

# E-commerce in Europe

## 2014



# Contents

<b>Introduction</b>	<b>3</b>	<b>Foreword</b>	
<b>About Europe</b>	<b>4</b>	<b>Finance</b>	
<b>Increasingly borderless</b>	<b>6</b>	<b>The European E-commerce market</b>	
<b>Product categories</b>	<b>8</b>	<b>Big sellers</b>	
	<b>10</b>	<b>In the shopping basket</b>	
<b>Payment</b>	<b>14</b>	<b>Price level important</b>	
<b>Delivery</b>	<b>15</b>	<b>Speed important</b>	
<b>Shopping abroad</b>	<b>16</b>	<b>Across borders</b>	
	<b>17</b>	<b>Europe</b>	
	<b>18</b>	<b>America</b>	
	<b>19</b>	<b>Asia</b>	
<b>In focus</b>	<b>20</b>	<b>UK</b>	
	<b>22</b>	<b>Germany</b>	
	<b>24</b>	<b>Nordic region</b>	
	<b>26</b>	<b>France</b>	
	<b>28</b>	<b>Spain</b>	
	<b>30</b>	<b>Italy</b>	
	<b>32</b>	<b>Benelux</b>	
	<b>34</b>	<b>Poland</b>	
<b>Detailed results</b>	<b>36</b>	<b>E-commerce behaviour</b>	
	<b>38</b>	<b>Products</b>	
	<b>39</b>	<b>Important E-commerce factors</b>	
	<b>40</b>	<b>Payment and delivery time</b>	
	<b>41</b>	<b>E-commerce from abroad</b>	
<b>PostNord</b>	<b>43</b>	<b>Your partner for E-commerce</b>	
	<b>43</b>	<b>Contact</b>	

## About this report

» For a number of years now, PostNord has been conducting surveys of the Nordic E-commerce market under the title "E-commerce in the Nordics". This report - E-commerce in Europe - goes one step further and presents E-commerce from a European perspective.

The report is based on interviews with 12,000 consumers, conducted with representative selections of private individuals in the age group 15-79 in Germany, the UK, France, Spain, Poland, Belgium, the Netherlands, Italy, Norway, Denmark, Finland and Sweden. In Sweden, Denmark, Norway and Finland, these surveys were conducted using the TNS Internet Panel.

The surveys in other countries were conducted by Nepa. The number of respondents in Sweden was 2,000, and the number of respondents in other countries was 1,000 per country.

As the survey was conducted online, responses were calculated on the basis of the level of Internet penetration in each country in June 2012. To calculate how many consumers shop online in each market, we based our survey on the UN's population statistics from 2012.

To calculate average purchases in euros, we applied the exchange rates from 1 January 2013. For more information about the meth-

odology, please see the section in the report about the detailed results.

The report contains combined results for the Nordic region (Northern European region consisting of Sweden, Denmark, Norway, Finland and Iceland) and Benelux (the Netherlands, Belgium and Luxembourg). However, the smaller nations within these regions, Iceland and Luxembourg, are not included in this survey.

E-commerce is defined in this context as the purchase of physical products over the Internet. This means that online purchases of services (e.g. travel, hotels and tickets) and downloads (e.g. music files, films and applications) are not included.

# A rapidly expanding European market

**The strong growth of E-commerce** in Europe in recent years means that the Internet is now a natural place for many Europeans to turn to do their shopping. Increased curiosity combined with the quest for good deals and unique products also mean that Europeans are buying more and more from foreign sites.

In this report we present a survey of consumers' E-commerce habits in twelve European countries<sup>1</sup>. The survey reveals that 240 million consumers in these European countries bought goods online during the past year, and that more than half of E-commerce consumers have bought online from abroad at some time. In total, Europeans in these countries bought goods online to a value of almost 170 billion euros.

In order to understand the trends, driving forces and customer needs that are driving developments in European E-commerce, it can be a good idea to take a closer look at the Nordic region - together with the UK and Germany, the most mature markets in Europe.

**The widespread use of the Internet** and high level of access to smartphones and mobile broadband are common explanations for Nordic residents being such regular online shoppers. At the same time, more and more people are finding that shopping online has a number of benefits compared with shopping in a physical store: it is easy, saves time and can be done at a time to suit the consumer. What shoppers agree on is that both price and delivery times are reasonable and that sites make a serious impression.

But, as the report states, there are also significant differences in consumer behaviour in the various European countries that businesses must bear in mind.

The Nordic region is PostNord's home market, and we know it better than anyone else, in terms of both what differentiates the countries and what unites them. We are the obvious business partner for E-commerce to, from and within the Nordic region. We have

the Nordic region's broadest distribution network and a comprehensive offering with a range of services in the areas of customer communication and logistics. Our subsidiary company Direct Link also gives us an international range of E-commerce services.

The reason why we are now, for the first time, publishing a European E-commerce report is the rapid growth in E-commerce and an increase in interest in the Nordic region and Europe from E-commerce companies in Asia and the USA.

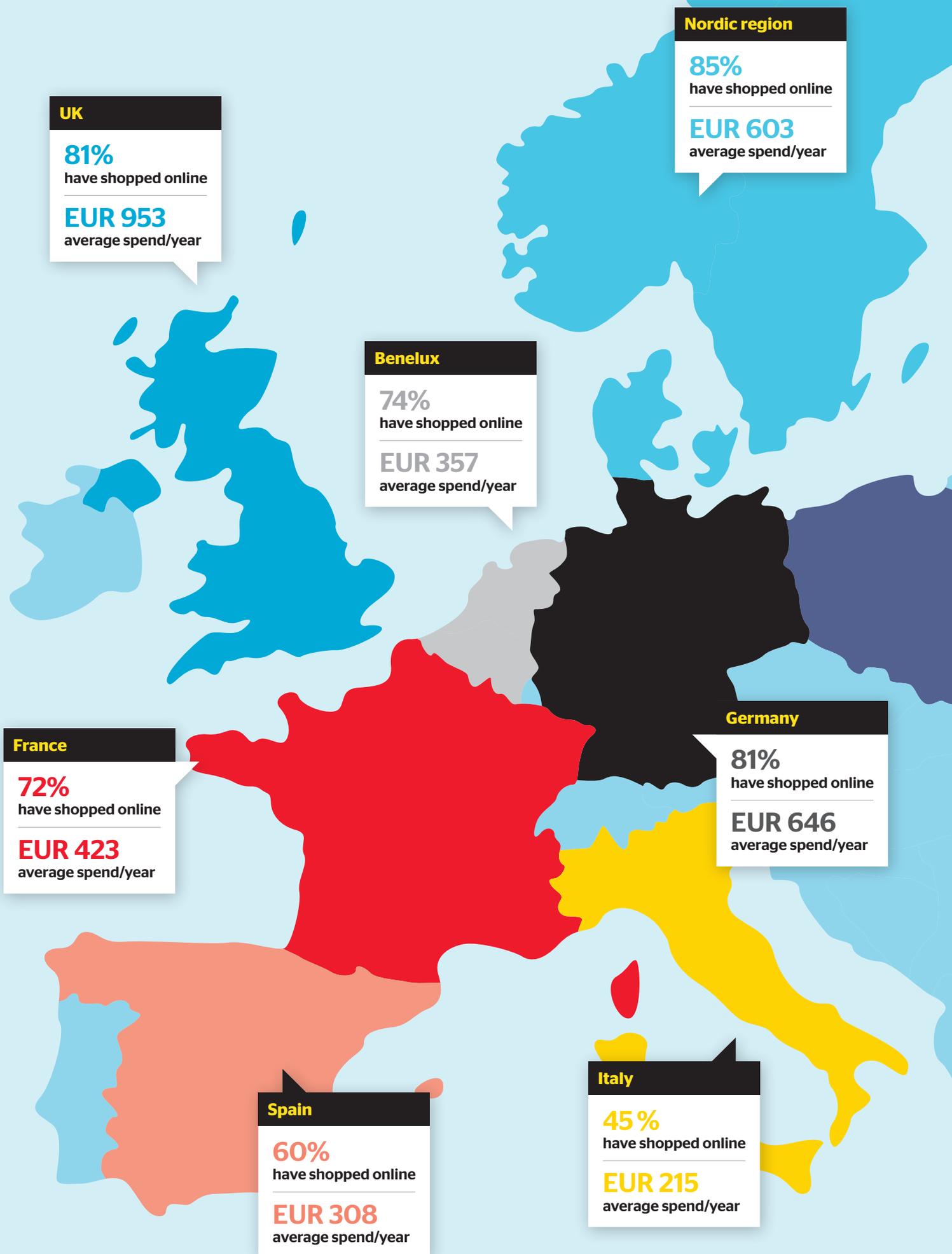
**This report is a guide** for anyone who wants to reach a large target group with strong purchasing power. The report contains facts about each country to give you good prospects for success. Among other things, you can read about how much Germans spend on E-commerce, what sells best in the Nordic region and how the British prefer to pay when shopping online.

We also aim to contribute tips, advice and inspiration for anyone with an interest in setting up an E-commerce operation in Europe. It is our hope that this will provide you with a good insight when you expand your business activities into and within Europe.

Håkan Ericsson,  
President and CEO,  
PostNord

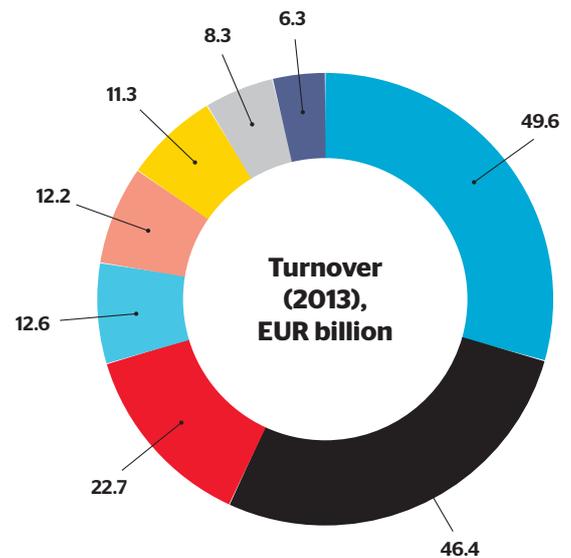


<sup>1</sup> The UK, Germany, France, Spain, Italy, Poland, Sweden, Norway, Denmark, Finland, the Netherlands and Belgium.



### The UK spends the most

■ UK   
 ■ Germany   
 ■ France   
 ■ Nordic region  
■ Spain   
 ■ Italy   
 ■ Benelux   
 ■ Poland



#### Poland

**59%**  
have shopped online

**EUR 194**  
average spend/year

## Europe - a mature market

### » Third biggest region of the world

The European market described in this survey includes around 409 million citizens. 28 of all states in Europe are members of the European Union (EU). All of the countries in the survey are in the EU, with the exception of Norway. Most of the countries presented have the euro as their currency.

In terms of population, Europe is the third biggest region of the world. In terms of surface area, however, it is the second smallest in the world. Despite the geographical limitations, there are major differences in GDP per capita between the countries. The EU country with the highest GDP per capita, Luxembourg, has a GDP per capita that is six times higher than the poorest country, Bulgaria.

### » Major differences in price levels

Price levels also vary widely in Europe. Of the EU countries in the survey, Denmark has the highest price level, with prices 47 per cent higher than the EU average. Norway, which is not an EU Member State, has an even higher price level, the highest in Europe, at 50 per cent above the EU average. Among the countries involved in the survey, lower than average EU price levels can be seen in Poland, where the price level is about half the EU average.

Sources: EU, Eurostat



# Europe has taken E-commerce to its heart

Europeans with strong purchasing power who are used to the Internet are buying more and more online. As the global E-commerce market matures, curiosity is also leading them to buy from foreign sites. But as an E-commerce operator, you still need a local approach in order to succeed.

**Buying products online** is now a natural element of the everyday lives of Nordic consumers. In the twelve countries covered by the survey we present in this report, a total of 240 million people bought goods online during the past year. The background to this is increasing use of the Internet as well as access to smartphones and mobile broadband, combined with the fact that the countries in general have a population with strong purchasing power.

In the Nordic region, which has the highest level

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# 170

How many billion euros were spent online by consumers in the countries involved in this survey.

of Internet penetration in Europe, four out of five respondents bought goods online. About the same holds true for those in the UK and Germany, representing around 100 million consumers between the ages of 15 and 79 in these two countries alone.

The British top the list when it comes to the average amount spent buying goods online last year. The average E-commerce consumer in the UK spent 953 euros shopping online. During the same period, Europeans in these twelve countries presented spent



## 5 TIPS

# How to succeed with European exports



### 1 Laws and rules

Be aware of local rules and laws governing distance selling, marketing and handling personal data.



### 2 Website adjustments

Study and compare competitors' sites. Engage professional translators when translating the site into other languages.



### 3 Payment solutions

Different markets have different payment preferences. Find out how customers in the country want to pay and offer different payment solutions.



### 4 Deliveries and returns

Find a logistics operator that can take care of distribution in as many countries as possible. Make sure you have a simple, convenient way of processing returns.

**Local adaptations**  
Make sure that customer service speaks the customer's language and can be contacted on a local phone number. Google Trends "international keywords research" is a tool you can use to adapt offers so that they are received in the correct way in the new market.



a total of 170 billion euros between them.

"Europe has a big-spending population that's prepared to pay for unique products," says Arne Andersson, E-commerce expert at PostNord.

**Even though Europeans do buy mostly** from domestic sites, more and more are turning to international companies. More than half of those in the UK and the Nordic region have shopped online from abroad.

"The more mature the global E-commerce market becomes, the more people are looking beyond their own national borders to discover and buy new products."

Most online shoppers in Europe tend to buy clothing and footwear, as well as home electronics, followed by books. More than every other person in Germany and the UK bought footwear online last year.

Even though these sectors play a leading role, Arne Andersson believes that there is also plenty of scope for many other categories to succeed, for example in the areas of home furnishing and cosmetics. However companies that want to become established in Europe must be aware that there are a number of different markets that require different approaches.

"In addition to differences in terms of language

and currency, there are also distinct differences between the behaviour of European consumers, depending on their country of origin. The biggest differences are in the way people want to pay in each country and how long they're prepared to wait for an item to be delivered," he says.

While Germans like to pay retrospectively against an invoice or via PayPal, the British and the French prefer to pay by debit or credit card. The Poles, on the other hand, choose primarily to pay directly through their bank.

Another distinctive characteristic of the Poles is that they consider it more important than other Europeans that an item is delivered quickly. More than half of Poles state that it is very important that a delivery takes no longer than three days if they are to be willing to buy. Almost half of the Spanish and French are also unwilling to wait any longer. In this instance, those in the Nordic region are far more patient than in the rest of Europe.

"The differences between the European countries mean that a target group analysis is particularly important. The more precise a company is, the easier it is to sell its goods."



Arne Andersson, E-commerce expert at PostNord.



**The more mature the global E-commerce market becomes, the more people are looking beyond their own national borders to discover and buy new products.**



# Clothing and footwear head the best-seller list in Europe

» Clothing and footwear as well as home electronics lead the way in all countries in Europe. Clothing and footwear is the single product category that by far the most online shoppers bought last year. It heads the rankings in all countries except the Nordic region, Spain and Italy. In those countries, home electronics are the most popular.

In Germany and the UK, more than half of online shoppers, 54 and 53 per cent respectively, bought clothing and footwear online last year. In second place in both of these countries are books, bought by 47 per cent of Germans and 42 per cent of the British. Then come home electronics - 39 per cent of Germans and 38 per cent of the British bought home electronics.

In the Nordic region, Spain and Italy home electronics come in first place ahead of clothing and footwear. 37 per cent of those in the Nordic region bought home electronics, compared with 28 per cent of Spaniards and 22 per cent of Italians. This did not differ significantly from clothing and footwear,

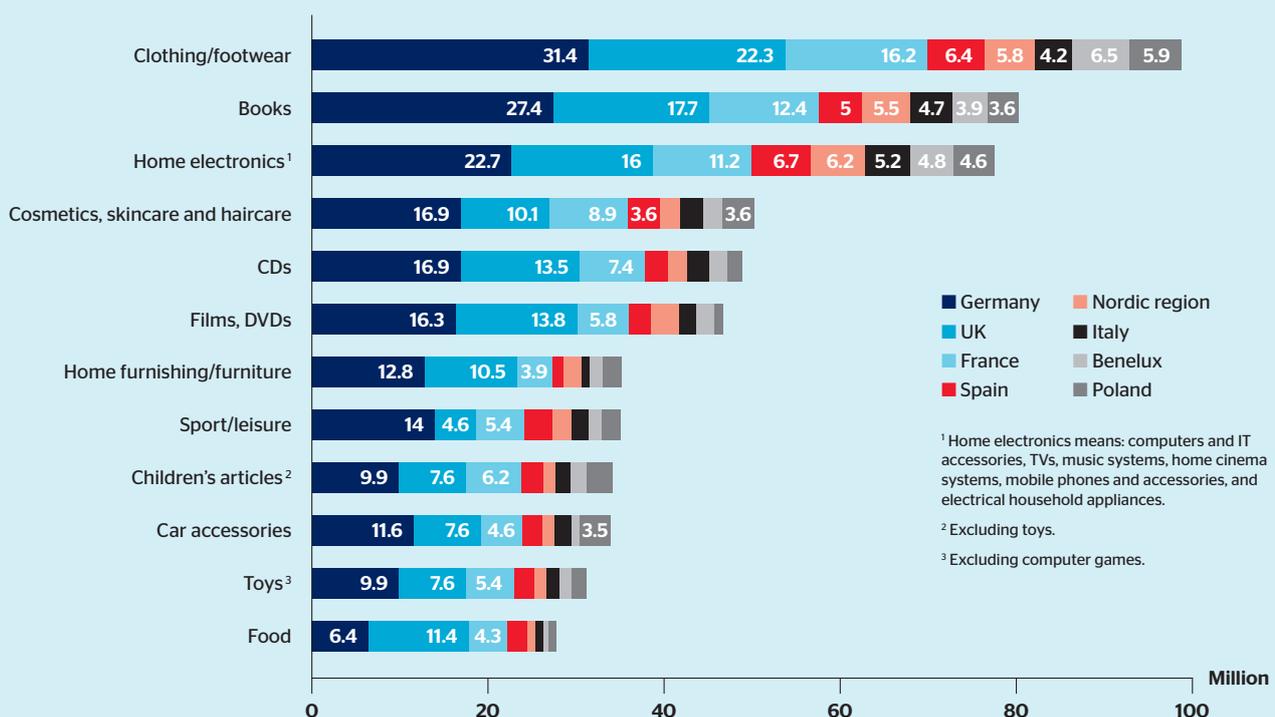


which was bought by 35 per cent of those in the Nordic region, 27 per cent of Spaniards and 18 per cent of Italians.

Home electronics lead the way in the Nordic region, Spain and Italy.

## Most buy clothing and footwear online

Number who bought various product categories online last year (million)



<sup>1</sup> Home electronics means: computers and IT accessories, TVs, music systems, home cinema systems, mobile phones and accessories, and electrical household appliances.

<sup>2</sup> Excluding toys.

<sup>3</sup> Excluding computer games.

» Clothing often tops the list

Clothing and footwear is the most popular category when Europeans shop online. The Germans and the British in particular like buying such products. While more than half of online shoppers in these countries have bought clothing and footwear online, the proportion among Italians was much lower. Only one Italian in five currently buys clothing and footwear online.



» Popular in the Nordic region

The proportion of Germans who buy home electronics online is the highest among Europeans. But even though almost 23 million Germans bought home electronics online last year, this category is only in third place in Germany. By contrast, home electronics is the most popular category for Nordic, Spanish and Italian online shoppers.



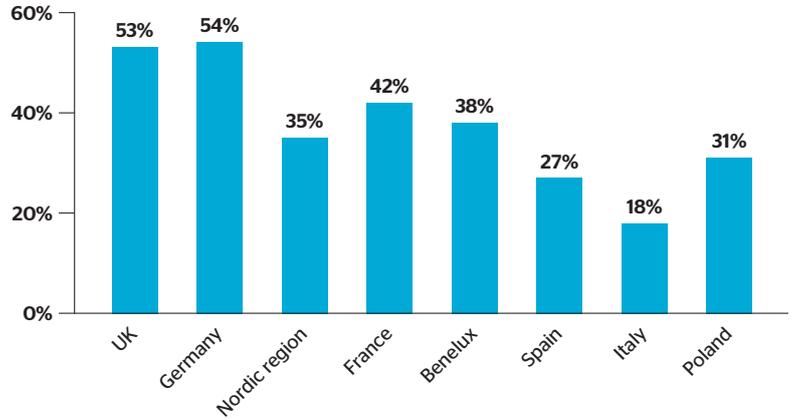
» Perfect for E-commerce

Books are one of the categories that dominate E-commerce in Europe. Spending levels are highest in Germany, where almost every other German bought books online. In all, 27.4 million Germans bought books online last year.

Clothing/footwear

The proportion in each country who bought clothing and footwear online last year.

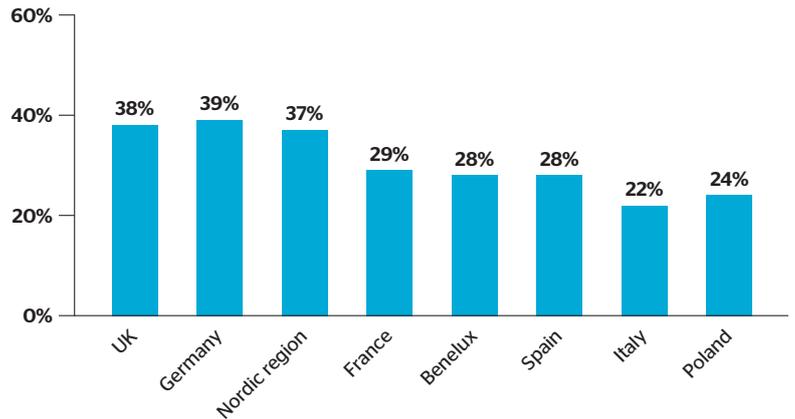
Base: Have shopped online



Home electronics

The proportion in each country who bought home electronics online last year.

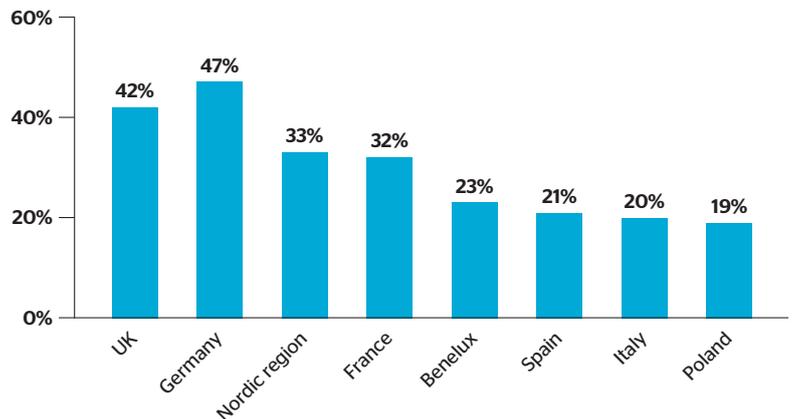
Base: Have shopped online



Books

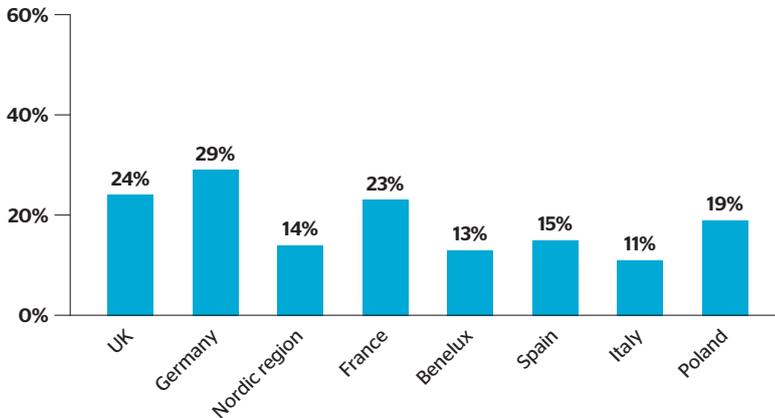
The proportion in each country who bought books online last year.

Base: Have shopped online



### Cosmetics, skincare and haircare

The proportion in each country who bought cosmetics, skincare and haircare products online last year. **Base: Have shopped online**



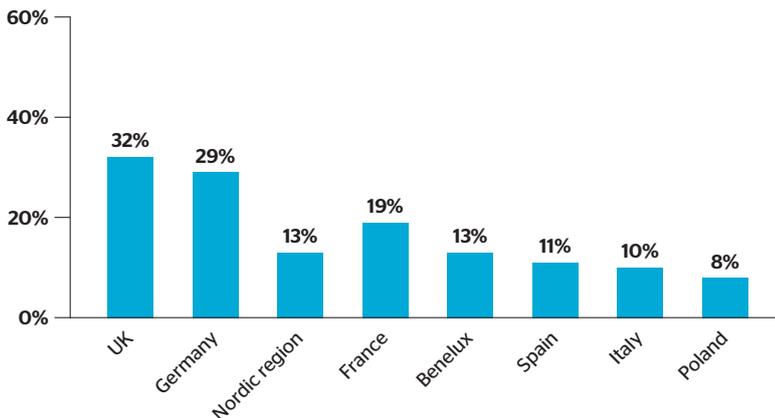
#### » Expected to grow

Cosmetics is a comparatively small category which is predicted to have a bright future in E-commerce. Over the last year, it was mainly the Germans, the British and the French who bought skin care and cosmetics online. Only one in ten Italians bought this kind of products online.

### CDs

The proportion in each country who bought CDs online last year.

**Base: Have shopped online**



#### » CDs still popular

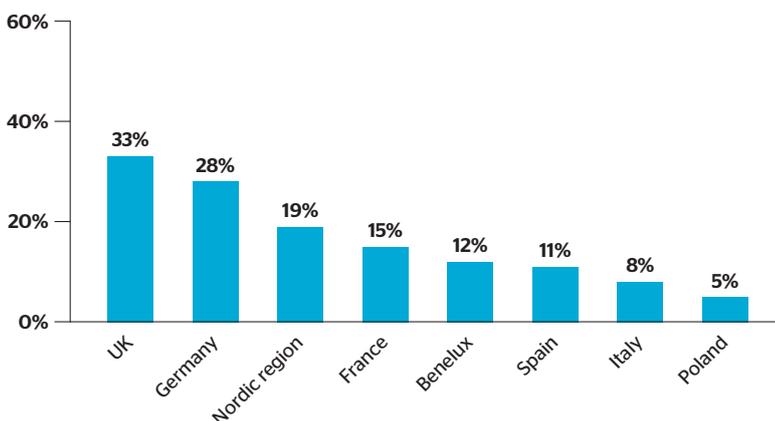
Last year, about one in three consumers in the UK bought CDs online. This was also the country where the highest proportion of consumers bought such products online. High numbers of Germans and French shoppers also bought CDs online last year.



### Films/DVDs

The proportion in each country who bought films and DVDs online last year.

**Base: Have shopped online**



#### » Flat packs popular

Purchasing patterns for films and DVDs are similar to those for CDs, with online shoppers in the UK and Germany leading the way. The level of interest in both of these categories is similarly high in several European countries. The Nordic region is slightly different, as interest in buying films/DVDs online is noticeably higher than for CDs.

» **Big - but not everywhere**

One in four UK online shoppers, around ten million people, bought home furnishings and furniture online last year. This was about half as many as went online to buy clothing and footwear, which topped the list in the UK.

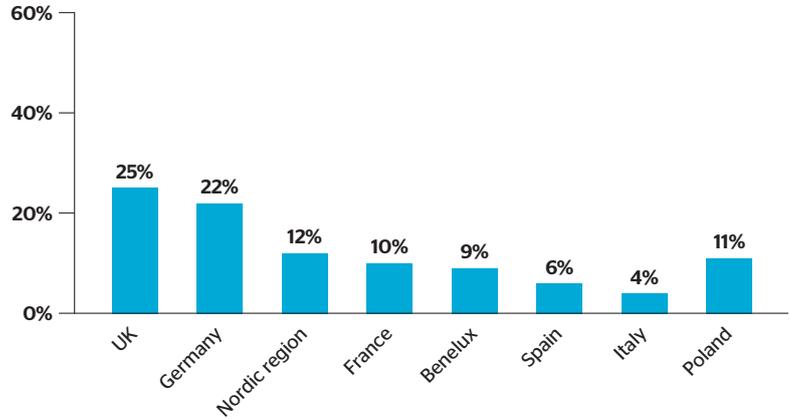
A high proportion of Germans also bought home furnishings and furniture online last year, while the level of interest was lower among Spaniards and Italians.



**Home furnishing**

The proportion in each country who bought home furnishings online last year.

Base: Have shopped online



» **Sport and leisure articles popular in Germany**

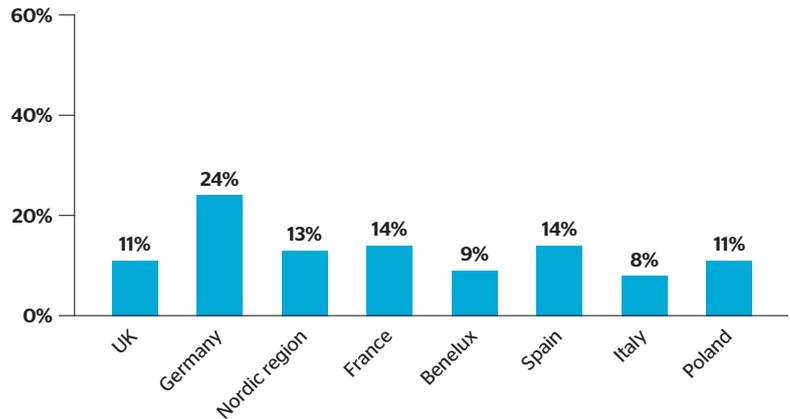
Sport and leisure articles is a category that has seen an increasingly rapid level of growth online in recent years. The Germans lead the way among European shoppers. About 14 million Germans bought sports and leisure articles online last year. In second place were the French, with 5.4 million shoppers.



**Sport and leisure articles**

The proportion in each country who bought sport and leisure articles online last year.

Base: Have shopped online



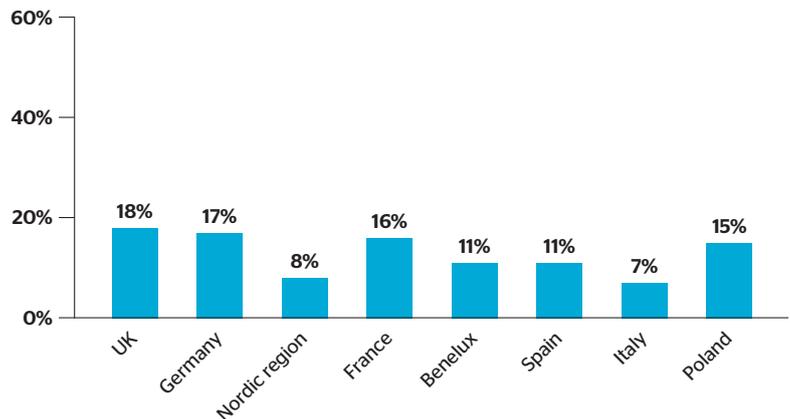
» **Few buyers in the Nordic region**

Children's articles have the highest proportion of online shoppers in UK, followed by Germany, France and Poland. 7.6 million people in the UK bought children's articles online last year. The lowest numbers of online shoppers for this category were in Italy and the Nordic region.

**Children's articles**

The proportion in each country who bought children's articles online last year.

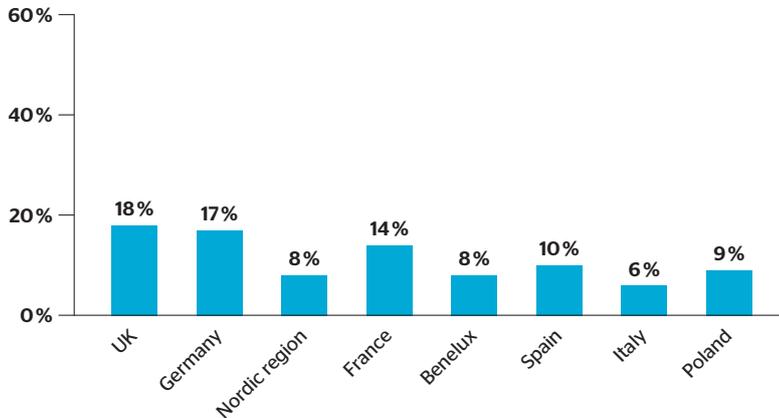
Base: Have shopped online



## Toys

The proportion in each country who bought toys online last year.

Base: Have shopped online



### » A bright future

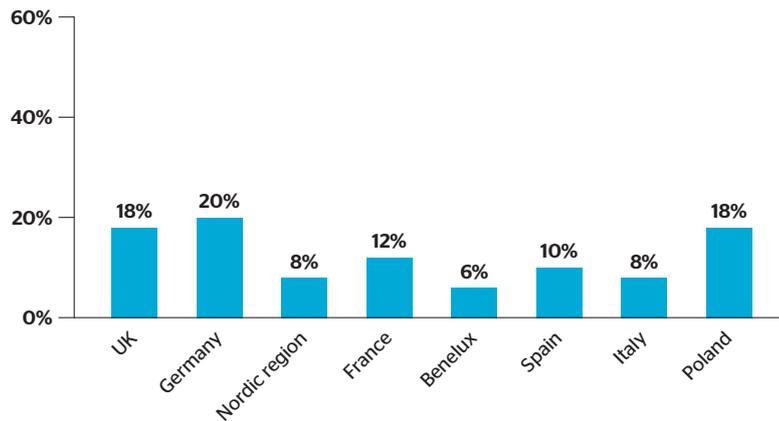
It is predicted that sales of toys have good prospect for growth online. The consumers most likely to buy in this category are in the UK, where almost one in five bought toys last year.



## Car accessories

The proportion in each country who bought car accessories online last year.

Base: Have shopped online



### » Wide variations

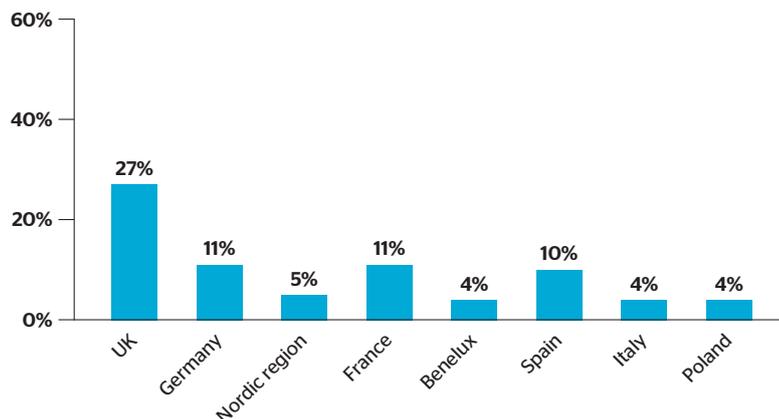
The highest proportions of shoppers who buy car accessories online are found in Germany, the UK and Poland. At present, consumers in Benelux, the Nordic region and Italy do not buy these products to a great extent.



## Food

The proportion in each country who bought food online last year.

Base: Have shopped online



### » The UK well ahead

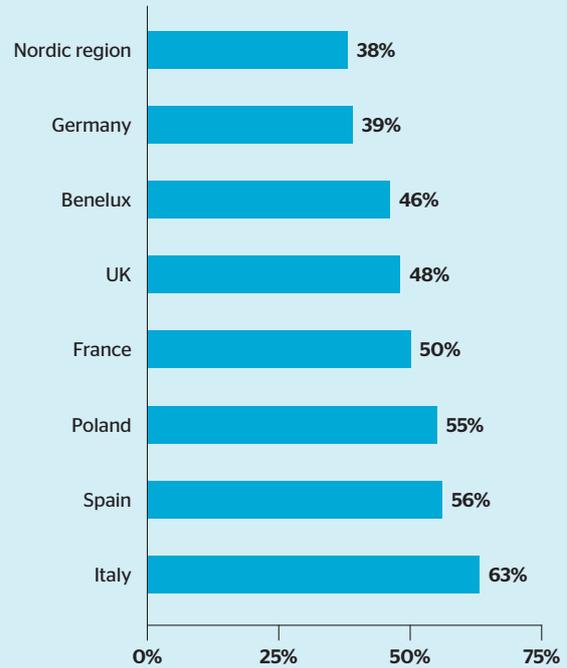
Food is a product category where there is tremendous potential for growth. The number of online shoppers in this area is relatively low. The highest proportion is in the UK, where 27 per cent bought food products online. Online shopping for food is by no means as widespread in the Nordic region. No more than approx. five per cent of Nordic residents bought food online.



### Lowest price important factor for e-purchases

The proportion of online shoppers who consider it very important that the lowest price is on offer if they are to buy from a website.

Base: Have shopped online



# Lowest price very important in Southern and Eastern Europe

#### » A competitive advantage

Price is important to many Europeans. One half or more of respondents in Italy, Spain, Poland and France state that it is very important that an online store has the lowest price. 38 per cent of those in the Nordic region feel that price is crucial, illustrating that competitive tools other than price play a role, for example good service and support if problems arise. More than half of online shoppers in all countries believe that it is very important that a company has a simple returns process.

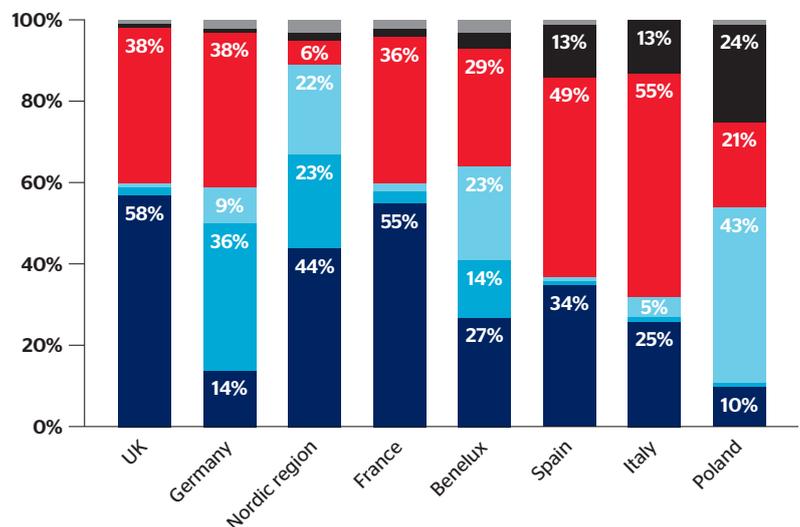
#### » Variations in payment solutions

Many online traders know that it is important to offer a payment solution that customers want and trust. In the UK, France and the Nordic region, the majority prefer to pay by debit or credit card, while in Italy, Spain and Germany they are more likely to prefer PayPal. Poland, the Nordic region and Benelux are essentially the only markets where a large proportion of consumers prefer direct payments through their bank.

### How do you want to pay?

Which of the following methods do you prefer to use when you pay for a product you've bought online? Base: Have shopped online

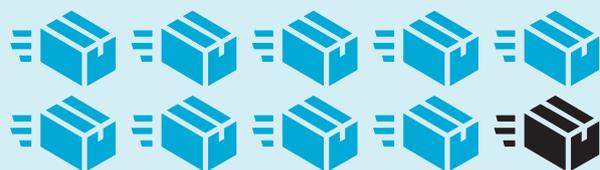
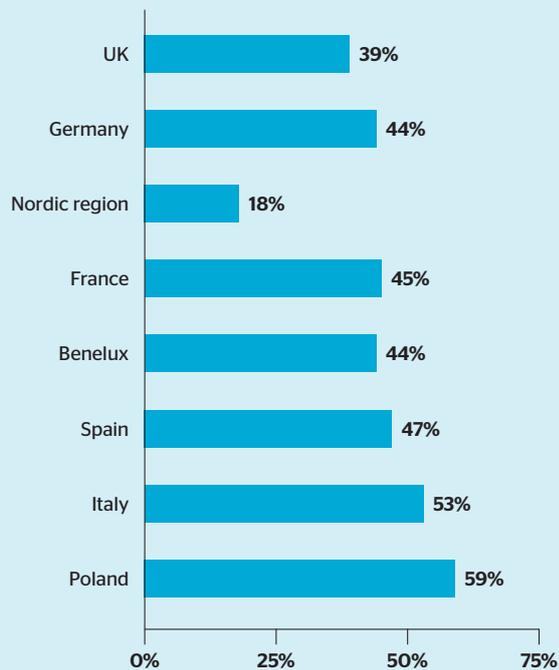
■ Debit or credit card   ■ Against invoice   ■ Direct payment through my bank  
 ■ PayPal or similar   ■ COD   ■ Don't know



### Speed is the key

The proportion who consider it very important that delivery is quick (max. three days) if they are to buy from a website.

Base: Have shopped online



91 per cent of German online shoppers expect delivery to take no longer than three to five days.

# The majority expect quick delivery

#### » Quick deliveries very important

A large part of the key to success for e-traders is to be able to offer quick delivery. When a product is ordered online, most online shoppers in Europe expect the product to be delivered within three to five days at the most. 91 per cent of Germans who shop online do not expect to wait any longer than this.

By contrast, demands for quick deliveries are highest among the 18 per cent of consumers in Benelux who believe it should take no more than two days if they are to buy from a website. Nordic residents are the least impatient where one in four consumers are prepared to wait more than six days.

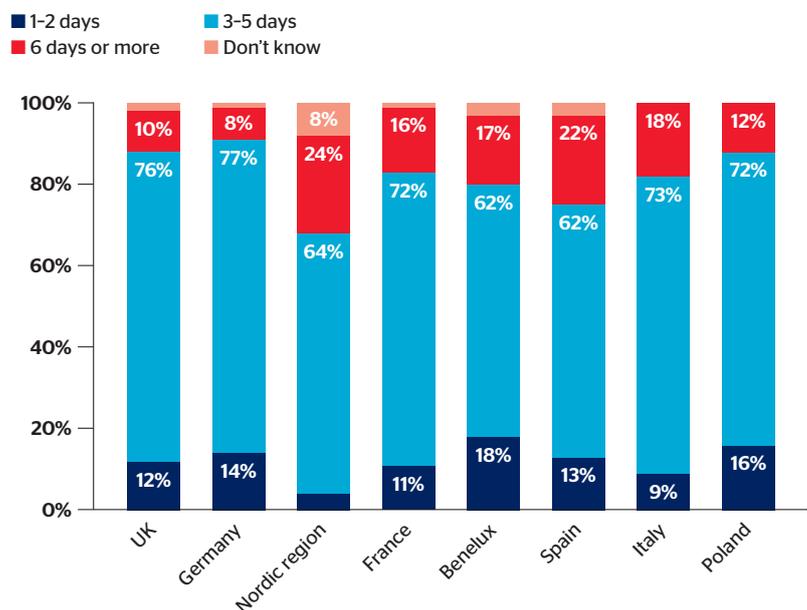
#### » Major competitive advantage

Free delivery is another important factor in boosting E-commerce prospects. In a highly competitive market, free delivery can be a major advantage.

Spanish and Italian online shoppers are most insistent on free delivery, with 64 and 63 per cent respectively feeling that this is very important if they are going to make a purchase. The same factor in the Nordic region is only 17 per cent.

#### How long are you willing to wait?

When you order a product online, what are your expectations of the delivery time, i.e. how many days may it take at the most to receive the product? Base: Have shopped online



# Four out of ten consumers have bought from foreign sites

## » Most Nordic and UK residents buy from foreign sites

In the Nordic region, closely followed by the UK, there is the highest proportion of consumers who have at some time bought from foreign sites. 56 per cent of the population in the Nordic region have at some time bought goods from foreign sites. The corresponding proportion for the UK is 54 per cent. In absolute numbers, this represents around 28 million UK and almost 12 million Nordic consumers.

While those in the UK buy from the USA and China in that order, Nordic residents choose to make their purchases from the UK as their first choice, followed by the USA. Online shoppers in the UK buy CDs, cosmetics and toys to a greater degree than other Europeans. Nordic residents stand out from most other Europeans by being more likely to buy books, films, clothing and footwear online.

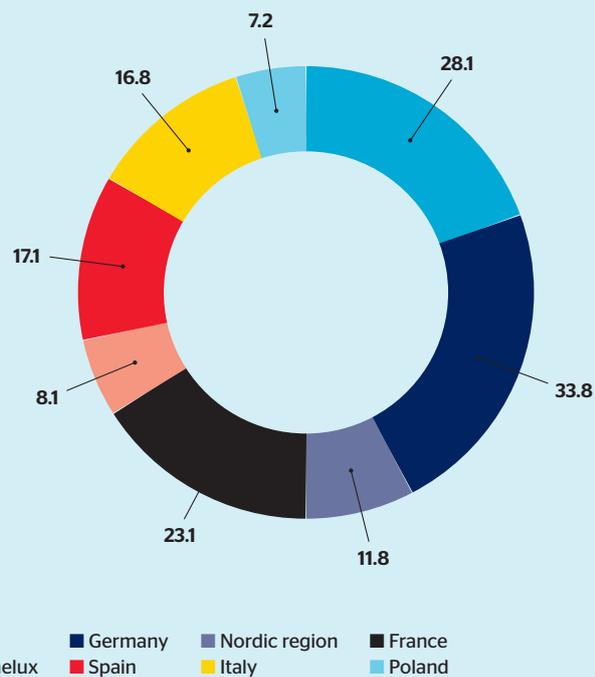
## » Variations in foreign purchases

The proportion of people who have bought from foreign sites is slightly lower for Germany, France and Spain. While 46 per cent of Germans shopped online, 43 per cent of the French and Spanish have at some time bought from foreign sites. These figures correspond to around 33 million Germans, 23 million French people and 17 million Spaniards.

The proportion of online shoppers in Benelux, Italy and Poland is generally lower. 35 per cent of people in Benelux have at some time shopped online. The figures for Italy and Poland are 32 and 22 per cent respectively. This corresponds to around 1 million people in Benelux, almost 17 million in Italy and around 7 million in Poland.

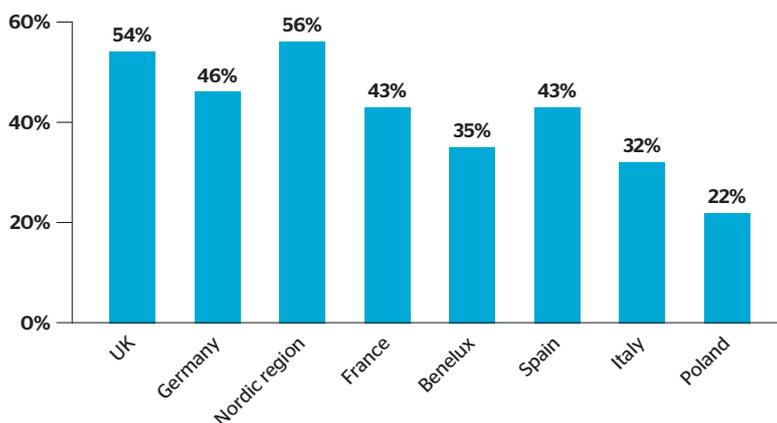
## Most Germans buy from foreign sites

The proportion of the population (millions) who have at some time bought from a foreign site. Base: Whole population aged 15-79



## The Nordic region has the highest proportion of the population that buys from foreign sites

The proportion of the population who have at some time bought from a foreign site. Base: Whole population aged 15-79



The Nordic region leads the way when it comes to buying from foreign sites. More than half the population, 56 per cent, have made purchases on foreign sites.



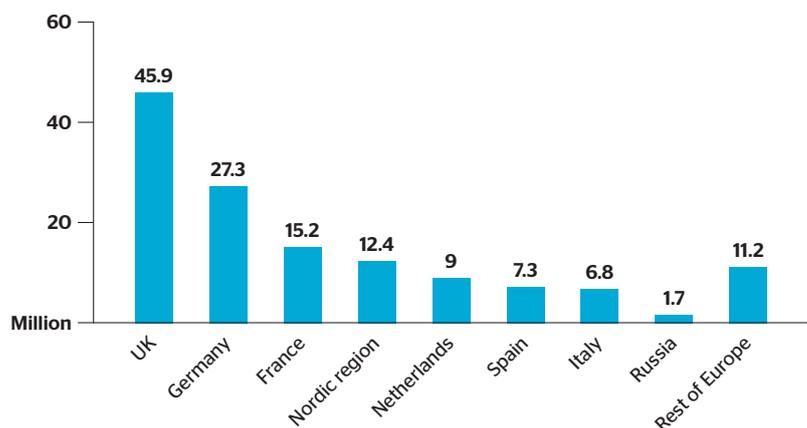
# When Europeans shop in Europe

» When European online shoppers buy from other countries in Europe, they do so to a large extent from British and German online stores. Almost 50 million have bought online from the UK, while around 27 million have done so from Germany. France and the Nordic region. Around 15 million have bought items from France and around 12 million from Nordic sites.

Other countries in Europe have not had as much success in attracting online shoppers. The Netherlands (part of Benelux) and Spain have made online sales to 9 and 7 million people respectively. Just under 7 million have bought online from Italy, and the combined figure for online shopping from the other countries in Europe is around 11 million.

## E-commerce within Europe

Where consumers from the countries that took part in the survey make their online purchases\*. Base: Whole population aged 15-79



\* Germany, Italy, Poland, Netherlands, Belgium.



**Shopping from America**  
Where consumers from the countries that took part in the survey make their online purchases.

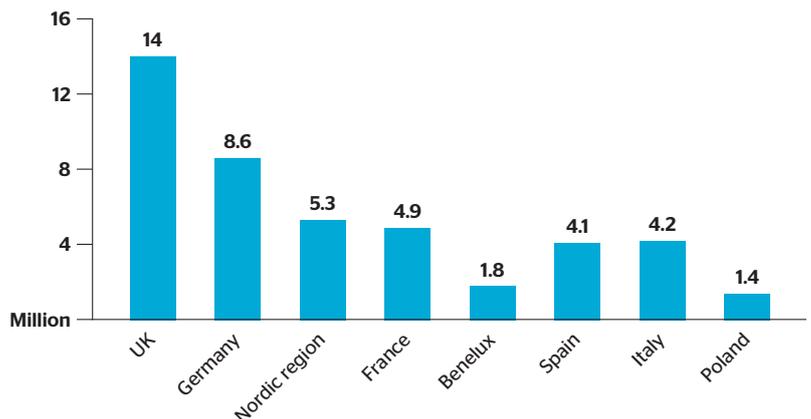
# 45 million buy online from US

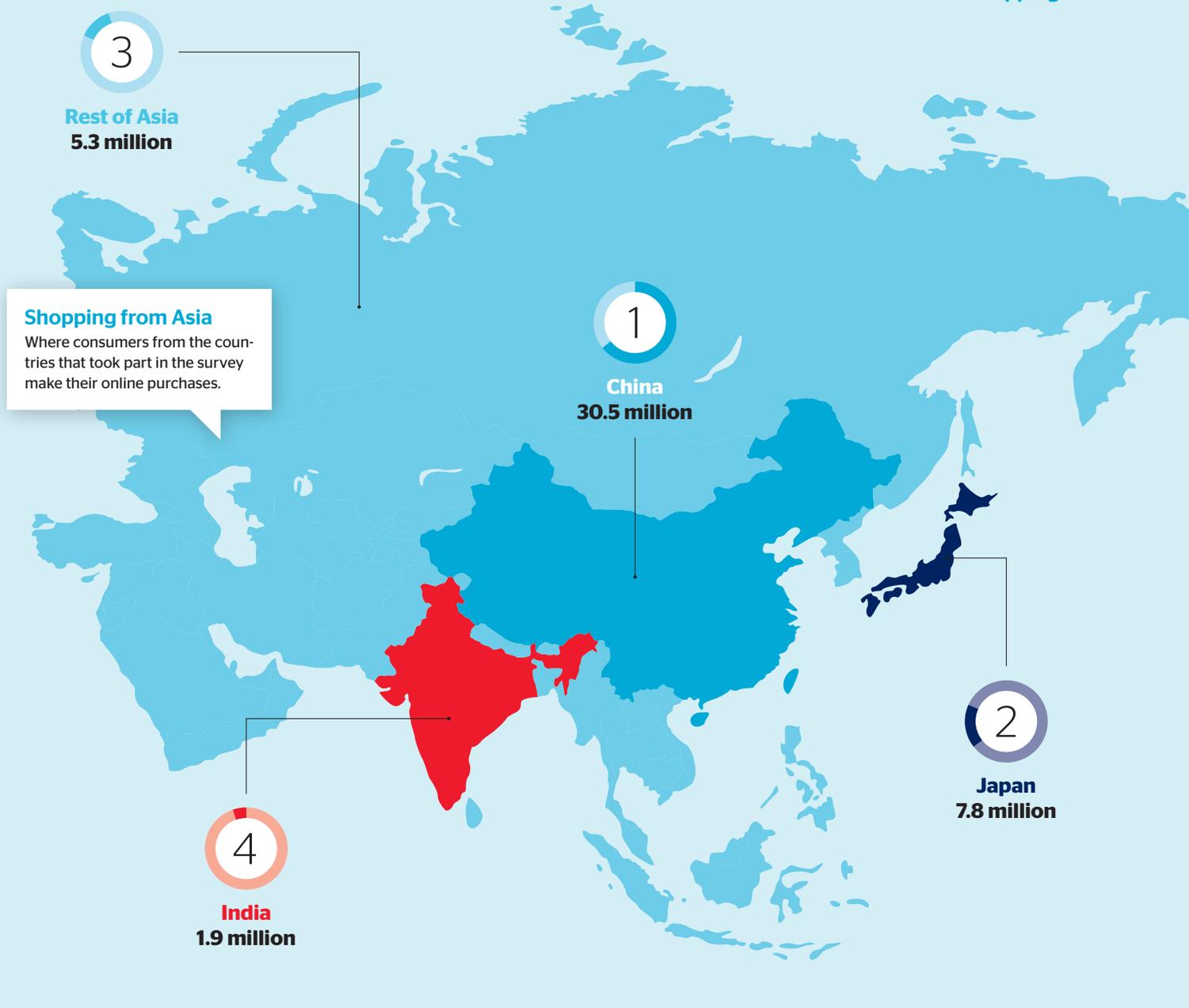
» When it comes to online shopping from the American continent, the vast majority of purchases come from the USA. Almost 45 million consumers from the European countries in which the survey was conducted bought online from the USA, including 14 million from the UK, 8.6 million from Germany and 4.9 million from France. The number of Nordic online shoppers is 5.3 million whereas 4.2 and 4.1 million people shopped from Italy and Spain respectively. 1.8 and 1.4 million online shoppers from Benelux and Poland respectively made purchases from the USA.

A significantly lower number of European online shoppers bought products from the rest of America. 4.8 million bought online from Canada, while 1.7 million did so from the rest of North and Central America. 1.2 million bought online from South America.

## Shopping from the USA

The number of million consumers who bought online from the USA.  
Base: Whole population aged 15-79





## 30 million buy online from China

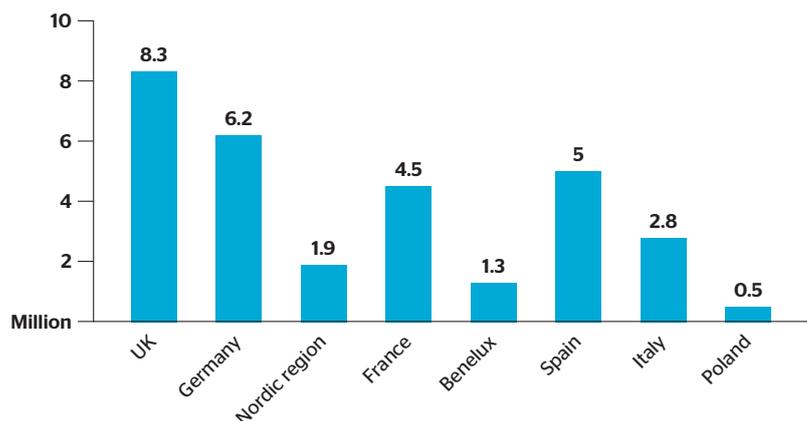
» In Asia, China stands out clearly when it comes to attracting European online shoppers. Around 30 million consumers from the countries in which the survey was conducted bought online from Chinese sites. About 8 million bought online from Japan, and the total for India is around 2 million. Around 5 million bought online from the rest of Asia.

8.3 million people from the UK bought online from China, as have 6.2 million Germans and 5 million Spaniards. 1.9 million consumers from the Nordic countries bought products online from Chinese sites.

### Shopping from China

The number of million consumers who bought online from China.

Base: Whole population aged 15-79



# UK

**Capital city:** London

**Population (aged 15-79):** 52 million

**Language:** English

**Currency:** Pound

**Internet penetration:** 84%

**Proportion of the population who  
have shopped online:** 81%



# E-commerce part of everyday life in the UK

## » Happy to shop online

The British are among the most frequent online shoppers in Europe. Around eight out of ten have at some time bought an item online. 79 per cent have shopped online during the past year. Last year, 53 per cent of all consumers in the UK bought clothing and footwear online. 42 per cent bought books online and 38 per cent home electronics.

## » Food is popular

When it comes to food shopping online, the UK stands out in a European perspective. 27 per cent of all UK consumers bought food online last year. This proportion is much higher than in any other European country, with Germany and France sharing second place with 11 per cent. The figure for the Nordic countries is 5 per cent.

## » Cheap and quick

Online shoppers in the UK believe that price and free delivery are important parameters. 48 per cent of online shoppers consider the lowest price and free delivery to be very important.

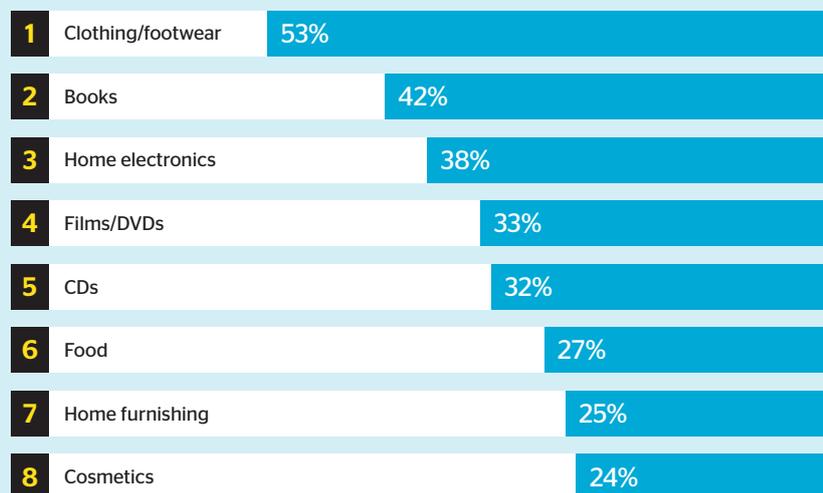
## » Happy to buy from abroad

The UK has the highest proportion of consumers in Europe who have bought from foreign sites. More than half, 54 per cent, of all UK consumers have at some time bought something online from foreign sites. When purchases are made from foreign sites, it is mainly online stores in the USA, China and Germany that they go to, and there are also differences in what they buy. Of UK residents who made purchases from foreign sites last year, 27 per cent bought footwear and clothing, 18 per cent CDs and 16 per cent home electronics.

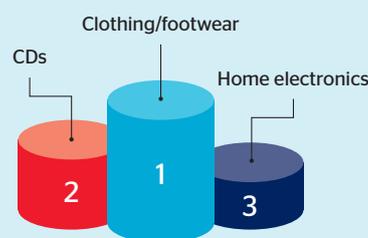


Almost one third of UK consumers bought food online - a very high proportion compared with the other countries.

### Top 8 products bought by UK consumers online last year



### Top 3 most common purchases when buying from foreign sites

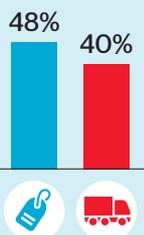


# 54%

The proportion of consumers who have at some time bought from a foreign site.

### The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



### Number of million consumers who have shopped online

# 42.1

### Top 3 most popular countries from which to buy



# Germany

**Capital city:** Berlin

**Population (aged 15-79):** 72 million

**Language:** German

**Currency:** Euro

**Internet penetration:** 83%

**Proportion of the population who have shopped online:** 81%



# Germany an established E-commerce nation

## » Once a month no problem

E-commerce is well established in Germany. 81 per cent - 58.2 million - of Germans have bought online at some point. 54 per cent, more than in any of the surveyed European countries, bought clothing and footwear online last year. 47 per cent bought books online and 39 per cent home electronics.

## » Top in several categories

Germany leads the way in several product categories when it comes to E-commerce. Not only the aforementioned clothing and footwear, books and home electronics, but also when it comes to leisure articles, with 24 per cent of Germans having bought leisure products online. France and Spain are next in this category with 14 per cent, with the Nordic region at 13 per cent.

## » Price-conscious

39 per cent of German online shoppers feel that lowest price is very important when making a purchase. About the same number, 40 per cent, feel that it is very important that the shipment also has free delivery.

## » Clothing and footwear from abroad

Around 33 million Germans, 46 per cent, have at some time bought from foreign sites. Most purchases are made from the UK, the USA and China.

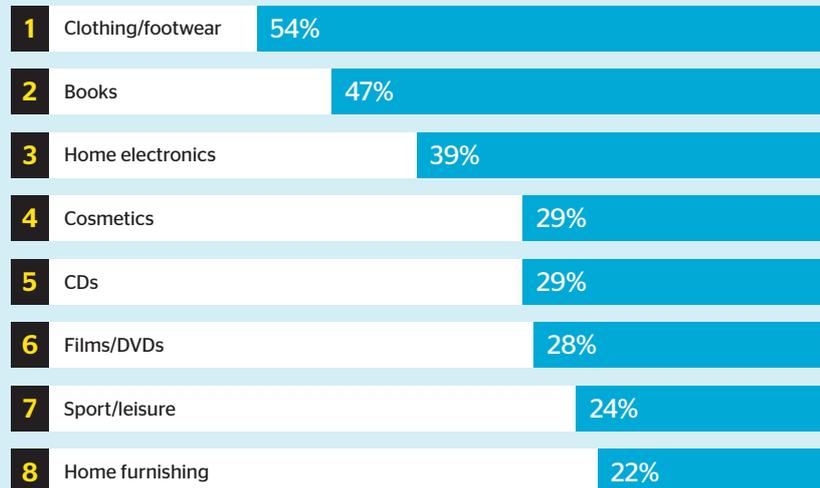
The most popular items for online shopping abroad are clothing and footwear, purchased by 19 per cent. The second most popular product category is home electronics, bought online by 16 per cent, followed by CDs.

# 31.4

The number of million Germans who bought clothing and footwear online last year. This was more than in any other country.



## Top 8 products bought by German consumers online last year



## Top 3 most common purchases when buying from foreign sites

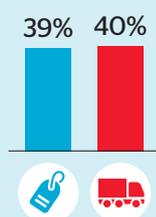


# 46%

The proportion of consumers who have at some time bought from a foreign site.

## The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



## Number of million consumers who have shopped online

# 58.2

## Top 3 most popular countries from which to buy



# Nordic region\*

**Capital cities:** Stockholm (SE)/Copenhagen (DK)  
/Oslo (NO)/Helsinki (FI)

**Population (aged 15-79):** 21.1 million

**Languages:** Swedish/Danish/Norwegian/Finnish

**Currency:** Kronor (SE)/kroner (DK)

/kroner (NO)/euro (FI)

**Internet penetration:** 92%

**Proportion of the population  
who have shopped  
online:** 79%

\* The Nordic region is an area in Northern Europe consisting of Sweden (SE), Denmark (DK), Norway (NO), Finland (FI) and Iceland. Iceland has a population of 320,000 and is not included in this survey.

# E-commerce taken for granted in the Nordic region

## » Home electronics popular

85 per cent - 17.9 million - of all Nordic residents have bought online at some point. The value of these consumers' online shopping last year was 12.7 billion euros. Topping the list in this region are home electronics, bought online by 37 per cent of consumers last year. Clothing and footwear were bought online by almost as many (35 per cent) while 33 per cent bought books online.

## » Least price-sensitive

Lowest price is very important for 38 per cent of shoppers when choosing which site to buy a product from, and 17 per cent consider free delivery to be

very important. This makes the Nordic region the least price-sensitive region in Europe.

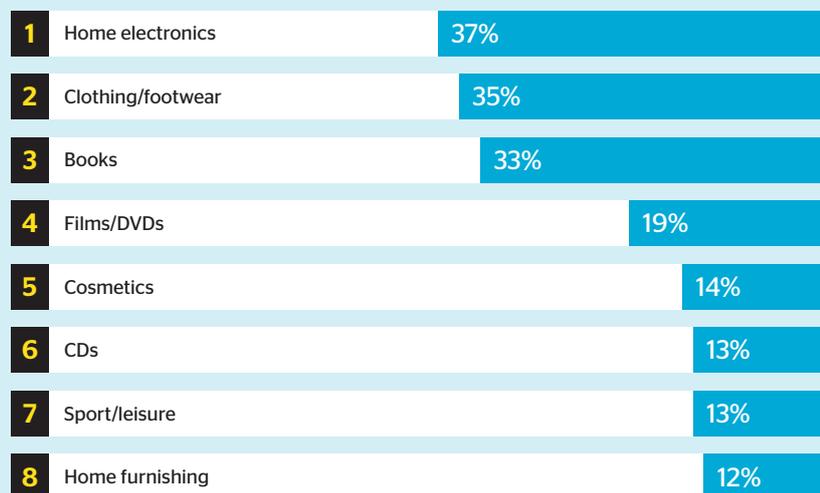
## » Regular shoppers abroad

53 per cent of Nordic online shoppers have at some time bought something abroad. Purchases are made primarily from the UK, the USA and Germany. Regardless of whether purchases are made domestically or in the international market, the most popular product categories are the same: clothing and footwear, home electronics and books.

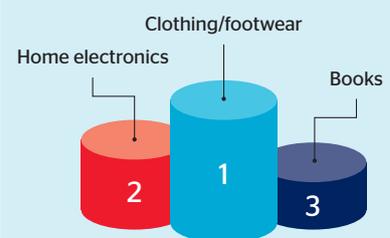


Around four out of five consumers in the Nordic region have shopped online. This region also has the highest level of Internet penetration in Europe.

### Top 8 products bought by Nordic consumers online last year



### Top 3 most common purchases when buying from foreign sites

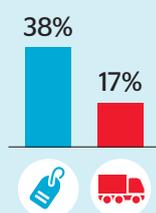


# 56%

The proportion of consumers who have at some time bought from a foreign site.

### The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



### Number of million consumers who have shopped online

# 17.9

### Top 3 most popular countries from which to buy



# France

**Capital city:** Paris

**Population (aged 15-79):** 53.7 million

**Language:** French

**Currency:** Euro

**Internet penetration:** 79%

**Proportion of the population who have shopped online:** 72%



# France has tough demands when shopping online

## » Clothing and footwear most popular

72 per cent of people in France have shopped online. Of these 38.7 million people, 42 per cent bought clothing and footwear online, while 32 per cent bought books online and 29 per cent home electronics during the past year.

The typical French online shopper is also happy to buy other products. For example, 16 per cent bought children's articles online, putting France in the Top 3 in Europe in this area. 23 per cent bought cosmetics, skincare and hair-care products, also putting the country at number three in Europe.

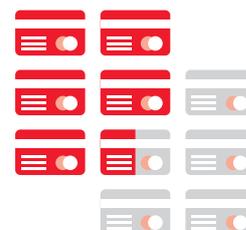


## » Price important

Many French online shoppers look for the lowest price and want free delivery. 50 per cent of online shoppers consider lowest price to be very important, and 54 per cent feel that free delivery is very important for them to want to buy from a site.

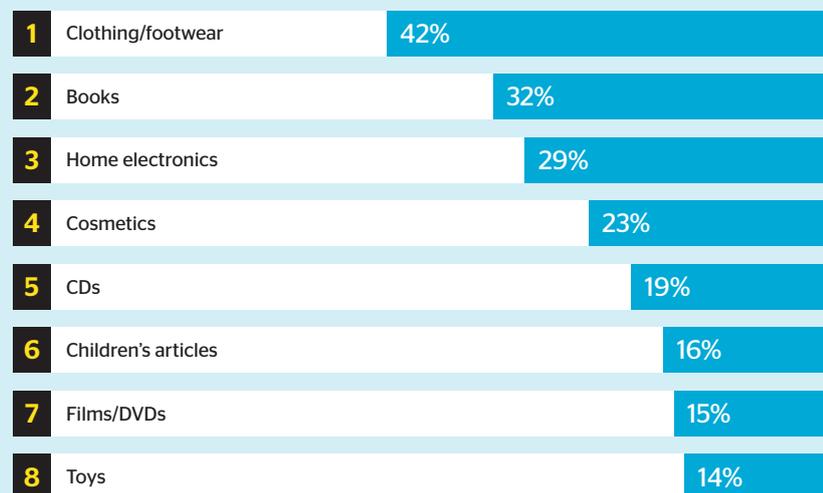
## » Not afraid of shopping abroad

When French consumers shop from abroad – as 42 per cent did last year – they purchase primarily from UK, German and American online stores. When purchases are made from abroad, the most popular product categories are clothing and footwear, home furnishing and CDs.



More than half of French online shoppers, 55 per cent, prefer to pay by debit or credit card.

## Top 8 products bought by French consumers online last year



## Top 3 most common purchases when buying from foreign sites

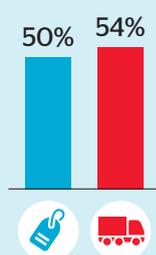


# 43%

The proportion of consumers who have at some time bought from a foreign site.

## The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



## Number of million consumers who have shopped online

# 38.7

## Top 3 most popular countries from which to buy



# Spain

**Capital city:** Madrid

**Population (aged 15-79):** 39.7 million

**Language:** Spanish

**Currency:** Euro

**Internet penetration:** 67%

**Proportion of the population who have shopped online:** 60%



# Home electronics popular in Spanish E-commerce

## » Home electronics - yes please!

60 per cent of Spaniards have bought online at some point. This represents 23.8 million customers. One in four consumers - 28 per cent - bought home electronics online last year, making it the country's most popular product category for E-commerce. Almost as many, 27 per cent, bought clothing and footwear online last year. 21 per cent of Spanish online shoppers bought books online.

## » Delivery a sensitive issue

When it comes to cost, Spanish online shoppers like to see a low price. 56 per cent feel that lowest price is very important for them to choose to buy from a site. This makes the country the second most price-conscious in the survey, after Italy.

Free delivery is even more important, and with 64 per cent stating that free delivery is very important, Spain is the country in Europe where delivery cost is most important.

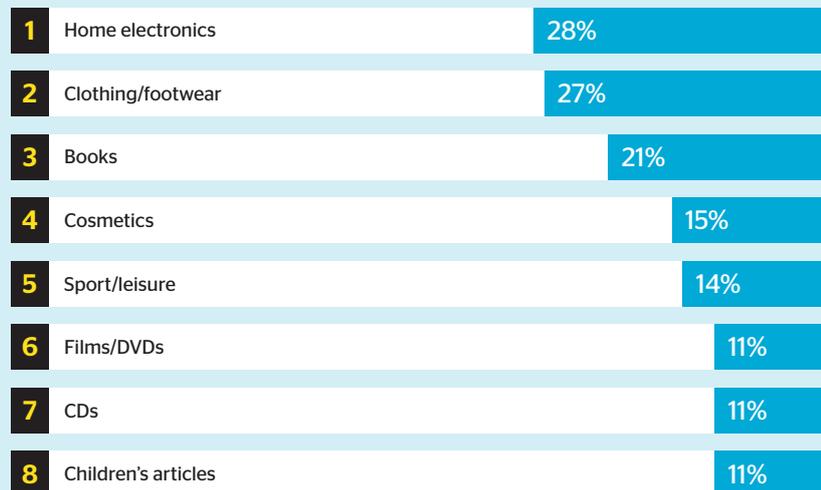
## » Home furnishings from abroad

The Spaniards are more active in buying from foreign sites than, for example, consumers in Italy and Poland. But at the same time, they are less inclined to buy from foreign sites than those in the UK and the Nordic region. 43 per cent have bought from foreign sites, with products being dispatched primarily from the UK, China and Germany. Spanish online shoppers mostly buy home furnishing products from abroad, followed by clothing and footwear, then sport and leisure articles.

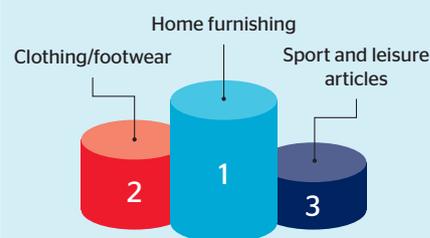


More than one in four Spanish online shoppers have bought home electronics online.

## Top 8 products bought by Spanish consumers online last year



## Top 3 most common purchases when buying from foreign sites

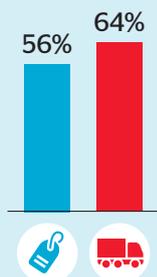


# 43%

The proportion of consumers who have at some time bought from a foreign site.

## The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



## Number of million consumers who have shopped online

# 23.8

## Top 3 most popular countries from which to buy



# Italy

**Capital city:** Rome

**Population (aged 15-79):** 61 million

**Language:** Italian

**Currency:** Euro

**Internet penetration:** 67%

**Proportion of the population who have shopped online:** 45%



# Price important for E-commerce in Italy

## » Clothing not number one

Almost half of Italian citizens, 45 per cent, have at some time bought products online. In contrast to most of the countries in Europe, clothing was not the product category bought online by most people last year. This was instead home electronics, which 22 per cent of Italians bought online last year.

Clothing and footwear were in third place with 18 per cent of consumers, topped by books, which were bought online by 20 per cent of respondents last year.

## » Price most important here

In Italy, a low price is more important than in any of the other European countries surveyed. 63 per cent stated that this is a very important issue when choosing which site to buy products from. At the

same time, Italians have tough demands when it comes to delivery – 63 per cent believe that it is very important for online purchases to be delivered free of charge. Only in Spain do more people feel that this is very important when choosing which online store to buy from.

## » Limited foreign purchases

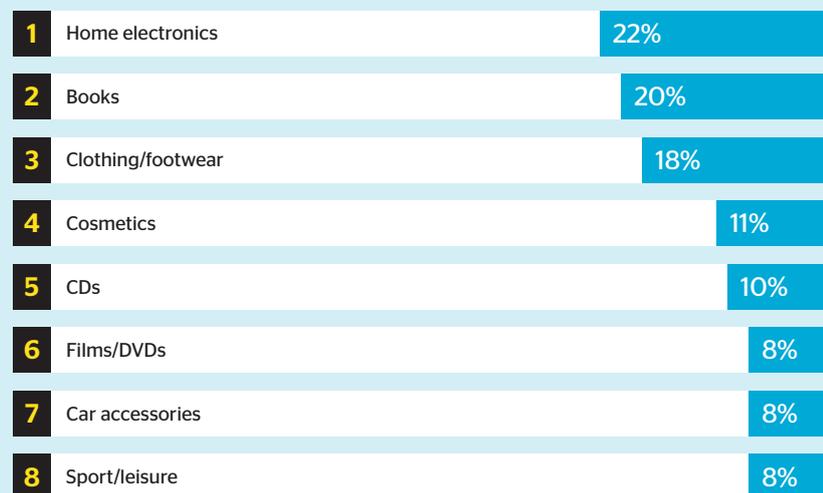
Comparatively few Italians buy online from abroad. 32 per cent shopped online from foreign sites, compared with, for example, the UK and the Nordic region, where 55 and 53 per cent respectively bought online from abroad.

Foreign online purchases are made primarily from the UK, Germany and the USA. The most popular product categories are home furnishing, followed by clothing and footwear, and then books.



Italians feel that it is very important that an online store offers the lowest price for them to want to buy a product.

## Top 8 products bought by Italian consumers online last year



## Top 3 most common purchases when buying from foreign sites

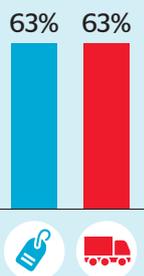


# 32%

The proportion of consumers who have at some time bought from a foreign site.

## The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



## Number of million consumers who have shopped online

# 23.6

## Top 3 most popular countries from which to buy



# Benelux\*

**Capital cities:** Amsterdam (NL)/Brussels (BE)

**Population (aged 15-79):** 27.9 million

**Languages:** Dutch/French/German

**Currency:** Euro

**Internet penetration:** 88%

**Proportion of the population who have shopped online:** 74%

\* Benelux is a region consisting of the Netherlands (NL), Belgium (BE) and Luxembourg. Luxembourg has a population of 537,000 and is not included in this survey.



# E-commerce well established in the Benelux countries

## » E-commerce regular

E-commerce is well established in the Benelux countries. 74 per cent of the inhabitants, corresponding to 17.1 million people, have at some time shopped online.

The most popular product category for online shopping last year was clothing and footwear, which 38 per cent of consumers bought online. 28 per cent bought home electronics online and 23 per cent of consumers bought books online last year.



## » In the middle

When it comes to price sensitivity, Benelux is in the middle zone from a European perspective. 46 per cent of respondents feel that it is very important that the price is lowest when choosing an online store. By the same token, the issue of free delivery is relatively significant, with 45 per cent of those questioned feeling that this is very important.

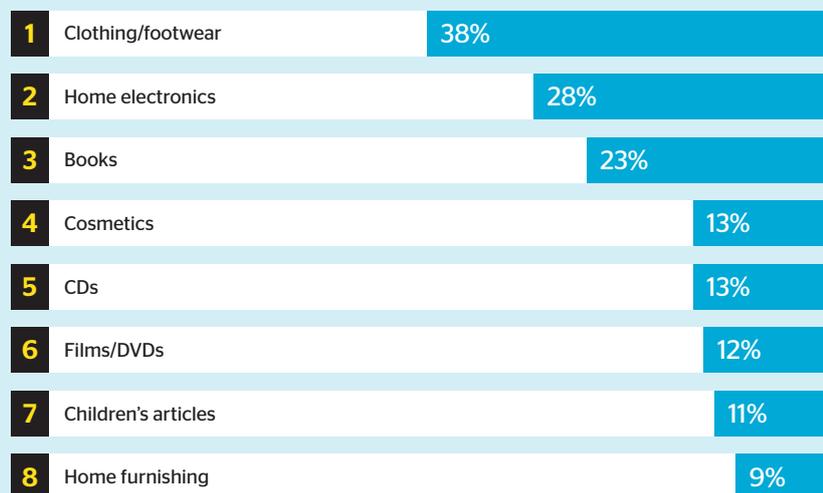
## » Around one in three

The proportion of consumers in Benelux that have bought online from abroad at some time is 35 per cent. The most popular online stores are those in Germany, the UK and France. The most popular product categories for online shopping abroad are clothing and footwear, followed by home furnishing and books.



More than half of consumers in Benelux, 54 per cent, feel that a simple returns process is very important for their choice of online store.

### Top 8 products bought online by consumers in Benelux last year



### Top 3 most common purchases when buying from foreign sites

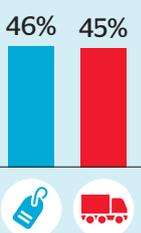


# 35%

The proportion of consumers who have at some time bought from a foreign site.

### The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



### Number of million consumers who have shopped online

# 17.1

### Top 3 most popular countries from which to buy



# Poland

**Capital city:** Warsaw

**Population (aged 15-79):** 38.22 million

**Language:** Polish

**Currency:** Złoty

**Internet penetration:** 65%

**Proportion of the population who have shopped online:** 59%



# Fast deliveries important in Poland

## » Six out of ten have shopped online

59 per cent of people in Poland have at some time shopped online. This corresponds to around 19 million people. As in many other European countries, clothing and footwear is the most popular product category for online shopping which 31 per cent of Poles did last year. Home electronics is the second most popular, with 24 per cent of consumers buying such products online. Books are also popular, attracting 19 per cent of online shoppers last year.

## » Price important

The Poles are among the more price-sensitive participants in the survey. 55 per cent of respondents feel that it is very important that the price is lowest when making a purchase. This is topped only by the Italians and the Spanish.

Free delivery is also significant in Poland, with 53 per cent of respondents considering this issue to be very important. In line with this, it is also very

important for Poles that delivery is quick – three days at most – if they are to buy from a website.

## » Seven million have bought from a foreign site

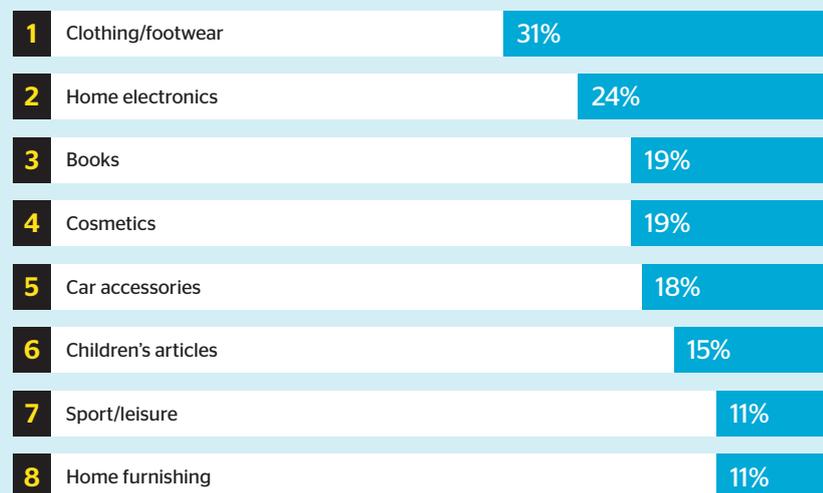
The proportion of the population that has at some time bought from a foreign site is lower in Poland than in any other country in the survey. 22 per cent of Poles have bought from abroad, corresponding to around seven million consumers.

The most popular country is the UK, followed by Germany and the USA. When foreign online stores are visited, Polish online shoppers mainly buy clothing and footwear, followed by home furnishings and car accessories.



Three days max. – a delivery should take no longer, according to more than half of Polish online shoppers.

### Top 8 products bought online by consumers in Poland last year



### Top 3 most common purchases when buying from foreign sites

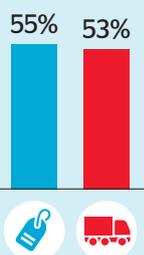


# 22%

The proportion of consumers who have at some time bought from a foreign site.

### The importance of lowest price and free delivery

The proportion of online shoppers who feel that lowest price and free delivery are very important if they are to buy from an online store.



### Number of million consumers who have shopped online

# 19.2

### Top 3 most popular countries from which to buy





# Detailed results

## How many people have shopped online

This survey was conducted in 2013 by TNS SIFO (Nordic region) and NEPA (others) with 1,000 respondents in each country. The survey took the form of online surveys, which means that the results are relevant for the proportion of the population with Internet access. To obtain statistics on the population's E-commerce habits, answers were therefore calculated on the basis of each country's Internet penetration together with population statistics.

Results from the survey	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
Have shopped online in past year	94%	93%	84%	87%	77%	81%	81%	85%
Have shopped online	96%	97%	92%	92%	84%	90%	90%	91%
Have shopped online from abroad (Base: have shopped online)	67%	58%	67%	59%	48%	71%	72%	38%

Internet penetration*	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
Internet penetration*	84%	83%	92%	79%	88%	67%	50%	65%

\* Internet penetration: Internet world stats, relates to June 2012, <http://www.internetworldstats.com/stats4.htm#europe>

Population**	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
Total million	63.136	82.727	25.66	64.291	27.883	46.927	60.99	38.217
Proportion aged 17-79	82.40%	86.90%	82.23%	83.50%	83%	84.60%	86%	85%
Aged 15-79, million	52.024	71.89	21.1	53.68	23.11	39.7	52.45	32.48

\*\* Source: UN, World Population Prospects, The 2012 Revision, [http://esa.un.org/unpd/wpp/Documentation/pdf/WPP2012\\_Volume-I\\_Comprehensive-Tables.pdf](http://esa.un.org/unpd/wpp/Documentation/pdf/WPP2012_Volume-I_Comprehensive-Tables.pdf)

Whole population (aged 15-79)	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
Base: Have shopped online in past year	79%	77%	77%	69%	68%	54%	40%	55%
Base: Have shopped online	81%	81%	85%	72%	74%	60%	45%	59%
Base: Have shopped online from abroad	54%	46%	56%	43%	35%	43%	32%	22%
Base: Have shopped online, million	42.139	58.231	16.67	38.65	17.1	23.82	23.6	19.16
Base: Have shopped online from abroad, million	28.09	33.06	11.18	23.08	8.09	17.07	16.78	7.15

Average spend and turnover	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
Average spend in one year, local currency Base: Have shopped online	£957	798	-	588	481	513	477	1,369 zł
Exchange rate 01/01/13, EUR	1.23	1	-	1	1	1	1	0.24
Average spend, EUR Base: Have shopped online	1,177	798	709	588	481	513	477	329
Average spend, whole population aged 15-79	953	646	603	423	357	308	215	194
Total turnover, EUR, billion	49.6	46.4	12.7	22.7	8.3	12.2	11.3	6.3

## Product categories

What kind of products have you bought online in the past year? Base: Have shopped online

Clothing/footwear	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	53%	54%	35%	42%	38%	27%	18%	31%	
Million	22.33	31.4	5.83	16.23	6.5	6.42	4.25	5.94	98.9
Books	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	42%	47%	33%	32%	23%	21%	20%	19%	
Million	17.7	27.4	5.5	12.4	3.9	5	4.7	3.6	98.9
Home electronics	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	38%	39%	37%	29%	28%	28%	22%	24%	
Million	16	22.7	6.2	11.2	4.8	6.7	5.2	4.6	77.4
Cosmetics, skincare and haircare	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	24%	29%	14%	23%	13%	15%	11%	19%	
Million	10.1	16.9	2.3	8.9	2.2	3.6	2.6	3.6	50.2
CDs	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	32%	29%	13%	19%	13%	11%	10%	8%	
Million	13.5	16.9	2.2	7.4	2.2	2.6	2.36	1.6	48.76
Films/DVDs	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	33%	28%	19%	15%	12%	11%	8%	5%	
Million	13.8	16.3	3.2	5.8	2.1	2.6	1.9	1	46.7
Home furnishing	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	25%	22%	12%	10%	9%	6%	4%	11%	
Million	10.5	12.8	2	3.9	1.5	1.4	0.9	2.1	35.1
Sport and leisure articles	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	11%	24%	13%	14%	9%	14%	8%	11%	
Million	4.6	14	2.2	5.4	1.5	3.3	1.9	2.1	35
Children's articles	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	18%	17%	8%	16%	11%	11%	7%	15%	
Million	7.6	9.9	1.3	6.2	1.9	2.6	1.7	2.9	34.1
Car accessories	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland	Total
Per cent	18%	20%	8%	12%	6%	10%	8%	18%	
Million	7.6	11.6	1.3	4.6	1	2.4	1.9	3.5	33.9

<b>Toys</b>	<b>UK</b>	<b>Germany</b>	<b>Nordics</b>	<b>France</b>	<b>Benelux</b>	<b>Spain</b>	<b>Italy</b>	<b>Poland</b>	<b>Total</b>
<b>Per cent</b>	18%	17%	8%	14%	8%	10%	6%	9%	
<b>Million</b>	7.6	9.9	1.3	5.4	1.4	2.4	1.4	1.7	31.1

<b>Food</b>	<b>UK</b>	<b>Germany</b>	<b>Nordics</b>	<b>France</b>	<b>Benelux</b>	<b>Spain</b>	<b>Italy</b>	<b>Poland</b>	<b>Total</b>
<b>Per cent</b>	27%	11%	5%	11%	4%	10%	4%	4%	
<b>Million</b>	11.4	6.4	0.8	4.3	0.7	2.4	0.9	0.8	27.7

## Favourite products

When buying abroad.

<b>UK</b>	<b>Germany</b>	<b>Nordics</b>	<b>France</b>	<b>Benelux</b>	<b>Spain</b>	<b>Italy</b>	<b>Poland</b>
Clothing/footwear	Clothing/footwear	Clothing/footwear	Clothing/footwear	Clothing/footwear	Home electronics	Home electronics	Clothing/footwear
CDs	Home electronics	Home electronics	Home electronics	Home electronics	Clothing/footwear	Clothing/footwear	Home electronics
Home electronics	CDs	Books	CDs	Books	Sport	Books	Car accessories

## How important is it that the total price is specified?

The proportion of online shoppers who consider it very important that the total price is specified if they are to buy from a website. **Base: Have shopped online**

	<b>UK</b>	<b>Germany</b>	<b>Nordics</b>	<b>France</b>	<b>Benelux</b>	<b>Spain</b>	<b>Italy</b>	<b>Poland</b>
<b>Per cent</b>	78	72	69	71	69	72	78	78

## How important is the lowest price?

The proportion of online shoppers who consider it very important that the lowest price is on offer if they are to buy from a website. **Base: Have shopped online**

	<b>UK</b>	<b>Germany</b>	<b>Nordics</b>	<b>France</b>	<b>Benelux</b>	<b>Spain</b>	<b>Italy</b>	<b>Poland</b>
<b>Per cent</b>	48	39	38	50	46	56	63	55

## How important is quick delivery?

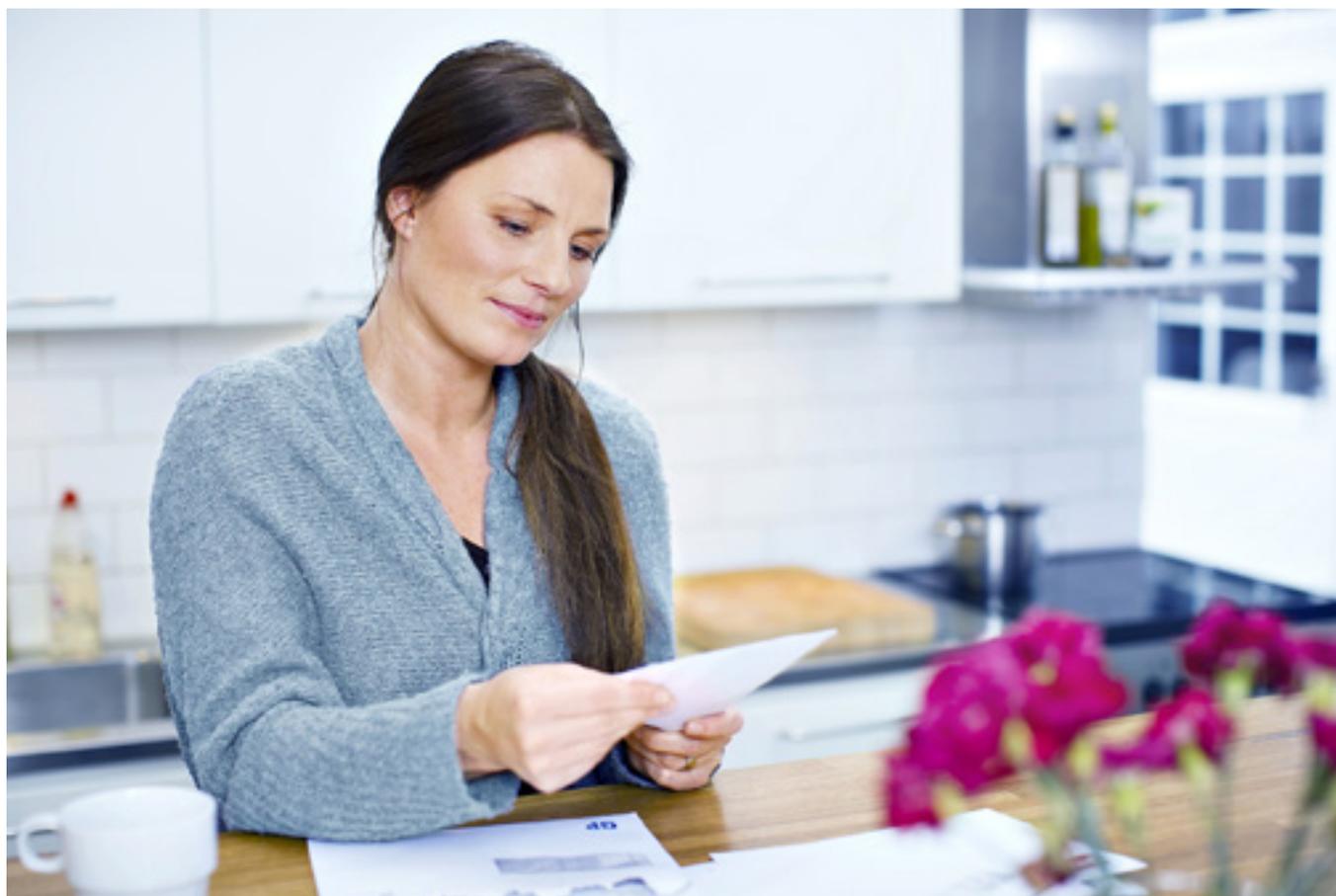
The proportion who consider it very important that delivery is quick (max. three days) if they are to buy from a website. **Base: Have shopped online**

	<b>UK</b>	<b>Germany</b>	<b>Nordics</b>	<b>France</b>	<b>Benelux</b>	<b>Spain</b>	<b>Italy</b>	<b>Poland</b>
<b>Per cent</b>	39	44	18	45	44	47	53	59

## How important is free delivery?

The proportion who consider it very important that there is free delivery if they are to buy from a website. **Base: Have shopped online**

	<b>UK</b>	<b>Germany</b>	<b>Nordics</b>	<b>France</b>	<b>Benelux</b>	<b>Spain</b>	<b>Italy</b>	<b>Poland</b>
<b>Per cent</b>	40	40	17	54	45	64	63	53



### Which payment method is preferred?

Which of the following methods do you prefer to use when you pay for a product you've bought online? **Base: Have shopped online**

	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
Debit or credit card	58%	14%	44%	55%	27%	34%	25%	10%
Against invoice	2%	36%	23%	3%	14%	1%	1%	1%
Direct payment through my bank	1%	9%	22%	2%	23%	1%	5%	43%
PayPal or similar	38%	38%	6%	36%	29%	49%	55%	21%
COD	1%	1%	2%	2%	4%	13%	13%	24%
Unsure, don't know	1%	2%	3%	2%	3%	2%	0%	1%

### How long a delivery time is acceptable?

When you order a product online, what are your expectations of the delivery time, i.e. how many days may it take at the most to receive the product? **Base: Have shopped online**

	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
1-2 days	12%	14%	4%	11%	18%	13%	9%	16%
3-5 days	76%	77%	64%	72%	62%	62%	73%	72%
6 days or more	10%	8%	24%	16%	17%	22%	18%	12%
Unsure, don't know	2%	1%	8%	1%	3%	3%	0%	0%

## The proportion of the population who have at some time bought from a foreign site

Survey conducted in 2013.

Base: Whole population aged 15-79

	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
<b>Per cent</b>	55%	46%	56%	42%	35%	43%	32%	22%
<b>Million</b>	28.1	33.1	11.8	23.1	8.1	17.1	16.8	7.2

## The proportion of the population who have bought online from various countries

Base: Whole population aged 15-79

	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
<b>Sweden</b>	2.8%	1.4%		0.4%	0.7%	1.3%	1%	0.9%
<b>Denmark</b>	1.7%	1.4%		0.8%	0.7%	0.9%	0.6%	0.4%
<b>Norway</b>	1.1%	1%		0.4%	0.4%	0.9%	0.3%	0.7%
<b>Finland</b>	0.6%	1%		0%	0.4%	0.4%	0.3%	0.4%
<b>Iceland</b>	0.6%	0.5%		0%	0.4%	0.4%	0.3%	0.2%
<b>UK</b>		15.4%	33.2%	27.4%	8.4%	14.2%	12.5%	7.9%
<b>Germany</b>	7.7%		16.5%	10.9%	10.2%	9.9%	9.6%	8.1%
<b>Netherlands</b>	3.3%	5.3%	2.9%	2.1%		1.7%	1.6%	1.1%
<b>France</b>	6.1%	4.3%	2.6%		8.4%	7.7%	5.8%	1.3%
<b>Spain</b>	3.9%	1.9%	1.1%	2.9%	0.7%		3.5%	0.4%
<b>Italy</b>	2.8%	3.4%	1.1%	1.7%	1.4%	3.4%		0.9%
<b>Russia</b>	1.1%	0.5%	0.5%	0%	0.4%	0.4%	0.3%	0.2%
<b>Rest of Europe</b>	6.1%	4.3%	3.4%	2.9%	1.8%	2.2%	1.9%	0.9%
<b>USA</b>	27%	12%	24.9%	10.1%	7.7%	10.3%	8%	4.4%
<b>Canada</b>	3.3%	1%	1.9%	1.7%	0.7%	1.3%	0.6%	0.7%
<b>Rest of North and Central America</b>	0.6%	0.5%	0.5%	0.4%	0.7%	0.4%	0.6%	0%
<b>China</b>	16%	8.6%	9%	8.4%	5.6%	12.5%	5.4%	1.5%
<b>India</b>	1.7%	0%	0.5%	0.8%	0.4%	0.4%	0.3%	0.2%
<b>Japan</b>	3.9%	1.9%	2.5%	2.9%	1.1%	3%	1.3%	0.2%
<b>Rest of Asia</b>	3.3%	1.9%	3.3%	0.8%	1.1%	0.9%	0.6%	0.2%
<b>Australia</b>	3.3%	0%	1.8%	0.4%	0.7%	0.9%	0.3%	0.2%
<b>Countries in South America</b>	0.6%	0%	0.5%	0.4%	0.4%	0.4%	0.3%	0.2%
<b>Countries in Africa</b>	0.6%	0%	0%	0%	0.4%	0%	0%	0%

## The number of million who bought online from various countries (aged 15-79)

Base: Whole population aged 15-79

	UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
Sweden	1.5	1		0.2	0.2	0.5	0.5	0.3
Denmark	0.9	1		0.4	0.2	0.4	0.3	0.1
Norway	0.6	0.7		0.2	0.1	0.4	0.2	0.2
Finland	0.3	0.7		0	0.1	0.2	0.2	0.1
Iceland	0.3	0.4		0	0.1	0.2	0.2	0.1
UK		11.1	7	14.7	1.9	5.6	6.6	2.6
Germany	4		3.5	5.9	2.4	3.9	5	2.6
Netherlands	1.7	3.8	0.6	1.1		0.7	0.8	0.3
France	3.2	3.1	0.5		1.9	3.1	3	0.4
Spain	2	1.4	0.2	1.6	0.2		1.8	0.1
Italy	1.5	2.3	0.2	0.9	0.3	1.3		0.3
Russia	0.6	0.4	0.1	0	0.1	0.2	0.2	0.1
Rest of Europe	3.2	3.1	0.7	1.6	0.4	0.9	1	0.3
USA	14	8.6	5.3	5.4	1.8	4.1	4.2	1.4
Canada	1.7	0.7	0.4	0.9	0.2	0.5	0.3	0.2
Rest of North and Central America	0.3	0.4	0.1	0.2	0.2	0.2	0.3	0
China	8.3	6.2	1.9	4.5	1.3	5	2.8	0.5
India	0.9	0	0.1	0.4	0.1	0.2	0.2	0.1
Japan	2	1.4	0.5	1.6	0.3	1.2	0.7	0.1
Rest of Asia	1.7	1.4	0.7	0.4	0.3	0.4	0.3	0.1
Australia	1.7	0	0.4	0.2	0.2	0.4	0.2	0.1
Countries in South America	0.3	0	0.1	0.2	0.1	0.2	0.2	0.1
Countries in Africa	0.3	0	0	0	0.1	0	0	0

## Favourite countries

Preferred countries when buying from abroad.

UK	Germany	Nordics	France	Benelux	Spain	Italy	Poland
USA	UK	UK	UK	Germany	UK	UK	UK
China	USA	USA	Germany	UK	China	Germany	Germany
Germany	China	Germany	USA	France	Germany	USA	USA
France	Netherlands	China	China	USA	USA	France	China

# PostNord - your partner for E-commerce

» PostNord offers distribution solutions to and from 192 countries through its subsidiary company Direct Link. We help E-commerce companies from all over the world establish themselves in new markets, with everything from market analysis and direct marketing to product distribution and processing returns.

PostNord also is the biggest, obvious partner for E-commerce in the Nordic market. We offer communication and logistical services to, from and within the Nordic region, and in 2012 we had net turnover of SEK 39 billion and 40,000 employees. PostNord has a comprehensive offering for E-commerce, with a range of services in the areas of customer communication, product distribution and logistics.

We have a harmonised, Nordic range of logistical services, from retail supplies and third-party logistics to product distribution and processing returns. With

the biggest distribution network in the Nordic region, we shorten the distance between E-commerce and the end customer. PostNord has almost 5,000 collection points, distributed relatively evenly across Sweden, Denmark, Norway and Finland. In Sweden and Denmark, our postal workers visit all households and companies every working day.

PostNord offers services in the field of third-party logistics with a high level of added value combined with information technology in customer-oriented partnerships. Using fact-based insight, we enhance our customers' profitability by means of communication solutions and platforms that reach the right customer in the right channel at the right time.

Find out more at [www.postnord.com](http://www.postnord.com) and [www.directlink.com](http://www.directlink.com)

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