

EUROPE 2012 Key data at a glance



West 160.8 bn + 15.8%
 Central 176.3 bn + 20.5%
 South 32.4 bn + 29.3%
 North 28.5 bn + 17.0%
 East 13.6 bn + 33.0%



Europe 312 bn +19%
 EU28 277 bn +18%
 Total B2C e-sales 2012 of goods and services

€16.0trn
 GDP 2012
 3.5% Contribution Internet Economy to GDP



2,000,000

jobs directly or indirectly via e-commerce



550,000

estimated online businesses



3.5 billion
 number of parcels annually (e)

UK,
 Germany, France
 61% of total
 e-commerce sales
 in Europe

Average spend per
 e-Shopper



€1,243



Top 5 E-commerce countries in
 turnover (EUR million)

UK	96,193
Germany	50,000
France	45,000
Spain	12,969
Russia	10,302

Top 5 emerging countries in % growth

Turkey	75%
Greece	61%
Ukraine	41%
Hungary	35%
Romania	33%

820 million
 people live in Europe.

529 million
 people use the internet.

250 million
 people are e-shoppers.

Turnover
 technical
 consumer
 goods on
 internet +9.1%

5.5%
 (€17bn)
 Estimated
 M-commerce



€110bn
 online travel

5%
 estimated share
 of online retail
 in total retail

"350 million social media users"



European B2C E-commerce report 2013 ©
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Figures and data in compliance with GfK
 in cooperation with Salesupply and hybrid