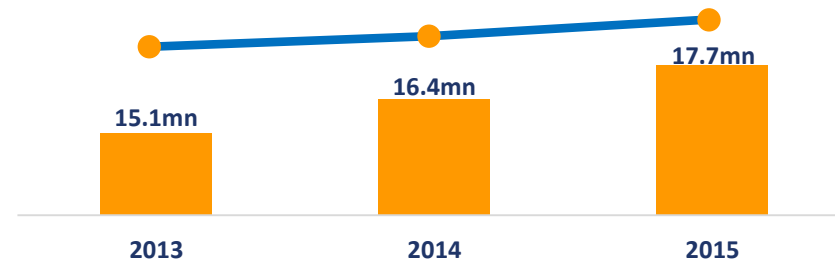
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Netcomm and Ecommerce Foundation, 2016



Russia



Population 15+
121.8mn



Internet users
85.8mn (70%)

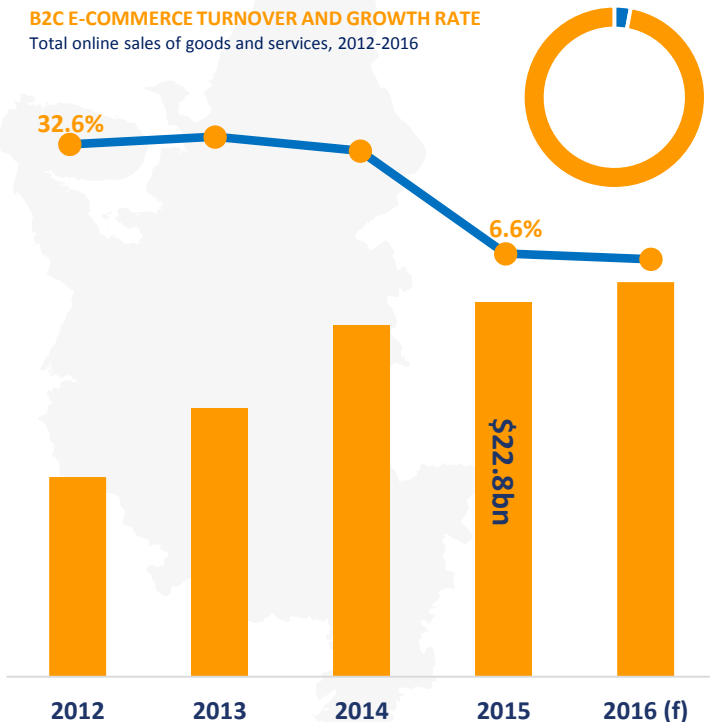


Number of e-shoppers
30.0mn (25%)

Source: Ecommerce Foundation, EWDN and Eurostat, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016

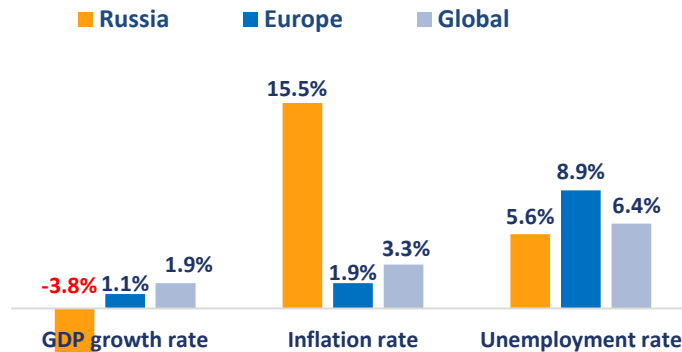


Source: AKIT, Ecommerce Foundation and Statista, 2016

E-commerce Markets

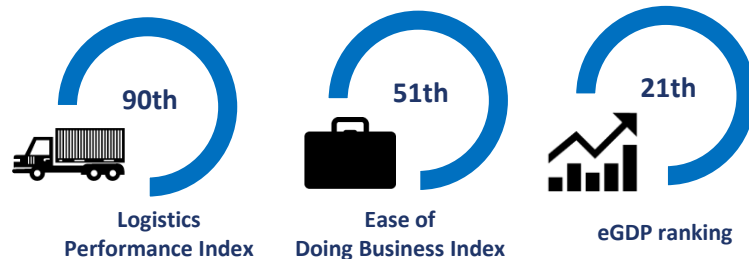
Europe

RUSSIA VS REGIONAL AND GLOBAL AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



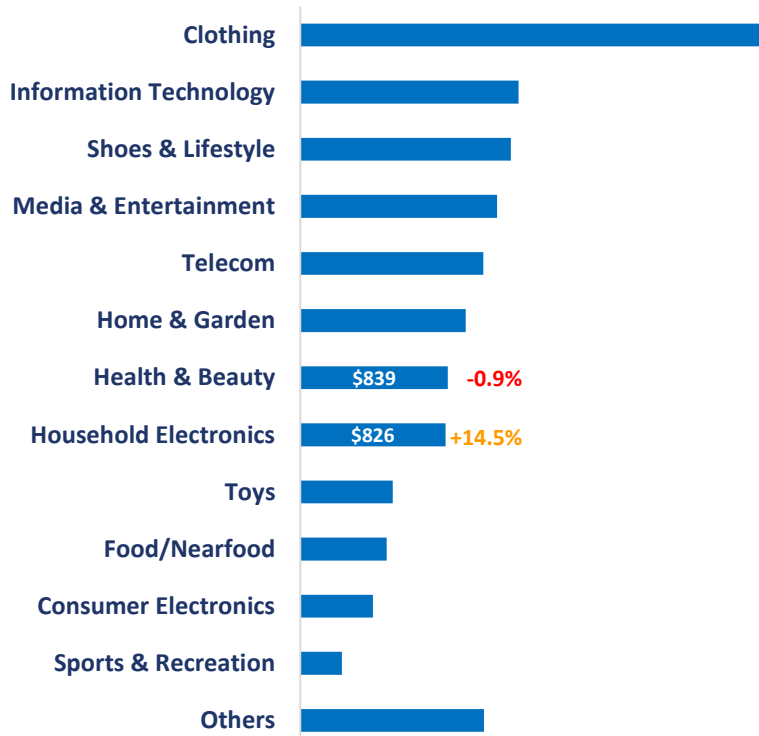
Russia

E-commerce Markets

Europe

OVERVIEW OF POPULAR PRODUCT GROUPS

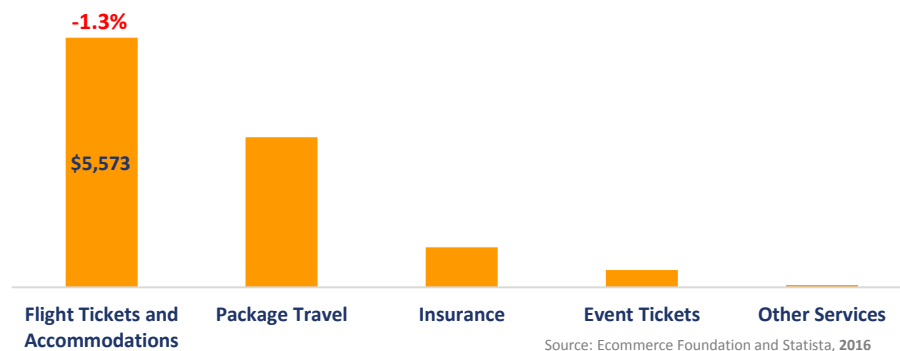
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

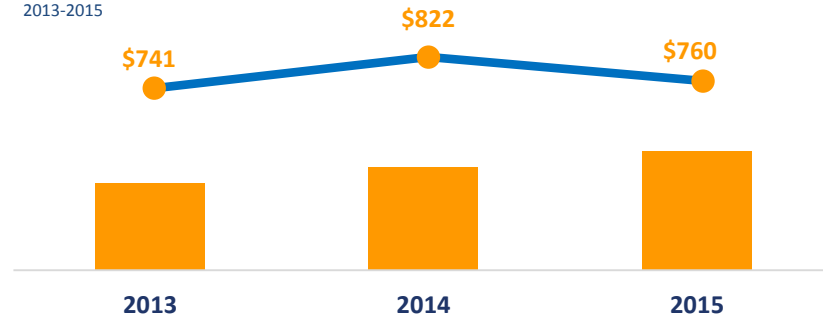
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation, AKIT and EWDN, 2016



Spain



Population 15+
39.3mn



Internet users
31.4mn (80%)

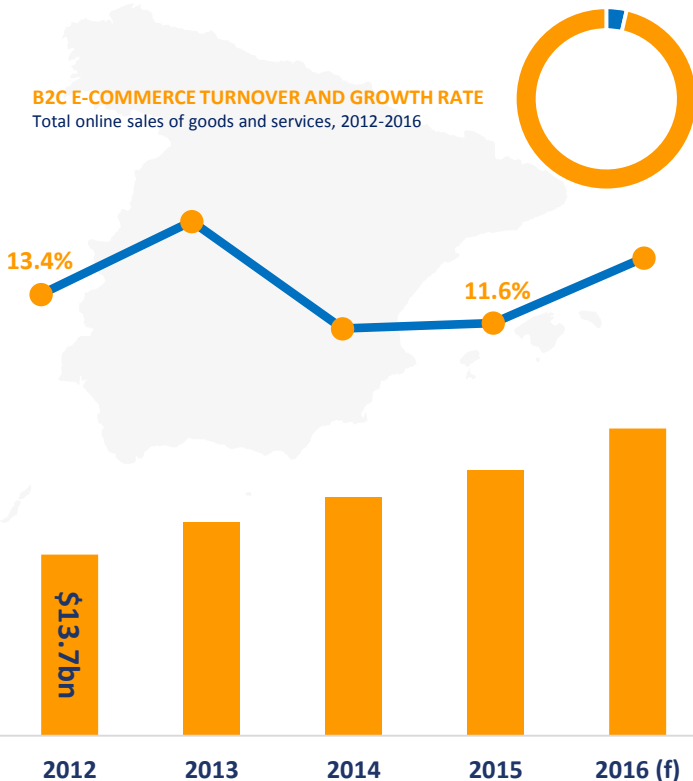


Number of e-shoppers
16.6mn (42%)

Source: Ecommerce Foundation and Eurostat, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

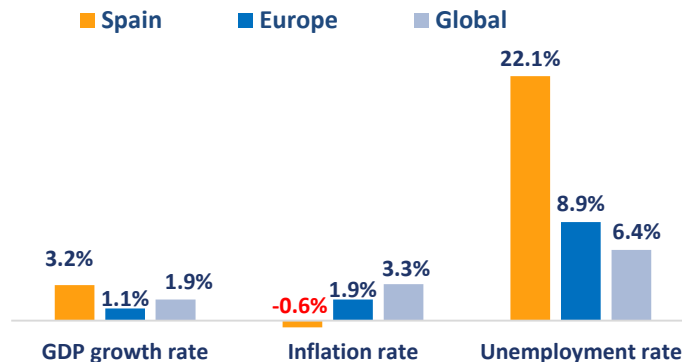
Total online sales of goods and services, 2012-2016



Source: ONTSI, Ecommerce Foundation and Statista, 2016

E-commerce Markets Europe

SPAIN VS REGIONAL AND GLOBAL AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



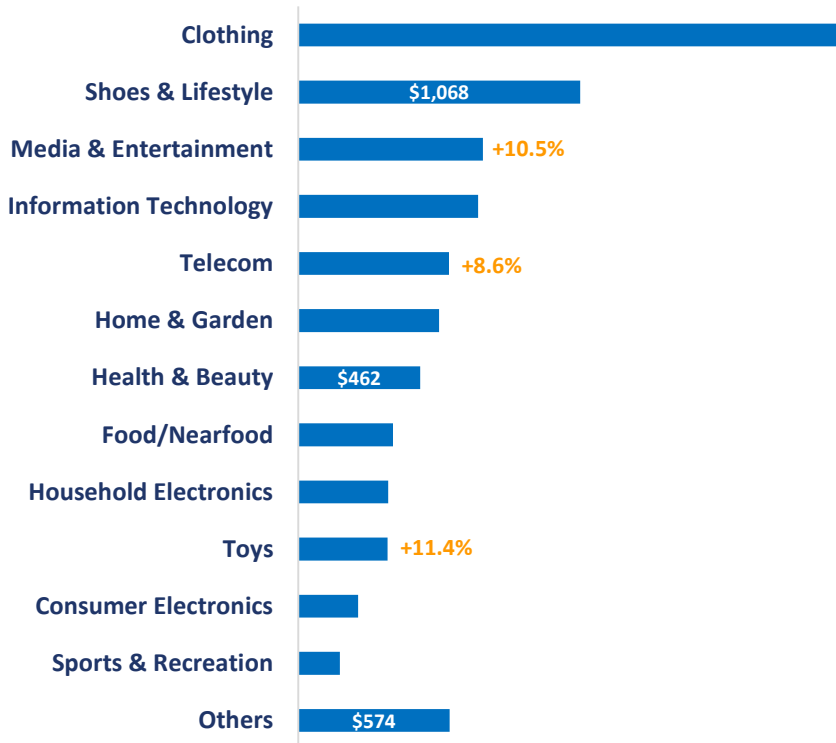
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Spain

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



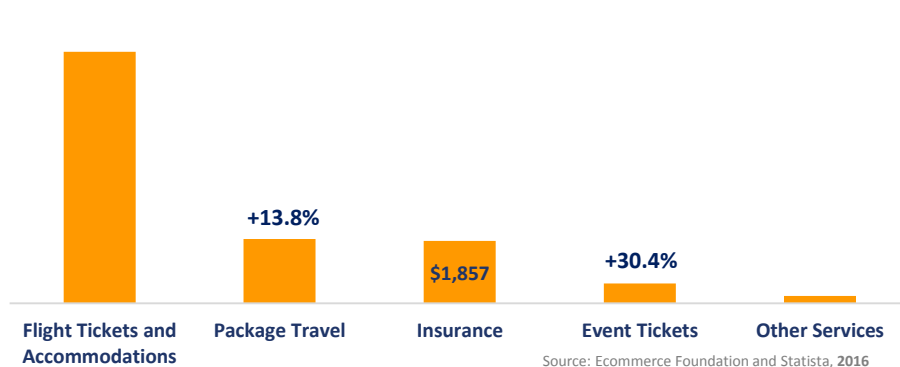
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Europe

OVERVIEW OF POPULAR SERVICE GROUPS

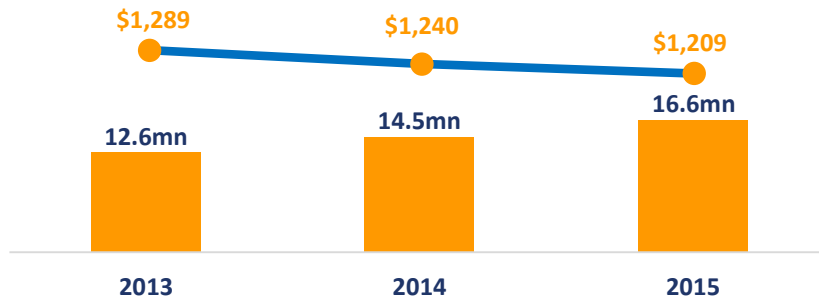
Estimated online sales of popular service groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: ONTSI, Ecommerce Foundation and Eurostat, 2016



United Kingdom



Population 15+
53.6mn



Internet users
49.8mn (93%)

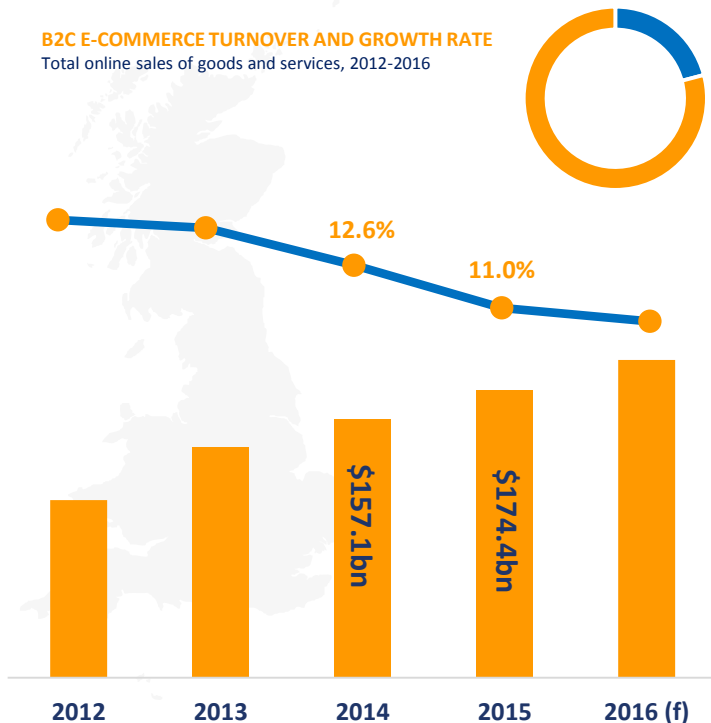


Number of e-shoppers
43.4mn (81%)

Source: Ecommerce Foundation and Eurostat, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016



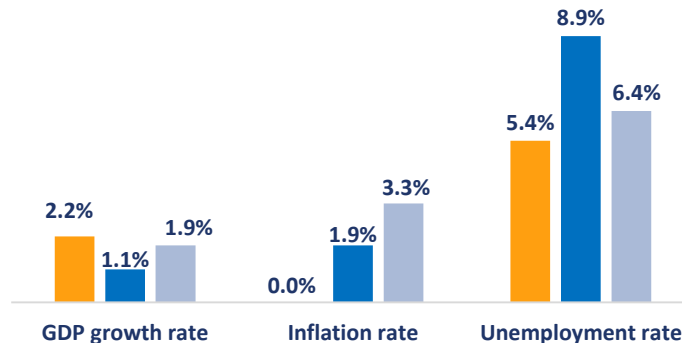
Source: IMRG, Capterra and Ecommerce Foundation, 2016

E-commerce Markets

Europe

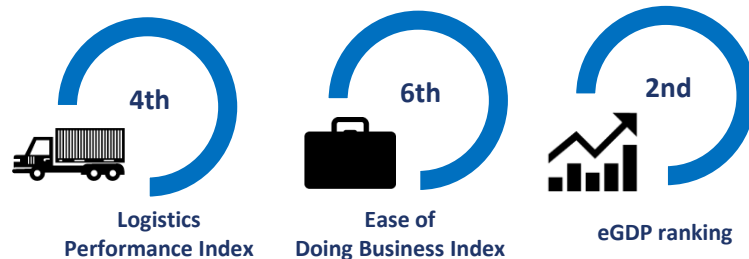
UNITED KINGDOM VS REGIONAL AND GLOBAL AVERAGES

United Kingdom Europe Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



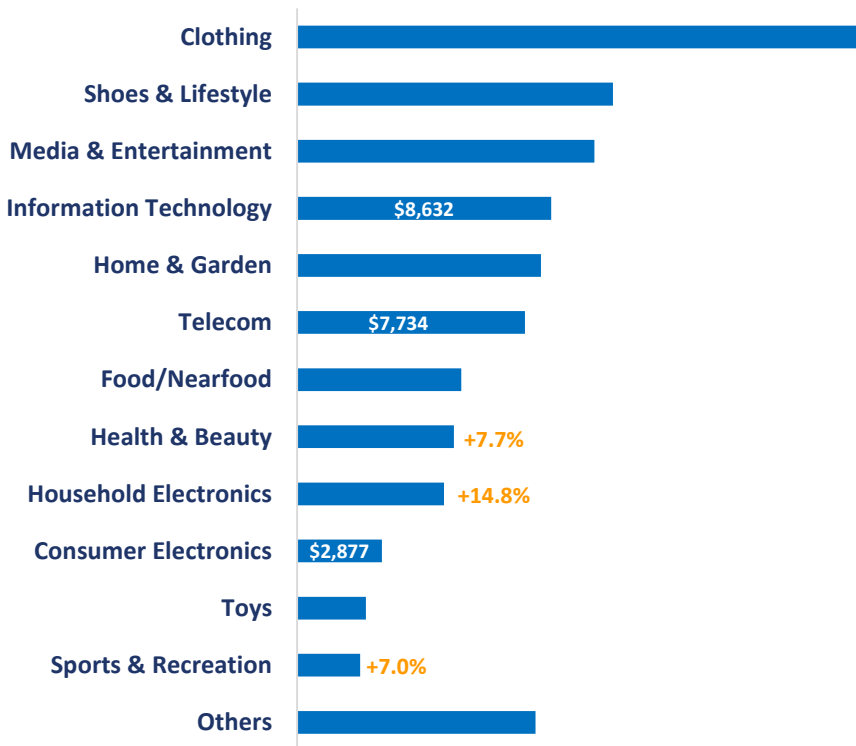
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



United Kingdom

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



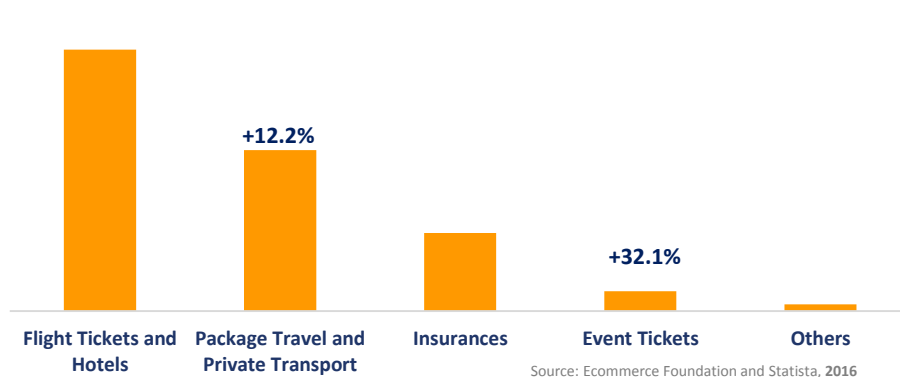
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Europe

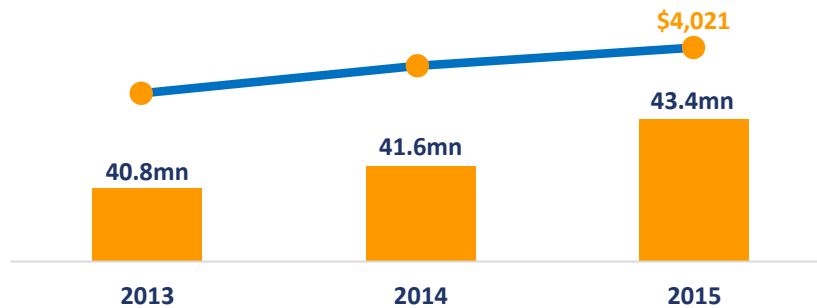
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Asia-Pacific

An overview of E-commerce Markets in Asia-Pacific



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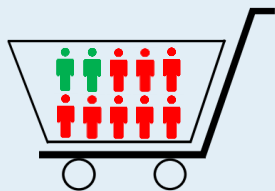




3,165mn people are over the age of 15



1,223mn people use the Internet (39%)



711mn people are e-shoppers (22%)

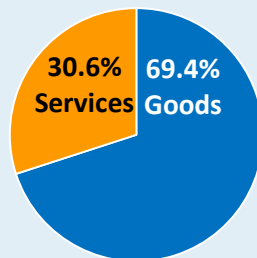


Global \$2,272.7bn +19.9%
Asia-Pacific \$1,056.8bn +28.4%
Total B2C e-commerce 2015 of goods & services



Ranking Asia-Pacific in turnover (in millions of USD)

1		China	\$766,493
2		Japan	\$114,402
3		South Korea	\$64,767
4		India	\$25,455
5		Australia	\$22,225
6		Indonesia	\$4,954
#		Others	\$58,500



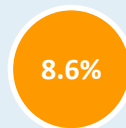
Forecast 2016
\$1,361.0bn
Turnover E-commerce Goods & Services



Total GDP of \$23,564bn



Share of e-commerce in GDP 4.48%



Estimated share of online goods in total retail of goods

National e-commerce associations:



Australia



China



China



India



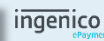
China



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B2C E-commerce Turnover and Growth

Asia-Pacific

[Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce](#)

28.4%
Growth of
Asia-Pacific's B2C
e-commerce in 2015



ASIAN-PACIFIC B2C E-COMMERCE TURNOVER, 2011 - 2016

Countries	2011	2012	Growth	2013	Growth	2014	Growth	2015	Growth	2016 (f)	Growth
China						\$575,014mn	44.6%	\$766,493mn	33.3%		
Japan				\$92,848mn				\$114,402mn	7.8%		
South Korea								\$64,767mn	11.0%	\$71,250mn	10.0%
India	\$2,859mn							\$25,455mn	129.5%		
Australia					14.6%			\$22,225mn	15.7%		
Indonesia		\$1,238mn	20.0%					\$4,954mn	66.0%		
Total								\$1,056,495mn	28.4%		

Source: Business Nab, iResearch, eMarketer, Meti, Statista and Ecommerce Foundation, 2016





Australia



Population 15+
19.5mn



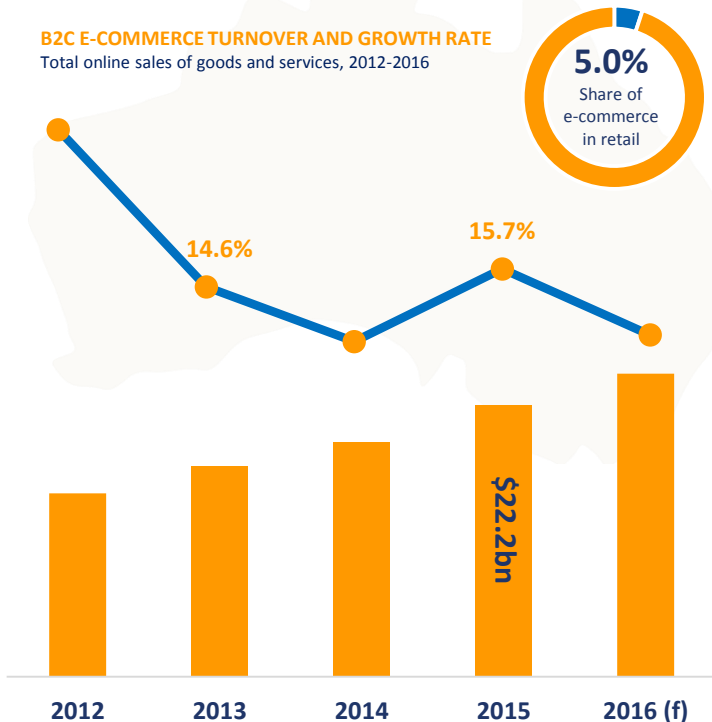
Internet users
16.7mn (85%)



Number of e-shoppers
12.6mn (65%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016

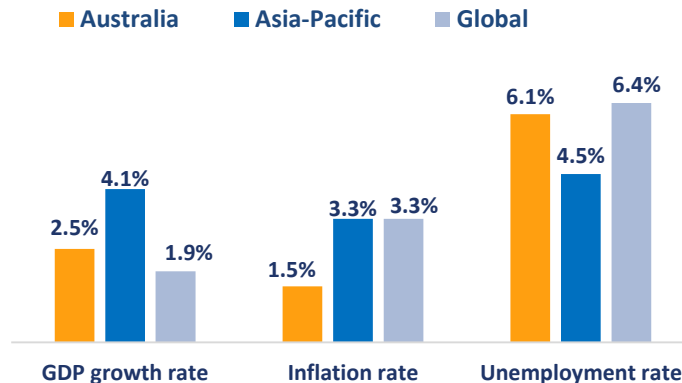


Source: Business Nab, Statista and Ecommerce Foundation, 2016

E-commerce Markets

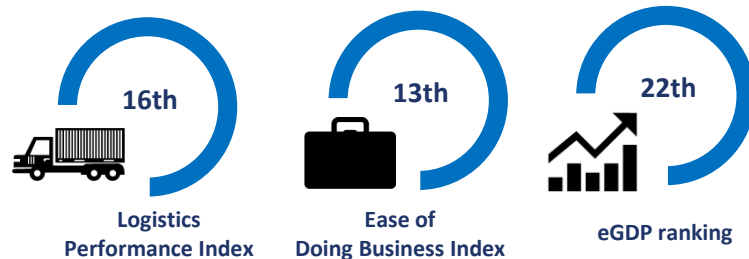
Asia-Pacific

AUSTRALIA VS REGIONAL AND GLOBAL AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

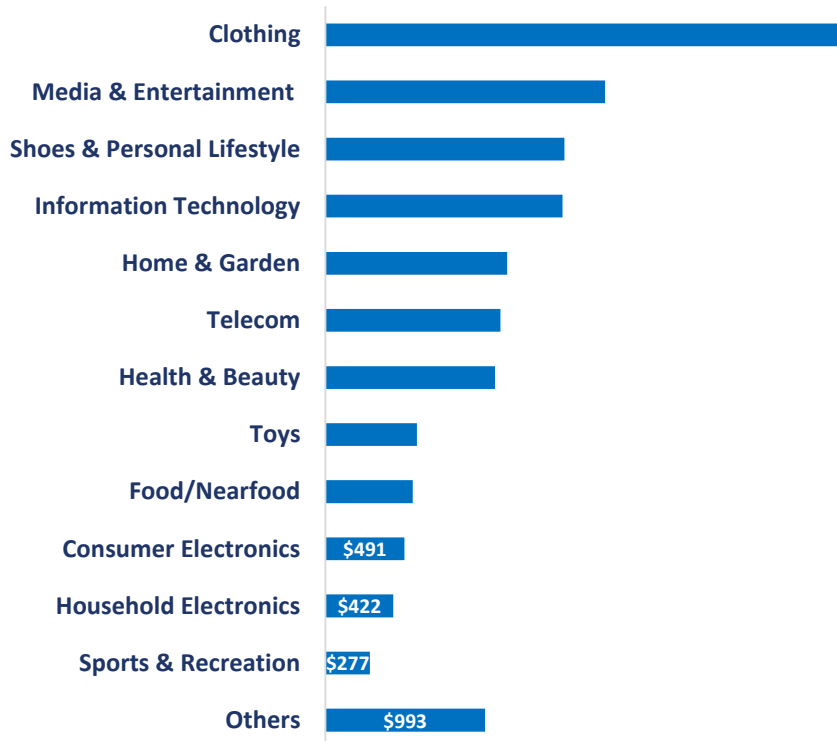
Source: Ecommerce Foundation, Countrymeters, Internetlivestats, Worldbank and Statista, 2016



Australia

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



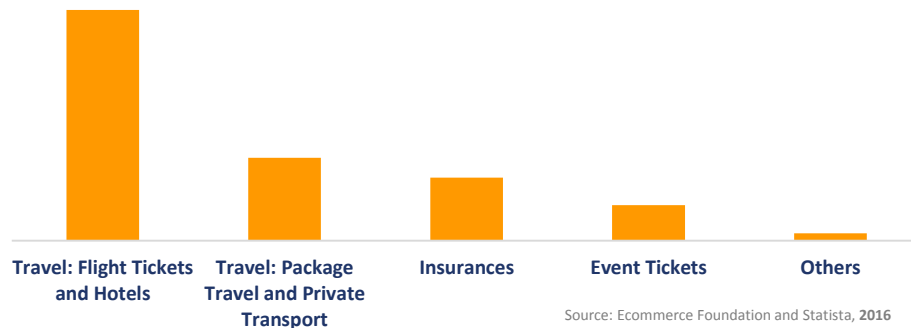
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Asia-Pacific

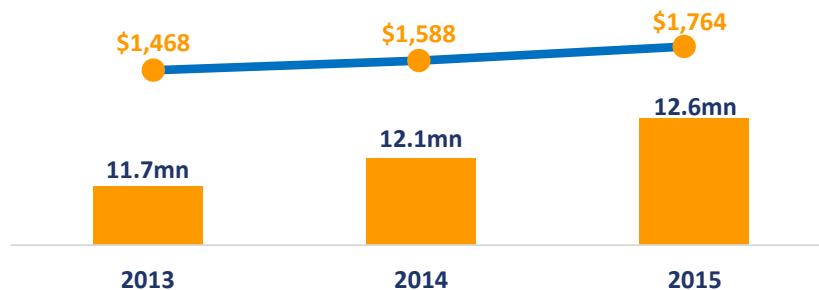
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015




Source: Ecommerce Foundation and Statista, 2016





China

E-commerce Markets

Asia-Pacific

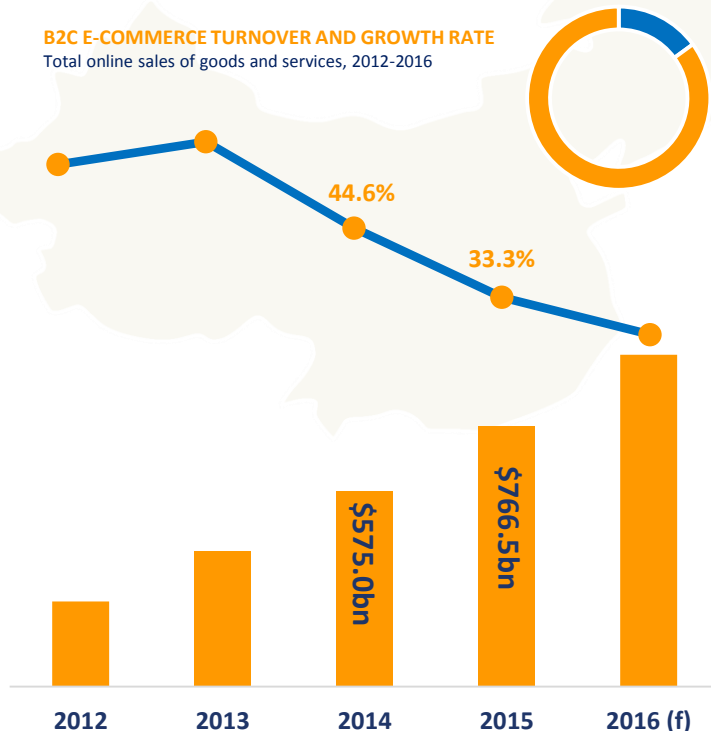

Population 15+
1,136.7mn


Internet users
583.1mn (51%)


Number of e-shoppers
413.3mn (36%)

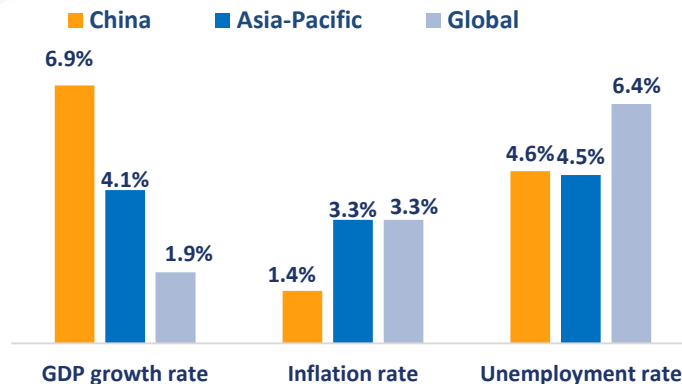
B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016



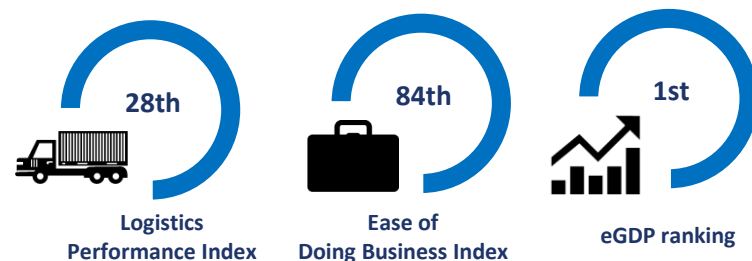
Source: iResearch, Statista and Ecommerce Foundation, 2016

CHINA VS REGIONAL AND GLOBAL AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, CNNIC, Internetlivestats and Worldbank, 2016



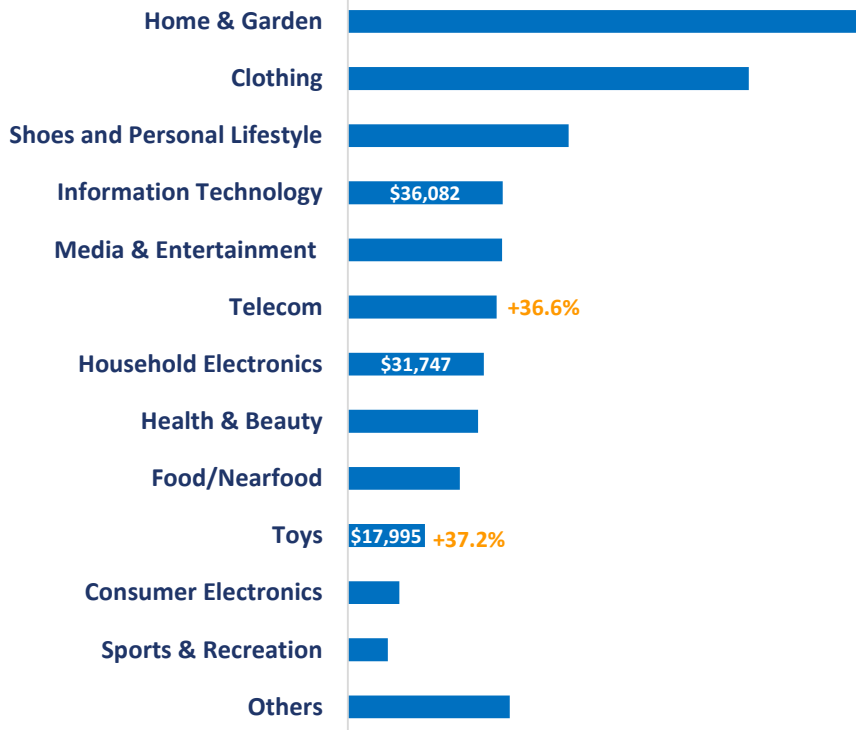
China

E-commerce Markets

Asia-Pacific

OVERVIEW OF POPULAR PRODUCT GROUPS

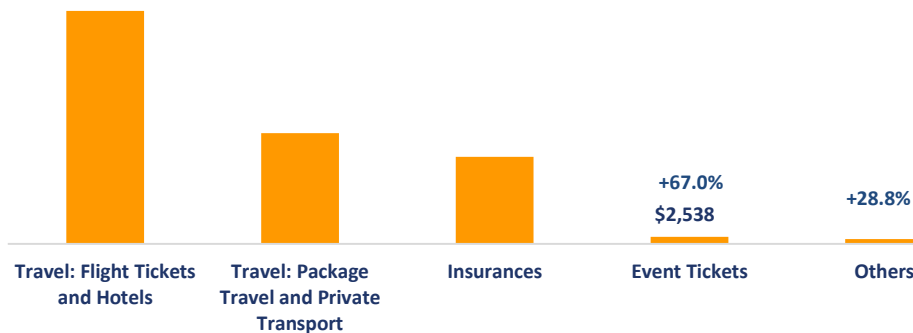
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

OVERVIEW OF POPULAR SERVICE GROUPS

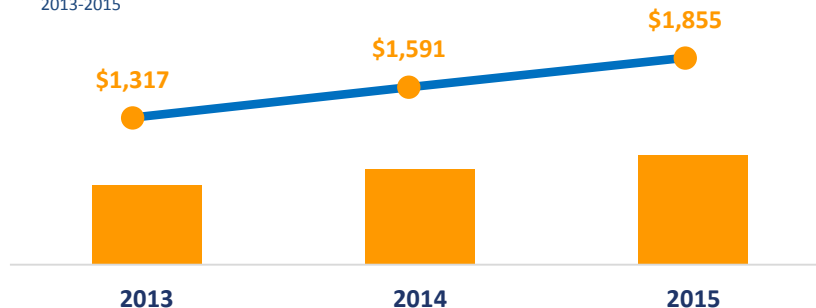
Estimated online sales of popular service groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

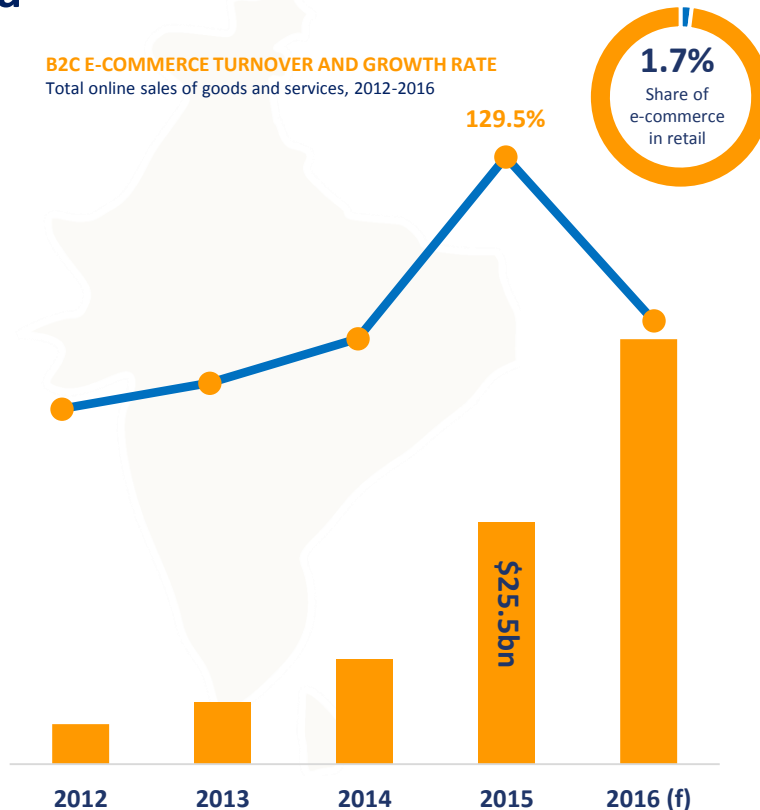
2013-2015



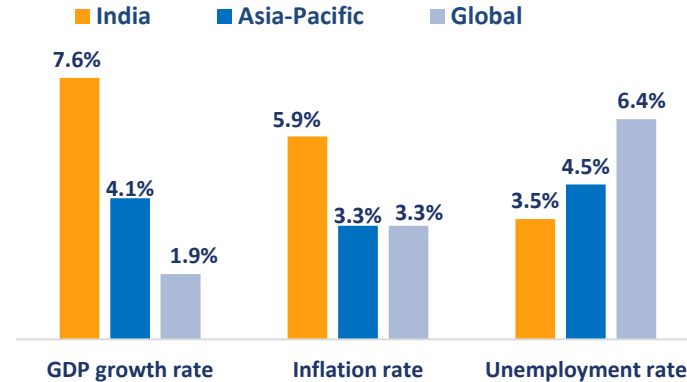
Source: Ecommerce Foundation and Statista, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016



INDIA VS REGIONAL AND GLOBAL AVERAGES

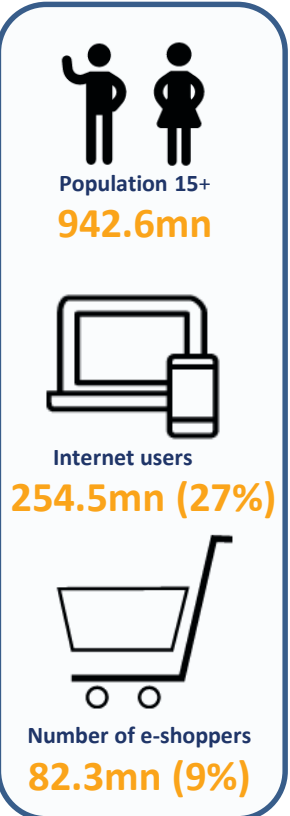


Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Population 15+
942.6mn

Internet users
254.5mn (27%)

Number of e-shoppers
82.3mn (9%)

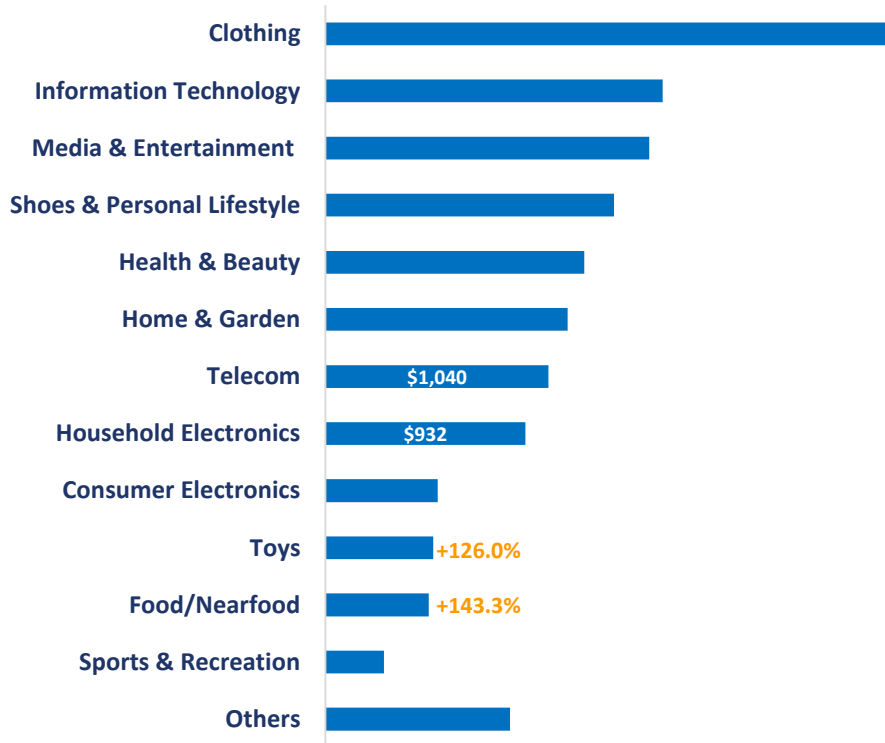
Source: Ecommerce Foundation, Internetlivestats, Worldbank and eMarketer, 2016



India

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



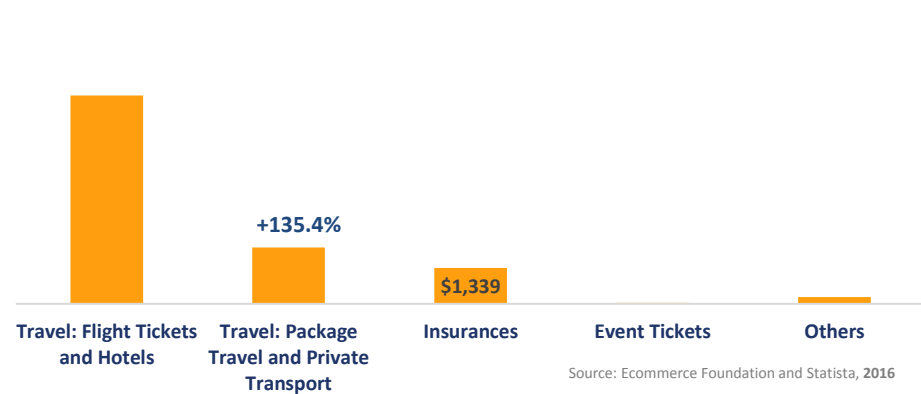
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Asia-Pacific

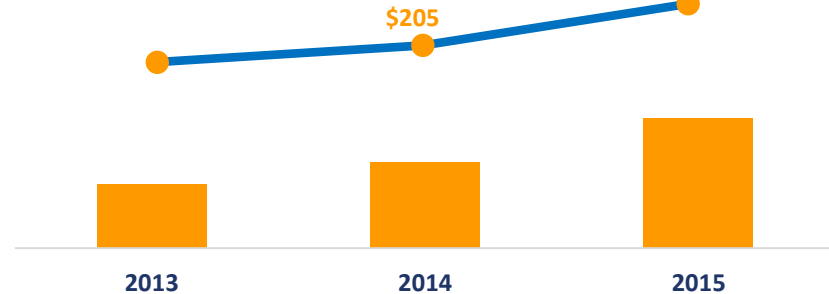
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation and eMarketer, 2016



Indonesia

E-commerce Markets

Asia-Pacific



Population 15+
191.1mn



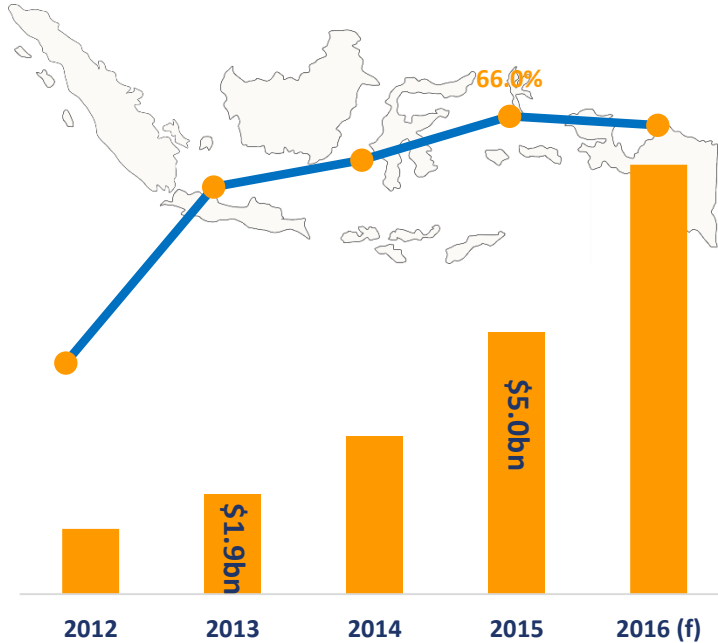
Internet users
37.1mn (19%)



Number of e-shoppers
22.5mn (12%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

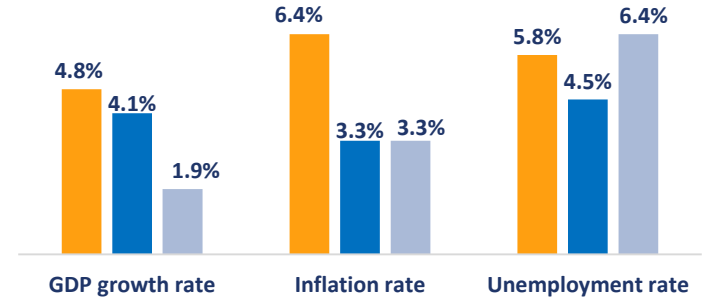
Total online sales of goods and services, 2012-2016



Source: eMarketer, Statista and Ecommerce Foundation, 2016

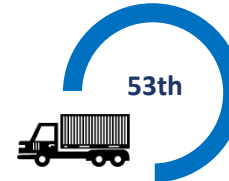
INDONESIA VS REGIONAL AND GLOBAL AVERAGES

■ Indonesia ■ Asia-Pacific ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Logistics

Performance Index



Ease of

Doing Business Index



eGDP ranking

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Internetlivestats, Worldbank and eMarketer, 2016



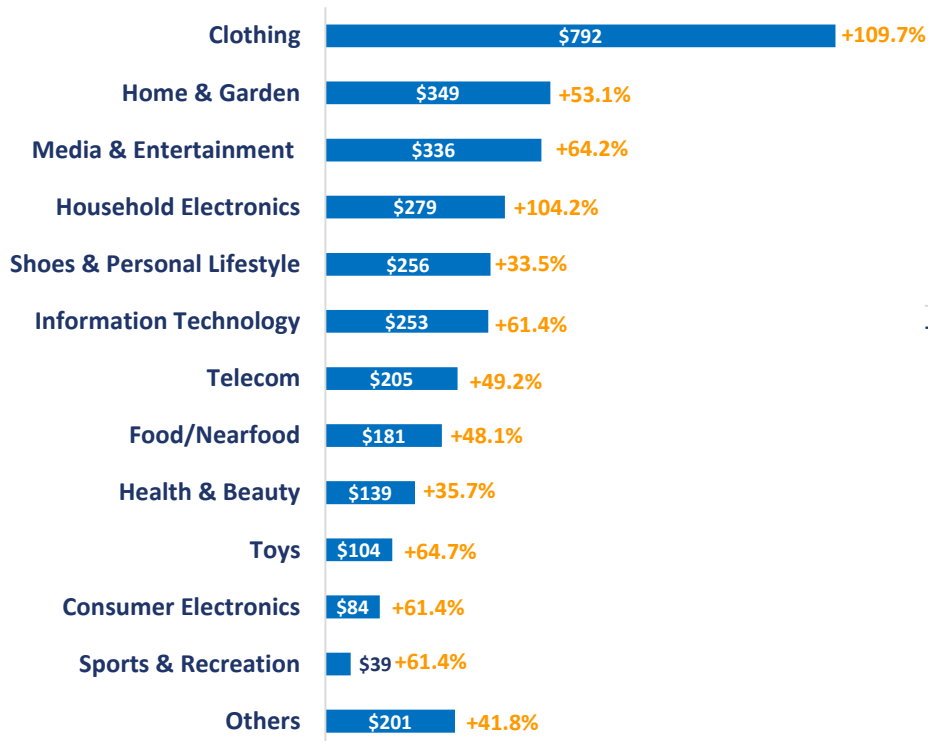
Indonesia

E-commerce Markets

Asia-Pacific

OVERVIEW OF POPULAR PRODUCT GROUPS

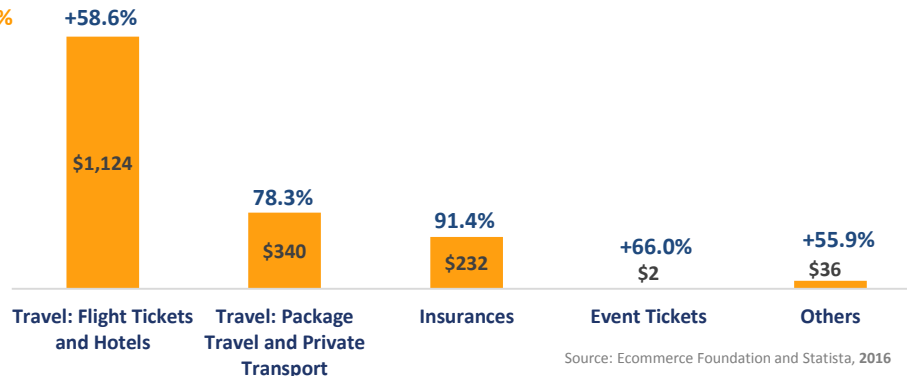
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

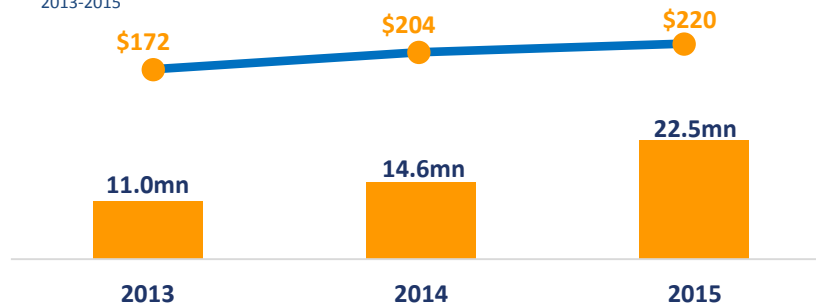
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation and eMarketer, 2016



Japan



Population 15+
110.3mn



Internet users
100.3mn (91%)

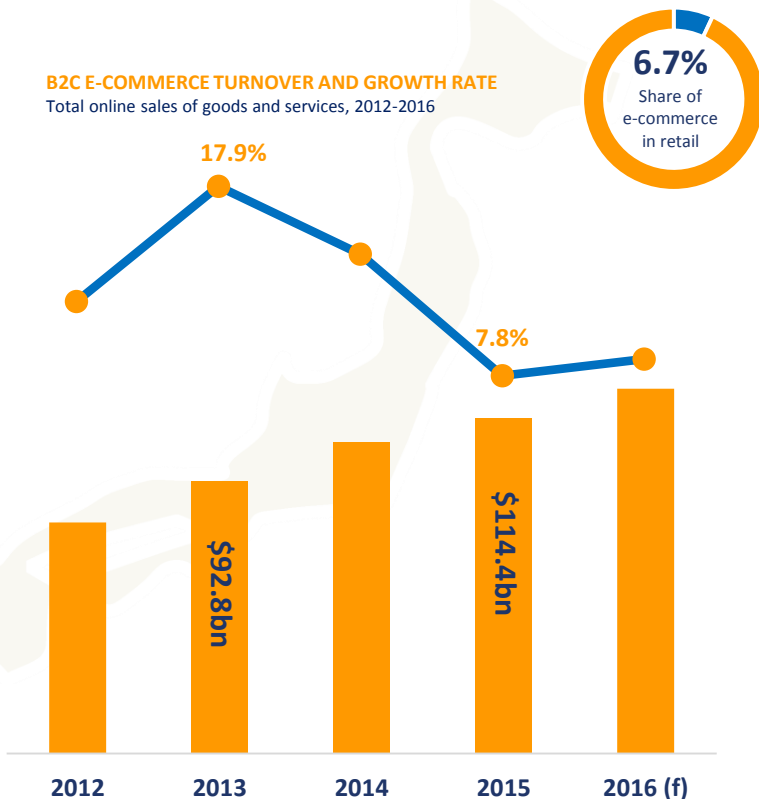


Number of e-shoppers
76.9mn (70%)

Source: Ecommerce Foundation, Internetlivestats, Worldbank and eMarketer, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016



Source: Ministry of Economy, Trade and Industry and Ecommerce Foundation, 2016

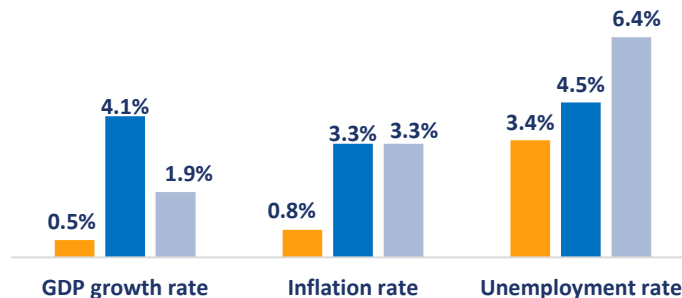


E-commerce Markets

Asia-Pacific

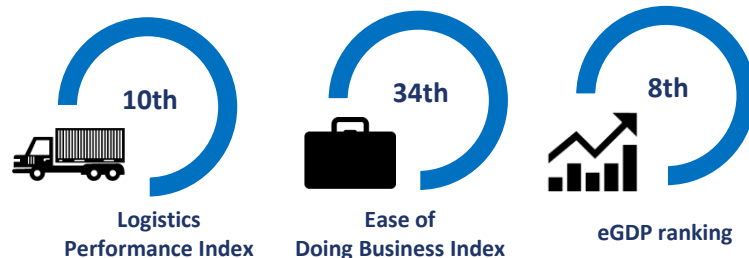
JAPAN VS REGIONAL AND GLOBAL AVERAGES

■ Japan ■ Asia-Pacific ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



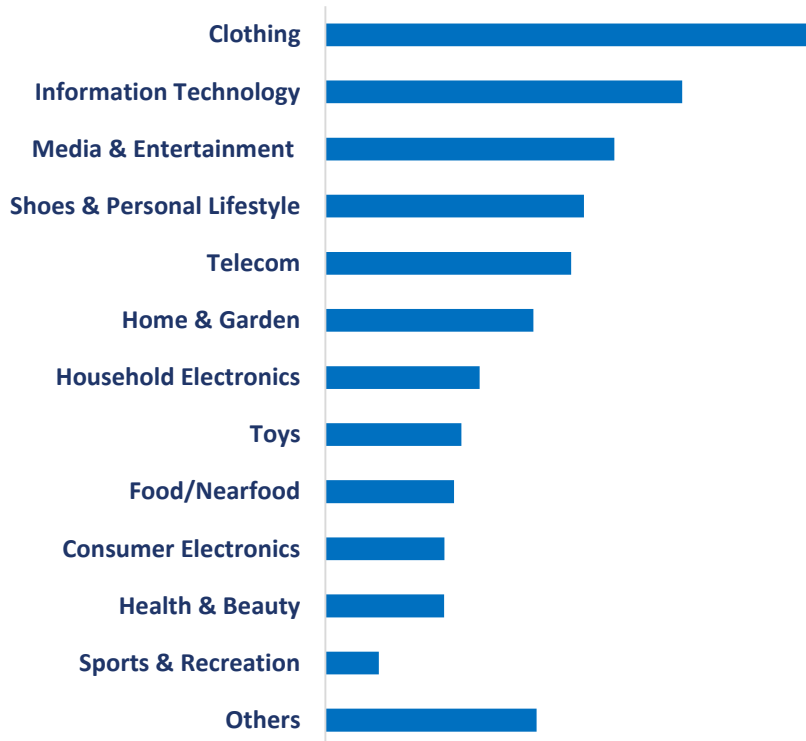
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Japan

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of US dollars, 2015



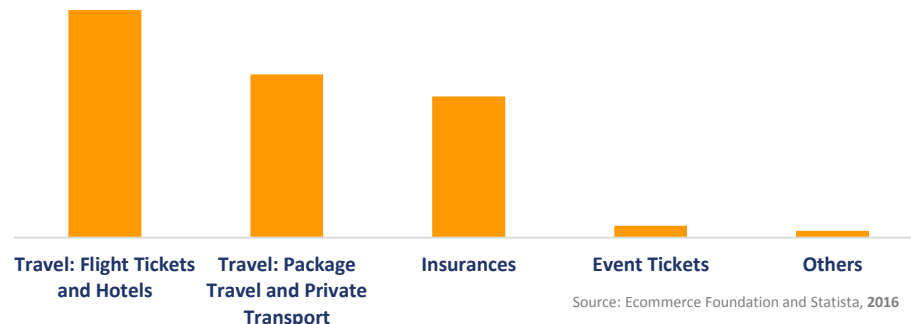
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Asia-Pacific

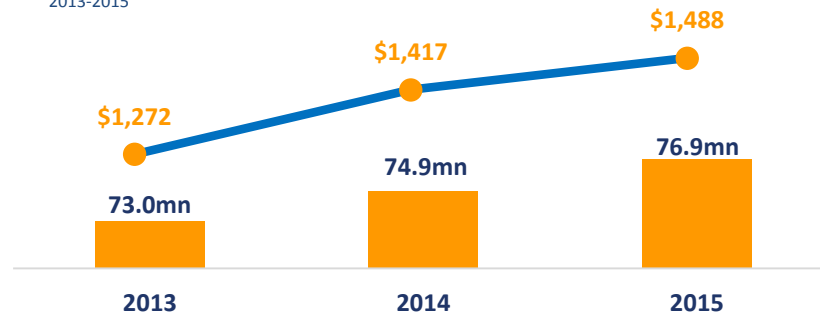
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation and Statista, 2016



South Korea



Population 15+
43.7mn



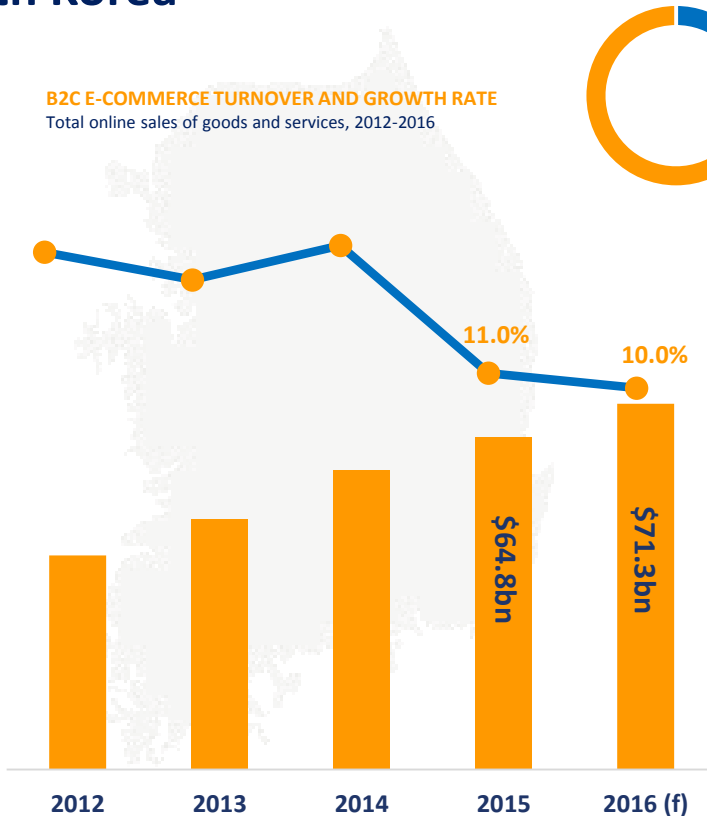
Internet users
37.1mn (85%)



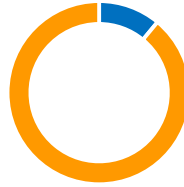
Number of e-shoppers
25.0mn (57%)

Source: Ecommerce Foundation, Internetlivestats, Worldbank and eMarketer, 2016

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016



Source: eMarketer, Statista and Ecommerce Foundation, 2016

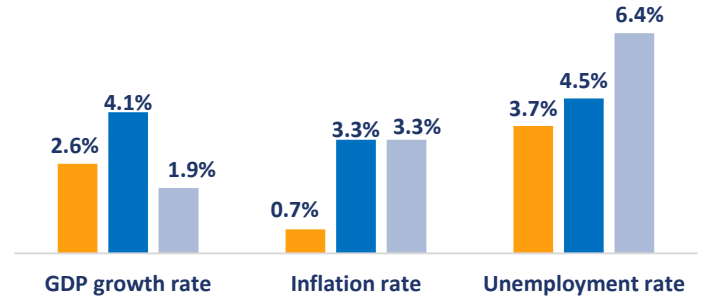


E-commerce Markets

Asia-Pacific

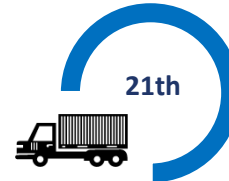
SOUTH KOREA VS REGIONAL AND GLOBAL AVERAGES

■ South Korea ■ Asia-Pacific ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Logistics
Performance Index



Ease of
Doing Business Index



eGDP ranking

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



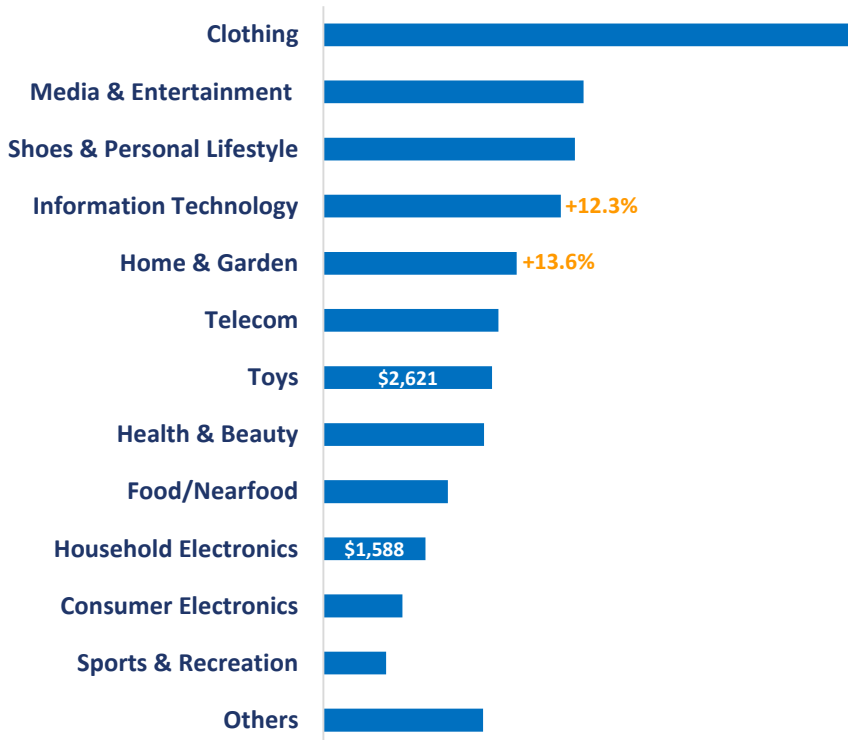
South Korea

E-commerce Markets

Asia-Pacific

OVERVIEW OF POPULAR PRODUCT GROUPS

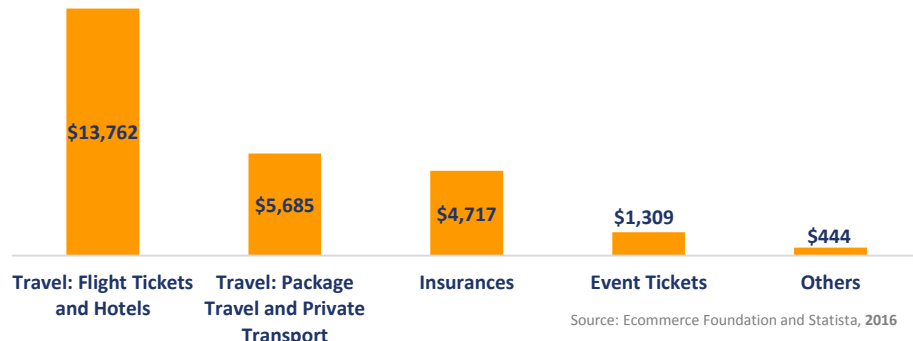
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

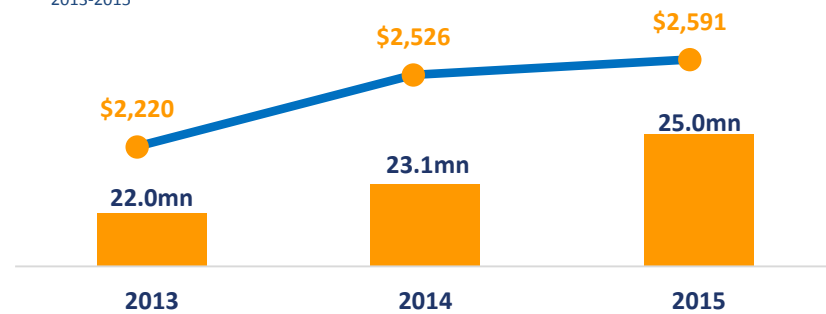
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

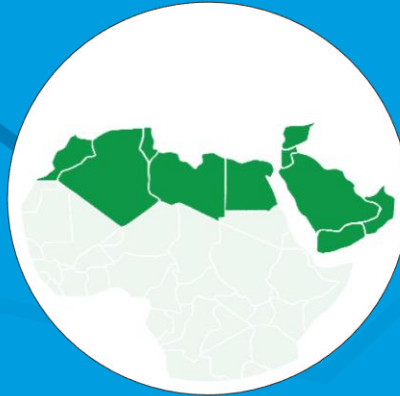
2013-2015



Source: Ecommerce Foundation and Statista, 2016

MENA and South Africa

An overview of E-commerce Markets in MENA and the Market of South Africa



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389mn people are over the age of 15



Global \$2,272.7bn +19.9%
MENA \$25.8bn +18.6%
 Total B2C e-commerce 2015 of goods & services



Forecast 2016
\$30.5bn
 Turnover E-commerce Goods & Services



Total GDP of
\$3,606bn



Share of e-commerce in GDP **0.71%**



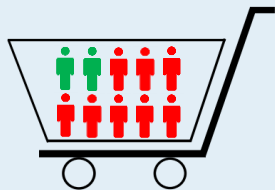
148mn people use the Internet (**38%**)

Ranking MENA in turnover (in millions of USD)

1		UAE	\$6,200
2		Saudi Arabia	\$6,000
3		Egypt	\$5,000
4		Israel	\$4,900
5		Kuwait	\$1,050
6		Qatar	\$1,000
7		Jordan	\$975
#		Others	\$630



Estimated share of online goods in total retail of goods



82mn people are e-shoppers (**21%**)

National e-commerce associations:



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B2C E-commerce Turnover and Growth

MENA

Click here to order
the full Global B2C E-commerce Report
for a complete overview of global e-commerce

18.6%
Growth of
MENA's B2C
e-commerce in 2015




MENA B2C E-COMMERCE TURNOVER, 2011 - 2016


Countries	2011	2012	Growth	2013	Growth	2014	Growth	2015	Growth	2016 (f)	Growth
UAE				\$4,300mn				\$6,200mn	20.4%		
Saudi Arabia						\$5,000mn		\$6,000mn	20.0%		
Egypt					18.5%			\$5,000mn	22.0%		
Israel		\$3,500mn					12.5%	\$4,900mn	8.9%	\$5,600mn	14.3%
Kuwait						\$850mn		\$1,050mn	23.5%		
Qatar				\$710mn				\$1,000mn	17.6%	\$1,200mn	20.0%
Jordan	\$290mn		79.3%				19.6%	\$975mn	18.2%		
Total								\$25,755mn	18.6%		

Source: Ecommerce Foundation and Statista, 2016






Population 15+
6.0mn

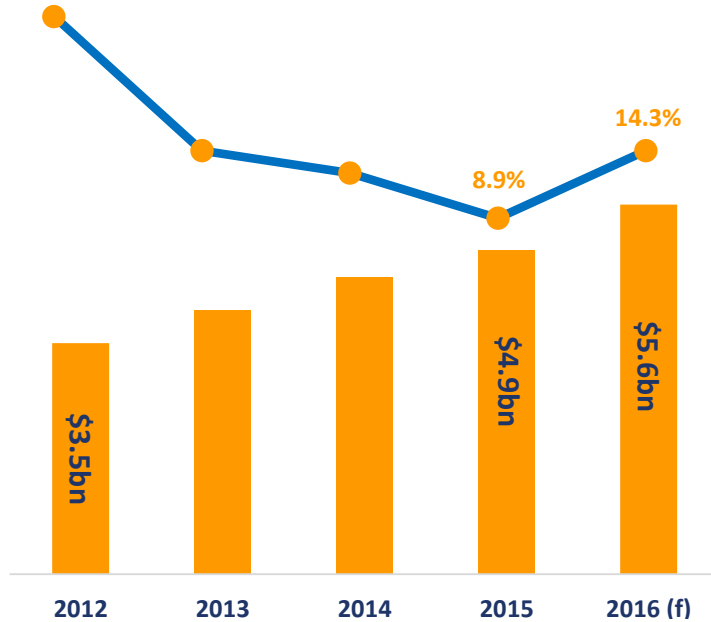


Internet users
4.4mn (72%)



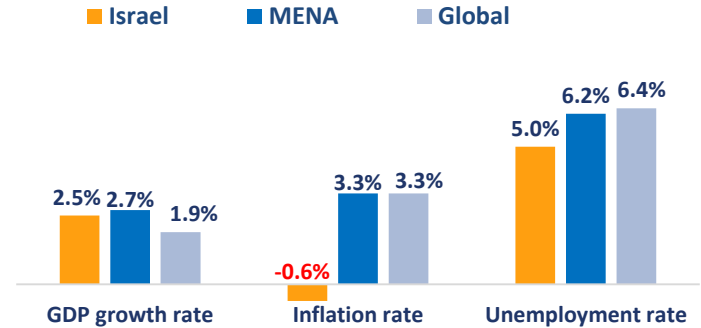
Number of e-shoppers
3.6mn (60%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016



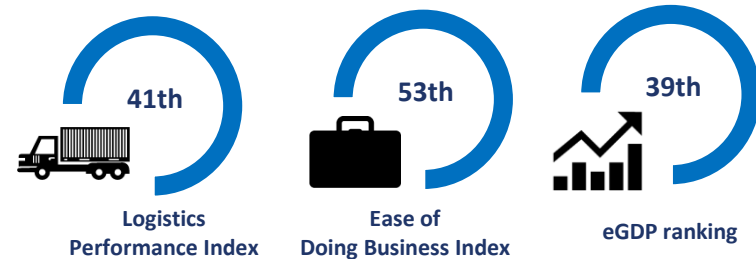
Source: Statista and Ecommerce Foundation, 2016

ISRAEL VS REGIONAL AND GLOBAL AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



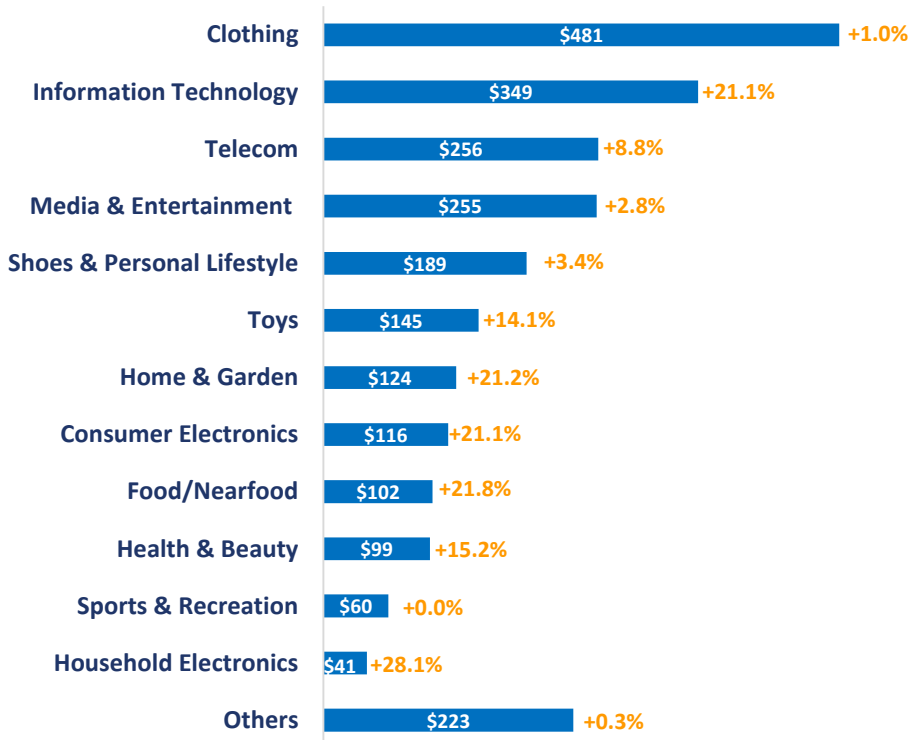
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Worldbank and Statista, 2016



OVERVIEW OF POPULAR PRODUCT GROUPS

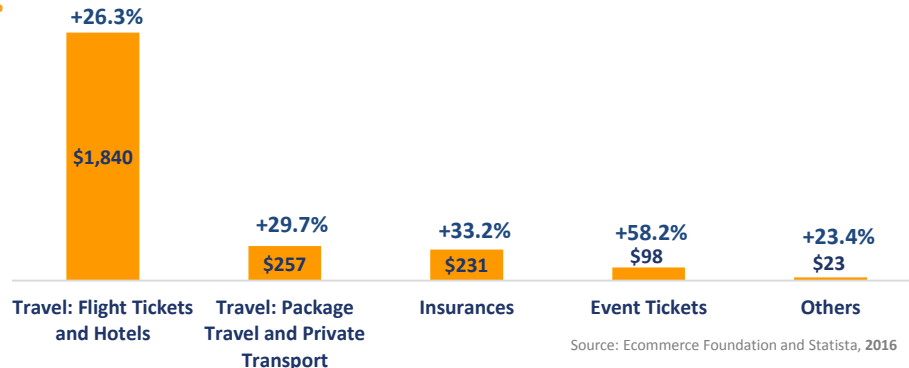
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

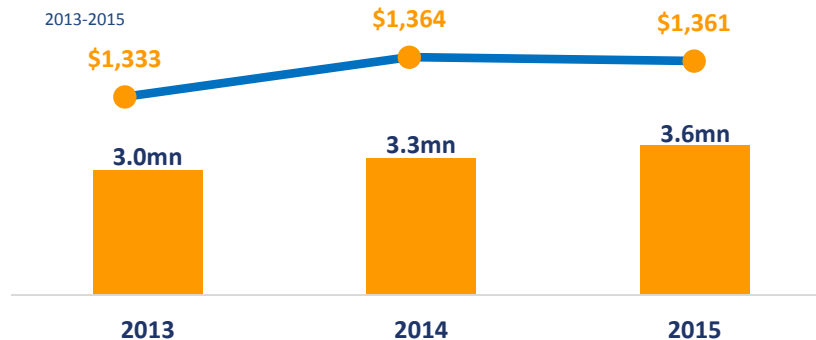
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation and Statista, 2016



Saudi Arabia

E-commerce Markets

MENA



Population 15+
23.0mn



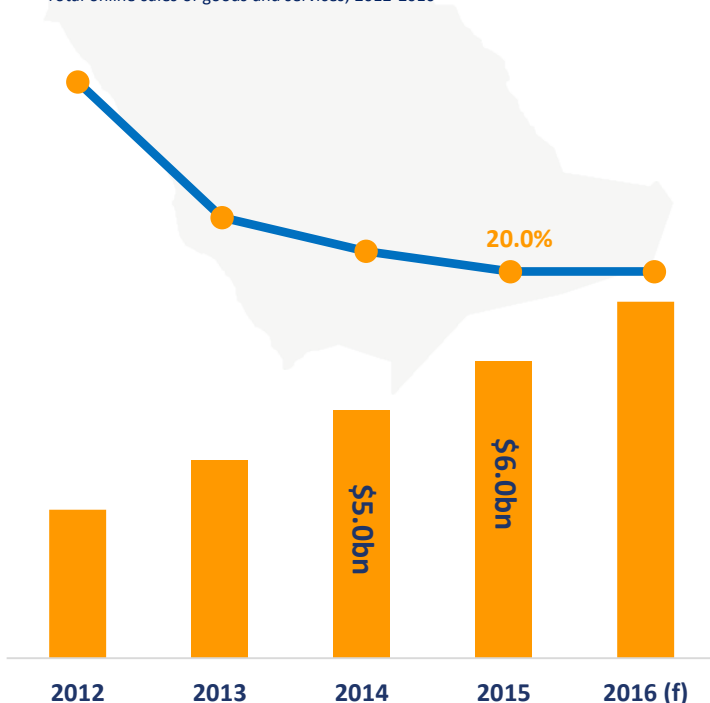
Internet users
14.8mn (64%)



Number of e-shoppers
9.6mn (42%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

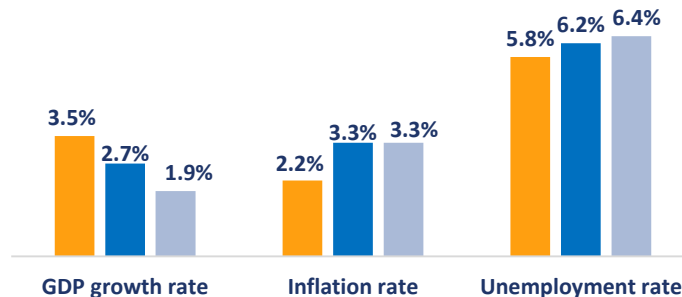
Total online sales of goods and services, 2012-2016



Source: Statista and Ecommerce Foundation, 2016

SAUDI ARABIA VS REGIONAL AND GLOBAL AVERAGES

■ Saudi Arabia ■ MENA ■ Global



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



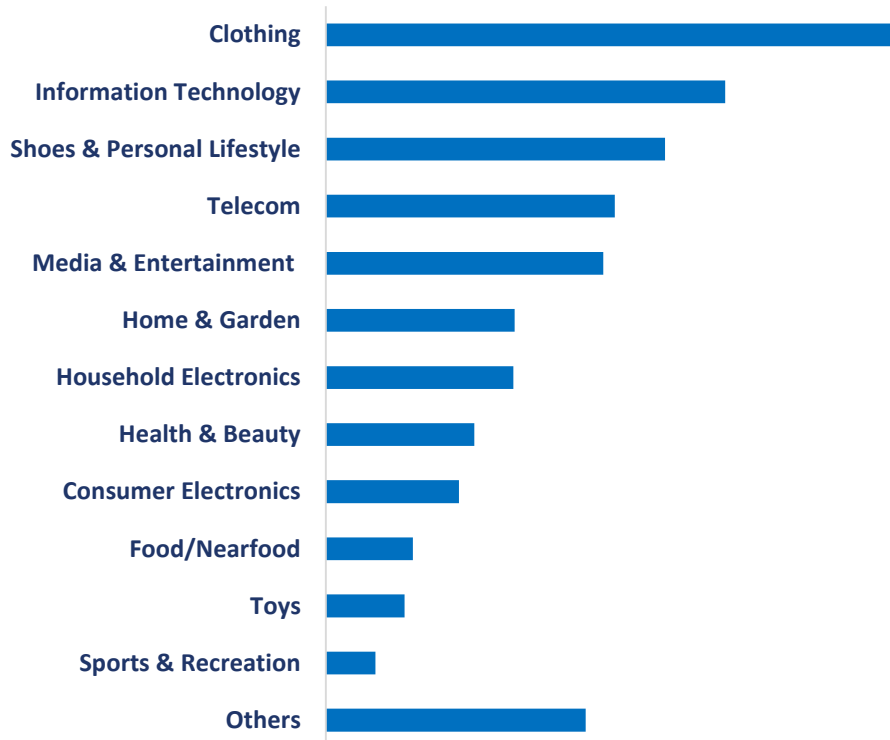
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Worldbank and Statista, 2016



OVERVIEW OF POPULAR PRODUCT GROUPS

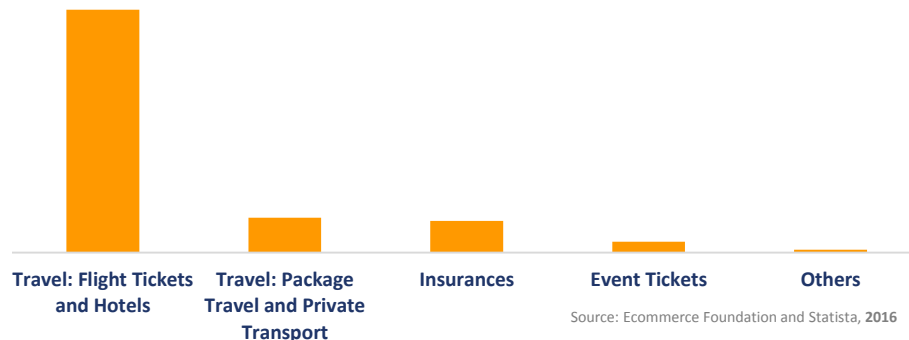
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

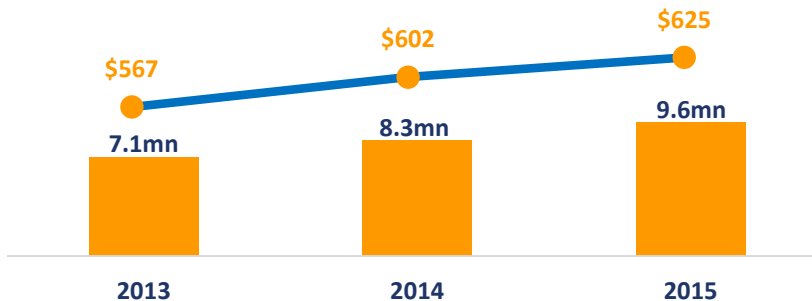
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

2013-2015



Source: Ecommerce Foundation and Statista, 2016



South Africa

E-commerce Markets

South Africa



Population 15+
39.3mn

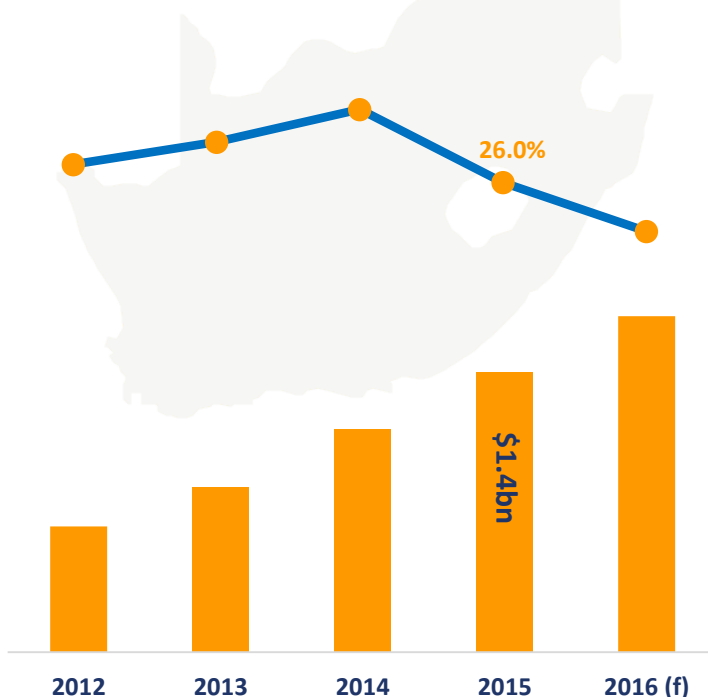


Internet users
19.9mn (50%)



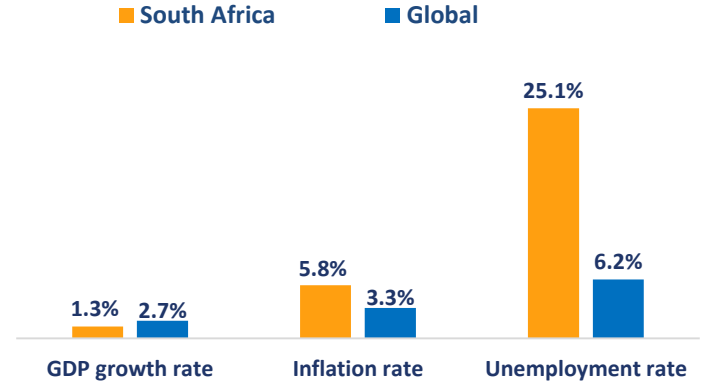
Number of e-shoppers
8.3mn (20%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016



Source: World Wide Worx, Statista and Ecommerce Foundation, 2016

SOUTH AFRICA VS GLOBAL AVERAGE



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

GLOBAL RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Worldbank and Statista, 2016



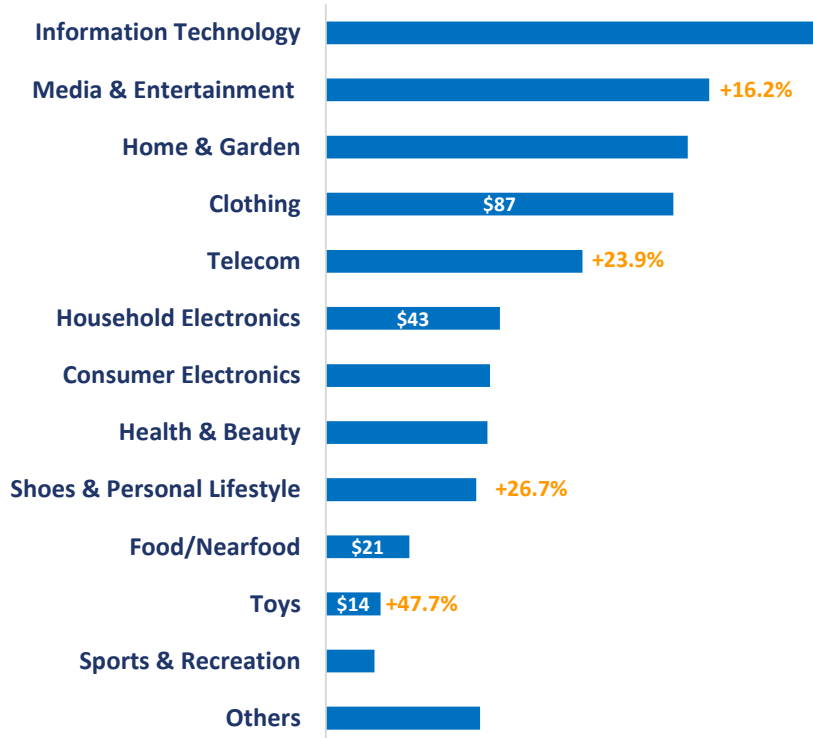
South Africa

E-commerce Markets

South Africa

OVERVIEW OF POPULAR PRODUCT GROUPS

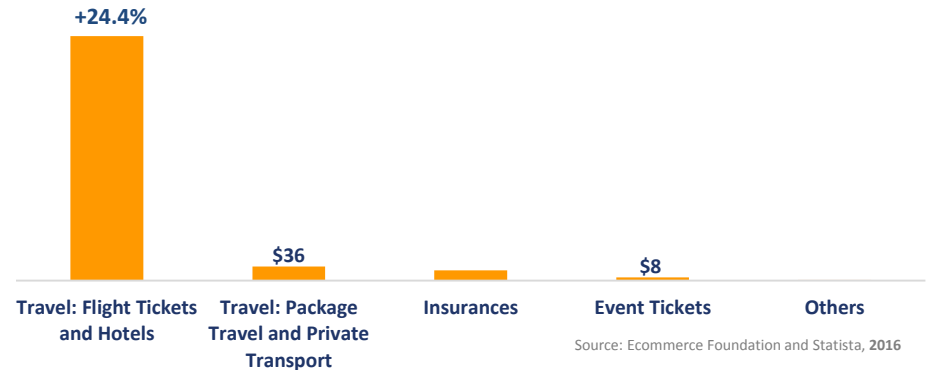
Estimated online sales of popular product groups, in millions of US dollars, 2015



Source: Ecommerce Foundation and Statista, 2016

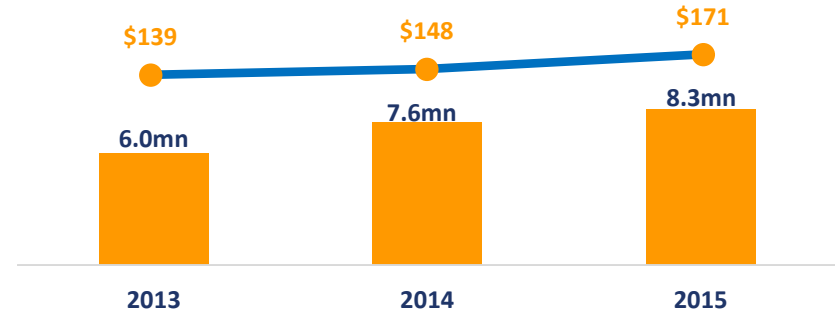
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of US dollars, 2015



NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER

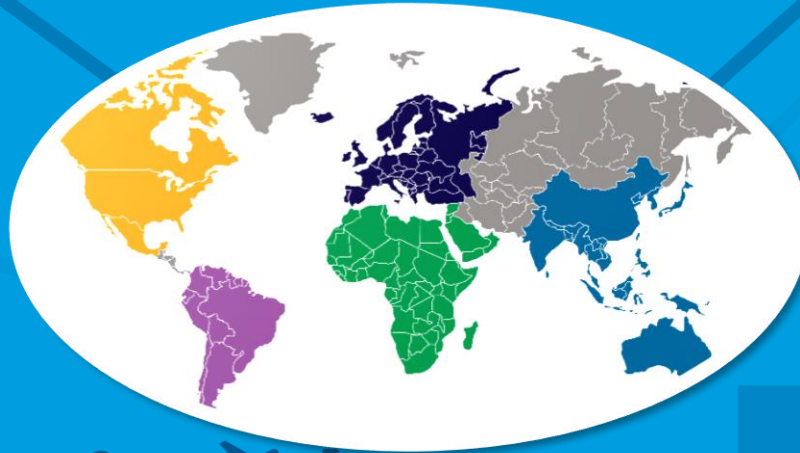
2013-2015



Source: Ecommerce Foundation and Statista, 2016

Trends and Overviews

Trends of B2C Global E-commerce Turnover of Goods & Services and Overview Tables



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Advantages and Barriers Regarding E-commerce

Trends and Overviews

Advantages and barriers

Naturally, e-commerce has its advantages in comparison with regular retail, but there are also a few barriers with regard to successfully conducting e-commerce. Below, we provide a number of advantages of online shopping as well as some barriers that may negatively influence e-commerce.

Main advantages of e-commerce:

- e-commerce enables consumers to easily search, compare and review products and stores;
- e-commerce offers consumers a wider competitive selection of goods and services as well as more choice;
- e-commerce enables the search for the best possible prices.

Main barriers regarding e-commerce:

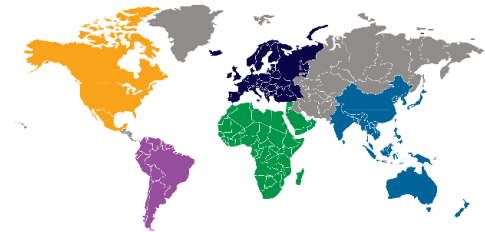
- lack of infrastructure;
- high costs or limitation of usage;
- lack of trust (perceived unsecure payment, privacy issues, return options, etc.);
- trade restrictions (tariffs, trade agreements, high import duties, etc.);
- different legal systems and requirements;
- language barriers;
- political instability, especially in emerging and developing regions of the world.

Overview of Online B2C E-commerce Sales

Overview and Forecast

Countries	2011	2012	2013	2014	2015	2016 (f)
China					\$766.5bn	
USA					\$595.1bn	
United Kingdom					\$174.4bn	
Japan					\$114.4bn	
France					\$72.0bn	
Germany					\$66.2bn	
South Korea					\$64.8bn	
Canada					\$35.7bn	
India					\$25.5bn	
Russia					\$22.8bn	
Australia					\$22.2bn	
Spain					\$20.1bn	
Italy					\$18.4bn	
Brazil					\$15.9bn	
Mexico					\$13.3bn	
UAE					\$6.2bn	
Saudi Arabia					\$6.0bn	
Egypt					\$5.0bn	
Indonesia					\$5.0bn	
Israel					\$4.9bn	
Argentina					\$4.8bn	
Chile					\$2.0bn	
South Africa					\$1.4bn	
Kuwait					\$1.1bn	
Qatar					\$1.0bn	
Jordan					\$1.0bn	

Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce



OVERVIEW ONLINE B2C E-COMMERCE SALES 2011 - 2016

Based upon online sales growth of goods and services, 2015

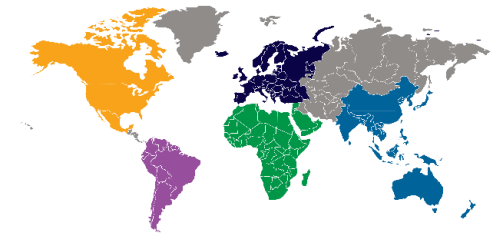
Sources: Ecommerce Foundation, National Associations and other sources, 2016

Overview of Online B2C E-commerce Sales Growth Rate

Overview and Forecast

Click here to order the full Global B2C E-commerce Report for a complete overview of global e-commerce

Countries	2011	2012	2013	2014	2015	2016 (f)
India					129.5%	
Argentina					71.1%	
Indonesia					66.0%	
China					33.3%	
Mexico					30.0%	
South Africa					26.0%	
Kuwait					23.5%	
Brazil					22.0%	
Chile					22.0%	
Egypt					22.0%	
UAE					20.4%	
Saudi Arabia					20.0%	
Jordan					18.2%	
Qatar					17.6%	
Australia					15.7%	
Italy					15.6%	
France					14.3%	
Germany					13.3%	
Canada					12.6%	
USA					12.1%	
Spain					11.6%	
United Kingdom					11.0%	
South Korea					11.0%	
Israel					8.9%	
Japan					7.8%	
Russia					6.6%	



OVERVIEW ONLINE B2C E-COMMERCE SALES GROWTH 2011 - 2016

Based upon online sales growth of goods and services, 2015

Sources: Ecommerce Foundation, National Associations and other sources, 2016

About Ecommerce Foundation

Information about the Ecommerce Foundation and its Reports



Ecommerce FOUNDATION



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Ecommerce Foundation

About Ecommerce Foundation

Ecommerce Foundation

The Ecommerce Foundation is an independent **non-profit organization**, co-founded by Ecommerce Europe and working in partnership with national e-commerce associations worldwide. In addition, the Ecommerce Foundation cooperates with online and omnichannel selling companies from industries such as retail, travel & finance. Its mission is to facilitate the development of **practical knowledge**, insights and learnings **for** which individual **institutions, associations and B2C selling companies** do not have the (financial) resources and/or capabilities.

By combining collective goals and efforts, the Ecommerce Foundation is able to **realize** e-commerce research, reports, benchmarks and studies that could **not** have been **possible** on an **individual basis**.



Ecommerce Foundation's Research Services

About Ecommerce Foundation



The **Ecommerce Benchmark** allows companies to compare & improve their e-commerce activities. Compare your performance with that of others in your industry at www.ecommercebenchmark.org



The **EcommerceWiki** is *the* online e-commerce guide for online retailers, corporate digital experts and students. Read all about e-commerce-related topic at www.ecommercewiki.org



Custom research is performed for a diverse set of companies, both co-branded and white-labeled. For more information, please go to www.ecommercefoundation.org



Our **E-commerce Reports** provide facts & figures on the most important e-commerce markets in the world. Download the light version or order the full versions through www.ecommercewiki.org

Information about the Reports

About Ecommerce Foundation

About the reports

The **B2C E-commerce Reports** are published by the **Ecommerce Foundation**. They provide overviews of the mature and emerging markets and of the major European and global statistics in the field of e-commerce.

In total, the Ecommerce Foundation will publish 12 country reports, covering the most important e-commerce markets worldwide. These include the United States of America, the United Kingdom, China and Brazil. In addition, it will publish a European and global overall report. For publication dates and prices, please see the table on the right.

Personalized report

It is also possible to have a tailor-made e-commerce report made, completely based on your wishes and requirements. This can be ordered through info@ecommercefoundation.org.

Light reports

Ecommerce Europe also publishes light reports, which contain a summary of the full reports. These light reports can be downloaded for free through www.ecommercewiki.org

2016 prices and publication schedule

European overview report (€790)

- May 30

Global overview report (€790)

- September 29

Country reports (€95)

- | | |
|-------------------|--------------|
| • The Netherlands | April 7 |
| • Belgium | April 14 |
| • United Kingdom | April 21 |
| • United States | April 28 |
| • Germany | May 12 |
| • France | May 19 |
| • Australia | June 23 |
| • Russia | July 7 |
| • Japan | July 21 |
| • China | September 15 |
| • Brazil | October 13 |
| • India | October 27 |

*The reports are free of charge for the members of our Nationals Associations.

Global Online Measurement Standard for B2C E-commerce (GOMSEC)

About Ecommerce Foundation

GOMSEC aims to provide **guidelines for measuring and monitoring B2C e-commerce**. As a result, **all countries worldwide** are able to provide data with respect to the penetration of B2C e-commerce in a standardized way. All Ecommerce Foundation figures and estimates are based on GOMSEC, unless stated otherwise. The data and research by GfK is also in accordance with GOMSEC.

The GOMSEC reports on sales figures for the total B2C e-commerce worldwide and for each country separate in the country profiles, **based on total sales of goods and services**.

These total sales of goods and services are based on the **areas/sectors/classification of areas and sectors, as stated on the next few pages**.

All data reported in **the national currency of the country involved** is converted into euros according to **the average (annual) rate of exchange** as provided by, preferably, **the European Central Bank (ECB)** or the **national bank** of the particular country. The reference period that is used for this was from **1 January 2015 to 31 December 2015**. Growth rates are calculated and measured by the B2C e-commerce sales in the national currency.

Definition of B2C e-commerce sales

“Any B2C contract regarding the sale of goods and/or services, fully or partly concluded by a technique for distance communication.”

Technique for distance communication: means that can be used for communication regarding the offer made by the trader and the conclusion of a contract, without the necessity of the consumer and trader being in the same place at the same time.

Contract: a contract whereby use is made, either solely or in part, of one or more techniques for distance communication within the framework of a system organized by the trader for the distance sale of goods and/or services, up to and including the moment that the contract is concluded;

Classification of B2C e-commerce

The following classification on the next few pages provides an overview of areas and sectors included in GOMSEC.

Online purchases of the following items are **excluded from GOMSEC**:

- Transactions between private individuals/consumers (C2C), such as auctions and marketplaces, and between businesses (B2B)
- Online gambling and gaming
- Cars and other motor vehicles
- Houses and real estate
- Utilities (e.g. water, heating and electricity)
- Mortgages, loans, credit cards and overdrafts
- Savings accounts, funds, stocks&shares and bonds

B2C e-commerce therefore **includes** all online transactions between businesses and consumers using desktop computers, laptops, tablets, smartphones, point-of-sales and smart-wearables, for instance through online shops, physical stores (“online instore”), email, QR codes, catalogs, etc. B2C e-commerce includes Value Added Tax (VAT) or other sales tax, delivery costs and apps, but excludes returns.

Global Online Measurement Standard for B2C E-commerce (GOMSEC)

About Ecommerce Foundation

Media & Entertainment
Music (physical, download & streaming)/Spotify based on new subscriptions
Video (DVD, Blu-ray, downloads)
Games hardware & games software
Books & e-books
Apps
New subscriptions newspapers and magazines (no single copy sales)

Fashion	
<i>Clothing</i>	<i>Shoes & Personal lifestyle</i>
Underwear & Upperwear	Shoes
Children's wear	Jewelry, Bijoux, Watches & others
Swimwear & Sportswear	fashion accessories (e.g. sunglasses)
Nightwear & legwear	Bags, wallets, suitcases

Toys
Indoor and outdoor toys

Electronics		
<i>Consumer Electronics</i>	<i>Information Technology (IT)</i>	<i>Household Electronics</i>
Photo equipment	IT hardware (PCs, laptops, tablets, etc.)	MDA: air-conditioning, dishwashers, wash machines and other white goods
Audio equipment	Computer Software	
TV/video equipment	Music instruments	
Car electronics (navigation, audio, etc.)	USB sticks, DVD/CD-recordable, ink cartridges, computer accessories	SDA: equipment for personal care, home comfort, kitchen appliances

Sports & Recreation
Sports hardware (e.g. soccer shoes, tennis rackets)
Bicycles & accessories
Articles for camping and recreation

Global Online Measurement Standard for B2C E-commerce (GOMSEC)

About Ecommerce Foundation

Home & Garden

Furniture and kitchens
Floor and window coverings (e.g. curtains and blinds)
Home textiles
Cookware (sets), kettles and oven equipment
Table and kitchen articles
Articles for cleaning, wash and store
Decoration
Lamps and fixtures
DIY-articles
Garden articles
Flowers and plants (in home)

Telecom

Smartphones, mobile phones & mobile devices
Telefax and answering machines
Headsets & Accessories (mobile) phones
Prepaid cards and tariffs of new phone subscriptions

Food/Nearfood/Health

<i>Food/Nearfood</i>	<i>Health & Beauty</i>
Food & Beverages	Personal care & Hygiene
Fresh produce	Baby care
Packaged consumer goods	Perfume
Detergents/household cleaning	OTC
Animal feed	
Tobacco	

Other: Products

Cars components
Glasses and contact lenses
Stationery
Pictures and photo albums
Pet supplies
Erotica

Global Online Measurement Standard for B2C E-commerce (GOMSEC)

About Ecommerce Foundation

Insurance		
<i>New indemnity, Life and Health Insurances</i>		
Liability insurance	ANW-gap insurance	Health Insurance – Base
Car insurance	(insurance for receiving a payment in addition to a survivor's allowance)	Health insurance – additional
Fire and theft insurance	Annuity insurance	Disability insurance – entrepreneurs
Bike/caravan/motorbike/ Scooter insurance	Pension	Disability insurance – private
Accident insurance	Life insurance	Mortgage-related disability insurance
Boat insurance	Funeral insurance	Mixed insurance (=endowment insurance + life insurance)
Legal assistance insurance	Endowment insurance based on savings	
Home insurance	Endowment insurance based on investments	
Travel insurance (continuous/annual + short term)		
Insurance package		

Travel	
<i>Package Travel</i>	<i>Flight Tickets & Accommodations</i>
Package travel	Flight Tickets
Private transport if booked through a tour operator	Hotel stays
	Apartment/bungalow/camping site
	-> all of the above not booked in combination with other travel-parts

Event Tickets
Tickets for concerts and festivals
Tickets for (movie) theaters
Tickets for zoos and amusement parks
Tickets for museums
Tickets for sports games

Other: Services
New subscriptions to dating service
Other services

Definitions related to the Internet, E-commerce and Online Retailing

About Ecommerce Foundation

- **Broadband access:** the availability of broadband is measured by the percentage of households that are connectable to an exchange that has been converted to support DSL technology, to a cable network upgraded for Internet traffic, or to other broadband technologies. It includes fixed and mobile connections (source: Eurostat)
- **Cross-border e-commerce:** percentage of e-commerce purchased at foreign sites
- **Ease of Doing Business Index:** The Ease of Doing Business Index is developed by the World Bank, and averages the country's percentile rankings on nine topics. It is made up of a variety of indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to June 2010. The Index covers 185 countries.
- **E-commerce (or electronic commerce), a subset of e-business:** any B2C contract on the sale of products or services fully or partly concluded by a technique for distance communication.
- **E-commerce GDP:** total amount of goods and services online divided by the total Gross Domestic Product (GDP).
- **Economic Freedom Index:** the Index of Economic Freedom is an annual guide published by The Wall Street Journal and The Heritage Foundation, Washington's No. 1 think tank. For over a decade, the Wall Street Journal and The Heritage Foundation have tracked the march of economic freedom around the world with the influential Index of Economic Freedom. There are 5 categories, ranking from Free (with a score between 80 and 100) to Repressed (between 40 and 49.9).

- **E-households:** number of households that use the Internet for personal gain.
- **E-household expenditure:** expenditure per household that bought goods or services in the past year.
- **Global Online Measurement Standard for B2C E-commerce (GOMSEC):** aims to provide guidelines to measure and monitor B2C e-commerce in order to enable all European countries to provide data with respect to the penetration of B2C e-commerce in a standardized way.
- **E-Government Index:** The UN's E-Government Index provides a comparative assessment of the e-government development of UN Member States. One of the primary factors contributing to a high level of e-government development is concurrent past and present investment in telecommunication, human capital and provision of online services.
- **Gross Merchandise Volume:** the total sales facilitated by a third party, such as a market place.
- **E-services or electronic services:** "Deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-retailing, customer support, and service delivery." This definition reflects three main components: service providers, service receivers and the channels of service delivery (i.e. technology). (Jennifer Rowley, Professor Information and Communications, Manchester Metropolitan University, UK)
- **Inactive online population:** users that have access to the Internet but have not (yet) purchased goods or services online in the past year.

Definitions related to the Internet, E-commerce and Online Retailing

About Ecommerce Foundation

- **Market place:** online platform on which companies (and consumers) sell goods and/or services.
- **Logistics Performance Index (LPI):** The Logistics Performance Index (LPI) measures the “logistics friendliness” of 155 countries. It helps countries identify the challenges and opportunities they face in their trade logistics performance and what they can do to improve this. The Index is developed by the World Bank and is based on a worldwide survey of operators, such as global freight forwarders and express carriers.
- **Mobile commerce (or m-commerce):** the ability to conduct commerce using a mobile device e.g. a mobile phone, a PDA, a smartphone, a tablet or other (emerging) mobile equipment.
- **Mobile subscriptions:** mobile cellular telephone subscriptions are subscriptions to a public mobile telephone service using cellular technology, which provide access to the public switched telephone network. Post-paid and prepaid subscriptions are included (source: Eurostat).
- **Networked Readiness Index (NRI):** The NRI measures the tendency for countries to exploit the opportunities offered by information and communications technology (IT). The NRI comprises three components: the environment for IT offered by a given country or community, the readiness of the country's key stakeholders to use IT, and the usage of IT among these stakeholders.
- **Online buyer (or e-shopper, e-buyer):** an individual who regularly bought or ordered goods or services through the Internet.

- **Online expenditure:** spending per user who purchased goods or services online.
- **Online Retail (or e-retail, electronic retail or retailing or even e-tailing):** the selling of retail goods and services on the Internet. In the limited sense of the word, sectors such as online leisure travel, event tickets, downloading music or software are not included. Online-only retail shops are often referred to as pure players.
- **Penetration levels:** the percentage of a population using the Internet, mobile phones, smartphones or tablet devices.
- **Real economic growth rate:** a measure of economic growth from one period to another expressed as a percentage and adjusted for inflation. The real economic growth rate is a measure of the rate of change that a nation's gross domestic product (GDP) experiences from one year to another.
- **Retail sales:** the selling of mainly goods from businesses to individuals from a traditional or so-called bricks-and-mortar shop.
- **Statcounter research method:** Statcounter is a web analytics service and their tracking code is installed on more than three million sites globally. These sites cover various activities and geographic locations. Every month, Statcounter records billions of page views to these sites. For each page view, they analyze the browser/operating system/screen resolution used and they establish if the page view is from a mobile device. They calculate their Global Stats on the basis of more than fifteen billion page views per month, by people from all over the world onto more than three million member sites.

Methodology , Acknowledgements and Sources

About Ecommerce Foundation

This report could only be realized by consulting a great many sources, 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 and press releases. Sometimes the information sources are contradictory. Sometimes different figures and data were given by different sources within the same country, for example due to different definitions.

In our reports and country profiles we have mentioned different sources, definitions and the different outcomes of such reports, studies and interpretations. This report is meant solely for use by the recipient and is not for circulation. This report is based on information that we consider reliable, but we cannot vouch for it being 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 sources consulted include:

(Inter)national Associations

- CACE (Argentina)
- NORA (Australia)
- ABComm (Brazil)
- Becommerce.be (Belgium)
- APEK (Czechia)
- FDIH (Denmark)
- Finnish Commerce Federation (Finland)
- Verkketeollisuus (Finland)
- Fevad (France)
- Händlerbund (Germany)
- Greca (Greece)
- SZEK.org (Hungary)
- Retail Excellence (Ireland)
- Netcomm (Italy)
- eCOM.lu (Luxembourg)
- Netcomm (Italy)
- Retail Excellence (Ireland)
- Thuiswinkel.org (Netherlands)
- Virke eHandel (Norway)
- E-Commerce Polska (Poland)
- ACEPI (Portugal)
- AKIT (Russia)
- Adigital (Spain)
- Netcomm Suisse (Switzerland)
- ETID (Turkey)
- UADM (Ukraine)
- IMRG (United Kingdom)

Other sources

- A.T. Kearney
- BEVH
- Business Nab
- Capgemini
- CNNIC
- Countrymeters
- Doingbusiness
- E-bit
- eMarketer
- EWDN
- Eurostat
- GfK
- IMF
- Internetlivestats
- Internetworldstats
- iResearch
- Médiamétrie
- Meti
- Ministry of Economy, Trade and Industry
- Netcomm
- ONTSI
- Retail Research
- Russiansearchtips
- Statista
- U.S. Department of Commerce
- United States Census Bureau
- Vatlive
- Weraresocial
- Worldbank
- Worldometers
- World Wide Worx

About the Authors

About Ecommerce Foundation



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Roald Willemsen (1991) has worked for Ecommerce Europe and the Ecommerce Foundation since 2015, and graduated in Business Management from the University of Applied Sciences in Ede.

He is involved in the research of the global e-commerce market and is developer of the National E-commerce Reports.



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Since 2013 he has been Director of Research & Advice at Ecommerce Europe. He is also director of the Ecommerce Foundation, a research institute offering practical e-commerce research and benchmark services.



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Richard van Welie (1979) has worked for Ecommerce Europe and the Ecommerce Foundation as a chief editor since March 2014. In his role, he is responsible for the National E-commerce Reports and the EcommerceWiki. In addition, he is involved in the Ecommerce Benchmark and other projects.

After graduating in Communication Sciences in 2004, he studied American Studies at Radboud University Nijmegen and graduated in 2008.

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Global B2C E-commerce Report 2016



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