

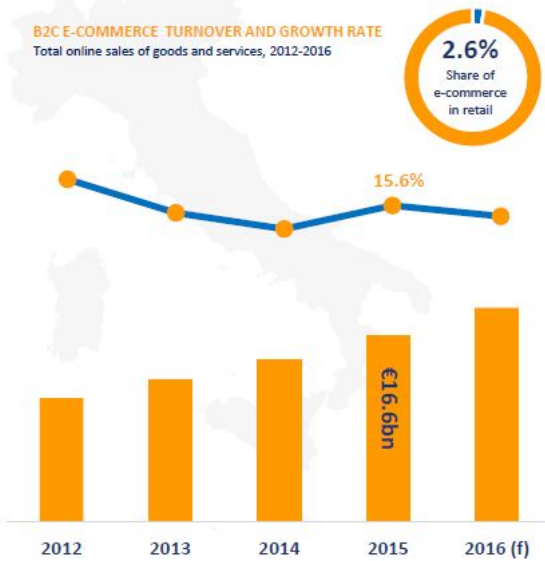


Population 15+  
**52.5mn**

Internet users  
**35.7mn (68%)**

Number of e-shoppers  
**17.7mn (34%)**

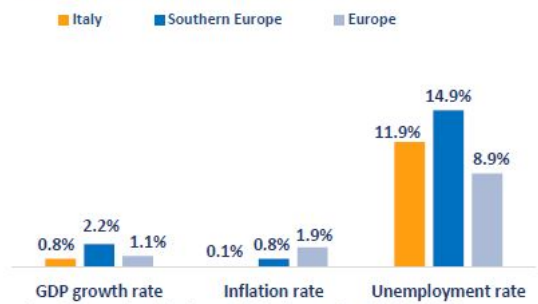
**B2C E-COMMERCE TURNOVER AND GROWTH RATE**  
Total online sales of goods and services, 2012-2016



Source: Netcomm Italy, Osservatori.net and Ecommerce Foundation, 2016

## E-commerce Markets Southern Europe

**ITALY VS REGIONAL AND EUROPEAN AVERAGES**



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

**EUROPEAN RANKING**



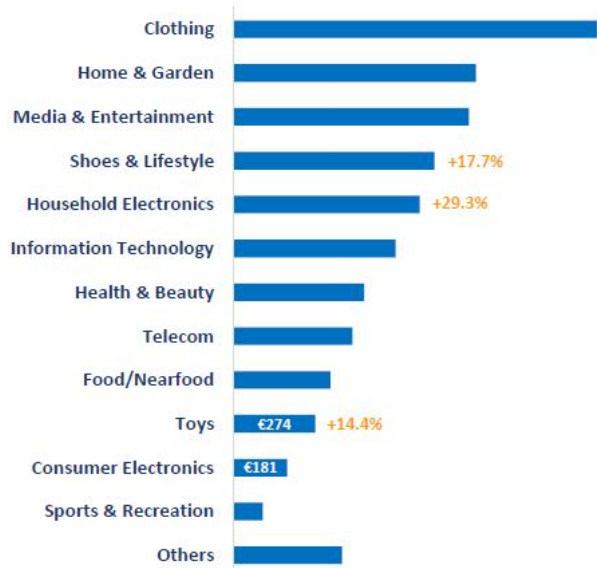
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016





**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

## Southern Europe

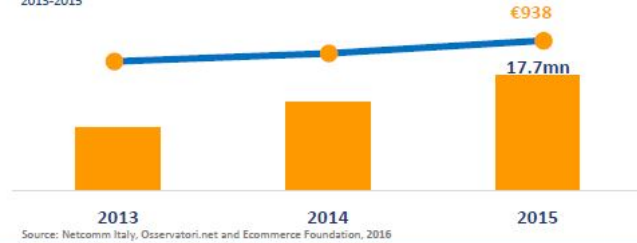
**OVERVIEW OF POPULAR SERVICE GROUPS**

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: Netcomm Italy, Osservatori.net and Ecommerce Foundation, 2016

