Southern Europe B2C E-commerce Report 2013

Including Infographics and Country Profiles of Leading and Emerging E-commerce Markets in Southern Europe

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B2C e-commerce in Southern Europe is developing extremely well. In 2012 the total B2C e-commerce turnover, including online retail goods and services such as online travel bookings, events and other tickets, downloads etc., grew by nearly 28% to reach €33 bn. Ecommerce data in Ecommerce Europe reports are based on the European Measurement Standard for B2C Ecommerce (EMSEC).

This Southern European B2C Ecommerce Report 2013 focuses on facts, figures, trends and forecasts for the Southern European region. Ecommerce Europe is also publishing regional reports covering the other European regions: North, Central, East and West. In this report we compare key e-commerce and other data from Greece, Italy, Portugal, Spain and Turkey.

Ecommerce Europe, representing e-commerce associations and e-commerce companies in Europe, wishes to thank all participating national associations and their individual research partners for providing data and information. We also extend our thanks to all participating company members, business partners and stakeholders for their involvement in making Ecommerce Europe reports possible. A special word of thanks to GfK for their close cooperation and involvement as well as granting access to exclusive data on industry sectors.

Ecommerce Europe’s mission is to promote the interests of B2C e-commerce in Europe. Ecommerce Europe offers a platform to guide and assist companies in identifying and accessing new markets in Europe and worldwide and also to provide information on this fascinating, fast-growing industry. To this end, Ecommerce Europe not only collects data and know-how, but also prepares in-depth reports including facts, figures, trends and forecasts on Europe, the various regions of Europe, and on leading and emerging countries and markets around the globe.

The aim of all our reports is to provide insight in order to help online retailers make the best possible decisions in support of their strategy to expand their business into new markets.

Brussels, January 2014

Wijnand Jongen

François Momboisse

Vice-President and Chair of the Executive Committee

President of Ecommerce Europe
Ecommerce Europe was founded by leading national e-commerce associations across Europe. Ecommerce Europe represents 4,000+ companies selling products and/or services online to consumers in Europe.

Mission
To advance the interests and influence of e-commerce in Europe through advocacy, communication and networking.

Goals
• Enhance the success of the European B2C e-commerce industry;
• Provide for a strong and effective representation of B2C e-commerce industry in Brussels;
• Advance the interest of B2C e-commerce industry with relevant stakeholders and institutions;
• In an environment where e-commerce companies feel at home;
• With new brand recognition and membership engagement at all levels.

National Associations
Ecommerce Europe welcomes and invites national associations in EU member states and EFTA countries representing (part of) the e-commerce B2C industry in their domestic market to join the association.
Hybris helps businesses on every continent sell more goods, services and digital content through every touch point, channel and device.

Hybris was founded in 1997 with a simple mission: to create superbly engineered commerce solutions. Over the years, the necessary ingredients for that have evolved – multichannel, open standards, very high performance, data centricity, customer centricity – and so our company and products have evolved.

RichRelevance is the global leader in omni-channel personalization. More than 160 companies in 40 countries use RichRelevance to turn data into actionable insight, which delivers the most relevant experience for consumers as they shop across web, store and mobile.

RichRelevance drives more than one billion decisions every day, and has delivered over $8 billion in attributable sales to its clients, which include Target, Marks & Spencer and PriceMinister.

Salesupply is a global e-business services company that enables online retailers to achieve profitable international growth faster, more efficiently and with relatively low costs.

Salesupply provides a full range of solutions ranging from research and strategy, to effective localisation of web shops, followed by complete operational support, traffic generation and brand management.
Despite the number of inhabitants in the southern countries, these are not high volume markets like Germany, UK, France or even the Netherlands. Making a profitable business case is not always easy. Consumers are, not the least through the financial crisis, very price focused. Buying on the internet is becoming more popular but still not common like in western or northern Europe. Thus online merchants, domestic and foreign, struggle with low prices, high shipping costs and low volumes.

But exactly in this economical e-commerce climate lie the chances for e-retailers. Remember that all current successful retailers grew their business in a comparable environment like this. Zalando, ASOS and even Amazon started in markets with low volume between 7 and 10 years ago. In 2006 consumers were afraid to expose their credit card details and buy online. Even I ordered almost everything with COD until 2009, seeking for trust in having a package delivered and then make the payment.

Hanging in there right now, building your brand and accepting the low margins or even the investments will most likely be a path to long term success. This is valid for markets such as Turkey or Russia, where it can be a lengthy undertaking finding trustful partners and building networks and brand awareness.

Domestic markets never develop with the same speed and if you look at mobile payments for instance, the whole world is behind Africa for that matter. If you compare the 10 billion online sales that the Dutch do with 16 million people to the 10 billion that Spain does with 50 million, you see the potential.

The biggest challenge for online retailers in my opinion is patience. Most domestic Southern European retailers get nervous seeing their low volumes when they read about the Zalandos and Amazons of this world. On the other hand, foreign retailers that sell in southern Europe get impatient comparing their own German, UK, or French volumes with those in Spain or Italy. I think when they look at their domestic business case 6 years ago they will get a déjà-vu.

Another fact of course is that not all products someone offers can be sold with the same margins and volumes— you cannot compare markets 1:1. While the Southern European markets are still developing, I believe all product categories have reasonable online growth potential there. We monthly publish the International E-Commerce Index, showing prices and marketing costs of different products in 9 markets in the EU. This is high class valuable information, since the selling price and the marketing costs are dominant for the margin.

In our experience, supporting more than 200 retailers all over the world and now even in China, accepting the differences in approaching a market, adapting 100% to local conditions, putting the focus on the project and serving local customers with the same service level as in your domestic market are the key success factors.

Henning Heesen
E-Commerce Cross-Border-Specialist and Board member of Salesupply AG

“The Biggest Challenge is Patience”

Building e-commerce success in Southern Europe needs a long term vision
Southern Europe may have lagged some larger northern/western economies in e-commerce maturity in the past, but now they are racing ahead with a faster growth pace than many other e-commerce regions. This despite, or perhaps even helped by, the recent sovereign debt crisis in the Euro zone. This is what makes Southern Europe a highly interesting market.

Countries like Spain and Greece have been heavily struck by the economic crisis. Still, e-commerce is growing. This growth can be attributed to a variety of factors: First of all, the transformation of the retail industry to a digital is a long-term mega trend that will continue unthreatened by general economic activity. The consequences of the debt crisis have truly been very painful for these and other countries and ordinary people are really suffering from it.

And in fact, the crisis may actually have been a catalyst to accelerate the process that Austrian-American economist Joseph Schumpeter called the ‘Creative Destruction’; the transformation of the retail industry in which new, more effective and efficient practices (digital retailing) kills old, inefficient practices (traditional physical retail and mail order). Plainly, I think the crisis may have made more people question the way they have historically been buying the products they need, and turn to a more efficient way to shop (digital) than they would have without the crisis.

However, doing e-commerce in Southern Europe harbors some challenges. In some regions, the logistical infrastructure is not as developed as in some western or northern European regions.

Turkey is an exciting market. There are certainly challenges, such as some aspects of the logistical infrastructure. But the population is very large, and the shopping-hungry middle class has been growing very fast in the past decades. We think digital retail will have huge opportunities there - in everything from consumer staples to capital goods like electronics, cars and car repair parts.

The key factor for doing successful e-business in Southern Europe is cost effectiveness. A superior shopping experience is also a crucial ingredient. Both should be sorted out before investing heavily in marketing. This includes using the best available practices for continuously maximizing conversion rates and average order values (personalization, effective search, merchandising, promotional targeting) as well as making sure procurement costs for your goods sold is optimized.

Cost Efficiency is Key in Southern Europe!
Cost-efficiency and offering a superior shopping experience are vital for success.

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The "e" in e-commerce is disappearing
Offering a seamless experience across all touch-points is key for cross border growth

What is your general impression of e-commerce in Europe?
The ‘e’ of e-commerce is disappearing. Online is a very important element in the route a customer follows, from the moment he or she has an idea to the actual transaction: the purchase path. E-commerce is no longer a thing that companies do as an additional channel, it has reached a phase of maturity and is now a fully integrated component of the customer’s purchasing journey.

Which European regions do you consider the most promising and why?
Russia and Turkey are both important emerging European markets. However, we also need to consider Scandinavia. Scandinavia was hit harshly by the bursting of the dot-com bubble around the year 2000; the market grew more slowly than for example in the UK. Scandinavia is however now picking up pace.

What do you consider the important trends to be?
The dominant trend is mobile: mobile commerce and mobile payments. Interesting possibilities consist, for example, in the ability to track customers, the integration of mobile into offline shop processes and the use of NFC technology for payments. Imagine that shop staff is equipped with a tablet that enables them to help the customer in a completely new way, even taking care of the checkout process. In short, the whole POS is going through a transition with mobile being a key element of this change.

What in your opinion is this year’s most overrated e-commerce trend?
I believe QR Codes have been an overrated trend: it is too difficult to use, what with starting your app, having an Internet connection, scanning the code -- altogether too complicated!

Which challenges do online retailers underestimate the most when expanding their e-business across Europe?
Patience is key. Those new markets will still be out there in two years. If a company has 100 employees in The Netherlands and then tries to enter the German market with two dedicated staff members, this is not going to work. Selling in foreign markets is full of complexities. If companies want to succeed, they need to do it step by step, with a mature team and with patience.

Is there anything else you would like to share with our readers?
I believe pure-players are being challenged by Amazon: Amazon wants to control 26% of the global e-commerce market by 2016. They are heavily investing in growth right now. Retailers who want to set themselves apart apart have to keep in mind that clients are seeking an omni-channel experience. I would strongly advise pure-players to go offline in regions where they have many customers. Research has shown that customers of omni-channel retailers are 200% more loyal than customers of pure players. Again, this is because of the role that different sales channels play in the customer journey from the instant that interest is ignited to the moment of sale: 50% of people will change from channel in every step they make in their purchasing journey. Many retailers are losing clients because they fail to offer a seamless experience across all touch-points.

Henk-Jan van der Weide
VP Northern Europe & SA at hybris

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Ecommerce Europe media partners are (inter)national publishers and/or publications related to the European e-commerce industry.

As the Internet continues to become a part of almost every aspect of our lives, the growing internationalization of the online retail sector places increasing demands on e-tailers to make rapid preparations for cross-border activity. Actors in the online trade sector are constantly being confronted with new challenges concerning legal issues, pricing, shipping, payment and supply. Strong partnerships are vital in order to tap into the cross-border market, optimise trade flows and ultimately increase profitability.

Ecommerce Europe is looking for media partners who publish on e-commerce in the following sectors:
• Affiliate marketing
• Customer service
• E-commerce systems
• Email marketing
• Fulfilment
• Hosting
• Payment solutions
• Research & consultancy
• Search Engine Optimization
• Etc.
Southern Europe 2012 Key e-commerce facts at a glance

- **Europe**: €312 bn + 19.0%
  - **EU 28**: €277 bn + 18.0%
  - **Southern Europe**: €33 bn + 27.9%

- **Total B2C E-commerce 2012 of goods & services**: 19%
- **61%** have online access
- **54%** are e-shoppers
- **1,8%** of online retail in total retail
- **72%** of active internet users are on social media

- **E-commerce GDP 0.91%**
  - **Total GDP €3.655 bn**

- **210 million people live in Southern Europe**
- **128 million people use the internet**
- **40 million people are e-shoppers**

- **Average spending per e-shopper**: €833

- **Ranking Southern Europe in turnover (EUR million)**
  1. **Spain**: €12.969
  2. **Italy**: €9.565
  3. **Turkey**: €5.448
  4. **Greece**: €2.560
  5. **Portugal**: €2.300
  6. **Croatia**: €200
  7. **Cyprus**: €115
  8. **Malta**: €20

- **Estimated 72% of active internet users are on social media**

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- **Hybris**
- **Rich Relevance**
- **SALES SUPPLY**
- **ECOMMERCE EUROPE**

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The Southern European region consists of countries bordering on the Mediterranean Sea, including Portugal. Greece and Turkey are located on the south-east side of the continent, Spain and Portugal on the south-west site. Italy and Croatia are located in the middle of the southern area. Malta and Cyprus are islands that are situated in the Mediterranean Sea.

The eight countries cover an area of 1,880,000 km² (42.2% of the EU28 area) and 18.5% of of the 10.2 million km² of the European continent.

With over 784 thousand km², Turkey is by far the largest country of this region taking up 42% of the area, followed by Spain with an area of 505.99 2km². Malta is the smallest in size with 316km².

On January 1st 2013, the total population of the region was 210,4 million, or 26% of Europe’s population.

Within Southern Europe, Turkey has the largest number of inhabitants (75.6mn), followed by Italy (62.2mn). Spain has 46.1mn inhabitants; Greece 11.2mn; Portugal 10.5mn; Croatia 4.4mn. Cyprus and Malta have the smallest number of inhabitants: respectively 0.8mn and 0.4mn.
Southern European consumers spent on average €833 online in 2012. This is below the EU28 and European average of €1.234 and €1.402 respectively.

Greeks spent most online in 2012 with an amount of €1.347. Portuguese rank second with an average spend of €979. The Cypriote are third in rank with respect to online spending (€885).

These countries are followed by Spain with an average spend of €864. Spain’s e-commerce sector is still emerging compared to the more mature markets of UK, Germany, France, the Netherlands and Scandinavia. The Italian online environment is a strongly developing market and has an average spend of €797.

Turkey is still considered emerging and the past years Turkey is closing the still existing gap with the other southern countries, as the offer is rapidly growing and consumers are increasingly shopping online. Turkey has a large target group with young customers.

**Southern Europe’s B2C E-Commerce**

Expenditure per online shopper, in euros, 2012

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Spend</th>
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<tbody>
<tr>
<td>EU28</td>
<td>€1.234</td>
</tr>
<tr>
<td>Europe</td>
<td>€1.402</td>
</tr>
<tr>
<td>Southern Europe</td>
<td>€833</td>
</tr>
<tr>
<td>Croatia</td>
<td>€154</td>
</tr>
<tr>
<td>Cyprus</td>
<td>€885</td>
</tr>
<tr>
<td>Greece</td>
<td>€1.347</td>
</tr>
<tr>
<td>Italy</td>
<td>€797</td>
</tr>
<tr>
<td>Malta</td>
<td>€154</td>
</tr>
<tr>
<td>Portugal</td>
<td>€979</td>
</tr>
<tr>
<td>Spain</td>
<td>€864</td>
</tr>
<tr>
<td>Turkey</td>
<td>€778</td>
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Greece 2012 Key data at a glance

- Total B2C Ecommerce 2012 of goods & services: €2,560 mn +42,2%
- 1,3% E-commerce GDP
- Total GDP €193,7bn
- E-commerce turnover: €2,56bn
- E-commerce turnover Goods & services: €2,56bn
- Internet Access 54%:
  - Greece: 312 mn people
  - 11,3 million people live in Greece
  - 5,09 million people use the internet
  - 1,9 million people are e-shoppers
- Southern Europe: €33 bn +27,9%
- Greece: €2,560 mn +42,2%

Ranking Northern Europe in turnover (EUR million):
1. Spain: €12,969
2. Italy: €9,565
3. Turkey: €5,448
4. Greece: €2,560
5. Portugal: €2,300
6. Croatia: €200
7. Cyprus: €115
8. Malta: €20

Greek e-shoppers:
- 56,9% Greek e-shoppers
- 43,1%

Greek Trustmark: No trustmark available

Greek national E-commerce association: GRECA

17% people use the internet
54% people are e-shoppers

11,3 million
6,09 million
1,9 million

31% of the population uses Facebook

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Greece has been hit harder than any other EU country by the economic crisis and is under an internationally coordinated adjustment programme agreed by its authorities, the IMF, the European Central Bank and the European Commission since 2010. Restoring growth, making it sustainable and dealing with social costs are key factors for its success. Economic growth is restrained by weak global and domestic demand.

Although, according to the OECD, Greece has made considerable progress in reforming its economy, the GDP is expected to further drop to €183,520mn in 2013, marking the 5\textsuperscript{th} consecutive year of decrease.

**Greece’s Total Gross Domestic Product**

GDP at market prices, in million euro, 2009 - 2013

<table>
<thead>
<tr>
<th>Year</th>
<th>In million EUR</th>
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<tr>
<td>2013(e)</td>
<td>€ 183,520</td>
</tr>
<tr>
<td>2012</td>
<td>€ 193,749</td>
</tr>
<tr>
<td>2011</td>
<td>€ 208,531</td>
</tr>
<tr>
<td>2010</td>
<td>€ 222,151</td>
</tr>
<tr>
<td>2009</td>
<td>€ 231,081</td>
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Source: Eurostat and IMF World Economic Outlook 2013

**Greece’s Gross Domestic Product Real Growth Rate**

Percentage change of GDP, 2009 – 2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>2009</td>
<td>-3.1%</td>
</tr>
<tr>
<td>2010</td>
<td>-4.9%</td>
</tr>
<tr>
<td>2011</td>
<td>-7.1%</td>
</tr>
<tr>
<td>2012</td>
<td>-6.4%</td>
</tr>
<tr>
<td>2013(e)</td>
<td>-4.2%</td>
</tr>
</tbody>
</table>

Source: Eurostat and IMF World Economic Outlook 2013
Country Report Italy 2013

Prepared by Ecommerce Europe in cooperation with Netcomm, the Association for E-commerce in Italy

www.ecommerce-europe.eu
Italy

2012 Key data at a glance

- **E-commerce GDP**: 1.3% growth, Total GDP €1.565, 9bn
- **Italian Trustmark**: Sigillo Netcomm
- **Italian national E-commerce association**: Consorzio Netcomm

**Southern Europe**
- **turnover (EUR million)**
  1. Spain €12.969
  2. Italy €9.565
  3. Turkey €5.448
  4. Greece €2.560
  5. Portugal €2.300
  6. Croatia €200
  7. Cyprus €115
  8. Malta €20

**Total B2C Ecommerce 2012 of goods & services**
- Southern Europe €33 bn +27.9%
- Italy €9.565 mn +18.3%
- EU 28 €277 bn +18.0%
- Europe €312 bn +19.0%

**Total GDP**
- Total GDP €1.565, 9bn
- **goods & services**
- **Goods & services**
- **E-commerce turnover**

**Estimated 54% social media users**

**61.2 million** people live in Italy
**38 million** people use the internet
**12 million** people are e-shoppers

**Average spend per e-shopper**
€797

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Clothing is with 16%, the most often purchased product group in 2012. Followed by Books and Tickets with 15% and 12% respectively. Telecom ranges on the fourth place with 9% while mobile/smartphone devices are in line with 7%.

49% of Italian online shoppers purchase their goods or services through a portable device (e.g. laptop). Others (39%) purchase on their traditional personal computer. Tablets and Smartphones are popular among 6% of the Italian respondents.

Top 5 Online purchased goods and services in transactions:
1. Clothing (16%)
2. Books (15%)
3. Tickets (12%)
4. Telecom (mobile charge) (9%)
5. Mobile/Smartphone (7%)

Top 5 Devices for the purpose of online purchases:

<table>
<thead>
<tr>
<th>Device</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td>49%</td>
</tr>
<tr>
<td>Laptop</td>
<td>39%</td>
</tr>
<tr>
<td>Tablet</td>
<td>6%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Netcomm Italian survey 2013, “How did your goods or services online?”, October in the past 3 months.
B2C m-commerce in Italy

M-commerce

Mobile is becoming a key platform, and as mobiles get smarter and connections get faster, Internet access in Italy is undergoing a step-change from fixed Internet to mobile.

Over 6 million Italians (10% of the population) are using mobile Internet access each month. Mobile-commerce rose from €74 million in 2011 to €180 million in 2012.

**TOP 3 MOBILE PAYMENTS**
1. Prepaid card (38%)
2. Current account (31%)
3. Credit card (31%)

**ITALY AGE STRUCTURE OF MOBILE SHOPPERS**
Percentage of total population, 2012

- 18-24: 30%
- 25-34: 25%
- 35-44: 25%
- 45-54: 13%
- 55+: 15%

Source: TNS Italia survey 2011

Source: Worldbank.org, TNS Italia survey 2011
Country Report Portugal 2013


www.ecommerce-europe.eu
Portugal 2012 Key data at a glance

Europe € 312 bn + 19,0%
EU 28 € 277 bn + 18,0%
Southern Europe € 33 bn + 27,9%
Portugal € 2.300 mn + 15,0%
Total B2C Ecommerce 2012 of goods & services

10,49 million people live in Portugal
6,7 million people use the internet
2,35 million people are e-shoppers

E-commerce turnover
Goods & services € 2,3bn

Southern Europe in turnover (EUR million)
1 Spain € 12.969
2 Italy € 9.565
3 Turkey € 5.448
4 Greece € 2.560
5 Portugal € 2.300
6 Croatia € 200
7 Cyprus € 115
8 Malta € 20

Average spend per e-shopper € 979

Portuguese Trustmark: No trustmark available
Portuguese national E-commerce association ACEPI

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Portugal located in southern Europe. The mainland is located at the extreme southwest of the Iberian Peninsula and has an area of 91,568 km². It is bounded to north and east by Spain and to west and south by the Atlantic Ocean. Portuguese territory also includes the archipelagos of the Azores and Madeira.

Portugal is home to 10.5 million people. The capital is Lisbon. Portugal is a parliamentary democratic republic with a unicameral parliamentary system. It became a republic after a revolution deposed the monarchy in 1910. Portugal is a founding member of NATO and a member of the European Union (EU), since 1986.

Portugal has become a diversified and increasingly service-based economy since joining the European Community - the EU's predecessor - in 1986. The country qualified for the Economic and Monetary Union (EMU) in 1998 and began circulating the euro on 1 January 2002.

The economy grew by more than the EU average for much of the 1990s, but the rate of growth slowed in 2001-08. Portugal also has been increasingly overshadowed by lower-cost producers in Central Europe and Asia. The decline in economic activity in 2012 was driven by a marked contraction of domestic demand as well as a deceleration of exports towards the end of the year.

Institution: Parliamentary Democratic Republic
Broadband access: 67%
Internet access: 64%
URL country code: .pt
Official languages: Portuguese, Mirandese
Foreign languages spoken: English, French and Spanish

Online purchases made from foreign websites rose from €140mn in 2011 to €230mn in 2012, an increase of 64%.

In 2012, just 10% Portuguese made purchases from foreign websites. By far the main consumer reason for shopping through international sites is to obtain lower prices than available locally, followed by access to a greater variety of goods.

In the short term the growth rate of cross-border expenditure is expected to continue, however on the longer run this may drop. This will happen when domestic retailers continue to strengthen their offer and international retailers will establish an online presence in Portugal.
Country Report Spain 2013

Prepared by Ecommerce Europe in cooperation with adigital, the Association for E-commerce in Spain

www.ecommerce-europe.eu
Spain

2012 Key data at a glance

- 46,19 million people live in Spain
- 33 million people use the internet
- 15 million people are e-shoppers

E-commerce turnover Goods & services

Total B2C Ecommerce 2012 of goods & services

Spain € 12,96bn
EU 28 € 277 bn + 18,0%
Southern Europe € 33 bn + 27,9%
Spain € 12,969 mn + 18,8%

Total B2C Ecommerce 2012 of goods & services

- 50% Services
- 50% Goods

E-commerce GDP

1,2%
Total GDP € 1.049 bn

Spanish Trustmark:
No trustmark available

Spanish national E-commerce association
Adigital

Internet Access 71,5%

Average spend per e-shopper € 865

1,9 million new e-shoppers in 2012

Ranking Northern Europe in turnover (EUR million)

1. Spain € 12,969
2. Italy € 9,565
3. Turkey € 5,448
4. Greece € 2,560
5. Portugal € 2,300
6. Croatia € 200
7. Cyprus € 115
8. Malta € 20

2,1 million m-shoppers in Spain

2,5bn M-Commerce turnover in 2012

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info: research@ecommerce-europe.eu
Spanish consumers mostly use **credit cards** (62.9%) when they purchase online. Payment through online banking is preferred by 14.9% of Spanish online consumers.

Other payment methods are **Cash on Delivery** (11%), **Prepaid Cards** (7.2%), and **Bank transfers** (4.7%). Only a small population (1.3%) use direct Debit (‘*Domiciliación Bancaria*’).

“Webshops with a turnover exceeding **€35,000** per year must be **registered for VAT** in Spain.”

### VAT overview

<table>
<thead>
<tr>
<th><strong>Spain</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Threshold</strong></td>
<td>€35,000</td>
</tr>
<tr>
<td><strong>Standard VAT rate</strong></td>
<td>21%</td>
</tr>
<tr>
<td><strong>Reduced VAT rates</strong></td>
<td>4% and 10%</td>
</tr>
<tr>
<td><strong>Where to register</strong></td>
<td>Depends on where the business is carried out</td>
</tr>
<tr>
<td><strong>Periods for declaration</strong></td>
<td>Quarterly (monthly in case annual turnover exceeds €6,010.12)</td>
</tr>
</tbody>
</table>

Source: ONTSI

---

**TOP ONLINE PAYMENT METHODS**

- **21%** Standard VAT-rate
- **21%** Credit cards
- **17%** Paypal
- **11%** Cash on Delivery
- **7.2%** Prepaid Cards
- **4.7%** Bank transfers
- **1.3%** Direct Debit

“Webshops with a turnover exceeding €35,000 per year must be registered for VAT in Spain.”

Source: ONTSI

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### 2012 Key data at a glance

**Country:** Turkey

- **Internet Access:** 53%
- **Average spend per e-shopper:** €1,180
- **E-commerce GDP:** 0.9%
- **Total GDP:** €651.4 bn

**Social Media Usage:**

Facebook and Twitter are used by over 30mn Turkish users each.

**RANKING NORTHERN EUROPE IN TURNOVER (EUR million):**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Spain</td>
<td>€12,969</td>
</tr>
<tr>
<td>2</td>
<td>Italy</td>
<td>€9,565</td>
</tr>
<tr>
<td>3</td>
<td>Turkey</td>
<td>€5,448</td>
</tr>
<tr>
<td>4</td>
<td>Greece</td>
<td>€2,560</td>
</tr>
<tr>
<td>5</td>
<td>Portugal</td>
<td>€2,300</td>
</tr>
<tr>
<td>6</td>
<td>Croatia</td>
<td>€200</td>
</tr>
<tr>
<td>7</td>
<td>Cyprus</td>
<td>€115</td>
</tr>
<tr>
<td>8</td>
<td>Malta</td>
<td>€20</td>
</tr>
</tbody>
</table>

**Key Data:**

- 75 million people live in Turkey
- 40 million people use the internet
- 7.5 million people are e-shoppers
- 5.4bn E-commerce turnover
- Goods & services

**Other Information:**

- **Portuguese Trustmark:** No trustmark available
- **Turkish national E-commerce association:** Etid
- **Ranking Northern Europe in turnover:**
  - France
  - Germany
  - Turkey
  - Greece
  - Portugal
  - Croatia
  - Cyprus
  - Malta

**Other Facts:**

- **75 million people live in Turkey**
- **40 million people use the internet**
- **7.5 million people are e-shoppers**
- **€5,4bn E-commerce turnover**
- **Goods & services**
- **9.9mn e-households**
Economic growth turned positive in the 2nd quarter of 2010 and the annual GDP grew by 9% compared to previous year. Turkey strongly recovered from the global economic crisis, making it the second-fastest growing economy in Europe after Sweden in 2010 and 2011.

According to the 2013 forecast of Turkish Statistics Institute (TurkStat), the Turkish economy will grow by 3.2% in 2013.

The share of e-commerce is at present 0.9% of the Turkish GDP. The Internet is one of the fastest growing sectors compared to traditional sectors. It will be one of the drivers of the economy in the coming years.

**Turkey in brief**

**Key economic indicators**

**TURKEY’S TOTAL GROSS DOMESTIC PRODUCT**

GDP at market prices, in million euro, 2009 - 2012

<table>
<thead>
<tr>
<th>Year</th>
<th>In million EUR (€)</th>
<th>In million YTL (₺)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013(e)</td>
<td>€ 636.504</td>
<td>-</td>
</tr>
<tr>
<td>2012</td>
<td>€ 612.412</td>
<td>₺ 1.416.815</td>
</tr>
<tr>
<td>2011</td>
<td>€ 555.100</td>
<td>₺ 1.297.713</td>
</tr>
<tr>
<td>2010</td>
<td>€ 550.362</td>
<td>₺ 1.098.798</td>
</tr>
<tr>
<td>2009</td>
<td>€ 440.367</td>
<td>₺ 952.558</td>
</tr>
<tr>
<td>2008</td>
<td>€ 498.601</td>
<td>₺ 950.533</td>
</tr>
<tr>
<td>2007</td>
<td>€ 471.972</td>
<td>₺ 843.178</td>
</tr>
</tbody>
</table>

Source: Eurostat and IMF World Economic Outlook 2013

**TURKEY’S GROSS DOMESTIC PRODUCT REAL GROWTH RATE**

Percentage change of GDP, 2007 - 2013

- 2007: 4.7%
- 2008: 0.7%
- 2009: 9.0%
- 2010: 8.8%
- 2011: 2.2%
- 2012: 3.2%
- 2013(e): -4.8%

Source: Eurostat and IMF World Economic Outlook 2013
Ecommerce Europe
How to get involved?

Who can be involved?

- E-commerce associations, voting members of Ecommerce Europe: association membership
- Companies selling products and/or services online: EU webshop register / company membership
- Preferred suppliers to the European e-commerce industry: business partnership
- Organizations and NGO’s related to e-commerce industry: associative partnership
- European institutions, consumer organizations and stakeholders: partners for dialogue

Why get involved?

- Be a part, get involved or stay informed on public affairs initiatives that define your business.
- Take advantage of research publications, receive several B2C
- E-commerce Reports for free.
- Learn from position papers, webinars and white papers by leading ecommerce associations, companies and preferred business partners.
- Show you’re engaged by displaying the Ecommerce Europe member or business partner logo.
- Network, meet and greet with colleagues at Round Tables sessions in European capitals and at the yearly Global E-commerce Summit.
Our Business Partners

Interested in becoming a business partner? Contact info@ecommerce-europe.eu

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CCC
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COPERNICA
Marketing Software

DHL

allegro

($) hybris software
An SAP Company

POST

SALES SUPPLY

Symantec.

Spring
Global Mail

Internet Advantage

Posten

ogone
payment services

TNT | post

GfK

IDEAL

KITCHEN NATIE

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Ecommerce Europe media partners are (inter)national publishers and/or publications related to the European e-commerce industry.

As the Internet continues to become a part of almost every aspect of our lives, the growing internationalization of the online retail sector places increasing demands on e-tailers to make rapid preparations for cross-border activity. Actors in the online trade sector are constantly being confronted with new challenges concerning legal issues, pricing, shipping, payment and supply. Strong partnerships are vital in order to tap into the cross-border market, optimise trade flows and ultimately increase profitability.

Ecommerce Europe is looking for media partners who publish on e-commerce in the following sectors:
- Affiliate marketing
- Customer service
- E-commerce systems
- Email marketing
- Fulfilment
- Hosting
- Payment solutions
- Research & consultancy
- Search Engine Optimization
- Etc.
Company Members

Ecommerce Europe Company Members are B2C companies selling products and/or services online to consumers in Europe. Company membership is open to all B2C online companies at €950 per year.

Benefits for COMPANY MEMBERS include:

- Exclusive Ecommerce Europe business partner logo
- Yearly European B2C E-commerce Report (€1,950)
- 5 Regional Reports on European B2C E-commerce (€3,950)
- 2 Full Conference Packages Global E-commerce Summit
- Free entrance to 3 Ecommerce Europe pre-conferences
- Free entrance to Round Table meetings in 8 European cities
- Pro-active involvement white papers and position papers

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Business partners

Ecommerce Europe business partners are preferred suppliers of the European e-commerce industry. The cost is €8,500 per year upon balloting.

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- Free entrance to 3 Ecommerce Europe pre-conferences
- Free entrance to Round Table meetings in 8 European cities
- Pro-active involvement white papers and position papers
Ecommerce Europe’s reports on B2C e-commerce

Interested? Order at research@ecommerce-europe.eu

European B2C Ecommerce Report 2013: €1.950

5 European regional reports 2013: €790 per report including 30 Infographics and in-depth Country Profiles

Western Europe Report
Belgium, France, Ireland, Netherlands, and United Kingdom

Central Europe Report
Austria, Czech Republic, Germany, Hungary, Poland and Switzerland

Southern Europe Report
Greece, Italy, Portugal, Spain and Turkey

Northern Europe Report
Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden

Eastern Europe Report
Romania, Russia, and Ukraine

All European reports (5 regional reports + European Report): €2,950

Global B2C Ecommerce Report 2013: €2.450

Regional /continental reports: €950 per report

North America: USA, Mexico and Canada
Latin America: Brazil, Argentina, Chile and others
Asia-Pacific: Japan, China, India, Australia, Indonesia, Vietnam, South Korea etc.
MENA REGION: Middle East and North Africa
BRIC Countries: Brazil, Russia, Indonesia, China and other economic entities

All-In-One Ecommerce Report Package: €4.950
(European and Global Report + 5 European Regional Reports + 5 Regional/Continental Reports)

Tailor-made reports are available upon request:
research@ecommerce-europe.eu.
EMSEC

EMSEC aims to provide guidelines to measure and monitor B2C e-commerce in order to enable all European countries to provide data with respect to the penetration of B2C ecommerce in a standardised way. All Ecommerce Europe figures and estimates are based upon the EMSEC, unless otherwise noted. The EMSEC agrees with data and research by GfK.

The EMSEC reports on sales figures for the total B2C e-commerce in Europe and in country profiles based on total sales of goods and services.

Total sales of goods and services are based according to the areas/sectors/ classification of areas and sectors as laid down on the next few pages.

All data are reported in the national currency of the country involved are converted into euros according to the average (annual) rate of exchange as provided by the European Central Bank (ECB). Growth rates are calculated and measured by the B2C e-commerce sales in national currency.

Definition of B2C e-commerce sales

Definition of B2C e-commerce: ‘Any B2C contract on the sale of products or services fully or partly concluded by a technique for distance communication’.

Technique for distance communication: means that can be used for communication regarding the offer made by the trader and concluding an contract, without the necessity of the consumer and trader being in the same place at the same time.

Contract: an contract whereby sole or partly use is made of one or more techniques for distance communication within the framework of a system organized by the trader for the distance sale of products and/or services, up to and including the moment that the contract is concluded;

Classification of B2C E-commerce

The following classification in Table 1 provides an overview of areas and sectors included in EMSEC.

Online purchases of the following items are excluded from EMSEC:

• Transactions between private individuals/consumers (C2C) such as auctions and marketplaces and between businesses (B2B)
• Online gambling and gaming
• Car and motor vehicles
• Houses and real estate
• Utilities (e.g. water, heating, electricity)
• Mortgages, loans, credit cards, overdrafts
• Savings accounts, funds, stocks & shares, bonds.

B2C e-commerce therefore includes all online transactions between businesses and consumers using desktop computers, laptops, tablets, smartphones, point-of-sales and smart-wearables, such as webshop, physical store (‘online instore’), e-mail, QR-code, catalogue, etc. B2C e-commerce includes Value Added Tax (VAT) or other sales tax, delivery costs and Apps, but exclude returns.
## Event Tickets

**Event Tickets**
- Tickets for concerts and festivals
- Tickets for cinema and theater
- Tickets for zoos and amusement parks
- Tickets for museums
- Tickets for sport matches

## Fashion

<table>
<thead>
<tr>
<th>Clothing</th>
<th>Shoes &amp; Personal lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underwear &amp; Upperwear</td>
<td>Shoes</td>
</tr>
<tr>
<td>Children's wear</td>
<td>Jewellery, Bijoux, Watches &amp; others</td>
</tr>
<tr>
<td>Swimwear &amp; Sportswear</td>
<td>fashion accessories (e.g. sunglasses)</td>
</tr>
<tr>
<td>Nightwear &amp; legwear</td>
<td>Bags, wallets, suitcases</td>
</tr>
</tbody>
</table>

## Sports & Recreation

**Sport & Recreation**
- Sports hardware (e.g. football, tennis rackets)
- Bicycles & accessories
- Articles for camping and recreation

## Toys

**Toys**
- Indoor – and outdoor toys

## Food/Nearfood/Health

**Food/Nearfood**
- Food & Beverages
- Fresh produce
- Packaged consumer goods
- Detergents/household cleaning
- Animal feed
- Tobacco

**Health & Beauty**
- Personal care & Hygiene
- Baby care
- Perfume
- OTC

## Electronics

**Consumer Electronics**
- Photo-equipment
- Audio-equipment
- TV/video-equipment
- Car - electronics (navigation, audio, etc.)

**Information Technology (IT)**
- IT hardware (pc's, laptops, tablets etc.)
- Computer Software
- Music- instruments

**Household Electronics**
- MDA: air-conditioning, dishwashers, wash machines and other white goods
- SDA: equipment for personal care, home comfort, kitchen appliances
**European Measurement Standard for E-commerce (EMSEC)**

### Travel

<table>
<thead>
<tr>
<th>Package Travel</th>
<th>Flight Tickets &amp; Accommodations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package travel</td>
<td>Flight Tickets</td>
</tr>
<tr>
<td>Private Transport if booked through a tour operator</td>
<td>Hotel stays</td>
</tr>
<tr>
<td>Apartment/bungalow/camping site</td>
<td>-&gt; all of the above not booked in combination with other travel-parts</td>
</tr>
</tbody>
</table>

### Media & Entertainment

<table>
<thead>
<tr>
<th>Media &amp; Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music (physical, download &amp; streaming)/Spotify based on new subscriptions</td>
</tr>
<tr>
<td>Video (DVD, blue-ray, downloads)</td>
</tr>
<tr>
<td>Games hardware &amp; games software</td>
</tr>
<tr>
<td>Books &amp; e-books</td>
</tr>
<tr>
<td>Apps</td>
</tr>
<tr>
<td>New subscriptions newspapers ands magazines (no single copy sales)</td>
</tr>
</tbody>
</table>

### Telecom

<table>
<thead>
<tr>
<th>Telecom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphones, mobile phones &amp; Phone devices</td>
</tr>
<tr>
<td>Telefax and answering machines</td>
</tr>
<tr>
<td>Headsets &amp; Accessories (mobile) phone’s</td>
</tr>
<tr>
<td>Prepaid cards and tariffs of new phone subscriptions</td>
</tr>
</tbody>
</table>

### Insurances

**New indemnity, Life and Health Insurances**

<table>
<thead>
<tr>
<th>Liability insurance</th>
<th>ANW-gap insurance</th>
<th>Health Insurance – Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car insurance</td>
<td>(insurance for receiving a payment in addition to a survivor's allowance)</td>
<td>Health insurance - additional</td>
</tr>
<tr>
<td>Fire and theft insurance</td>
<td>Annuity insurance</td>
<td>Disability insurance – entrepreneurs</td>
</tr>
<tr>
<td>Bike/caravan/motorbike/ scooter insurance</td>
<td>Life insurance</td>
<td>Disability insurance - private</td>
</tr>
<tr>
<td>Accident insurance</td>
<td>Funeral insurance</td>
<td>Mortgage related disability insurance</td>
</tr>
<tr>
<td>Boat insurance</td>
<td>Endowment insurance based on savings</td>
<td>Mixed insurance (=endowment insurance + life insurance)</td>
</tr>
<tr>
<td>Legal assistance insurance</td>
<td>Endowment insurance based on investments</td>
<td></td>
</tr>
<tr>
<td>Home insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel insurance (continuous/annual + short-term)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance package</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Others

<table>
<thead>
<tr>
<th>Services</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dating based on new subscriptions</td>
<td>Cars and parts</td>
</tr>
<tr>
<td>Other Services</td>
<td>Articles for animals</td>
</tr>
<tr>
<td></td>
<td>Flowers &amp; Plants</td>
</tr>
<tr>
<td></td>
<td>Optician (excl. sunglasses, hearing-aid)</td>
</tr>
<tr>
<td></td>
<td>Adult</td>
</tr>
</tbody>
</table>
Definitions related to internet, e-commerce and online retailing

- Broadband access: the availability of broadband is measured by the percentage of households that are connectable to an exchange that has been converted to support DSL-technology, to a cable network upgraded for Internet traffic, or to other broadband technologies. It includes fixed and mobile connections (source: Eurostat).

- Cross-border e-commerce: percentage of e-commerce purchased at foreign sites.

- E-commerce (or electronic commerce), a subset of e-business, is any B2C contract on the sale of products or services fully or partly concluded by a technique for distance communication'.

- E-commerce GDP: total amount of goods and services online divided by the total Gross Domestic Product (GDP).

- Economic Freedom Index: the Index of Economic Freedom is an annual guide published by The Wall Street Journal and The Heritage Foundation, Washington's No. 1 think tank. For over a decade, The Wall Street Journal and The Heritage Foundation have tracked the march of economic freedom around the world with the influential Index of Economic Freedom.

- E-households: amount of households that uses the Internet for personal gain.

- E-household expenditure: expenditure per household that bought goods or services in the past year.

- European Measurement Standard for E-commerce (EMSEC): aims to provide guidelines to measure and monitor B2C e-commerce in order to enable all European countries to provide data with respect to the penetration of B2C ecommerce in a standardised way.

- E-services (or electronic services) are defined as: “Deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-retailing, customer support, and service delivery”. This definition reflects three main components- service providers, service receiver and the channels of service delivery (i.e., technology). (Jennifer Rowley, Professor Information and Communications, Manchester Metropolitan University, UK)

- Inactive online population: users that have access to the Internet but have not (yet) purchased goods or services online in the past year.
Definitions related to internet, e-commerce and online retailing

- **Logistics Performance Index (LPI):** The Logistics Performance Index (LPI) measures the logistics "friendliness" of 155 countries. It helps countries identify the challenges and opportunities they face in their trade logistics performance and what they can do to improve. The Index is developed by the World Bank, is based on a worldwide survey of operators on the ground such as global freight forwarders and express carriers.

- **Mobile commerce (or m-commerce, mCommerce):** The ability to conduct commerce, using a mobile device e.g. a mobile phone, a PDA, a smart phone, a tablet or other (emerging) mobile equipment.

- **Mobile subscriptions:** Mobile cellular telephone subscriptions are subscriptions to a public mobile telephone service using cellular technology, which provide access to the public switched telephone network. Post-paid and prepaid subscriptions are included (source: Eurostat).

- **Online buyer (or e-shopper, e-buyer):** An individual who regularly bought or ordered goods or services over the internet.

- **Online expenditure:** Spent per user who purchased goods or services online.

- **Online Retail (or e-retail, electronic retail or retailing or even e-tailing):** The selling of retail goods and services on the Internet. In the limited sense of the word, sectors such as online leisure travel, event tickets, downloading music or software are not included. Online-only retail shops are often referred to as pure players.

- **Penetration levels:** The percentage of a population using the internet, mobile, smartphone and tablet devices.

- **Retail sales:** Defined as the selling of mainly goods from businesses to individuals from a traditional or so-called bricks-and-mortar shop.

- **The Ease of Doing Business Index:** Developed by the World Bank, averages the country's percentile rankings on 9 topics, made up of a variety of indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to June 2010. The Index covers 185 countries.
Methodology, Acknowledgements and Sources

This report could only be realized by consulting a great many sources, available in the various countries and regions in Europe and around the globe. The wide variety of sources include public domain publications, blogs, websites, industry and financial specialist publications, regional and local news, annual reports, press releases, etc. etc. Sometimes the information sourced are contradictory. Sometimes different figures and data were given by different sources within the same country, e.g., due to different definitions. In our reports and country profiles we have mentioned different sources, definitions and the different outcomes of such reports, studies and interpretations. This report is meant solely for use by the recipient and is not for circulation. This report is based on information that we consider reliable, but we cannot vouch for its being accurate or complete, nor should it be relied upon as such. Opinions expressed are our current opinions as of the date of this report.

The sources consulted include, but are not limited to:

<table>
<thead>
<tr>
<th><strong>(Inter)national Associations</strong></th>
<th><strong>Publications</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecommerce Europe</td>
<td>eMarketer</td>
</tr>
<tr>
<td>Distansehandel Norge (Norway)</td>
<td>E-commercefacts.com</td>
</tr>
<tr>
<td>FDIH (Denmark)</td>
<td>Eurostat</td>
</tr>
<tr>
<td>KAUPPA (Finland)</td>
<td>Internet Retailing</td>
</tr>
<tr>
<td>SDH (Sweden)</td>
<td></td>
</tr>
</tbody>
</table>

**Corporate sources**
- A.T. Kearney
- Deloitte
- Facebook
- Forrester
- GfK
- Google
- Hybris
- Innopay
- Planet Retail
- SaleSupply
- Social Bakers
- Twitter
- TNS NIPPO
- VDFR VAT Management

**Other sources**
- Digital Hub Development Agency (DHDA)
- European Commission
- Eurostat
- European Central Bank (ECB)
- European Banking Association (EBA Clearing)
- International Monetary Fund (IMF)
- International Telecommunications Union (ITU)
- Internetworldstats
- National Statistics offices
- The Heritage Foundation
- United Nations (UN)
- CIA: World Factbook
- World Economic Forum
Jorij Abraham, Director Research & Advice

Jorij Abraham (1972) has been part of the international e-commerce community since 1997. He has been manager e-commerce at Bijenkorf, TUI and Sanoma Media and Director of Consulting as Unic.

Since 2013 he is Director of Research & Advise at Ecommerce Europe. He is also director of the eCommerce Foundation, a research institute offering practical ecommerce research and benchmark services.

Aad Weening, Advisor International eCommerce

Aad Weening (1941) has been involved in distance selling and retail practically all his working life. From 1966 until 1979 he offered legal and economic advice as well as lobbying services.

From 1979 he managed the Dutch Mail Order Association (today Thuiswinkel.org), first in the Netherlands first, later on a European level. Between 1993 and 2006 he served as Secretary General of the European Distance Selling Trade Association (EMOTA). Currently Weening is Senior Advisor at Ecommerce Europe.

Janine Nöthlichs, Editor

Janine Nöthlichs (1982) is the editor-in-chief of the international e-commerce news site E-commercefacts.com. Throughout the past years, she has worked on various e-commerce related publications and events, including the European Cross-Border Round Tables and the Global E-Commerce Summit; and is a regular jury member of the Cross-Border E-Commerce Awards at the Global E-Commerce Summit in Barcelona.

Previously, Janine has worked for Kantar Media in Paris. Having studied in the Netherlands and Spain.

Bert Nagelvoort, Senior Researcher

Bert Nagelvoort (1977) has been working for Ecommerce Europe since 2014. He is involved in international e-commerce and develops the Ecommerce Europe reports. He studied Business Administration at the Radboud University Nijmegen and has a great interest in the international (digital) economy.

Previously, Bert has worked as Projectmanager / Consultant in the financial services.
Europe 2012 Key data at a glance

**Total B2C Ecommerce of goods & services**
- West: €158,000bn +18,0%
- Central: €76,300bn +20,5%
- South: €32,400bn +29,3%
- North: €28,500bn +15,1%
- East: €13,600bn +33,0%

820 million people live in Europe
529 million people use the internet
250 million people are e-shoppers

Top 5 e-commerce countries in turnover (EURO million)
1. United Kingdom: €96,193
2. Germany: €50,000
3. France: €45,000
4. Spain: €12,969
5. Russia: €10,302

Top 5 emerging countries in % growth
1. Turkey: 75%
2. Greece: 61%
3. Ukraine: 41%
4. Hungary: 35%
5. Romania: 33%

**350 million social media users**

GDP 2012
- Europe: €312bn +19%
- EU28: €277bn +18%

3,5 billion number of parcels annually (e)

2 million jobs directly or indirectly via e-commerce

550,000 estimated online business

5,5% estimated M-commerce

5% of online retail in total retail

**Internet Economy to GDP**
- 3,5% Contribution Internet Economy to GDP

Europe 2012 Key data at a glance

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Figures and data in compliance with GfK
In cooperation with Salesupply and Hybris
Southern Europe B2C Ecommerce

Colophon

National Associations:

- be commerce.be
- Retail Ireland
- D HANDEL
- adigital
- FDIH
- e-COMMERCE POLSKA
- fevad
- netcomm
- KAUPPA.FI
- thuiswinkel.org

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