



United Kingdom



Population 15+
53.6mn



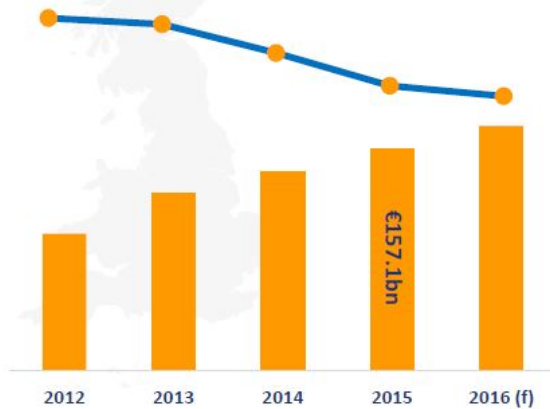
Internet users
49.8mn (93%)



Number of e-shoppers
43.4mn (81%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016
*average exchange rate 2015: €1=0,72584 Pound



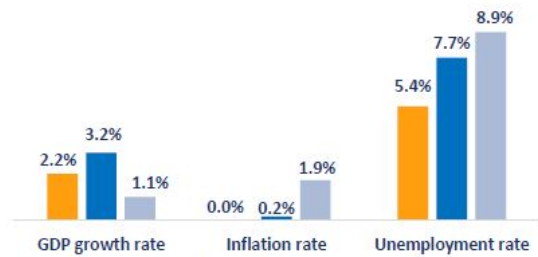
Source: IMRG, Capterra and Ecommerce Foundation, 2016

E-commerce Markets

Western Europe

UNITED KINGDOM VS REGIONAL AND EUROPEAN AVERAGES

United Kingdom Western Europe Europe



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

EUROPEAN RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation and Eurostat, 2016

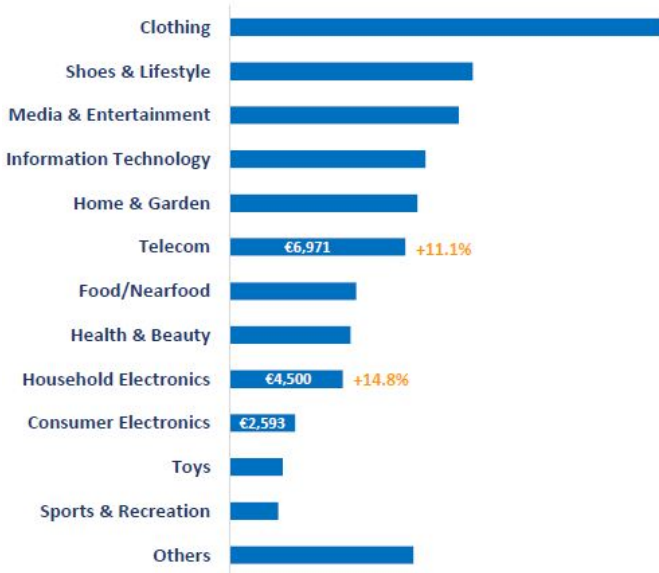




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OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of euros, 2015



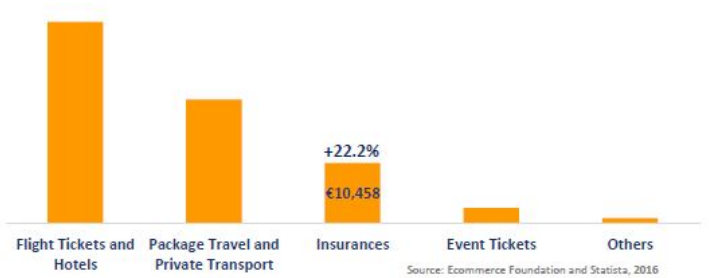
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Western Europe

OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

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

2013-2015



Source: Ecommerce Foundation, Eurostat, IIMRG and Capterra, 2016