




Denmark



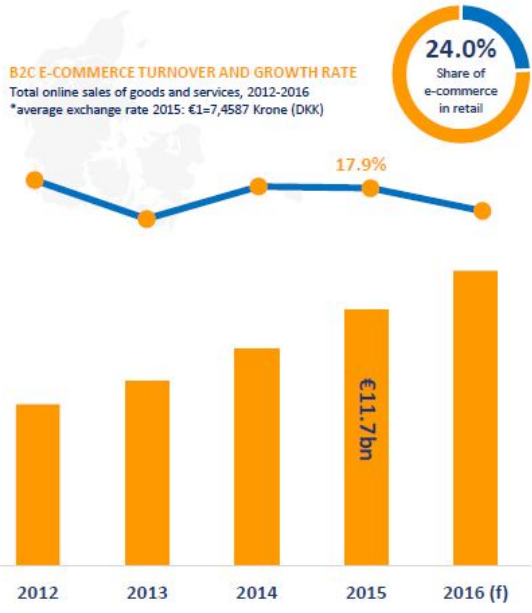
Population 15+
4.7mn



Internet users
4.6mn (97%)



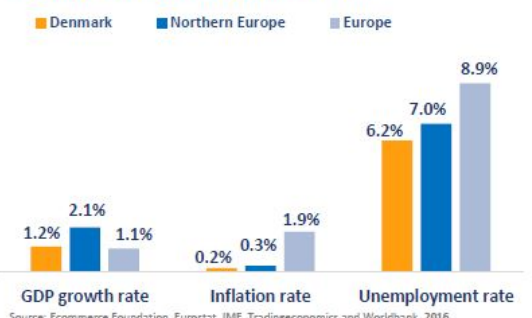
Number of e-shoppers
3.7mn (80%)



Source: FDIH and Ecommerce Foundation, 2016

E-commerce Markets Northern Europe

DENMARK VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING



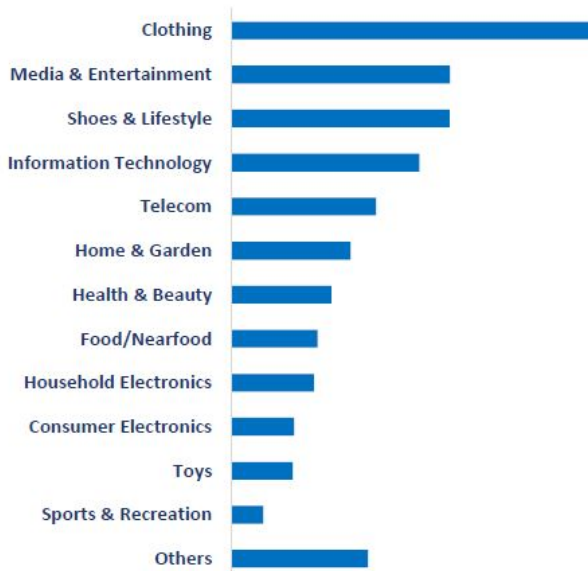
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



Denmark

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of euros, 2015



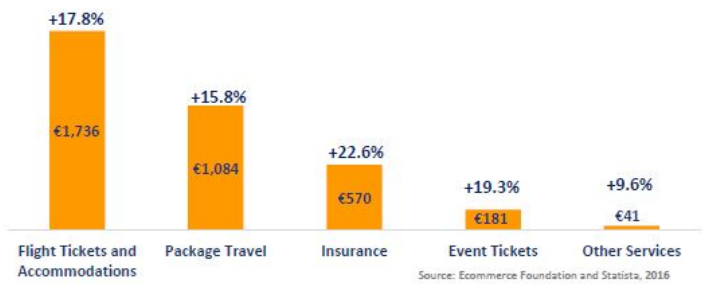
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Northern Europe

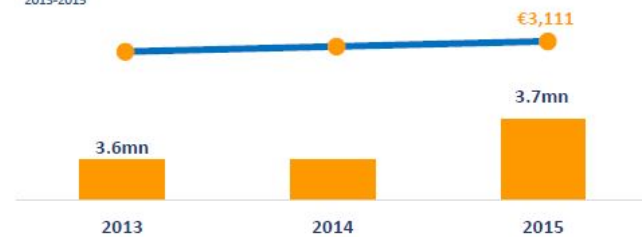
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

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



Source: FDIH, Ecommerce Foundation and Eurostat, 2016