



The Netherlands



Population 15+
13.9mn

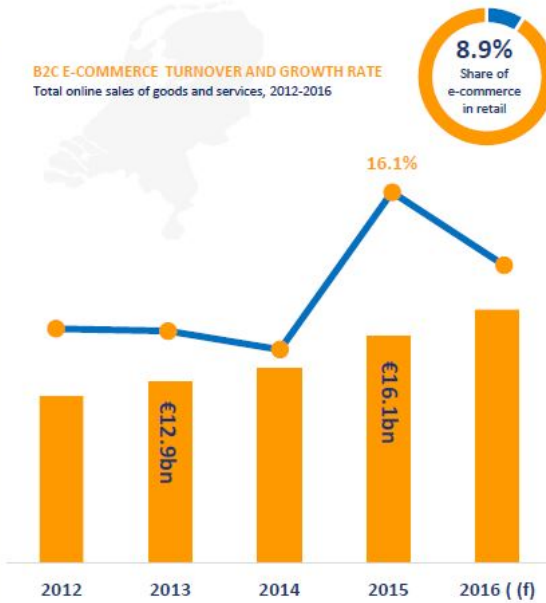


Internet users
13.6mn (98%)



Number of e-shoppers
12.9mn (93%)

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

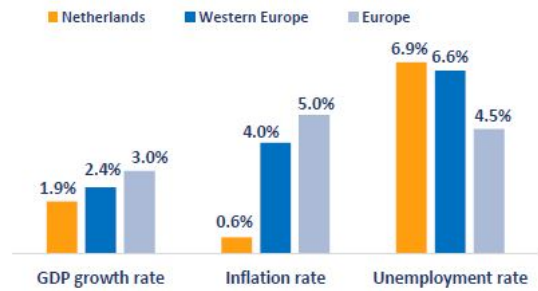


Source: Thuiswinkel Market Monitor, GfK and Ecommerce Foundation, 2016

E-commerce Markets

Western Europe

NETHERLANDS VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Thuiswinkel Market Monitor, Statistics Netherlands and Ecommerce Foundation, 2016

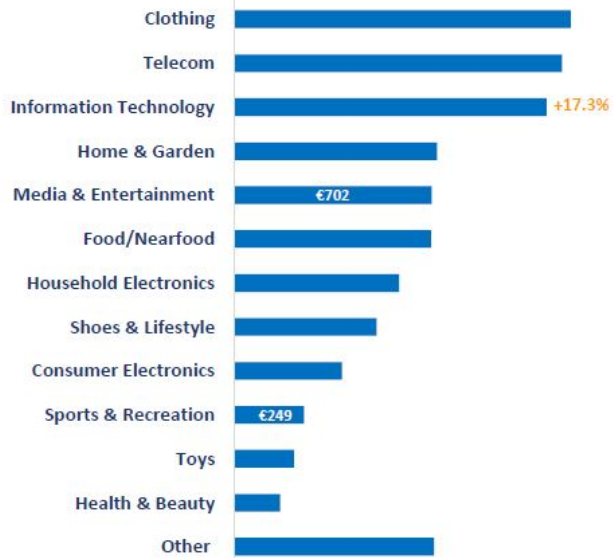




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OVERVIEW OF POPULAR PRODUCT GROUPS

Online sales of popular product groups, in millions of euros, 2015



Source: Thuiswinkel Markt Monitor, 2016

E-commerce Markets

Western Europe

OVERVIEW OF POPULAR SERVICE GROUPS

Online sales of popular service groups, in millions of euros, 2015



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

