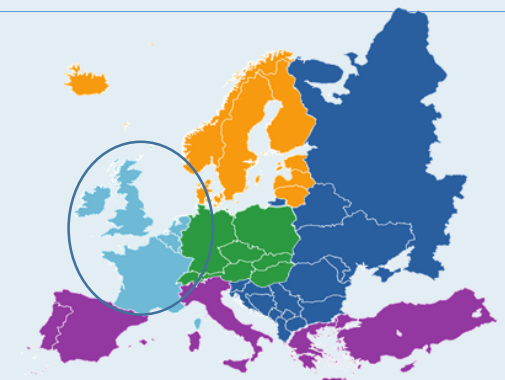
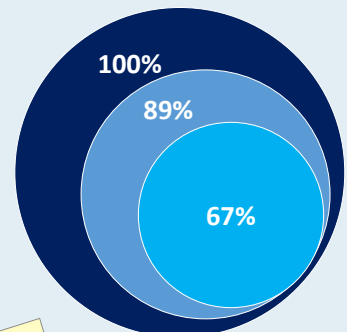


Western Europe

Key B2C E-commerce Data of Goods and Services at a Glance 2014



Europe € 423.8 bn +14.3%
 EU 28 € 368.7 bn +13.7%
 Western Europe € 208.1 bn +13.3%
 Total B2C E-commerce 2014 of goods & services



163 million people live in Western Europe
 145 million people use the Internet
 110 million people are e-shoppers

Forecast 2015
 € 233 bn Turnover E-commerce Goods & Services

Average spending per E-shopper



63.1 million E-households



E-commerce GDP 3.69%
 Total GDP € 5,636 bn



Ranking Western Europe in turnover (EUR million)

1		United Kingdom	€ 127,200
2		France	€ 56,800
3		The Netherlands	€ 14,000
4		Ireland	€ 5,300
5		Belgium	€ 4,400
6		Luxembourg	€ 531



Estimated 51% of the total population is on social media

5.1% Estimated share of online goods in total retail of goods

National e-commerce Associations:

Belgium

France

Ireland

Netherlands

89% of the population has Internet access

Executed by:



In cooperation with:



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