



Global E-Commerce Intelligence
we report, you grow

SAMPLE REPORT
EUROPE B2C E-COMMERCE MARKET 2023
PUBLICATION DATE: AUGUST 2023

PREFACE

Sample Report

OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

TERMS OF USE AND COPYRIGHT CONDITIONS

- This report is copyrighted. All rights reserved and no part of this report may be reproduced, stored in a retrieval system or transmitted in any form without the prior permission of the publishers.
- The information in this report does not constitute the provision of investment, legal or tax advice. Any views expressed reflect the current views of the original authors, which do not necessarily correspond to the opinions of yStats.com GmbH & Co. KG.
- The information in this report is provided for informational purposes only and without any obligation, whether contractual or otherwise. No warranty or representation is made as to the correctness, completeness and accuracy of the information given or the assessments made.
- We have taken every precaution to ensure that details provided in this report are accurate. The publishers are not liable for any omissions, errors or incorrect insertions, nor for any interpretations made from the document.

LEGAL NOTICE

Sample Report

This report is subject to the Terms & Conditions of yStats.com GmbH & Co. KG, which can be found at yStats.com. By selecting a particular license, you agree to the Terms & Conditions which pertain to said license. Please be aware that any misuse of this product or any other product not in accordance with the aforementioned Terms & Conditions will result in legal action.

The licensing structure is as follows:

SINGLE USER LICENSE

■ allows one (1) user to access the downloaded report.

SITE LICENSE

■ allows up to ten (10) users of a company within a specified geographic area (i.e. country) to access the downloaded report.

GLOBAL SITE LICENSE

■ allows up to ten (10) user of a company worldwide to access the downloaded report.

GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

OBJECTIVE

RELIABLE

Sample Report

Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT



Sample Report

OBJECTIVE

RELIABLE

Report Coverage

- This report covers the B2C E-Commerce market in Europe. Major advanced and emerging markets in this region are covered. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- This report contains relevant international comparisons, information about market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods and players. Not all types of information were included for each country, due to varying data availability.

Report Structure

- The report starts with an overview of the regional B2C E-Commerce market compared to other global regions and the region's country comparisons in terms of criteria relevant to B2C E-Commerce, such as B2C E-Commerce sales. The rest of the report is divided into country chapters and presented in the descending order of retail E-Commerce sales.
- Each country description starts with an overview of the market, highlighting the overall B2C E-Commerce development in that country. Depending on data availability, overview charts include also information about the major E-Commerce players, the number of users, sales volume, number of monthly visits, leading product categories, share of sales, Internet economy and consumers' buying behavior. Not all the mentioned types of information are available for each of the countries covered.

DEFINITIONS

Sample Report

The following expressions and definitions are used in this report*:

- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from business to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer to consumer (C2C) sales.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **M-COMMERCE** M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- **ONLINE TRAVEL** the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country’s borders.
- **ONLINE PAYMENT** Transfer of money made over the Internet following a consumer’s payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- **CROSS-BORDER E-COMMERCE** the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country’s borders.
- **SOCIAL COMMERCE** the use of social media in E-Commerce transactions, where social networks and other social media platforms assist the selling and buying of products and services online.
- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.
- **GROSS MERCHANDISE VALUE** abbreviated as GMV, a total value of successfully completed transactions between buyers and sellers through a C2C (customer-to-customer) exchange platform. Depending on the source, might include shipping costs.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

TABLE OF CONTENTS (1 OF 2)



Sample Report

1. Management Summary

2. Global

- B2C E-Commerce Market Overview, June 2023
- B2C E-Commerce Market Trends, June 2023
- Social Commerce Market Trends, July 2023
- B2C E-Commerce Market Size, in USD trillion, & Year-on-Year Change, in %, 2021-2026f
- B2C E-Commerce Market Size, in USD trillion, 2023e & 2026f
- B2C E-Commerce Market Size, in USD trillion, 2022 & 2027f*
- B2C E-Commerce Sales Growth, in %, 2015-2026f
- B2C E-Commerce Sales Value, in USD trillion, 2023f* & 2025f
- B2C E-Commerce Sales Value, by Country/Region, in USD trillion, 2025f
- B2C E-Commerce Sales Value of Top 3 Regions, in USD trillion, 2022
- Breakdown of B2C E-Commerce Sales Value, by Region, in %, 2022
- B2C E-Commerce Sales Value of Top 3 Product Categories, in USD billion, 2022
- Breakdown of B2C E-Commerce Sales Value, by Product Category, in %, 2022
- Breakdown of Payment Method Types Used in B2C E-Commerce, in %, 2023e

3. Europe

3.1. Regional

- Retail E-Commerce Sales, in USD billion, in % of Total Retail Sales, 2022e-2026f
- Share of Internet Users Who Shopped Online in the Previous 12 Months, in %, February 2023
- Share of Respondents Who Shopped Online in Past 12 Months, by Country, in % of Respondents, February 2023 (1 of 2)
- Share of Respondents Who Shopped Online in Past 12 Months, by Country, in % of Respondents, February 2023 (2 of 2)
- Share of Internet Users Who Shopped Online in the Past 12 Months, by Age Group, in % of Internet Users, 2022
- Share of Internet Users Who Shopped Online in the Past 12 Months, by Level of Education, in % of Internet Users, February 2023
- Share of Internet Users Who Shopped Online in the Past 12 Months, by Employment Status, in % of Internet Users, February 2023
- Share of Internet Users Who Shopped Online in the Past 12 Months, by Nationality, in % of Internet Users, February 2023
- Top Product Categories Purchased Online in the Past 12 Months, in % of Internet Users, February 2023
- Share of Online Shoppers Purchasing from Sellers in the Past 12 Months, by Type of Seller, in % of Online Shoppers, February 2023
- TikTok Shop Market Overview, July 2023

TABLE OF CONTENTS (2 OF 2)



Sample Report

3. **Europe (Cont.)**
- 3.2. **UK**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f
- 3.3. **France**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f
- 3.4. **Russia**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f
- 3.5. **Germany**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f
- 3.6. **Spain**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f
- 3.7. **Italy**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f
- 3.8. **Poland**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f
- 3.9. **Austria**
- B2C E-Commerce Market Size, in USD billion, 2023e & 2027f

TABLE OF CONTENTS



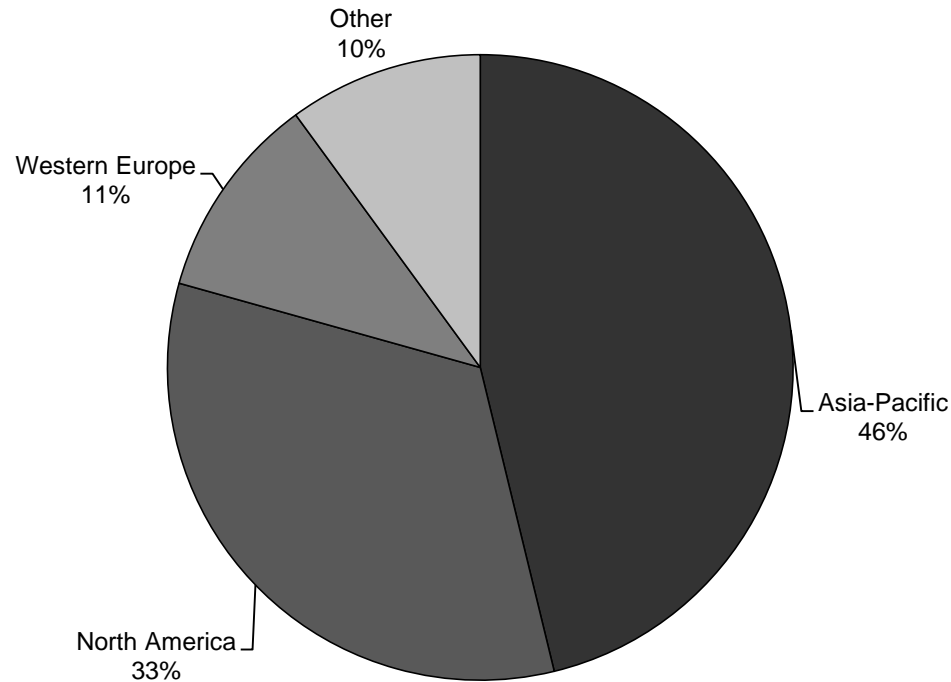
Sample Report

1.	Management Summary	9 – 11
2.	Global	12 – 26
3.	Europe	27 – 46
3.1.	Regional	28 – 38
3.2.	UK	39 – 39
3.3.	France	40 – 40
3.4.	Russia	41 – 41
3.5.	Spain	42 – 42
3.6.	Germany	43 – 43
3.7.	Italy	44 – 44
3.8.	Poland	45 – 45
3.9.	Austria	46 – 46



In 2022, Asia-Pacific accounted for 46% of global B2C e-commerce sales, followed by North America (33%) and Western Europe

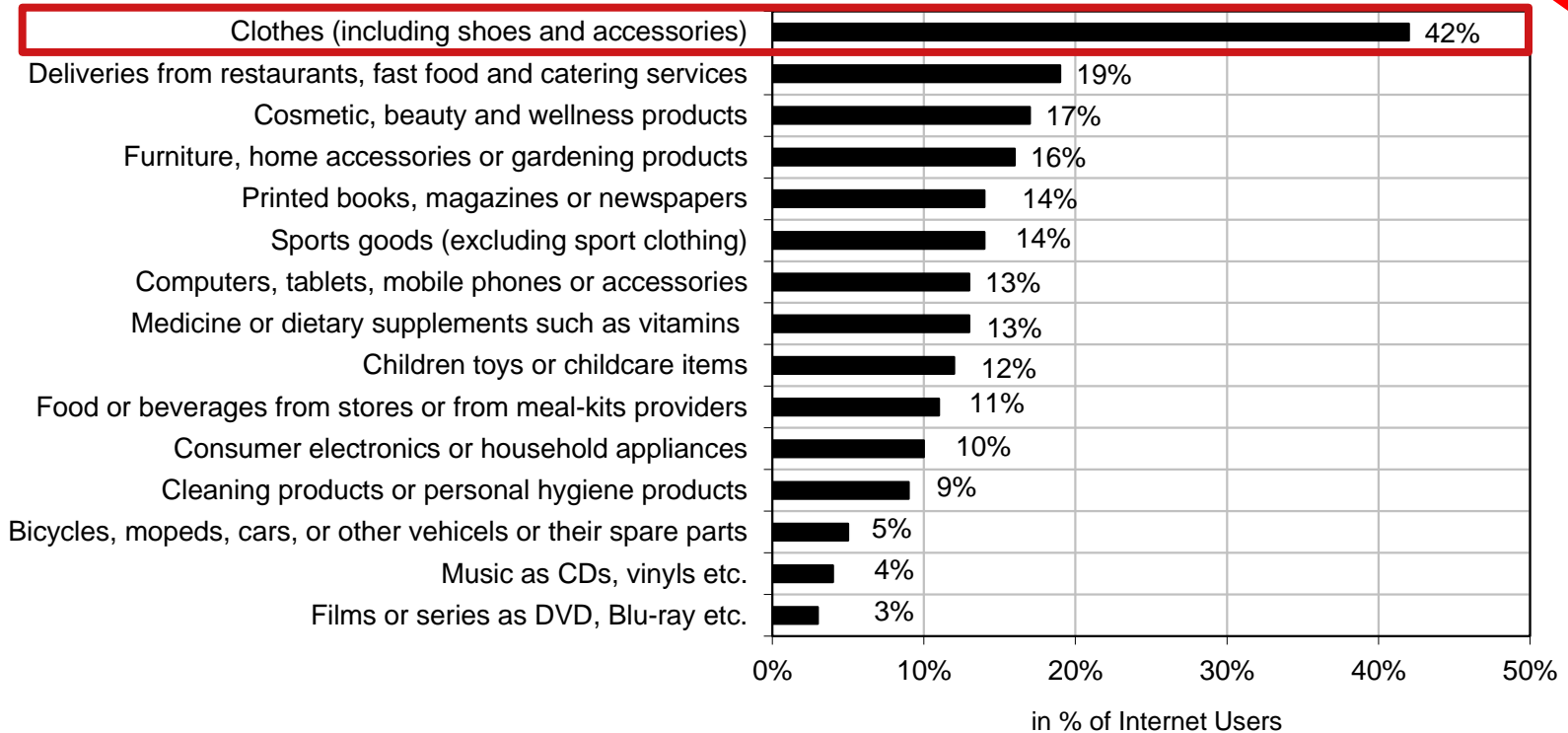
Global: Breakdown of B2C E-Commerce Sales Value, by Region, in %, 2022





In Europe, the most purchased product category online in the past 12 months prior to Feb. 2023 was “Clothes (including shoes and accessories)” (42%).

Europe: Top Product Categories Purchased Online in the Past 12 Months, in % of Internet Users in February 2023



Note: does not add up to 100% due to multiple answers possible
 Survey: based on a survey of respondents who used the Internet between December 2022 and February 2023
 Source: Eurostat, April 2023



Global E-Commerce Intelligence
we report, you grow

ADDRESS

yStats.com GmbH & Co. KG
Behringstr. 28a | 22765 Hamburg | Germany

CONTACT

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | info@ystats.com

SOCIAL MEDIA

 [linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)
 twitter.com/ystats
 facebook.com/ystats
 gplus.to/ystats.com

MORE NEWS?

Please subscribe to our Newsletter at www.ystats.com