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

- 685mn people are over the age of 15
- 516mn people use the Internet (75%)
- 296mn people are e-shoppers (43%)

Average spending per e-shopper: €1,540

Estimated share of online goods in total retail of goods: 8.0%

Total GDP of €17,591bn

Share of e-commerce in GDP: 2.59%

48% Services
52% Goods

B2C E-commerce Turnover per Region:
- West: €252.9bn +12.9%
- Central: €89.5bn +14.2%
- South: €50.9bn +17.1%
- North: €37.6bn +10.9%
- East: €24.5bn +9.1%

European B2C turnover:
- 2014: €402bn
- 2015: €455bn
- 2016(f): €510bn

Average spending per e-shopper: €1,540

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