



**478 million** people live in North America  
**290 million\*** people use the Internet  
**196 million\*** people are e-shoppers  
 \*excluding people aged 0-14

**Forecast 2015**  
**\$589bn**  
 Turnover E-commerce Goods & Services

North America \$522.9 bn +12.2%  
 Asia-Pacific \$770.0 bn +44.3%  
 Europe \$562.0 bn +13.6%  
 Latin America \$37.4 bn +18.2%  
 MENA \$21.0 bn +21.5%  
 Total B2C E-commerce of Goods & Services 2014

Ranking covered countries in turnover (in millions of USD)

- United States \$482,650
- Canada \$27,820
- Mexico \$12,381

*133mn e-households*



North America \$522.9bn 12.2%  
 eGDP 2.55%  
 Total GDP \$20,488 bn



Estimated 64% of the online population are on social media

National e-commerce associations:

Canada



United States



Mexico



**4.2%** Estimated share of online goods in total retail of goods

Executed by: Ecommerce FOUNDATION

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