


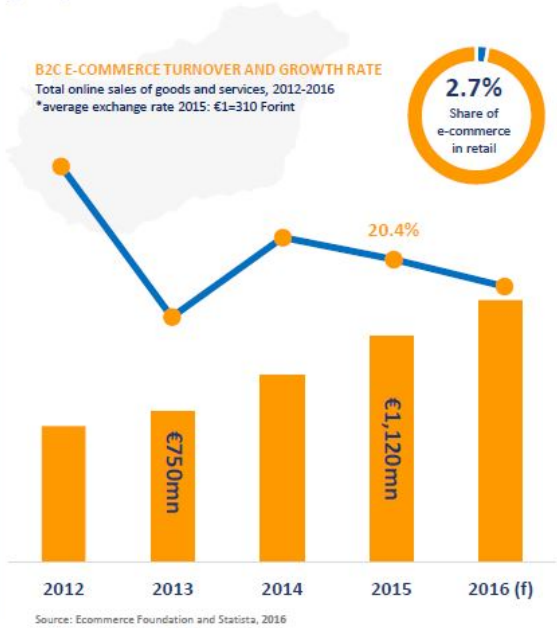


# Hungary

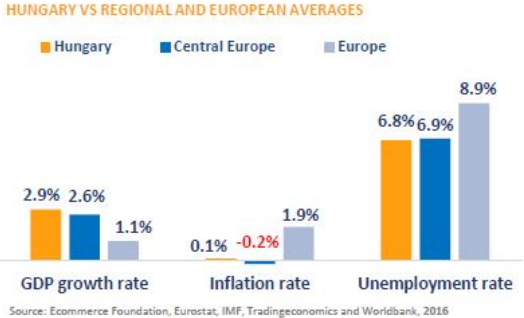

  
Population 15+
   
**8.4mn**


  
Internet users
   
**6.4mn (76%)**


  
Number of e-shoppers
   
**3.0mn (36%)**



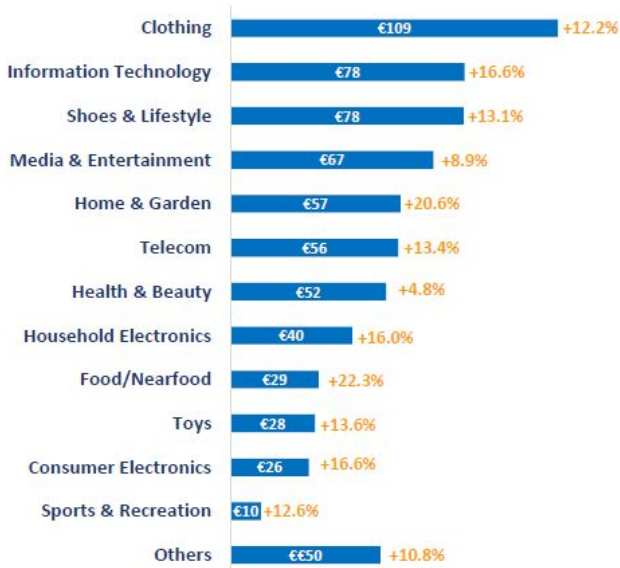
# E-commerce Markets Central Europe



# Hungary

## OVERVIEW OF POPULAR PRODUCT GROUPS

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



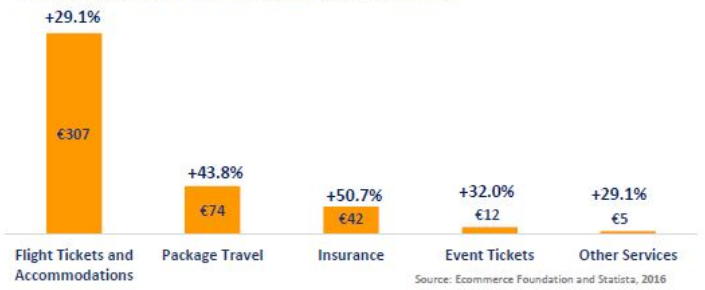
Source: Ecommerce Foundation and Statista, 2016

# E-commerce Markets

## Central 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: Ecommerce Foundation and Eurostat, 2016