



141mn people are over the age of 15



117mn people use the Internet (83%)



85mn people are e-shoppers (60%)



Europe €455.3bn +13.3%  
 Central Europe €89.5 bn +14.2%  
 Total B2C E-commerce 2015 of goods & services



Forecast 2016  
**€101bn**  
 Turnover E-commerce Goods & Services



Total GDP of  
**€4,792bn**



Share of E-commerce in GDP **1.87%**

### Ranking Central Europe in turnover (EUR million)

1		Germany	€59,700
2		Switzerland	€8,530
3		Poland	€7,603
4		Austria	€7,500
5		Czechia	€4,293
6		Hungary	€1,120
7		Slovakia	€460
8		Slovenia	€250



Estimated share of online goods in total retail of goods

### National e-commerce associations:



Executed by:

In cooperation with:

Powered by:

