

Western Europe

Key B2C E-commerce Data of Goods and Services at a Glance 2015



135mn people are over the age of 15



122mn people use the Internet (90%)



101mn people are e-shoppers (75%)



Europe €455.3bn +13.3%

Western Europe €252.9bn +12.9%

Total B2C e-commerce 2015 of goods & services

Ranking Western Europe in turnover (EUR million)

1		United Kingdom	€157,149
2		France	€64,900
3		The Netherlands	€16,070
4		Belgium	€8,241
5		Ireland	€5,900
6		Luxembourg	€687



Forecast 2016

€280bn

Turnover E-commerce Goods & Services

Total GDP of

€6,106bn



Share of e-commerce in GDP 4.14%



Estimated share of online goods in total retail of goods

National e-commerce associations:

Belgium

be commerce.be



Luxembourg

eCOM.lu

France



The Netherlands

thuiswinkel.org

Ireland



Executed by: Ecommerce FOUNDATION

In cooperation with: GfK

Powered by:

ASENDIA

ingenico

Manhattan Associates

webhelpo