**Greece**

**Population 15+**
9.3mn

**Internet users**
6.3mn (68%)

**Number of e-shoppers**
3.0mn (32%)

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

- 2012: €3.8bn
- 2013: €3.8bn
- 2014: €3.8bn
- 2015: €3.8bn
- 2016 (I): €4.2bn

**Greece vs Regional and European Averages**

- GDP growth rate:
  - Greece: -0.2%
  - Southern Europe: 2.2%
  - Europe: 1.9%

- Inflation rate:
  - Greece: 0.8%
  - Southern Europe: 1.1%
  - Europe: 1.9%

- Unemployment rate:
  - Greece: 25.1%
  - Southern Europe: 14.9%
  - Europe: 8.9%

**European Ranking**

- Logistics Performance Index: 27th
- Ease of Doing Business Index: 36th
- eGDP ranking: 11th

Sources:
- E-commerce Foundation and Eurobarometer, 2016
- World Bank, Doing Business and E-commerce Foundation, 2016