



Global E-Commerce Intelligence
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SAMPLE REPORT
EUROPE B2C E-COMMERCE MARKET
INSIGHTS & FORECASTS 2024

PUBLICATON DATE: JUNE 2024

PREFACE

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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.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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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.

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Report Coverage

- This report provides an extensive overview of the B2C E-Commerce market in Europe, addressing major trends, market comparisons, B2C E-Commerce sales, Internet user behavior, popular products, online payments, and significant players. This report explores aspects such as market size, growth trends, Social Commerce integration, key players' strategies and innovations, and AI integration in E-Commerce. While it offers in-depth analysis for various countries, coverage may vary based on data availability, and not every country is individually examined in the same detail. Additionally, where data permits, it examines the payment landscape, including open banking initiatives, digital payment methods breakdown, embedded finance solutions, and other relevant payment trends.

Report Structure

- The report begins with a management summary, offering a concise overview of the key findings and insights. Following this, a section on key takeaways distills the analysis into concise insights for strategic decision-making. Then, it starts with a regional overview, detailing the European B2C E-Commerce market and prevailing trends. Subsequently, it is organized into country-specific chapters, ranked by market size. Each chapter explores various topics such as market size, growth trends, Social Commerce, delivery logistics, key players' strategies, AI integration, and payment landscape analysis. Due to data availability, some sections may vary in depth.



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

- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and their new purchasing behaviours and trends.
- **BUY NOW, PAY LATER (BNPL)** a service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or paying back the full amount later.
- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **CLICK & COLLECT** also known as BOPIS (buy online, pick up in-store), a service that allow customers to purchase an item online and collect it from a physical store branch, as opposed to a direct delivery to home or workplace.
- **CROSS-BORDER COMMERCE** Refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **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.
- **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.
- **EMBEDDED FINANCE** encompasses the offering of financial services such as payments, deposits, lending and issuing by non-banks. Within, the embedded finance ecosystem, non-banks offer services such as private label credit cards at supermarkets and airlines as well as sales financing at appliance retailers, among others.

Note: *the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts



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

- **E-WALLET/DIGITAL WALLET** a prepaid digital account, allowing users to store money and use it in online or mobile transactions. Examples of E-Wallets or digital wallets include Alipay and PayPal.
- **MOBILE PAYMENT** a wide definition of mobile payments includes remote payments made remotely in M-Commerce and proximity payments made in-store, such as via QR code scanning and NFC technology.
- **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.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **OMNICHANNEL** an approach to retail that strives to provide the customer with the seamless shopping experience across all retail channels, such as in-store, online and mobile. In Asia, some omnichannel practices are also known as O2O (online-to-offline).
- **REAL-TIME PAYMENTS** also known as instant payments, are electronic payment systems which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions, crediting of the payees' accounts and confirming the payment to the payer after payment initiation.
- **RECOMMERCE** buying and selling of used or pre-owned items via an online marketplace or store such as eBay and craigslist, among others.
- **SECONDHAND LUXURY** the secondhand luxury market or the luxury resale market is the one in which consumers of premium and luxury goods buy and sell pre-owned luxury items. Sellers sell them via stores or directly themselves, while buyers purchase the secondhand luxury items at discounted prices via resale websites.

Note: *the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

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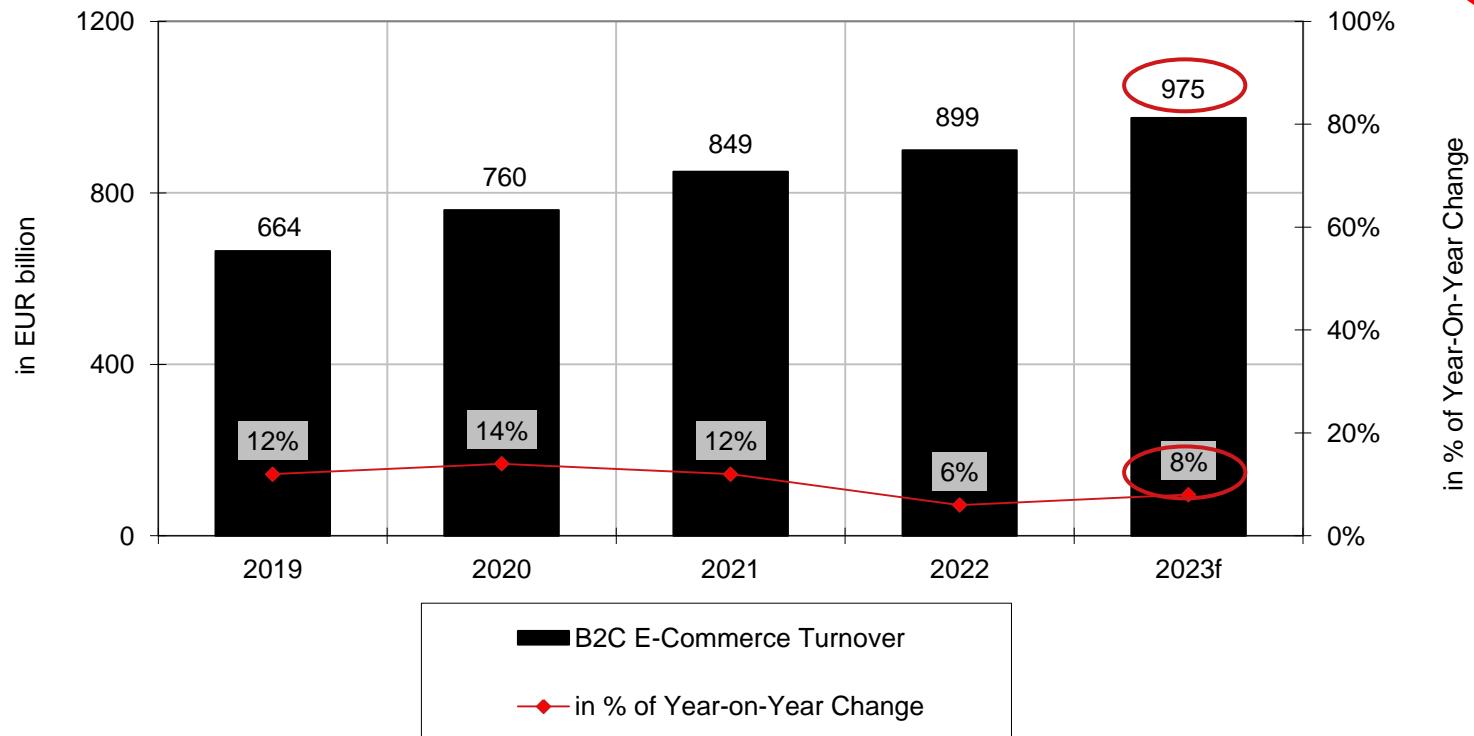
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In 2023, Europe is expected to witness a B2C E-Commerce Turnover of EUR 975 billion, showing an annual growth rate of +8%.

Europe: B2C E-Commerce Turnover, in EUR billion, in % of Year-on-Year Change, 2019-2023f

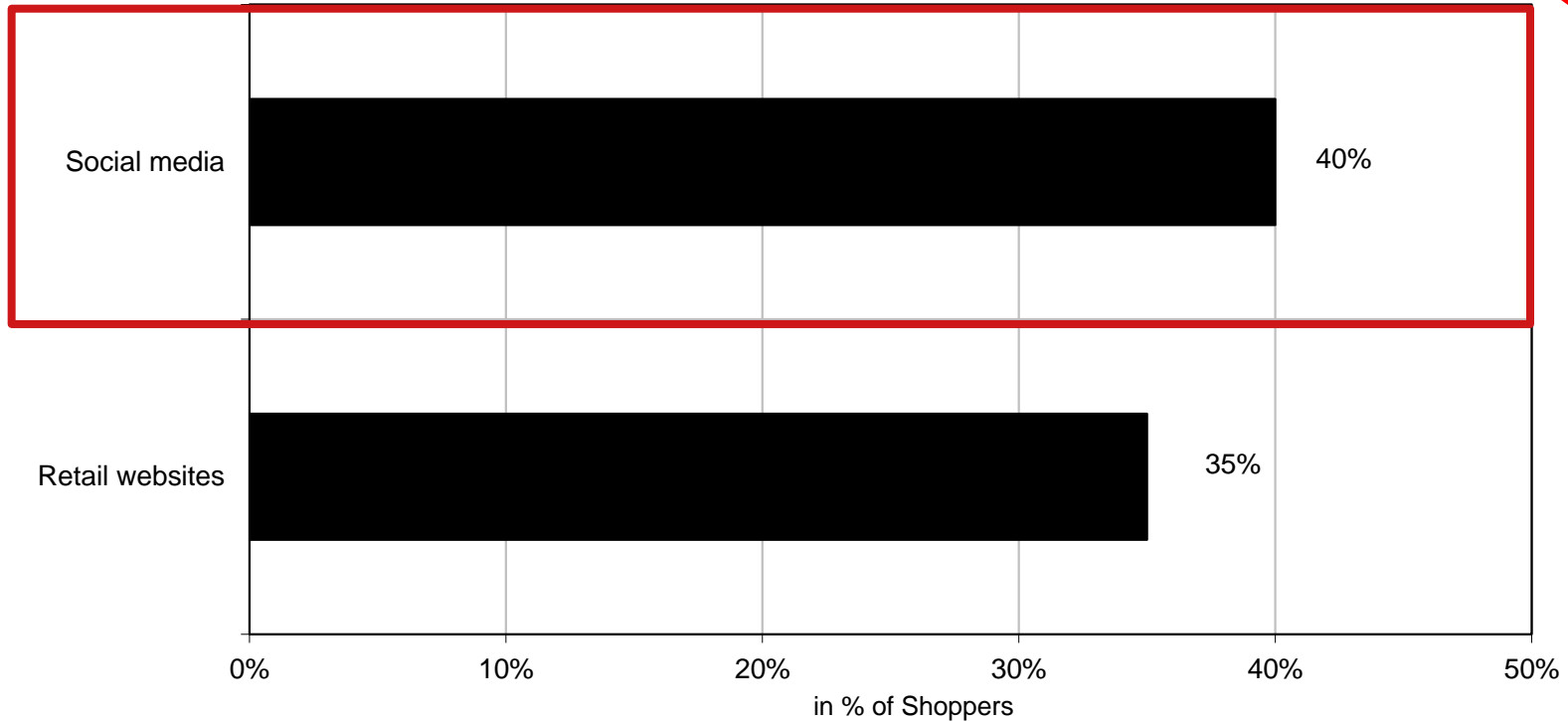


Source: National E-Commerce Associations & Statista cited by Ecommerce Europe & EuroCommerce, October 2023



40% of surveyed UK shoppers under the age of 45 use social media for inspiration and product research, as of a 2024 estimate

UK: Channels Used For Product Research And Inspiration, in % of Shoppers, 2024e



Note: does not add up to 100% due to multiple answers possible
 Survey: based on a survey of 8,000 consumers under the age of 45
 Source: Metapack cited by Parcel And Postal Technology International, February 2024



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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

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 [linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)
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