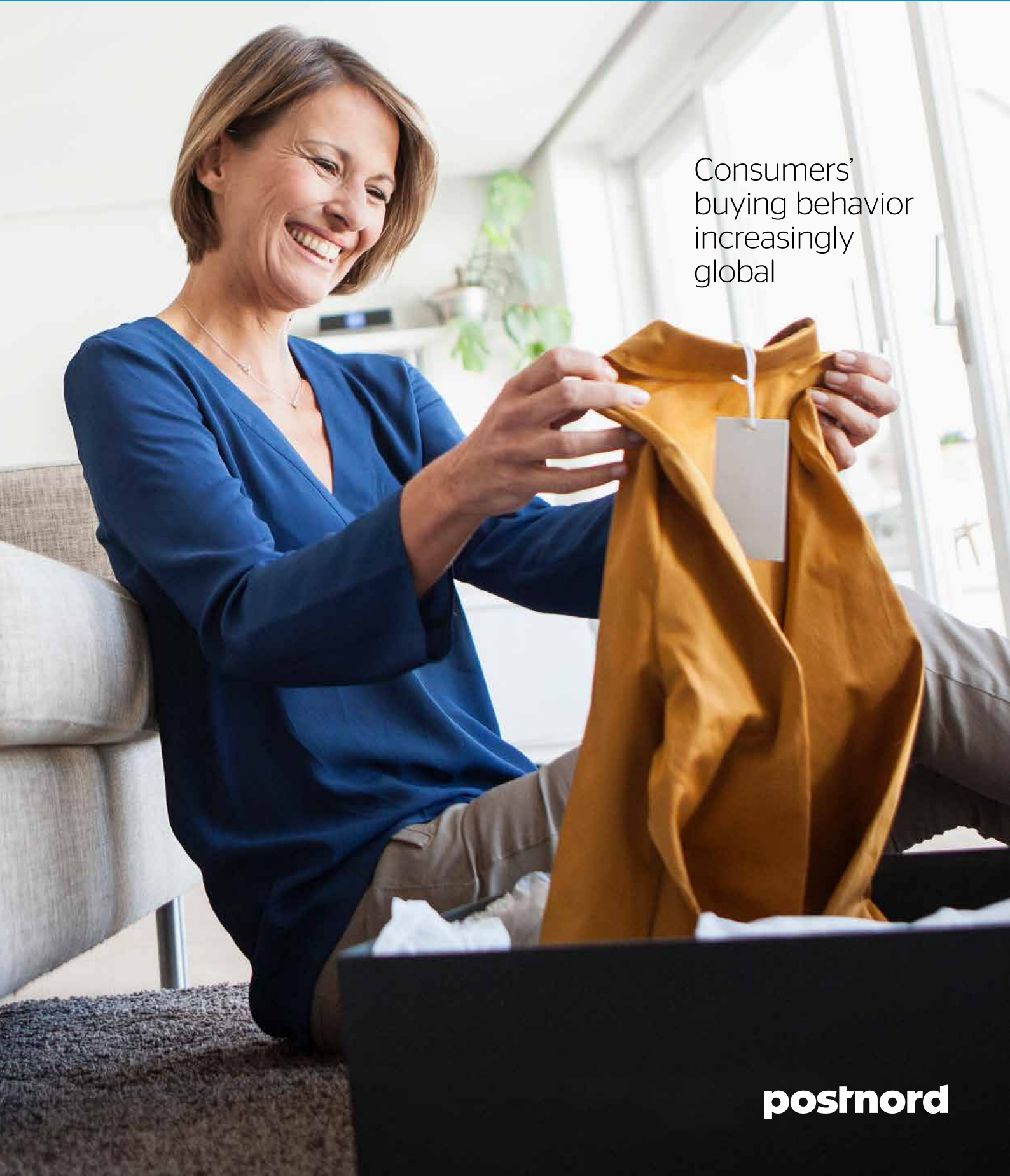


E-commerce in Europe 2018

Consumers' buying behavior increasingly global



postnord

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About this report

PostNord has conducted studies of the European e-commerce market since 2014, presenting its findings in the report “E-commerce in Europe”. The report is based on interviews with (a total of) just over 10,000 consumers in Belgium, Denmark, Finland, France, Italy, the Netherlands, Norway, Poland, Spain, the United Kingdom, Sweden and Germany. The interviews were conducted with representative nationwide samples of private individuals aged 15-79 years. In this report, where reference is made to Europe, it should be understood as comprising the above-mentioned countries. The survey was performed by research company Nepa. The number of respondents varies somewhat between the countries. In most of them, the number of respondents was around 1,000. The Nordics are an exception, where the countries are reported as one cohesive region and the number of respondents was just over 500 per country. As the survey was

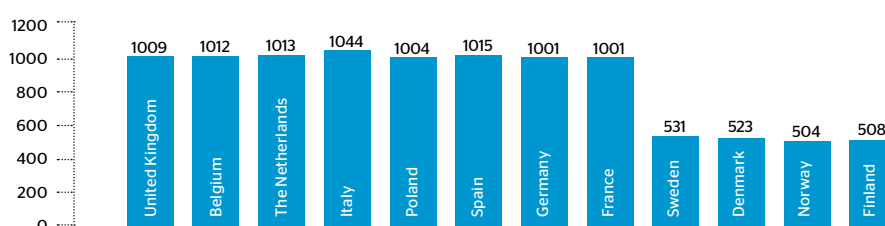
conducted online, the responses were recalculated on the basis of the level of Internet penetration in each country in June 2017. This is of significance, as Internet penetration varies sharply among the different European countries. To calculate how many consumers shop online from each market, we used Eurostat's population statistics for 2017 as a basis. To calculate average spend in euros, we applied the exchange rates on May 29, 2018 (the same date was used in 2017).

In the report, we have presented aggregated findings for the Nordic region. However, the smallest country in the

region, Iceland, is not included in the survey. Unless otherwise stated, in this report “the Nordics”/“the Nordic Region” therefore refers to Denmark, Finland, Norway and Sweden. E-commerce is defined as the purchase of physical products via the Internet. This means that online orders of services (e.g. travel, hotels and tickets) and downloads (e.g. music files, films and applications) are not included.

PostNord also publishes the E-barometer report in Sweden and E-commerce in the Nordics detailing each of the Nordic countries. Those reports are based on a different methodology and are therefore not fully comparable with this report.

Number of respondents per country



Consumers' buying behavior increasingly global

Ecommerce continues to expand in Europe and today as many as 270 million Europeans say that they regularly shop online. In parallel with consumers' growing online shopping habits, another trend is emerging and becoming clearer year by year: more and more people are buying from outside the borders of their own country.

Against that background, it is important for e-sellers to adapt their offering to more international consumers, who are always seeking the best offering in terms of everything from products to simplicity, delivery and service. The e-sellers who have a strategy to meet the sharply expanding scale of cross-border e-commerce will be the winners of tomorrow in the European market.

It is above all young consumers who are driving the global trend of buying behavior, and the pace of change is fast. Young people who have grown up with the Internet and a digital lifestyle take to new technology faster, and many of the biggest differences between groups with regard to e-buying habits are today age-related.

But even if young consumers generally buy online more than older consumers, this will change over time. As people with established e-buying habits grow older, the digital generation gap of today will gradually disappear. Older e-commerce consumers will increase in number, and responding to the demand from, and needs of, these consumers will be an important issue to the e-sellers of the future.

In addition to differences between age groups, we can also make out differences in behavior among the countries of Europe in general. This applies to everything from how quickly products are to be delivered to payment preferences. In other words, to understand and be able to adapt to local conditions will be an important success factor in the European e-commerce market.

We at PostNord have been producing the E-commerce in Europe report since 2014. The report is an important part of our effort to be the obvious choice as partner in cross-border e-commerce.

Through our global logistics company Direct Link we help e-retailers worldwide establish a presence in new markets. As an e-seller, you are welcome to contact us any time about everything from local market information to world-class distribution solutions.

I hope that this report will give you a great deal of useful new information and insights, whether you already have a business or are thinking about establishing operations in the expanding European e-commerce market.

Håkan Ericsson

President & Group CEO
PostNord



“As people with established e-buying habits grow older, the digital generation gap of today will gradually disappear.”

The European e-commerce market

Percentages and values refer to the whole population aged between 15 and 79 years. The percentage represented by those who shop online is based on the question, "Approximately how often do you buy products online?" (Base: Whole population, age 15-79 years) and comprises all respondents minus those who responded "Never" or "Unsure, don't know". The same method was used in earlier reports.

UNITED KINGDOM

47,1

Million consumers shop online

93%

Percentage of the population (15-79 years)

942 €

Estimated average spend per person per year

THE NETHERLANDS

12,3

Million consumers shop online

91%

Percentage of the population (15-79 years)

565 €

Estimated average spend per person per year

THE NORDICS

18,9

Million consumers shop online

91%

Percentage of the population (15-79 years)

717 €

Estimated average spend per person per year

POLAND

21,8

Million consumers shop online

71%

Percentage of the population (15-79 years)

352 €

Estimated average spend per person per year

BELGIUM

7,0

Million consumers shop online

79%

Percentage of the population (15-79 years)

453 €

Estimated average spend per person per year

GERMANY

58,3

Million consumers shop online

88%

Percentage of the population (15-79 years)

670 €

Estimated average spend per person per year

SPAIN

30,9

Million consumers shop online

84%

Percentage of the population (15-79 years)

538 €

Estimated average spend per person per year

FRANCE

42,5

Million consumers shop online

84%

Percentage of the population (15-79 years)

584 €

Estimated average spend per person per year

ITALY

29,4

Million consumers shop online

61%

Percentage of the population (15-79 years)

396 €

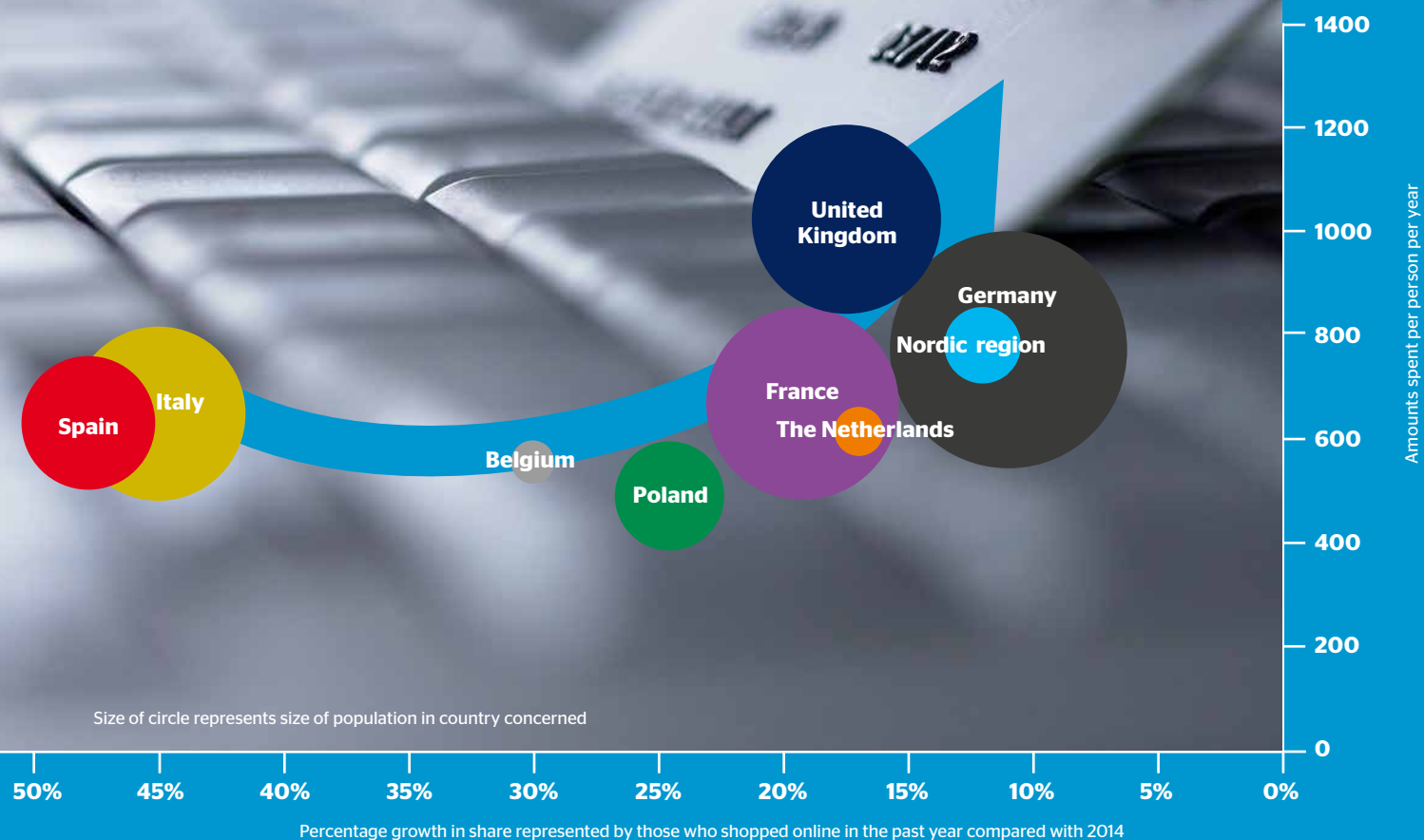
Estimated average spend per person per year

Acceleration stage

Rapid increase in numbers of new e-commerce consumers drives growth, amounts spent and purchasing frequency are relatively low.

Digital market shift

The inflow of new e-commerce consumers slows, the market expands via increased purchasing frequency and higher amounts spent.



Shift in European retailing continues

The conditions for e-commerce vary across Europe, and the countries of Europe are at different stages of their e-commerce journey. European countries also differ in terms of population size, which affects the size of their e-commerce market. The size of each country's population is represented by the size of the circles in the diagram above. For example, Italy, Spain and Poland are relatively large markets that have not reached a very high level of online development, while the UK and Germany are two large markets that have gone further. E-commerce development is most reflected in the countries' level of digital development overall, and the countries that have gone furthest are generally those that have long invested in digitization and digital infrastructure. From that, two stages may be identified: the acceleration stage and a digital market shift.

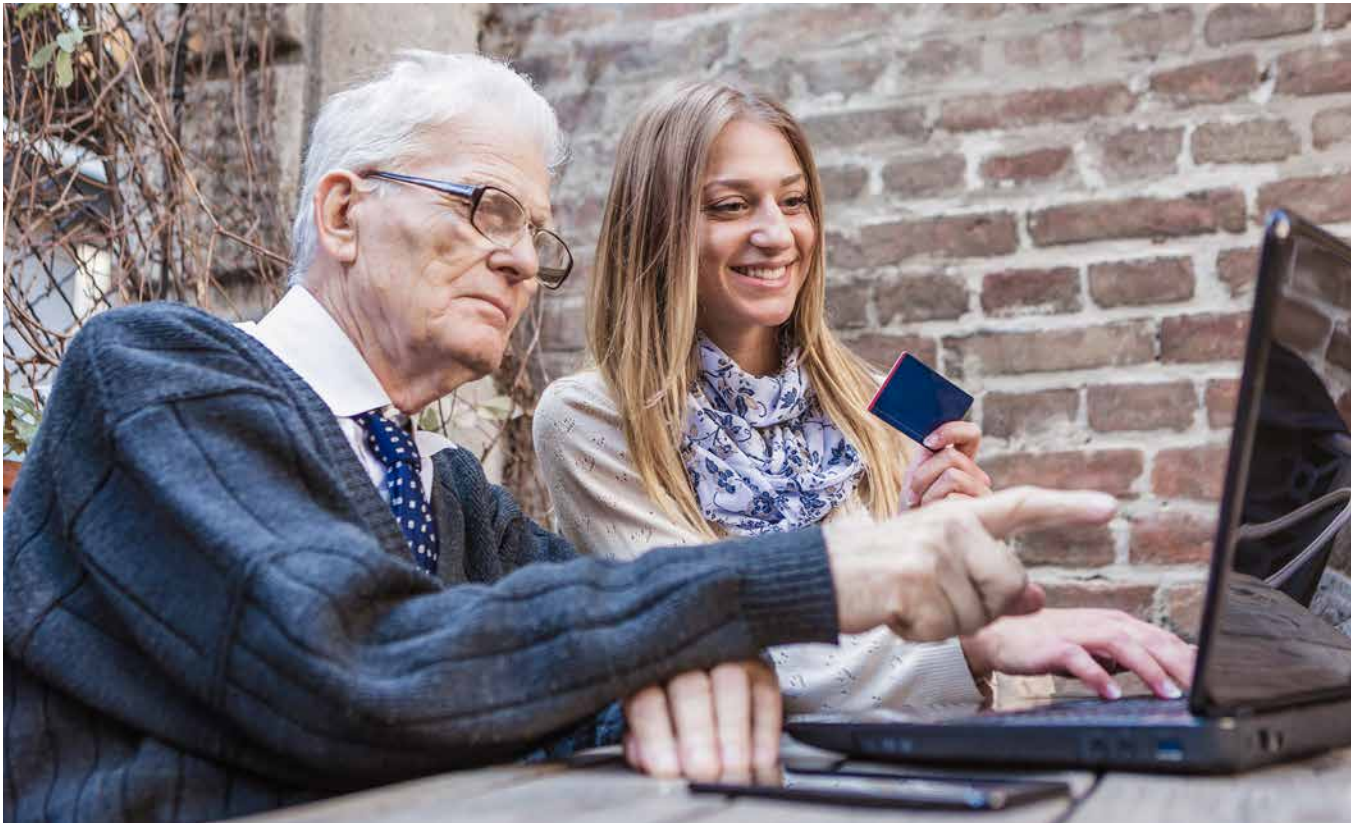
The acceleration stage

The acceleration stage is determined by high growth in numbers of new e-commerce consumers, although from relatively low levels. This generates an ever-increasing customer base in local e-commerce. With high numbers of new consumers, e-commerce consumption is relatively limited in terms of both

purchasing frequency and types of goods consumed. This is one reason why average spends remain at low levels. Countries such as Italy and Spain are regarded as being at the acceleration stage. As far as e-shoppers are concerned, this means that the market is seen as expanding, going forward, but also that consumers are not very experienced as e-shoppers and that purchasing frequency and average spend tend to be lower.

Digital market shift

Within the digital market shift, the e-commerce market has matured. Growth in numbers of new e-commerce consumers is lower, since the majority are already buying online. On the other hand, however, these consumers are spending more money, either because they are buying more often online or because they have moved a higher share of their overall goods consumption to the Internet. Countries such as the UK, the Nordic countries and Germany are regarded as being part of the digital market shift. This means that the markets are more mature and so more competitive, but also on the other hand that a stable customer base exists that is prepared to do a great deal of shopping online.



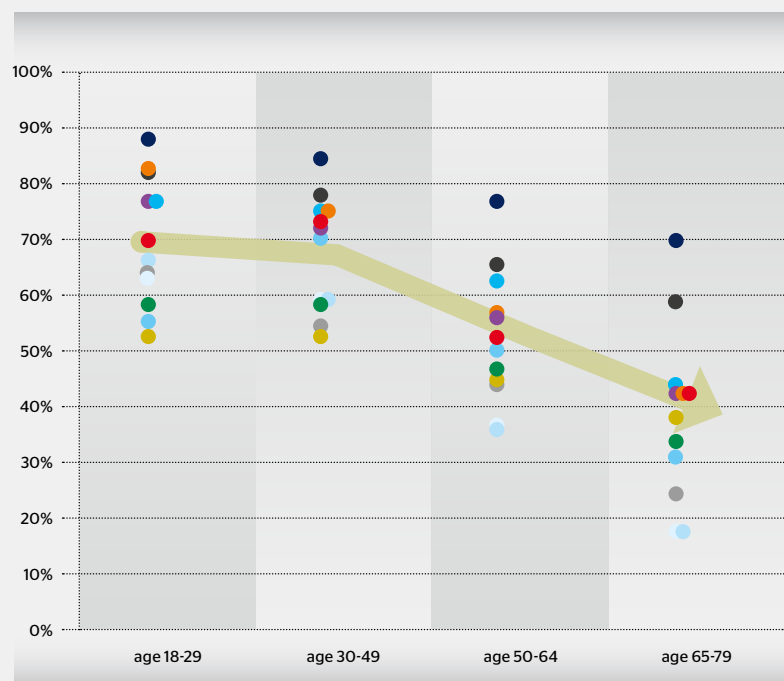
Generation gap in online buying

One of the biggest differences between groups in terms of e-commerce habits relates to age. Generally, younger people buy online more than older people, but it is also a fact that the differences between the countries becomes wider the older the respondents are. In some countries, the differences between age groups are narrower, while the differences in other countries are extremely wide.

A breakpoint is found at around the age of 50 years, when the propensity to shop online starts to decline sharply. However, if no dramatic behavioral changes emerge, it is likely that this breakpoint will move up in the age ranges as people with established e-buying habits become older. In that way, the digital generation gap that exists today will gradually and increasingly fade away with time, which in turn will result in a natural increase in numbers of e-commerce consumers. This indicates that, as a customer category, numbers of elderly people will in the long term increase sharply in Europe and that this process will - particularly in certain countries - be to the advantage of the e-sellers who can meet the demands and needs of older consumers.

Generation gap driving growth in e-commerce

Percentage of population who shop online, by age group
Base: Have shopped online



■ United Kingdom, ■ Belgium ■ The Netherlands ■ Italy ■ Poland
■ Spain ■ Germany, ■ France ■ Sweden ■ Denmark ■ Norway ■ Finland



“Marketplaces are continuing to grow in importance”

Arne Andersson, E-commerce Expert at PostNord, comments on the results of the survey and advises e-sellers who want to succeed in Europe.

What do you find most interesting in this year's report?

– What I find most interesting is that both consumers and e-sellers are becoming increasingly global. Cross-border business is continuing to increase, both in and outside Europe. Buying from China is especially popular, and middlemen and sellers in all countries are facing the challenge of Chinese retailers selling directly to consumers via marketplaces such as Amazon.

What are the markets in Europe with the greatest potential in e-commerce?

– Some countries are still lagging quite a long way behind in e-commerce, for example Italy and Spain. In these countries, it's relatively easy for new players to get established, at least compared to setting up in mature e-commerce nations such as the UK and Germany. But the gap will narrow quite quickly, partly as a result of Amazon's entry into Spain and Italy and increased investment in the countries' IT infrastructure.

Which sectors do you find most exciting right now?

– Cosmetics and interior decor - they've exploded on the Net

quite recently. Both Zalando and Amazon have started selling cosmetic products, and the interior decor site Houzz is focusing seriously on Europe.

What tips can you offer regarding logistics and e-commerce?

– Obviously, fast deliveries provide a competitive edge. But I think we should talk more about the importance of accurate and transparent information, in other words, being able to say precisely when a product will be delivered and keeping the customer updated all the way. This is more important than, for example, same day delivery, which few customers really need.

Is there room for more e-commerce players in Europe?

– Absolutely, but if you want to sell generic (unbranded equivalent) products you have to be able to compete on price, which many Asian e-sellers do. If not, you have to focus on being more niche-based. For example, indie brands in clothing and shoes are highly attractive.

What are your predictions for the immediate future?

– I'm convinced that, going forward, marketplaces are going to become increasingly important. We can see this with Amazon, where the marketplace is expanding more than the Amazon shop itself. Marketplaces attract customers who like the convenience of finding everything in the same place, particularly older people, and e-sellers who want to reach out to new customers, for example in other countries. I know that many e-sellers see marketplaces as a threat, but to me they should be regarded as another sales channel. You have to be brave and free yourself from your own shop - if the marketplace generates the most sales, that's where you have to be.

Finally, do you have any tips for readers of this report?

– Study the country-specific pages in detail, they're the most important ones. Because, even if the European countries have many similarities, there are also big differences. For example, everyone wants to be able to choose how their product is delivered, but there are variations in what their choices should be. For example, 30 percent of Nordic and 25 percent of French consumers want to collect their product from a partner outlet, while this choice is not especially popular in other countries.



OLOF KÄLLGREN
Market Information
Manager
[Direct Link](#)

SIX TIPS FOR SUCCESSFUL E-COMMERCE IN EUROPE

1. LOCAL CUSTOMER SERVICE

Offer a customer service that speaks the local language and can be reached on a local telephone number.

2. CHECK ON LEGISLATION AND REGULATIONS

Take care to understand and comply with legislation and regulations applying to e-commerce, marketing and personal data management in the countries you are selling to.

3. DIFFERENT MEANS OF PAYMENT

The means of payment that customers prefer varies from one market to another. Find out what applies locally and offer several options.

4. SITE ADAPTED TO LOCAL CONDITIONS

Use professional translators living in the country concerned to ensure that your site has a genuinely local feel.

5. SEVERAL DELIVERY OPTIONS

Operate with logistics partners who are able to offer several different delivery options in the countries where you have operations.

6. SIMPLE RETURNS

Pay extra attention to ensuring that customers are offered simple and easily understood returns procedures.

E-commerce in Europe 2018

268 million European consumers buy online and they estimate that they spent EUR 198 billion online in the past year. This represents an increase of EUR 17 billion since the preceding year. However, year-on-year comparisons should be treated with caution, since e-commerce consumption is calculated on the basis of what consumers themselves state they have spent online on an annual basis.

Europe's largest e-commerce markets are Germany, the UK and France. The three markets together account for more than half of total e-commerce consumption in Europe. The highest percentage of online shoppers is in the UK, where 93 percent of the population aged between 15 and 79

years say that they buy online. Over the past year, the percentage of consumers who shop online has risen sharply in all countries in Europe surveyed.

Cross-border e-commerce is a fact, and more than two thirds of European consumers bought online from abroad in the past year. Cross-border e-commerce is driven above all by four factors. Consumers seek lower prices, the product is unavailable in the buyer's country, they seek a specific brand or they perceive that the product offering abroad is better.

More than half of Europeans who shop online buy clothes and footwear, making these items the most online-bought products in Europe. Other products that

are popular online purchases but are no longer increasing in popularity in all countries are home electronics and books. Then there are products whose popularity is increasing among all Europeans, the three most outstanding ones being cosmetics, home furnishings and food. The UK is the pioneer in e-commerce in food. The percentage of online food shoppers in the UK is double that in the other countries of Europe. In the Nordic region, online food shopping has grown by all of five percentage points since last year. This is despite a low population density, which usually mitigates against efficient digital food sales, since as a rule it makes home deliveries a less economically attractive option.



268

million consumers in
Europe shop online



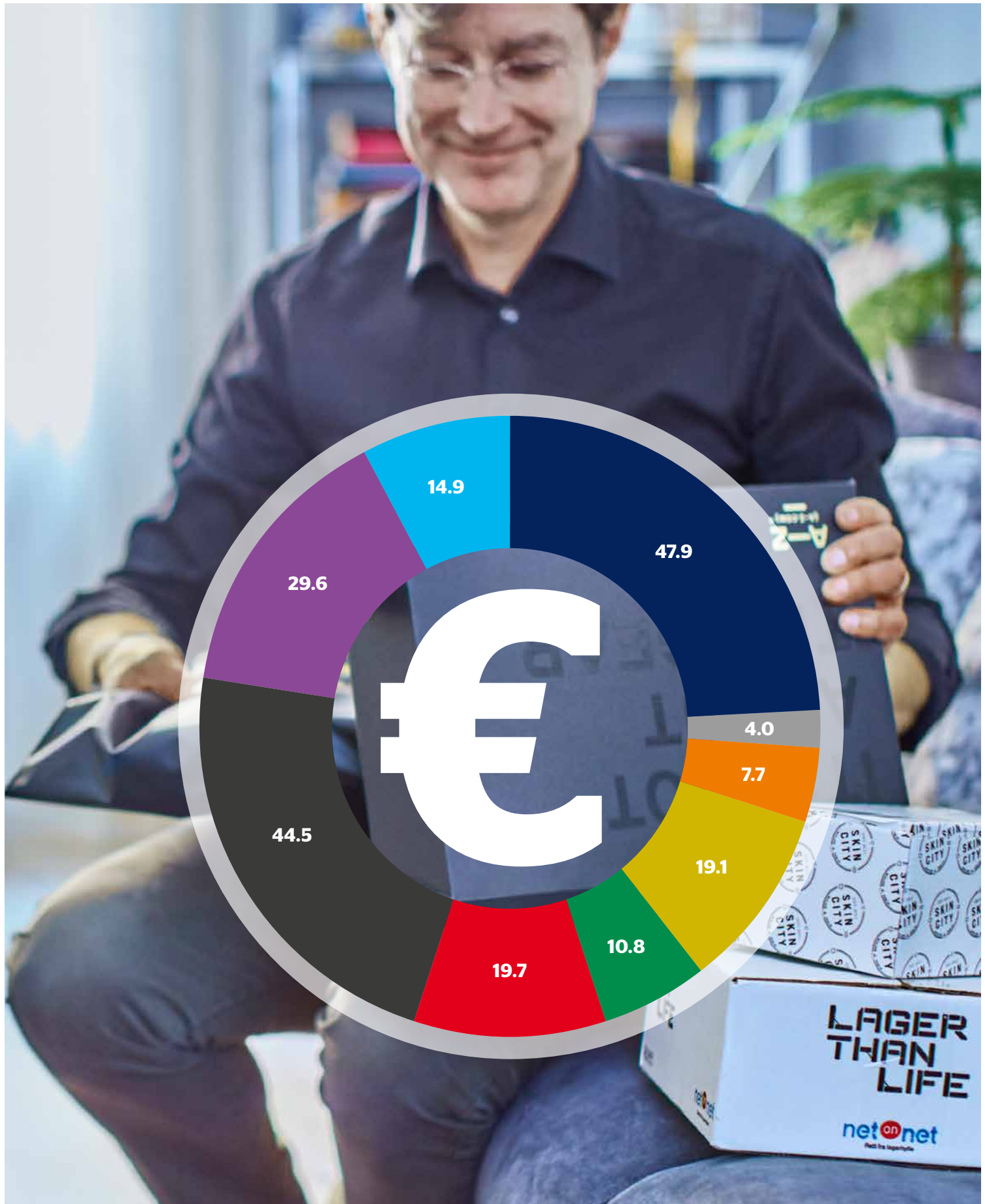
€198

billion - the total that European
consumers estimate that
they spent online in the past year



200

million European consumers
buy from abroad online

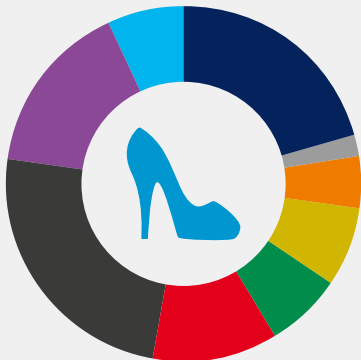


E-commerce in Europe in the past year (EUR billion)

Calculation based on the average answers of the respondents in each country to the question, "How much do you estimate that you have spent on buying products online in the past year?" (Base: Have shopped online)

■ United Kingdom ■ Belgium ■ The Netherlands ■ Italy ■ Poland ■ Spain ■ Germany ■ France ■ Nordic region

Top 12 product categories bought by Europeans online



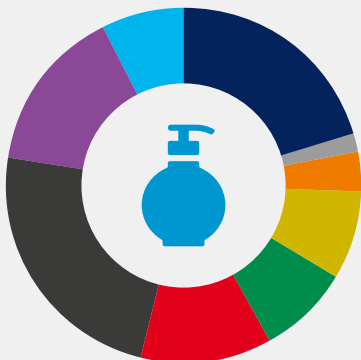
1. Clothing and footwear



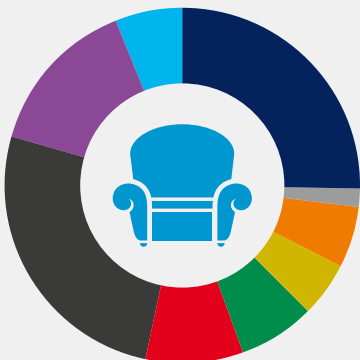
2. Home electronics



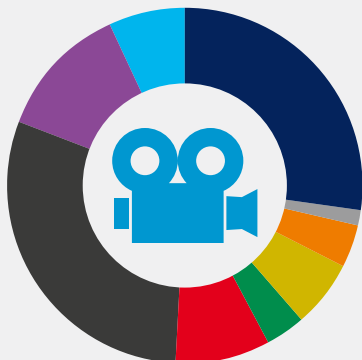
3. Books/audiobooks



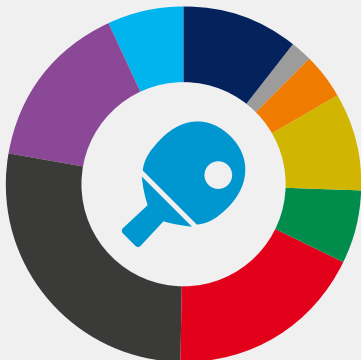
4. Cosmetics, skincare and haircare



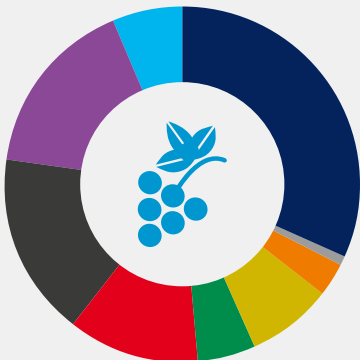
5. Home furnishings



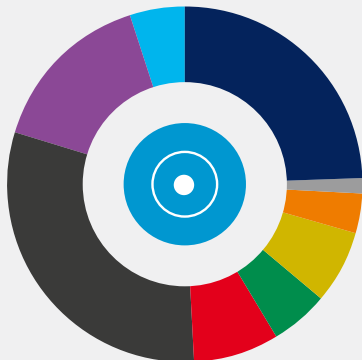
6. Films



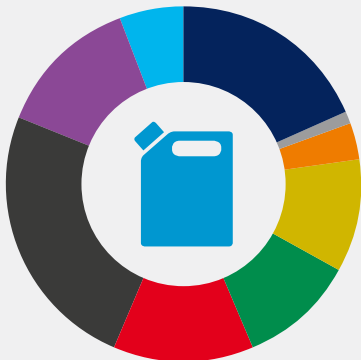
7. Sports and leisure products



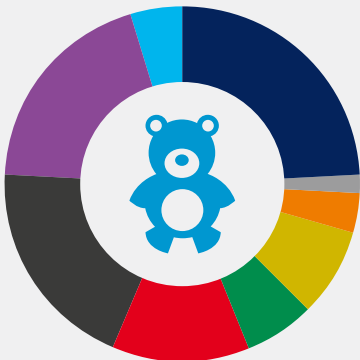
8. Food



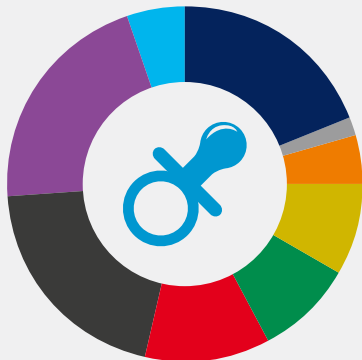
9. CDs



10. Car accessories



11. Toys



12. Children's items

Number of millions of consumers who have shopped online in the above categories in the past year.
Based on the answers of the respondents in each country to the question "Which types of products have you bought online in the past year?" (Base: Have shopped online)

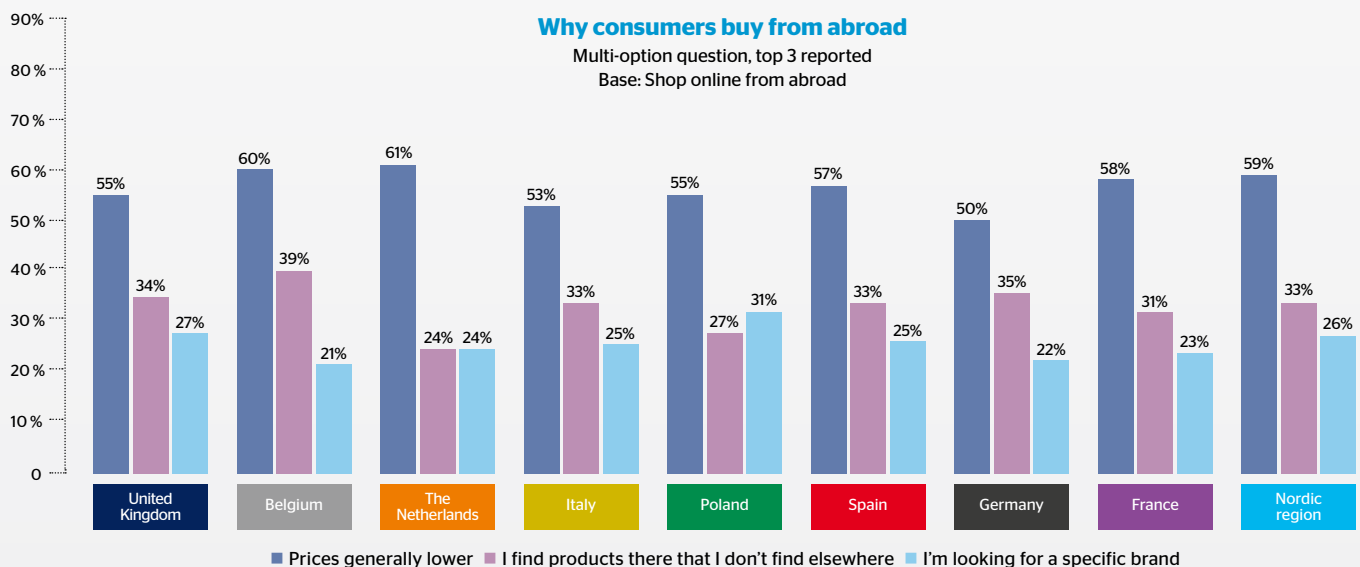
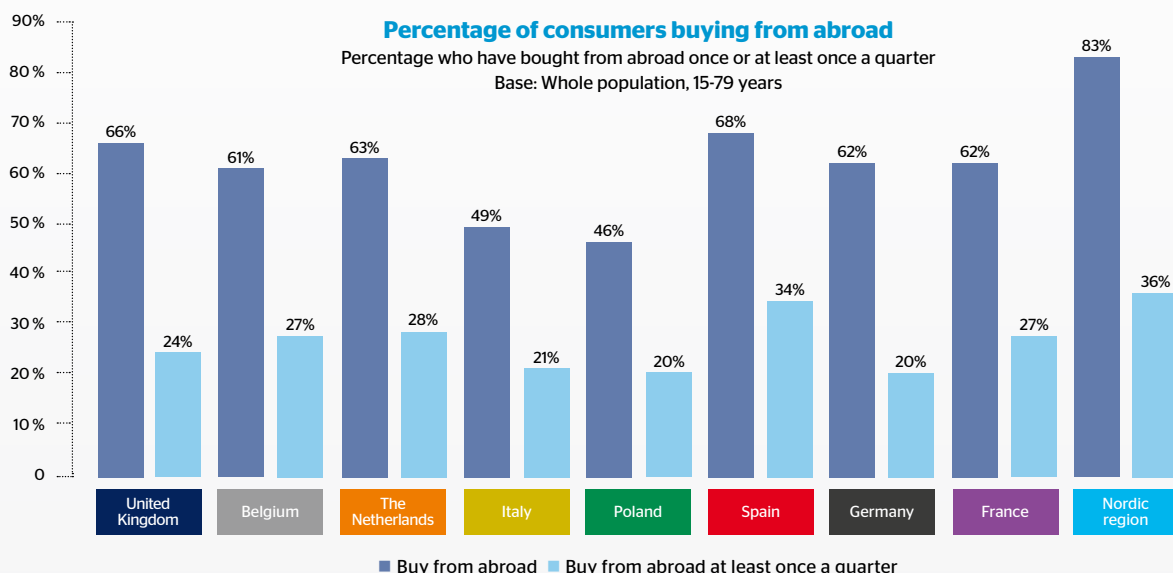
■ United Kingdom ■ Belgium ■ The Netherlands ■ Italy ■ Poland ■ Spain ■ Germany ■ France ■ Nordic region

Low prices get the interest of long-distance consumers

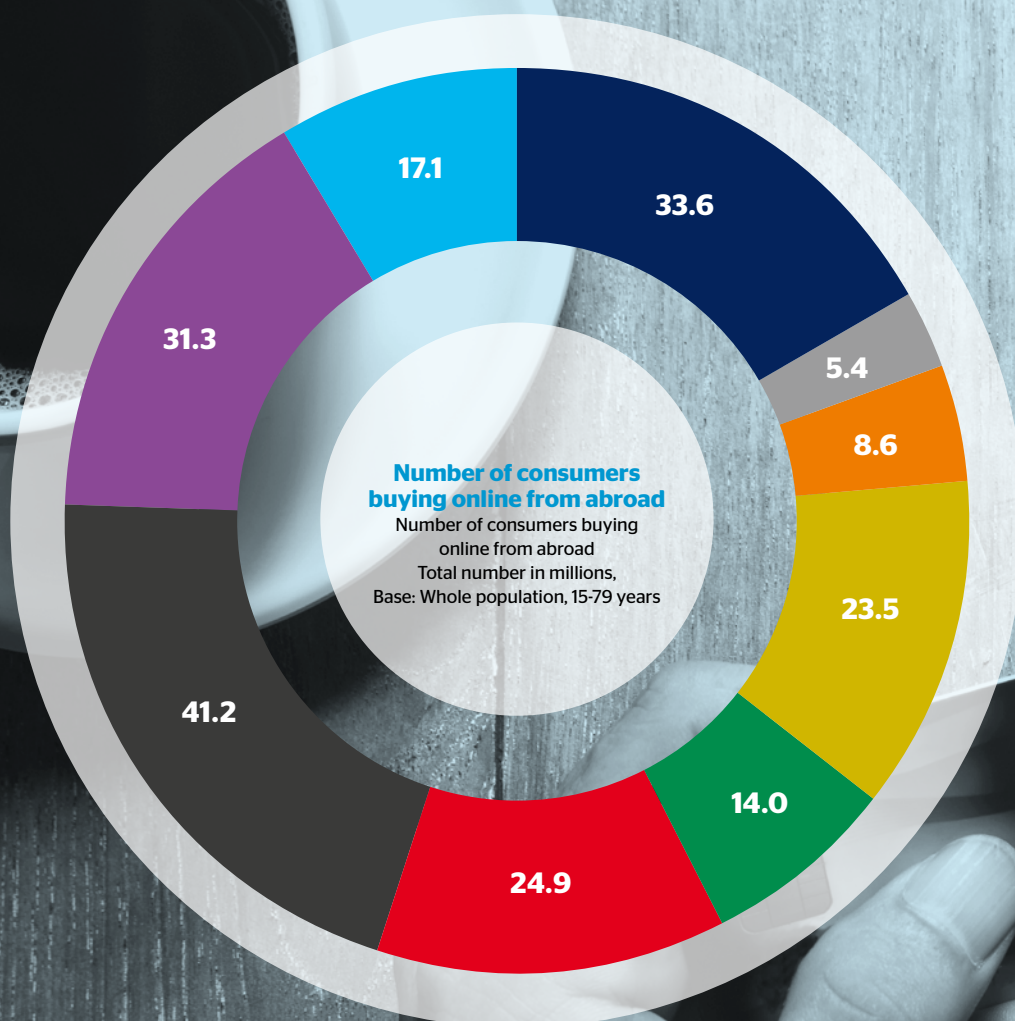
Consumers look for the best offer on everything with regard to product, simplicity of purchase process, delivery and standard of service. As a result of consumers' ability to shop globally, combined with their demand for low prices and unique products, cross-border e-commerce has grown explosively in the recent years.

In Europe, the percentage of consumers shopping online from abroad is at its highest in the Nordic countries. A common denominator in these countries is a high degree of IT maturity, relatively high prices in the domestic market and relatively low populations. As a result, the offering in the domestic market is

limited. However, Nordic consumers are not the most dedicated bargain-hunters in Europe; those are found in the Netherlands. At the same time, it is important to remember that consumers take many more factors than price into account. In the UK, Germany and Belgium, above all, the motivation for buying from abroad is often to have access to new, unique products, whereas Polish consumers are likely to seek particular brands. A high standard of service, niche products, own brands and an ability to inspire customers can all be possible keys to success for e-sellers in an environment of global competition, where it is not always possible to offer the lowest price.



■ United Kingdom ■ Belgium ■ The Netherlands ■ Italy ■ Poland
■ Spain ■ Germany ■ France ■ Nordic region



As a result of consumers' ability to shop globally, combined with their demand for low prices and unique products, cross-border e-commerce has grown explosively in the recent years.

200

**million have shopped
online from abroad**

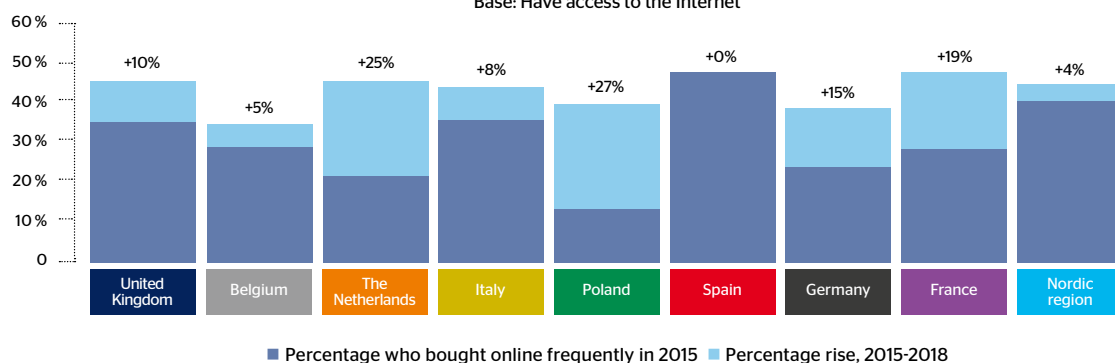
Rapid internationalization driven by younger consumers

Young consumers are the driving force behind the internationalization of e-commerce. This group is made up of “digital natives”, who are quick to reap the benefits of digital, technical and commercial advances. In certain European countries, such as Poland and the Netherlands, the percentage of young consumers who often buy from abroad has more than doubled in just three years.

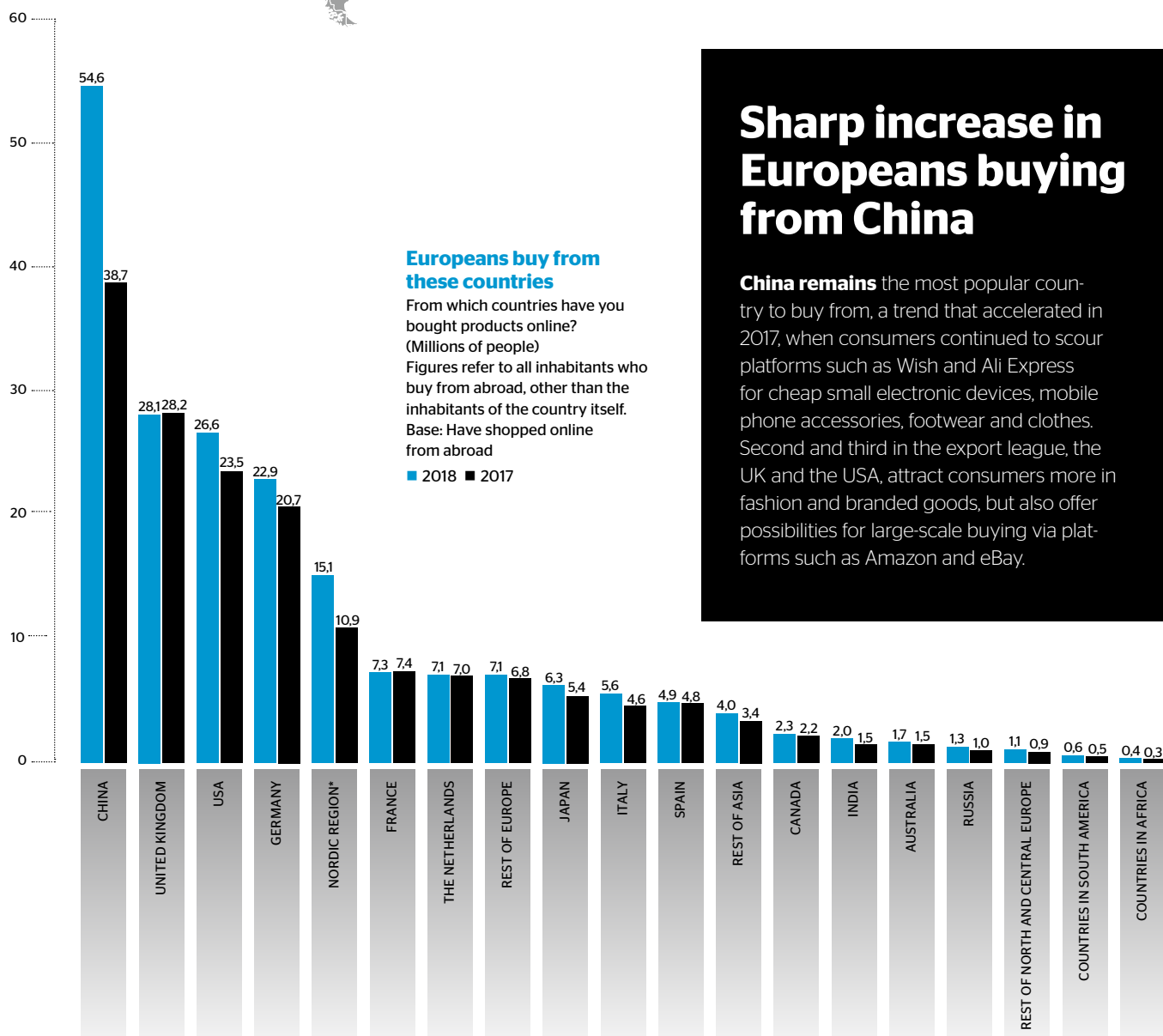
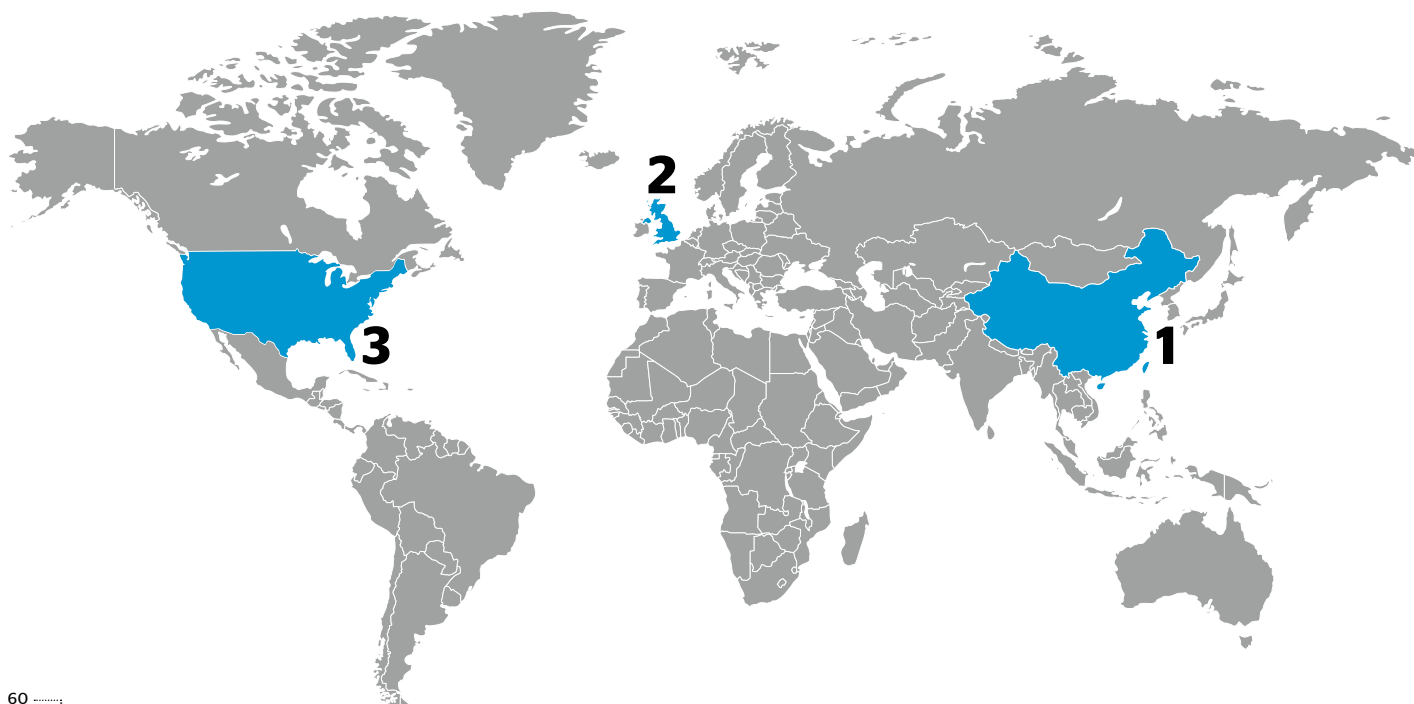


Young people who frequently shop online from abroad

Number of individuals in age group 18-29 years who buy at least once a quarter.
Base: Have access to the Internet



Online shopping from abroad



Sharp increase in Europeans buying from China

China remains the most popular country to buy from, a trend that accelerated in 2017, when consumers continued to scour platforms such as Wish and Ali Express for cheap small electronic devices, mobile phone accessories, footwear and clothes. Second and third in the export league, the UK and the USA, attract consumers more in fashion and branded goods, but also offer possibilities for large-scale buying via platforms such as Amazon and eBay.

China remains the most popular country to buy from,

a trend that accelerated in 2017, when consumers continued to scour platforms such as Wish and Ali Express for cheap small electronic devices, mobile phone accessories, footwear and clothes.



Major differences in delivery requirements from one country to another

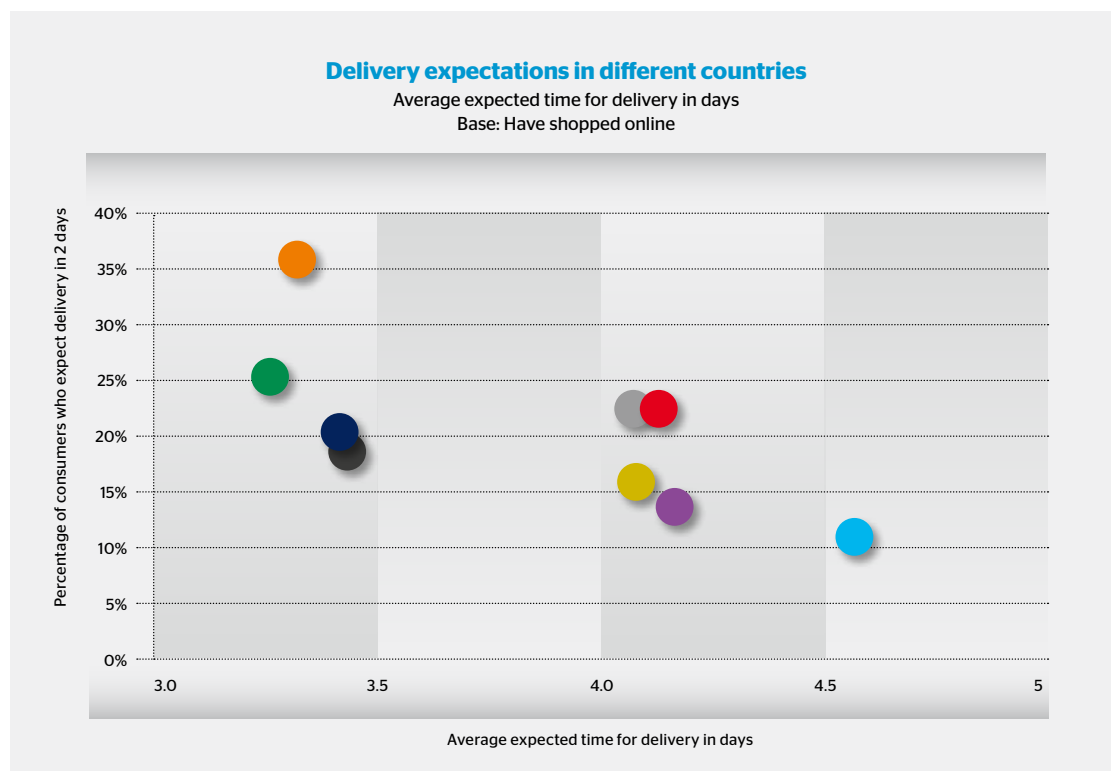
European consumers are highly demanding in terms of fast, convenient delivery. Normally, three to five days from the time of order is regarded as a reasonable time for delivery. Polish consumers generally expect the shortest possible delivery time, while those in the Nordics are somewhat less demanding. The latter may be because of a higher percentage of consumption from abroad among Nordic buyers, a more distant location geographically and a lower population density. A high population density generally makes it easier for businesses and forwarders to manage fast deliveries at an acceptable cost. This is possible via the efficiency gains achieved with a high-density logistics network.

As far as demands for really fast deliveries are concerned, the Netherlands stands out. Significantly more than one in three consumers expects delivery within two days, compared to one in ten in the Nordic countries.

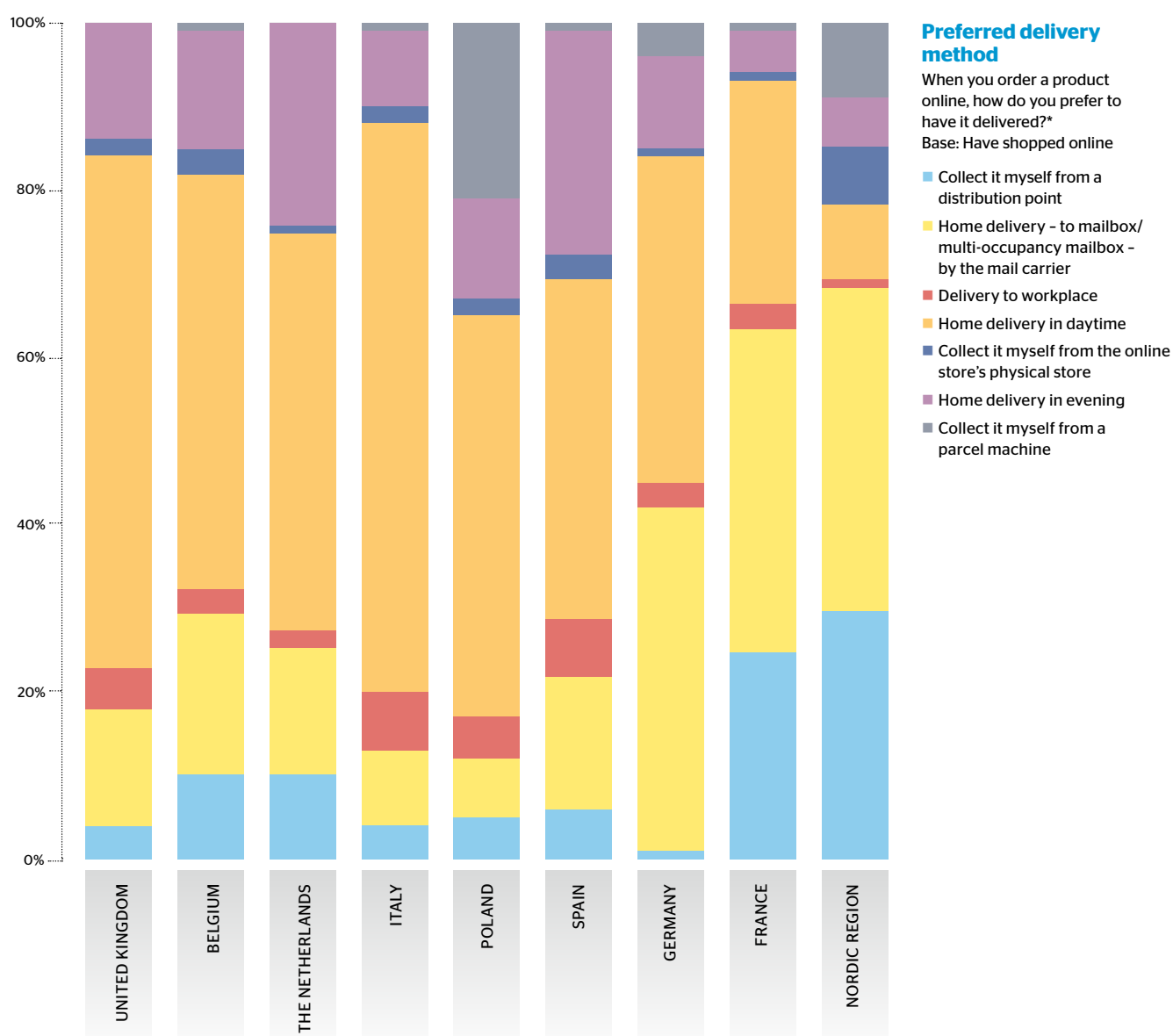
Even more important is the difference in the mode of delivery preferred in the different countries. The option for collection from a distribution point offers flexibility in choice of time. It is popular in the Nordic countries, but less so in the other European countries,

with the exception of France. Day-time home delivery is generally an attractive delivery option, but here, too, preferences differ. Two-thirds of Italian consumers prefer this alternative, compared with less than one in ten in the Nordics. In Germany, it is wise to deliver to the mailbox where practically possible, while Poles have become more accustomed to parcel machines than other Europeans.

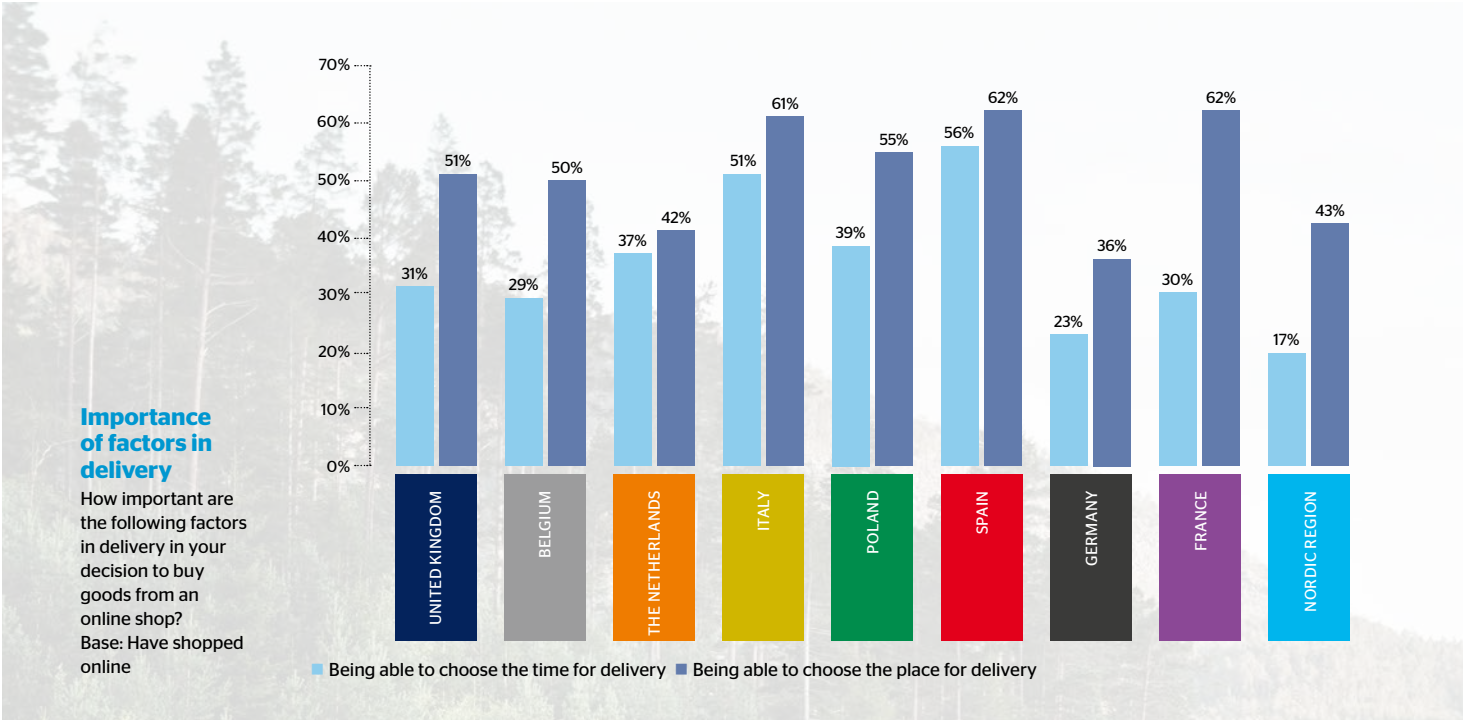
Choice seems to be important to many Europeans. It is often pointed out that times kept by the Spanish differ from those of other Europeans, which may be one reason why they are keenest on flexibility in time of delivery. The French top the list in preferring to be able to choose the location where the item is to be sent, probably because of a strong tradition of click and collect. The same palette of differences is observed as regards the willingness to pay extra to have the items home-delivered as soon as on the day after ordering. Nearly half of Polish consumers are prepared to do so, while slightly less than one in seven consumers in Belgium would consider doing the same. Finally, the option of changing delivery date after the goods are dispatched is more important in Poland and Southern Europe than in other countries.

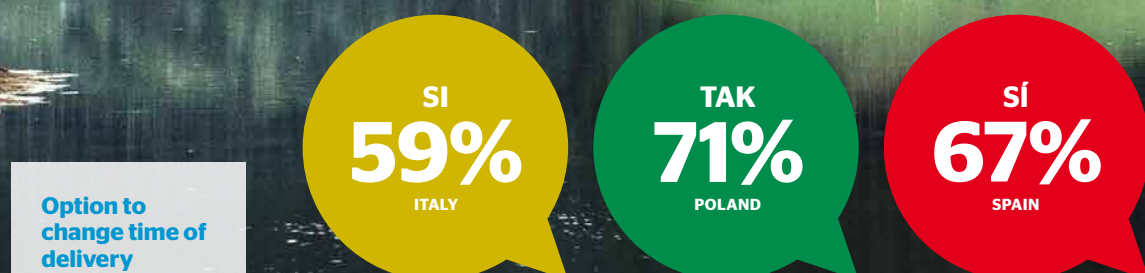
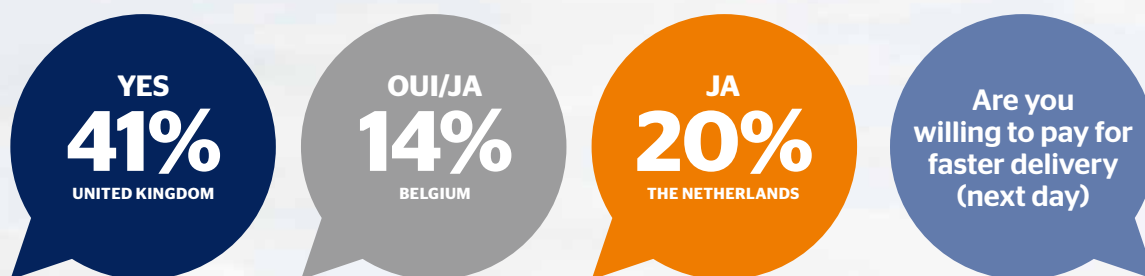


■ United Kingdom ■ Belgium ■ The Netherlands ■ Italy ■ Poland
■ Spain ■ Germany ■ France ■ Nordic region



Deliveries





Option to change time of delivery

Is it important to you to be able to change the delivery date or time after the products are dispatched from the online store? (Percentage who responded yes.)
Base: Have shopped online

Simple returns process – a way of looking after customers

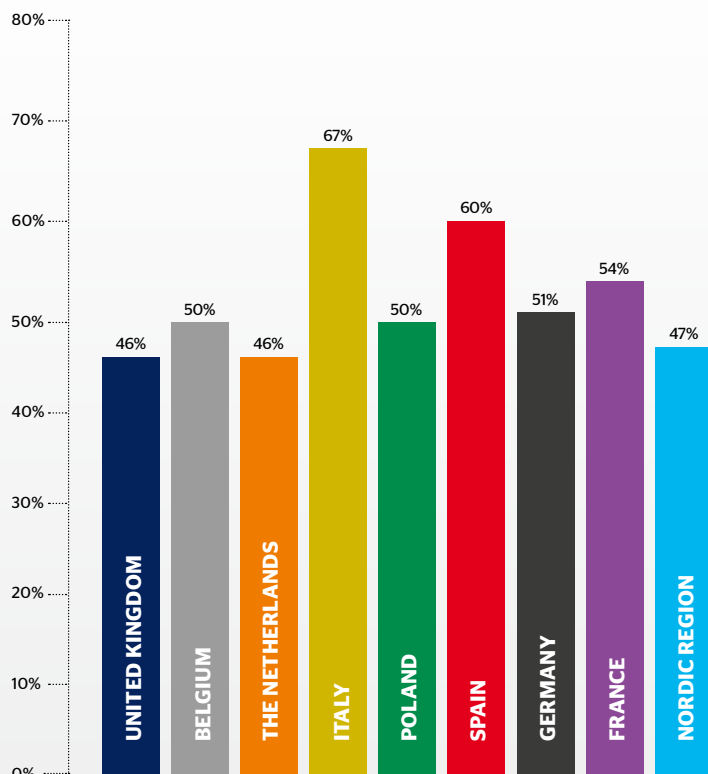
Many e-retailers have recognized the importance of offering customers convenient arrangements for returns. The lack of such arrangements may be a barrier to consumers, not least in markets with a lower level of e-commerce maturity, as many customers in general feel secure that returns and complaints are dealt with well in physical shops. According to Eurostat, out of the EU-based consumers who do not yet shop online, one in six says the reason is lack of trust in deliveries and returns being handled in a satisfactory way. In Spain, the figure is nearly four out of ten.

German and Dutch consumers return the most goods relative to the size of the country's population; more than half of online consumers in these countries have returned at least one e-shopped item in the past year. Third with regard to level of returns is the UK. The common factor with this trio of countries is a relatively high volume of shopping for fashion products - the category of goods showing the highest propensity for returns. Many consumers have become accustomed to ordering home delivery of clothes and footwear in several different sizes and then returning those that do not fit. Other reasons for returns of course

include that the buyer has received the wrong garment, or that the product looks different in reality than in the pictures, or that quite simply the customer has changed his or her mind after a spur-of-the-moment purchase. Other than clothes and footwear, home electronics, car accessories, children's products and home furnishings are items that are often returned.

Clear returns information is regarded by many consumers to be an absolute must. Italian consumers are the most demanding of all in this respect. Two-thirds of e-commerce consumers consider clear information about how to return an item as very important in their choice of an online shop. Elsewhere in Europe, roughly half of e-commerce consumers take this view. The overall picture is also that most consumers find that the conditions for returns offered by their online shops are easy to understand, although there is potential for improvement. Some ways in which e-sellers could lower the level of returns include looking more closely at products that are often returned, asking customers to specify why they are returning an item and using size guides and clear product picture on their websites.

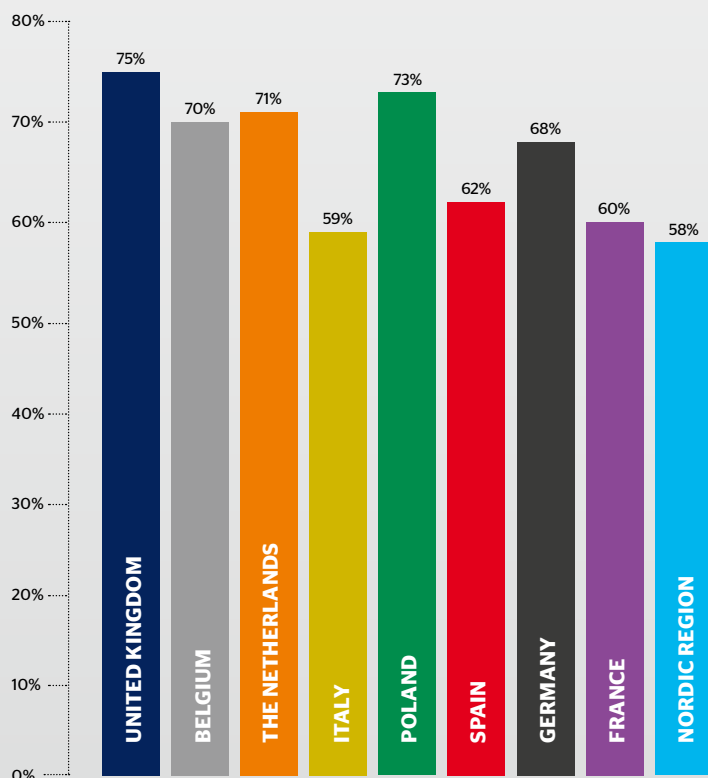




Importance of clear returns process

How important is it that "Clear instructions are given for how to return goods" in your decision to buy goods from an online shop? (Percentage of consumers who regard this factor as very important)

Base: Have shopped online



Procedures for returns are easy to understand

In general, do you think that it is easy to understand the procedures for returns on the websites of online stores? (Percentage who answered yes)

Base: Have shopped online

Top 5 returned products

Top 5 most commonly returned product categories (millions of consumers who returned a product in the category during the past year)

1

Clothing and footwear
50.6 million consumers

2

Home electronics
18 million consumers

3

Car accessories
7.7 million consumers

4

Children's items
6.1 million consumers

5

Home furnishing
5.7 million consumers

Customers demand clarity and simplicity from their online shop

Demands vary, depending on where the consumer is based geographically, with some European markets setting higher demands on e-commerce than others. Clarity, low prices, local adaptation and fast delivery are the most important reasons for buying online. The UK is one of the markets where consumers place the highest demands, possibly because its e-commerce market is one of the most highly developed in the world.

PRICE – A clear indication of what the total price will be is an absolute must for European consumers. Clear communication regarding product price, any costs of freight and other items makes the customer feel more secure and increases the conversion rate. Offering the lowest price is also a factor, but not necessarily one that is as crucial. This may be because to some consumers brand awareness and quality weigh more heavily in the balance.

INFORMATION – Good, clear information and pictures of the products are another success factor in being competitive on the European e-commerce market. Up to the present, there has been no way that the customer can physically examine a product online; this means

that detailed, to-the-point product information is extra important. E-sellers aiming at fashion consumers also have reason to add product videos, since this sales tool adds further relevant information.

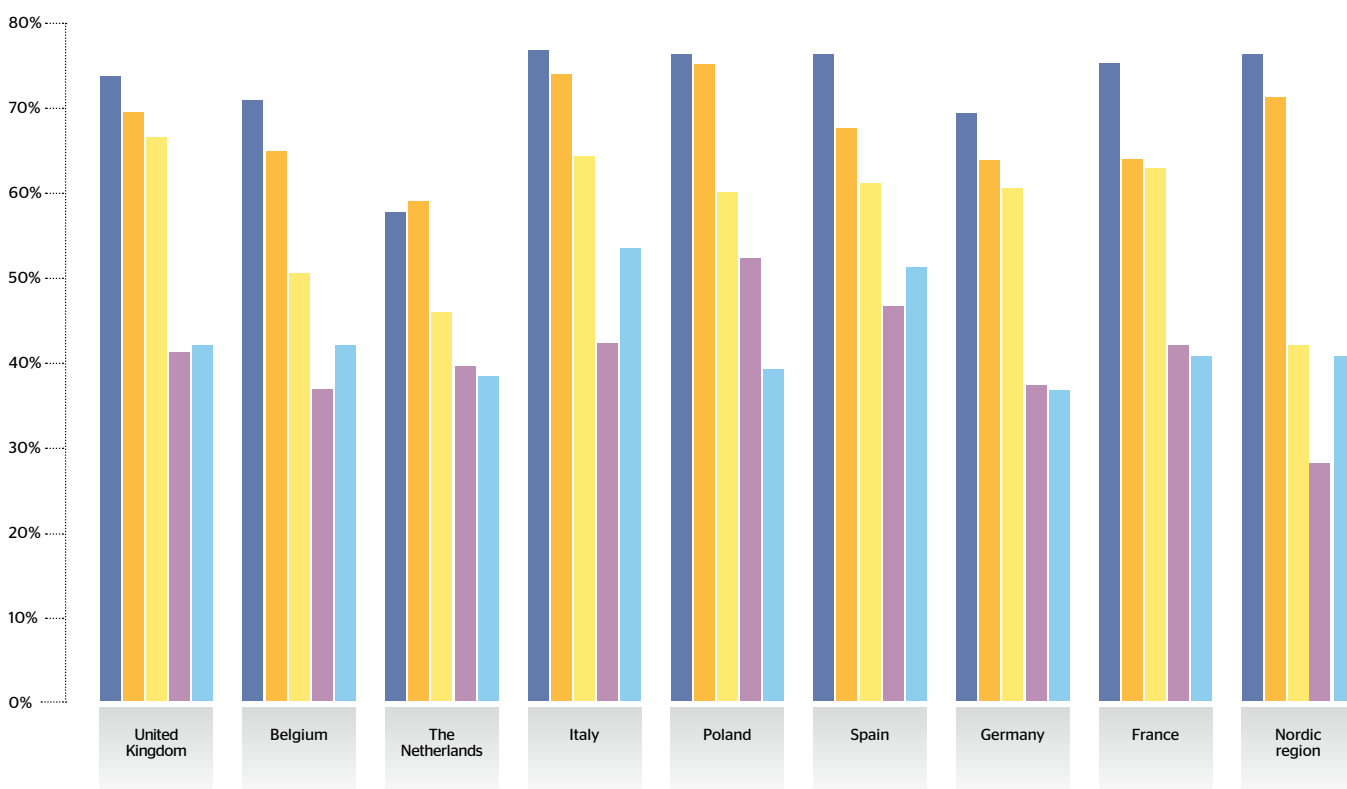
LANGUAGE – Offering a shopping experience in the language of the local market is regarded as important to European consumers. Communication in the local language makes it easier for customers to shop and helps to build greater trust in the online shop. However, Nordic consumers see it as less important than other Europeans. One reason for this may be that Nordic e-shoppers tend to have good English skills and are therefore more inclined to accept English as the language of the online shop.

FAST DELIVERY – As e-commerce sales grow, e-commerce customers are becoming more and more demanding in terms of delivery. Fast deliveries are considered to be an important factor when European customers choose an online shop. However, online shops cannot fixate blindly on speed. Choice – that is, the ability to choose how and when delivery will take place – is appreciated by virtually all European consumers.

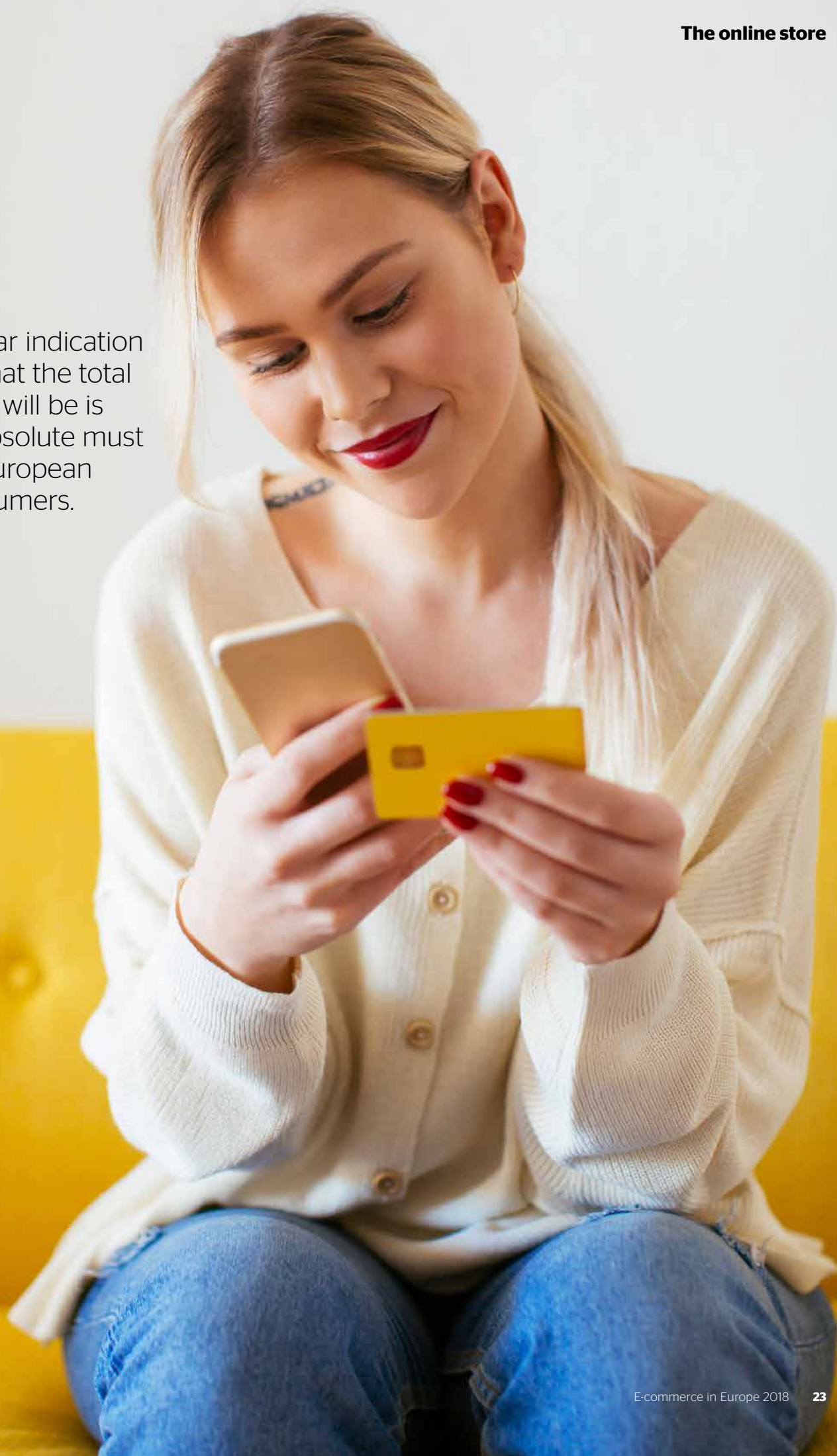
Important factors for an online shop

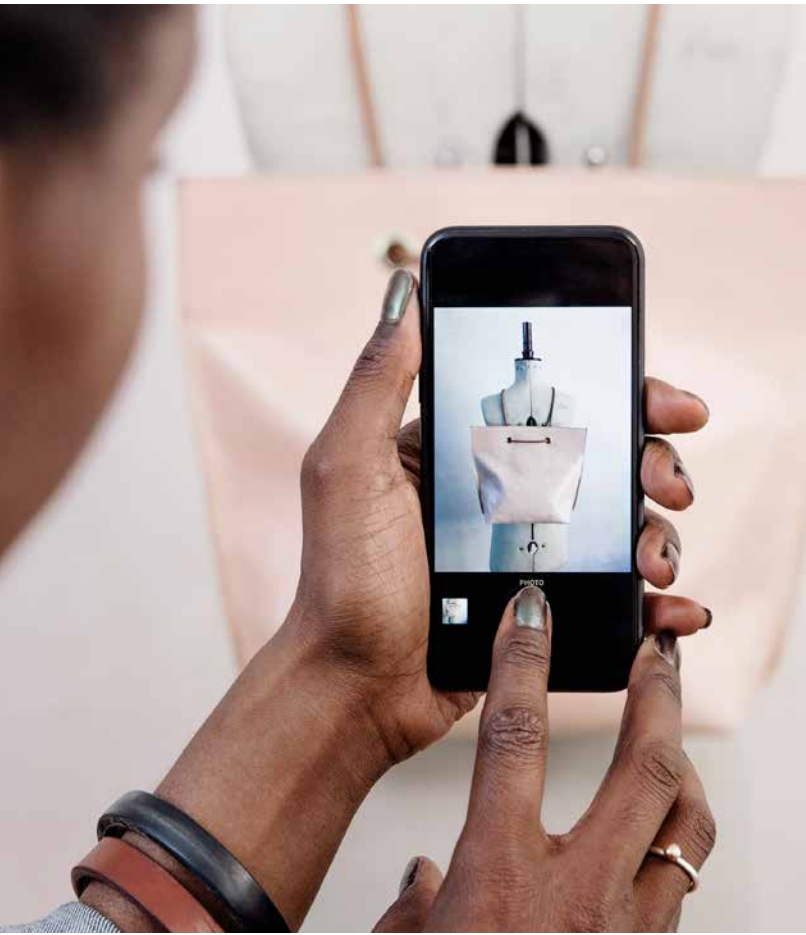
How important are the following factors in your decision to buy goods from an online shop? (Percentage of consumers who regard this factor as very important)
Base: Have shopped online

- Clear display of what the total price will be, including shipping and any charges
- Good, clear information and picture of the products
- Online shop is available in my language
- Fast delivery
- Lowest price



A clear indication of what the total price will be is an absolute must for European consumers.





Shopping via mobile devices is showing steady growth

Mobiles are now synonymous with e-commerce and an important factor in the strong advance of the sales channel in recent years. To succeed in e-commerce in Europe, creating a clear and simple buying process via mobiles is of the utmost importance. For Europe as a whole, six out of ten consumers have used their mobile phone or tablet for shopping in the past year.

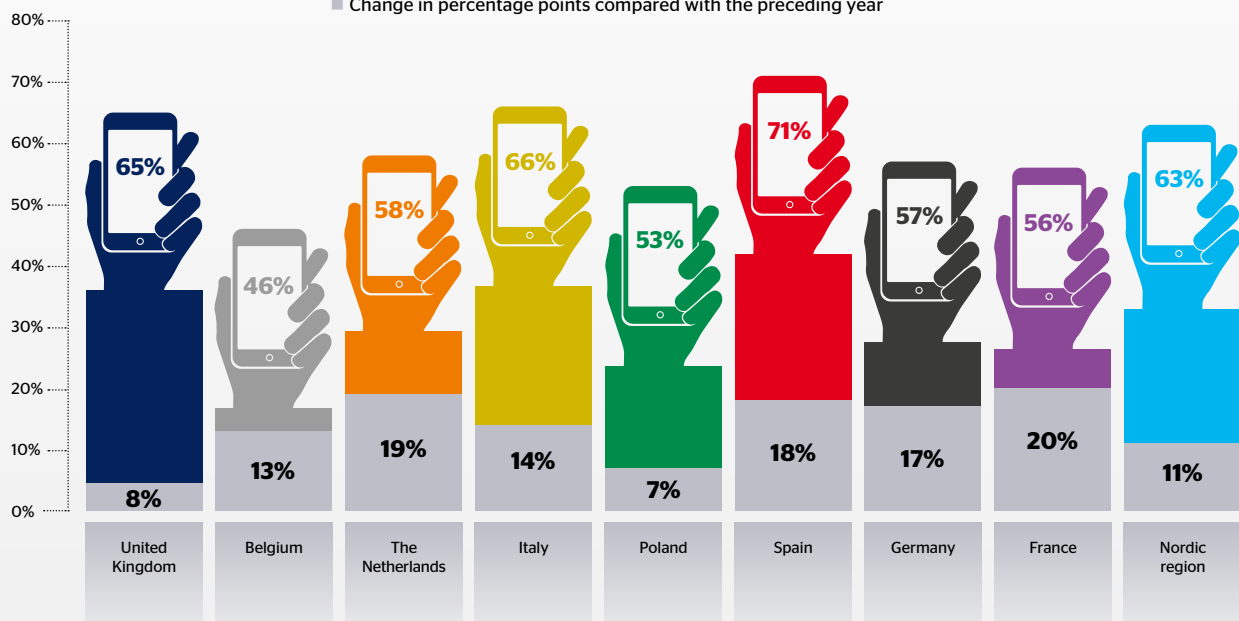
What does this trend tell us? Mobile phones enable consumers to shop wherever they are; all they need is an Internet connection. Mobiles also create opportunities for online shops to inspire and inform consumers during their buying journey, for example by distribution of customized newsletters or push notifications by text message, e-mail or advertisements.

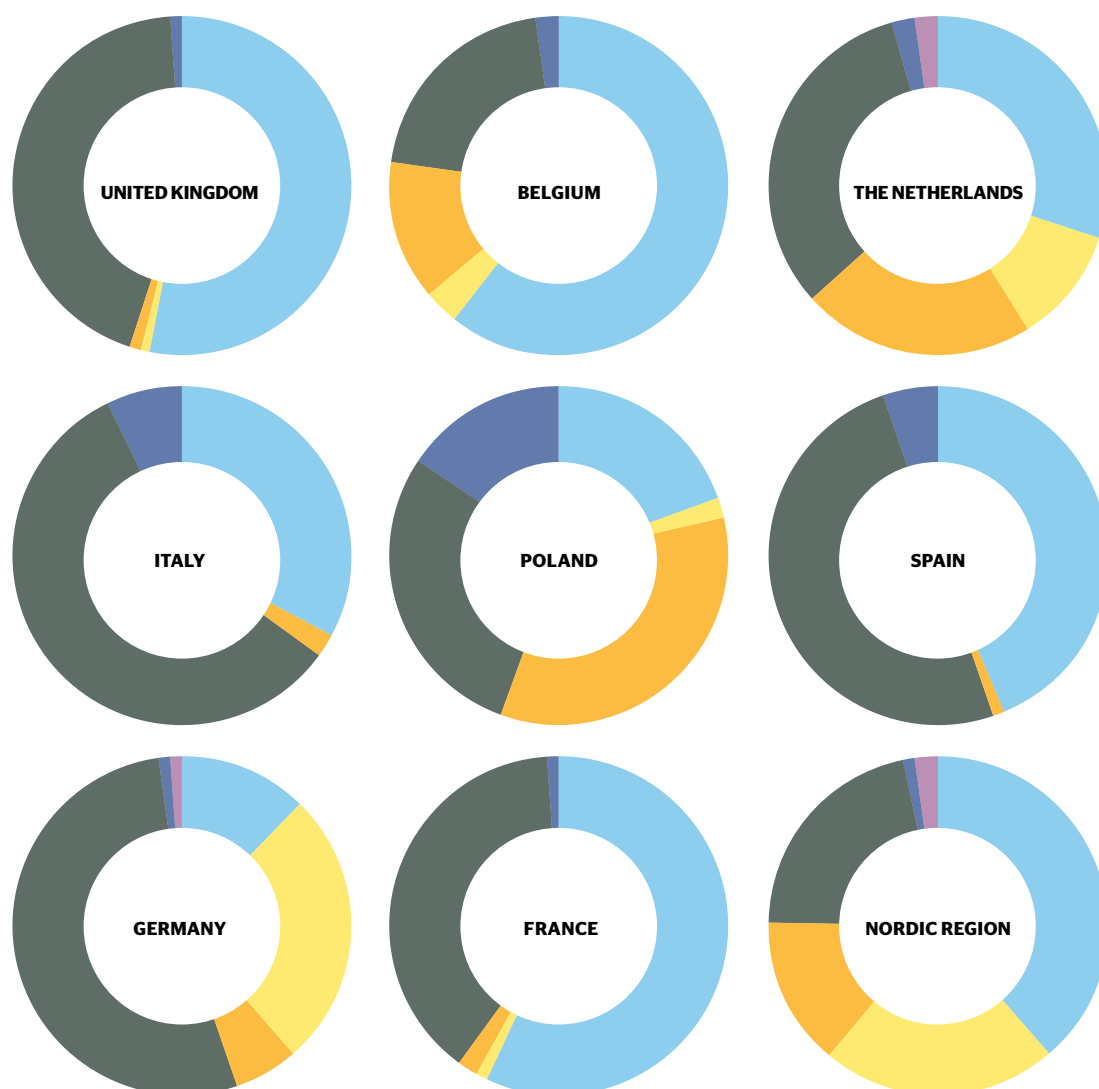
What is the outlook? Shopping via mobile devices is growing throughout Europe. Previously, mobile maturity has varied sharply across Europe, but it is increasingly becoming more even. This is partly because Internet penetration and the availability of cheap mobile devices are increasing and because e-commerce in the various countries is expanding.

Used mobile device for e-shopping

Have you at any time during the past twelve months used your mobile phone or tablet for online buying?
(Percentage who respond Yes)
Base: Have shopped online

■ Change in percentage points compared with the preceding year





Preferred payment option

Which of the following methods do you prefer to use when you pay for a product you have bought online?

Base: Have shopped online

For more detailed information, see detailed results on page 49.

■ Debit card or credit card ■ Invoice ■ Direct payment through my bank ■ PayPal or similar ■ Cash on Delivery ■ Payment by installments

Right payment method means customers do more shopping

The payment method used by an online shop is a decisive factor in the final stage of the buying process. The right payment method can be the difference between success and failure, especially in cross-border transactions, in that preferences vary from one European country to another. Against that background, most online shops offer many different payment options so that more consumers feel secure and therefore shop more. The two most popular payment methods by a long way are debit cards and payment services such as PayPal. The reason that debit cards are popular among European

consumers is probably because they are most familiar with that payment method, both in online shopping and in physical shops. Convenient payment services like PayPal are successful because consumers regard them as safe and they are offered by most online shops. The two payment methods have grown most in popularity in the past year, at the expense of other alternatives, such as invoice, COD and payment by installments, which are rarely used. The relative shares of the two most popular methods are more or less equal, but the one that is preferred varies from one country to another. In Germany, Italy

and Poland, systems such as PayPal hold a stronger position than debit cards. The reverse applies in the Nordic region, Belgium and France, whereas the payment methods are on an equal level in the UK, the Netherlands and Spain. The payment method that in general is the third most popular, and that has also grown in popularity in all countries in the past year, is direct bank transfer. However, the method is clearly country-dependent because in some countries – for example the Netherlands and Poland – national options operate with a strong position in the country concerned.



A one-stop-shop for fashion in Europe

Zalando has gone from being a pure online fashion retailer to a sales platform for over 1500 brands. **Carl Friedrich zu Knyphausen**, Head of Logistics Development at Zalando, explains why, and talks about the company's investments in technology and ever-growing logistics network.

Zalando started as a small online store selling flip-flops out of a basement in Berlin about ten years ago. Since then, the company has developed from a pure retailer into one of Europe's largest online fashion platforms, sporting over 1500 brands. Being a "platform" means that Zalando not only sells products from their own assortment, but gives brands the opportunity to sell through Zalando's website. In addition, Zalando can offer a fulfillment solution, which means that the company also takes care of the brand's warehousing, picking, packing, and shipping.

As of today, Zalando has on-boarded 20 partners, many of which own a number

of brands, such as Bestseller, VF Group, Inditex and Tommy Hilfiger. In the long run, Zalando hopes to connect every player in the fashion industry, offering consumers "unlimited assortment".

- We strongly believe in the platform approach, it's a win-win situation for everyone, says Carl Friedrich zu Knyphausen, Head of Logistics Development at Zalando.

The main advantages for the partners, zu Knyphausen explains, is the ease of which they can reach new markets. Consumers on the other hand, benefit from a large assortment and a personalized shopping experience, including the convenience of getting all items in one parcel - as products from Zalando's

assortment and the Partner Program are shipped together.

Logistics is very important for Zalando's business. In 2011, Zalando opened its first fulfillment center, close to Berlin. Since then, the company has established a pan-European logistics network, currently boasting eight fulfillment centers in five markets, with three more under way. And the network keeps expanding.

- Our sales is estimated to grow 20-25 percent per year. That means we have to double our logistics capacities every three years, zu Knyphausen says.

Another reason for establishing more warehouses is that Zalando wants to be



closer to its customers, making deliveries and returns even quicker. For instance, when Zalando opened its satellite warehouse close to Milan, lead times were cut by 1,5 days. By building one close to Stockholm, the company hopes to cut lead times in the area by half.

– In this regard, we see logistics as one of the key drivers for customer satisfaction, zu Knyphausen says.

But proximity is about much more than logistics. Knowing the local market is also a must. That's why Zalando have local teams in each market that monitor and evaluate consumer behavior and feedback. Insights include everything from preferred delivery and payment options, to trends, assortment preferences and what local brands are most popular. In addition, Zalando pilots new services locally to learn more about the demand in the area. In Stockholm, the capital of Sweden, the company is running a "return on demand pilot" together with PostNord, where customers can get their return parcel picked up at a time and location of their choice, and in Denmark a new payment option, Pay-Later, has been introduced.

Zalando is also at the forefront of technology, developing their own systems and technical solutions. Robots, automation, machine learning and artificial intelligence, AI, are particularly important areas for the company. With regards to logistics, the physical logistics network is run by Zalos, Zalando's warehouse management system, which is part of the Zalando e-Commerce Operating System.

– As Zalando matured, we gained more and more experience in building highly complex IT systems. So it was pretty clear



"Today, customers want to have more control of their parcel. Not only speed, but also convenience, matters. And they want know exactly when their parcel will be delivered."

Carl Friedrich zu Knyphausen,
Head of Logistics Development
at Zalando

that we'd be creating the logistics system for our warehouses as well, zu Knyphausen says.

In the warehouses, robots and employees work side-by-side, assisted by automation solutions and AI. Zalando has developed an AI-algorithm that can calculate the shortest pick paths in the fulfillment centers, and optimize the throughput of popular products. In the near future, zu Knyphausen believes that AI will also be used to predict delivery times more accurately, preselect the best delivery options for customers, and make sure the logistics infrastructure is utilized even more efficiently by analyzing the capacities of Zalando's carriers.

So far, Zalando is not building its own robots, but in the beginning of the year, the company invested in Magazino, a Munich based robotics startup developing picking and sorting applications for e-Commerce warehousing.

– The key question for us is: which technologies can we use to make processes even more efficient and support our logistics teams? We believe that pairing passionate employees with cutting-edge technology leads to the best possible results, zu Knyphausen says.

So what e-commerce trends does he see in the near future? Zu Knyphausen explains that customer demands are constantly changing and developing, especially with regard to logistics.

– Today, customers want to have more control of their parcel. Not only speed, but also convenience, matters. And they want know exactly when their parcel will be delivered, zu Knyphausen says.



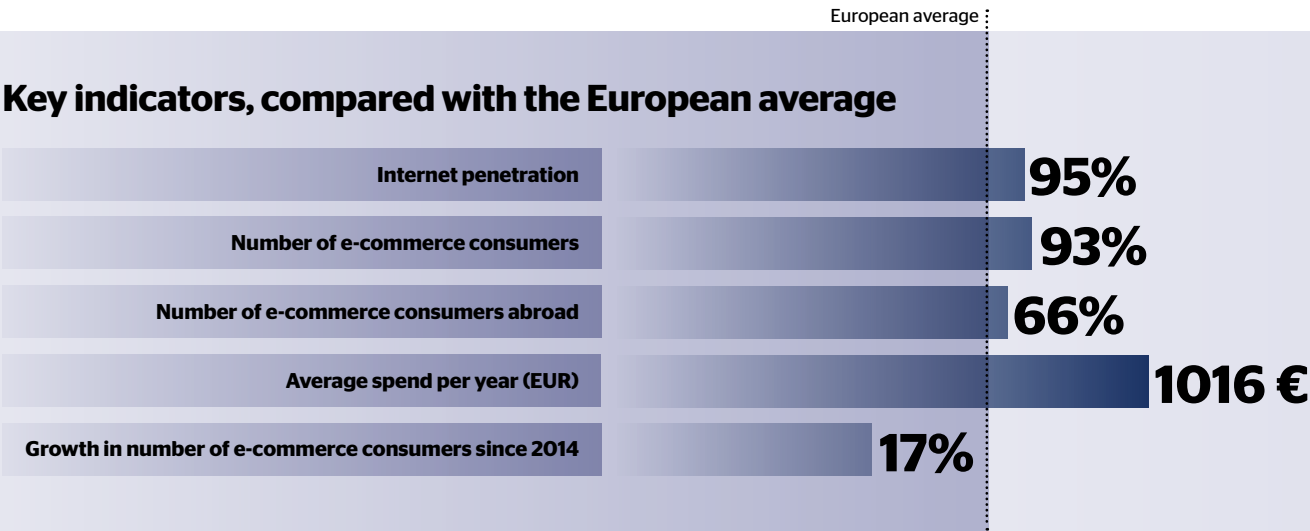
United Kingdom: The pioneer in e-commerce

The UK is Europe's leading e-commerce nation. The country is above the European average for the number of e-commerce consumers, internet penetration and, above all, average spend per year. Growth in the number of new e-commerce consumers has been below average, at 17 percent between 2014 and 2018, which is to be expected in a mature market.

The products most commonly bought online in the UK are clothes and footwear, home electronics and

books. The three most important factors regarding delivery are delivery cost, being able to choose where delivery is to take place and a fast delivery process. When UK consumers buy from abroad, it is mostly from China, with 31 percent; the USA, with 21 percent; and Germany, with 9 percent. The product categories most commonly bought from abroad are clothes/footwear, with 18 percent, home electronics, with 9 percent, and cosmetics, with 8 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.



Market analysis

The UK has the biggest e-commerce market in Europe.

The UK is also among the leaders in digitization, as measured in the European Commission's Digital Economy and Society Index (DESI) for 2018. The UK has a highly developed digital infrastructure with good Internet access. However, there is a certain fragmentation in society, with the majority having good Internet proficiency but some among the population lacking basic digital skills. One of the UK's challenges is to level off conditions in society and raise the level of knowledge among those not proficient in digital technology at a fundamental level, and this may further increase the volume of e-commerce in the UK. In addition, the UK was chosen early as a base for Amazon and today has a highly developed sector in platform-based selling. The UK is also well ahead in e-commerce groceries.

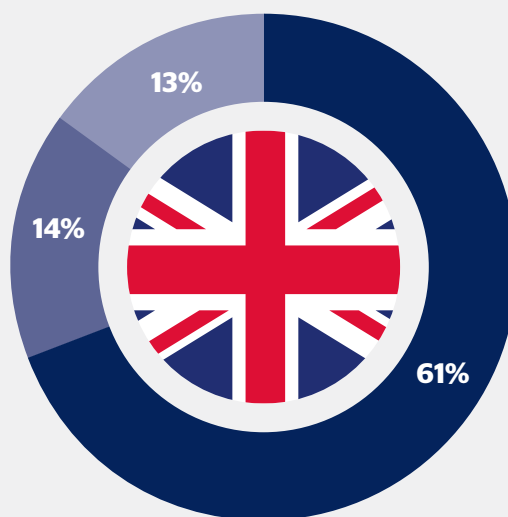
Broadly-based e-commerce consumption in the UK

An important insight into e-commerce consumption in the UK is provided by the type of goods purchased. Amazon has operated in the UK since the 1990s, and the range of e-commerce products on the British market has always been considerable. UK consumers are active in several niche product categories, which illustrates how broadly-based consumption has become. People buy everything from flowers to car accessories online. This is the type of broadly-based consumption that is needed if e-commerce is to carve out serious market shares in the total volume of trade, and it will probably require a bigger platform capable of offering a sufficiently wide range.

China and the USA the top countries for UK consumers buying from abroad

UK consumers buy from abroad for around the European average, primarily from China and the USA. Growth has above all been in purchases from China, which is now the largest market for imports, measured in numbers of goods. A factor of relevance with regard to the British buying from abroad will be Brexit, which is likely to affect the UK's e-commerce exports and imports with Europe. Brexit will also bring other consequences that may entail certain problems. When the UK leaves the EU collaboration next year, it will have to part with all .eu domains that British sellers possess, according to a decision by the EU Commission.

Focus on: United Kingdom



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ Home delivery daytime ■ Home delivery evening ■ In mailbox

52%

Prefers debit or credit card

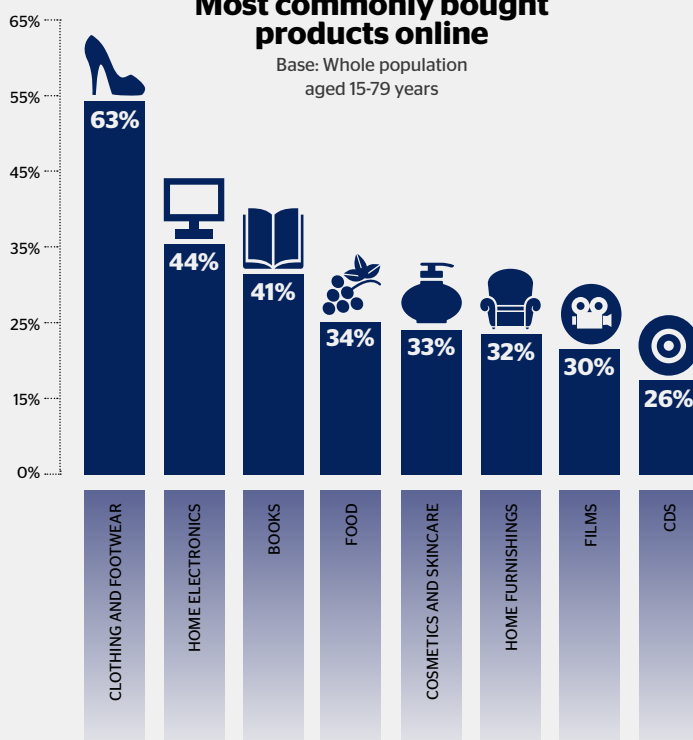
Which payment method do you prefer when buying online?

Base: Have shopped online

52% prefer to pay with Debit or credit card when shopping online, followed by Paypal or similar (43%), Direct bank transfer (1%), Cash on Delivery (1%), Invoice (1%) and Other payment method (1%)

Most commonly bought products online

Base: Whole population aged 15-79 years





Belgium: E-commerce across borders

Belgium's e-commerce sector has grown rapidly in recent years. The country is above the European average for internet penetration, but at the same time below the average for both number of e-commerce consumers and average spend per year. The growth in the number of new e-commerce consumers has been above average, at 30 percent between 2014 and 2018.

The products most commonly bought online in Belgium are clothes and footwear, home electronics and cosmetics. The three most important factors

regarding delivery are delivery cost, being able to choose where delivery is to take place and knowing, at the time of ordering, the day and time when the delivery will take place. When Belgians buy from abroad, it is mostly from the Netherlands, with 34 percent, China, with 16 percent, and Germany, with 15 percent. The product categories most commonly bought from abroad are clothes/footwear, with 18 percent, home electronics, with 12 percent, and sporting goods, with 6 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.

Key indicators, compared with the European average

European average	
Internet penetration	88%
Number of e-commerce consumers	79%
Number of e-commerce consumers abroad	61%
Average spend per year (EUR)	575 €
Growth in number of e-commerce consumers since 2014	30%

Market analysis

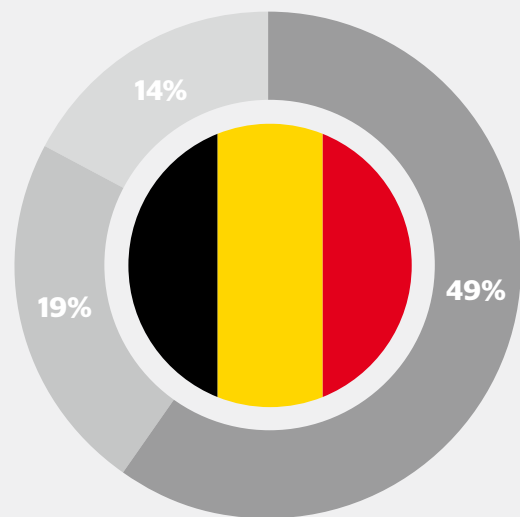
Belgium is well ahead in the digital sector, being ranked just below the UK among the leaders in the European Commission's Digital Economy and Society Index (DESI) for 2018. Belgian consumers have the advantage that their country is small and the population density is high. This favors expansion of the digital infrastructure and obtaining benefits of scale and efficiencies in e-commerce shipments. When it comes to e-commerce, however, Belgium is slightly below the European average in the survey, both for average spend per year and number of consumers, so it seems that e-commerce has not yet fully broken through to all levels of society, despite the fact that the infrastructure and other conditions are in place. At the same time, it is worth pointing out that the growth in numbers of new e-commerce consumers is higher and that the country is catching up with the leaders.

High demands of delivery

Just like the consumers in Belgium's neighbor, the Netherlands, Belgian consumers expect fast deliveries. 21 percent say that receiving a delivery should take a maximum of two days. At the same time, 81 percent of Belgian consumers say that they would not consider paying for faster delivery. As in the Netherlands, Belgians have high expectations of deliveries, with speed being regarded as standard, rather than a paid-for extra service. This is made possible in all probability by the countries' particular conditions and short distances, but it is a situation that sellers must all the more take into account - especially if parcels are sent from abroad, with the extra transport times involved. Another factor that sellers should be aware of when it comes to deliveries in Belgium is that there is often pressure on cut-off time. It is not unusual for customers to have offers of being able to buy as late as 11.00 p.m. with next day delivery.

Buying from abroad, from neighboring countries

Belgium differs from the rest of Europe with regard to e-commerce from abroad. In nearly all European countries, China and the UK are the countries that most people say they buy from, whereas in Belgium it is the Netherlands that people buy from the most. The likely reason is that Belgium and the Netherlands are connected historically; also, both countries are small and densely populated, which reduces transport distances considerably. Another important factor is that Belgium has a large Flemish ethnic population which speaks Dutch, and this drives trade between the countries. After the Netherlands, the countries that Belgians buy most from are China, Germany and the UK. The fact that China, too, accounts for a relatively low percentage of buying from abroad in Belgium - despite highly competitive prices - illustrates that it may be difficult to export e-commerce goods to Belgium from long distances, since local trading is so extensive and offers major benefits to consumers, above all in the form of fast shipments.



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ Home delivery daytime ■ In mailbox ■ Home delivery evening

59%

Prefers debit or credit card

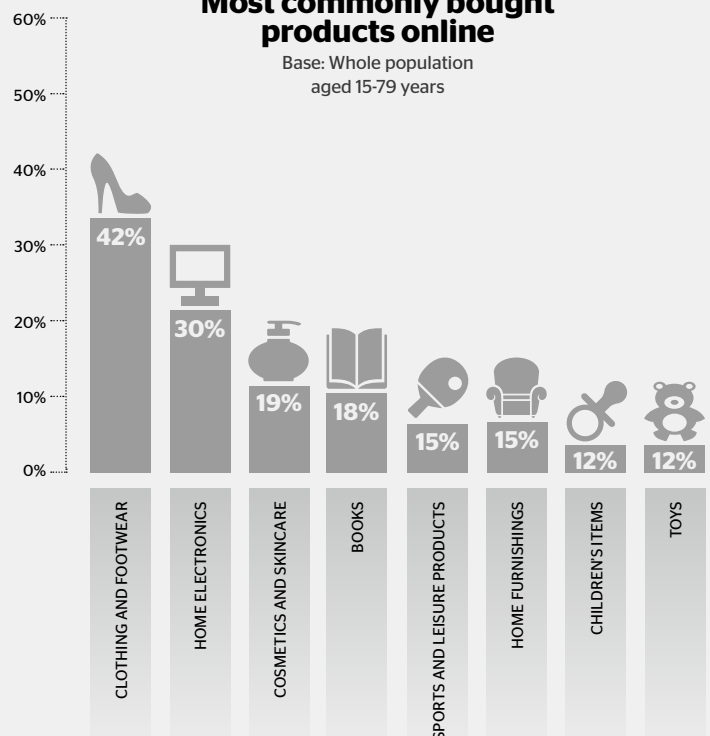
Which payment method do you prefer when buying online?

Base: Have shopped online

59% prefer to pay with Debit or credit card when shopping online, followed by Paypal or similar (20%), Direct bank transfer (13%), Invoice (3%), Cash on Delivery (2%), and Other payment method (1%)

Most commonly bought products online

Base: Whole population aged 15-79 years





The Netherlands: High demands for fast delivery

The Netherlands ranks among the more highly developed e-commerce markets in Europe. The number of e-commerce consumers and the level of internet penetration is above the European average. However, the average fashion purchase per year is slightly below the average, in that the purchasing frequency is on the low side, from a European perspective. The growth in the number of new e-commerce consumers has been moderate, at 17 percent between 2014 and 2018.

The products most commonly bought online in the

Netherlands are clothes and footwear, home electronics and books. The three most important factors regarding delivery are delivery cost, knowing the day and time when the delivery will arrive and a fast process. When Dutch consumers buy from abroad, it is mostly from China, with 34 percent, Germany, with 15 percent, and the UK, with 11 percent. The product categories most commonly bought from abroad were clothes/shoes, with 18 percent, home electronics, with 13 percent, and car accessories, with 8 percent.

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.

Key indicators, compared with the European average

	European average
Internet penetration	95%
Number of e-commerce consumers	91%
Number of e-commerce consumers abroad	63%
Average spend per year (EUR)	622 €
Growth in number of e-commerce consumers since 2014	17%

Market analysis

The Dutch e-commerce market is highly advanced in a Europe-wide perspective. The Netherlands are placed in the top band regarding Internet access in the European Commission's DESI Index in 2018, and population's Internet usage is very high. In addition, Dutch consumers are highly demanding in terms of deliveries and products. The figure for average spend per year remains a touch low in the Netherlands, suggesting that e-commerce consumption has not yet reached the levels and the breadth of product that characterizes the very top e-commerce nations. However, growth in recent years has been good, and the Netherlands is likely to steadily narrow the gap to the top nations going forward.

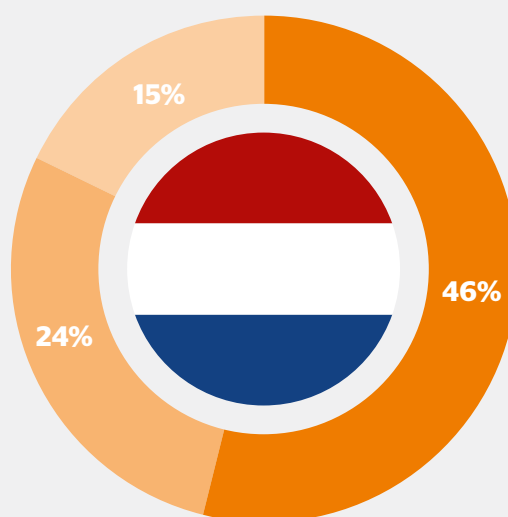
Dutch consumers do not want to wait

Speed is a crucial factor to Dutch consumers. The country is relatively small, densely populated and centrally placed in Europe. This makes for easier logistics, and consumers have become used to high delivery standards. This is clearly shown by the fact that of all 34 percent say that it should take no more than two days to receive an e-commerce delivery – a considerably higher figure than in any other European country in the survey. 7 percent of Dutch consumers cannot conceive of waiting more than one day for their delivery. E-sellers wishing to sell in the Netherlands market must take the local delivery culture into account, especially if exporting goods to the Netherlands, which generally requires a longer delivery period. It may be worthwhile to consider local warehousing to enable faster deliveries in the case of any major investment in the Netherlands as a market.

Ideal dominating payments

When it comes to payments online, the local service Ideal has been a cornerstone in the Netherlands since the early 2000s. Ideal is by a wide margin the most popular option today, and the number of payments via Ideal rose by more than 30 percent in 2017 alone. The payment service, supported and developed by the major Dutch banks, enables direct payments to be made online. The service has gained a strong position, in which all e-sellers wishing to sell in the Netherlands need in practice to offer payment via Ideal if they want to avoid the risk of losing customers. Given that the service also showed growth of more than 30 percent last year alone, in terms of the number of payments, there does not seem to be any likelihood either that this situation is changing, at least in the short term.

Focus on: The Netherlands



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ Home delivery daytime ■ Home delivery evening ■ In mailbox

29%

Prefers Paypal or similar

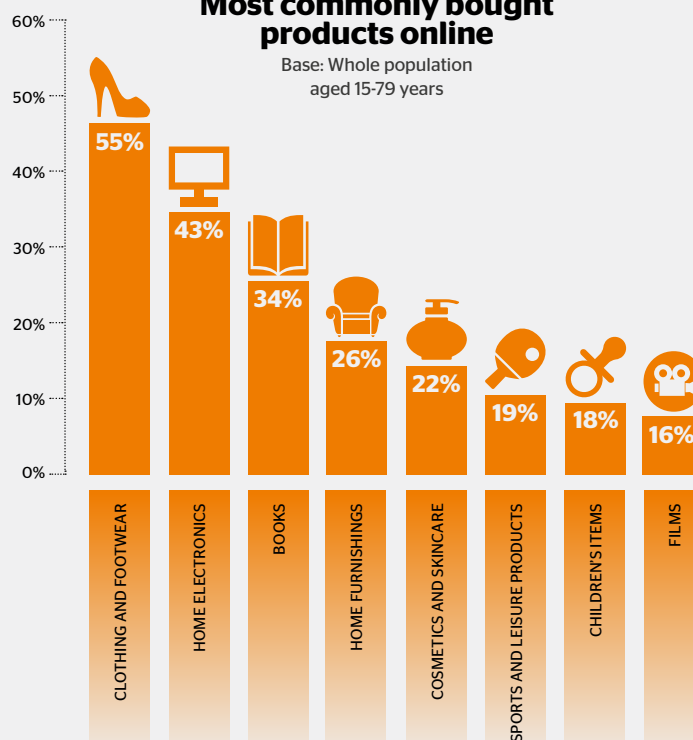
Which payment method do you prefer when buying online?

Base: Have shopped online

29% prefer to pay with Paypal or similar when shopping online, followed by Debit or credit card (27%), Direct bank transfer (20%), Invoice (10%), Other payment method (9%), Cash on Delivery (2%) and Payment by installments (2%)

Most commonly bought products online

Base: Whole population aged 15-79 years





Italy: Fast-growing e-commerce market

The e-commerce market in Italy has shown considerable growth in recent years but remains below the European average. The number of e-commerce consumers, internet penetration and average spend per year is below the European average. However, the growth in the number of new e-commerce consumers has been very high, at 45 percent between 2014 and 2018.

The products most commonly bought online in Italy are home electronics, clothes and footwear and books.

The three most important factors regarding delivery are delivery cost, being able to choose where delivery is to take place and knowing the day and time when the delivery will arrive. When Italians buy from abroad, it is mostly from the UK, with 19 percent, China, with 18 percent, and Germany, with 16 percent. The product categories most commonly bought from abroad are home electronics, with 16 percent, clothes/footwear, with 12 percent, and car accessories, with 6 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.

Key indicators, compared with the European average

European average	
Internet penetration	63%
Number of e-commerce consumers	61%
Number of e-commerce consumers abroad	49%
Average spend per year (EUR)	649 €
Growth in number of e-commerce consumers since 2014	45%

Market analysis

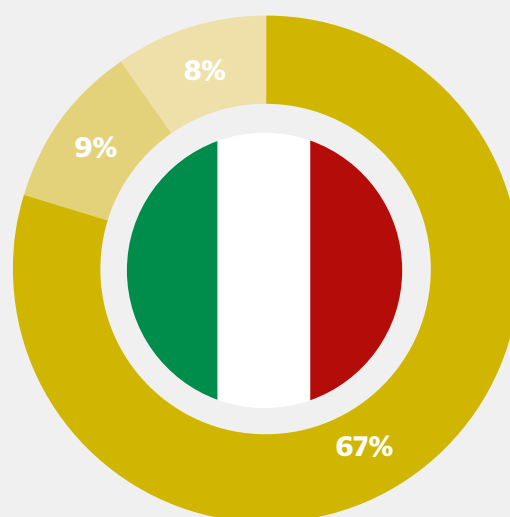
Italy is one of the countries facing the biggest challenges in digital development. In 2018, the country still ranks among the lowest in the European Commission's Digital Economy and Society Index (DESI). At the same time, the Internet is continuing to expand rapidly. Italy is following the EU's plan for extending Internet access and has, for example, drawn on the EU's investment funds to finance expansion of better and faster infrastructure and to make the Internet accessible to more people. It is therefore likely that there will be more and more Internet users in Italy and so also more e-commerce consumers over the next few years, as access increases. This means that Italy will become an attractive e-commerce market in the years ahead for those who become successfully established and are well-positioned in this fast-growing market.

Italians want to buy online on their terms

What is striking about Italy is that consumers state a series of different factors as being important in their choice of online shop. A central issue is the language, which must be Italian. Italians also make up the category of consumers among Europeans who place the highest value on ease-of-navigation on the site. This may be because e-commerce in Italy has grown sharply in recent years and because many consumers are relatively new to the sector. It may therefore be worthwhile for e-sellers operating in Italy to bear this in mind in order to make the e-buying process simple and clear, and to make it easy for consumers who are not very used to online buying.

The export market that is the exception to the rule

Roughly half of e-shoppers in Italy say that they have shopped from abroad. What is interesting here is when you look at the products that Italians buy. In the countries of Europe, the products most commonly bought online within the country and from abroad are clothes and footwear. Italy, on the other hand, differs in that home electronics are the most commonly bought products from abroad. Home electronics also come out on top in Italy's domestic e-commerce sector, along with fashion goods – which generally reign supreme – indicating that Italians seem to want, to a greater extent than consumers in other countries, to buy fashion in Italian shops and home electronics online. The country also has a strong domestic industry and tradition in fashion that supports local buying, which it does not have in electronics. Because demand is strong and the market is growing, there may be opportunities for increased online exports of technology products to Italy in future.



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ Home delivery daytime ■ In mailbox ■ Home delivery evening

56%

Prefers Paypal or similar

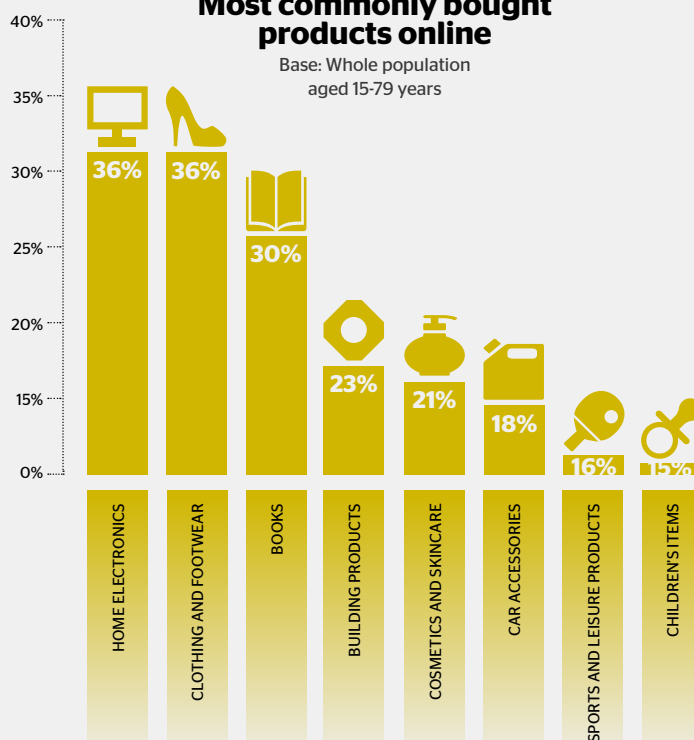
Which payment method do you prefer when buying online?

Base: Have shopped online

56% prefer to pay with Paypal or similar when shopping online, followed by Debit or credit card (32%), Cash on Delivery (7%), Other payment method (2%) and Direct bank transfer (2%)

Most commonly bought products online

Base: Whole population aged 15-79 years





Poland: High e-commerce growth and good potential

E-commerce in Poland has been relatively late to develop, but on the other hand is growing all the faster. Poland is below the European average for the number of e-commerce consumers, internet penetration and average spend per year, but growth in the number of new e-commerce consumers has been strong, at 25 percent between 2014 and 2018.

The products most commonly bought online in Poland are clothes and footwear, home electronics and

cosmetics. The three most important factors regarding delivery are delivery cost, a fast delivery process and being able to choose where delivery is to take place. When Polish consumers buy from abroad, it is mostly from China, with 18 percent, Germany, with 14 percent, and the UK, with 10 percent. The product categories most commonly bought from abroad were clothes/footwear, with 17 percent, home electronics, with 12 percent, and cosmetics, with 8 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.

European average :

Key indicators, compared with the European average

Internet penetration	73%
Number of e-commerce consumers	71%
Number of e-commerce consumers abroad	46%
Average spend per year (EUR)	495 €
Growth in number of e-commerce consumers since 2014	25%

Market analysis

E-commerce in Poland is expanding quickly from low levels. Poland ranks among the lowest countries in the European Commission's Digital Economy and Society Index (DESI) for 2018. At the same time, major investments are being made in the digital infrastructure in Poland, with the support of the EU's investment funds. Another factor that is affecting Polish commerce is new legislation. As of March 2018, trading on Sundays has been prohibited in Poland. This does not affect e-commerce, only trade in shops, and is expected to increase online-based sales further. E-sellers wishing to set up in Poland have to take into account the immensely popular local e-commerce player Allegro, which has a very strong position in the country. Allegro is a marketplace similar to Amazon, selling all types of product.

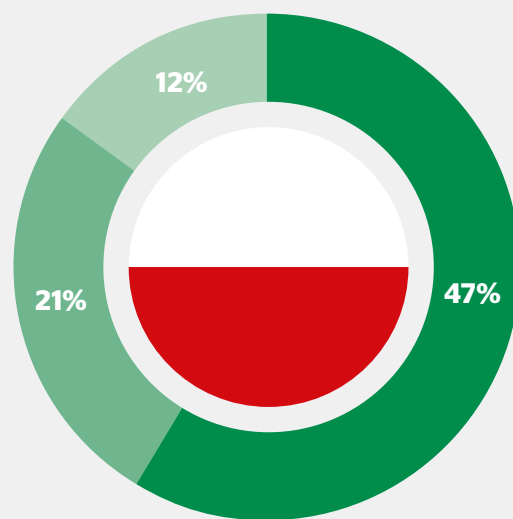
Polish consumers want fast delivery and are prepared to pay for it

After the Netherlands, Poland is the country that prizes fast delivery most highly. 24 percent of Polish consumers say that a delivery should take no more than two days. In addition, 55 percent of Polish consumers say that fast delivery is very important, which is one of the highest percentages in Europe. The way that the Netherlands and Poland differ as regards fast delivery is the willingness to pay. Dutch consumers expect fast delivery, while Polish customers say it is desirable. Polish consumers show the highest willingness to pay for one-day delivery; 46 percent say that they are willing to pay for it. The corresponding figure for Dutch consumers is 24 percent.

Modest level of buying from abroad in Poland

Polish e-commerce mainly takes place within the country's borders. 46 percent of Polish consumers who have bought online say that they have online-shopped from abroad, the lowest percentage from all countries in the survey. One important reason for this is probably language. 60 percent of Polish consumers say that it is very important for a website to be accessible in Polish, and because Polish is a language with limited geographic spread that is implemented on far from every website, this may represent an obstacle to online buying from abroad.

When Polish consumers do buy from abroad, they are likely to do so from the neighboring area. Germany comes second as a country to buy from, while Polish consumers avoid the USA. With its low prices China is still attractive and - as in the major share of the rest of Europe - is the top country to buy from.



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ Home delivery daytime ■ Collect from service point ■ Home delivery evening

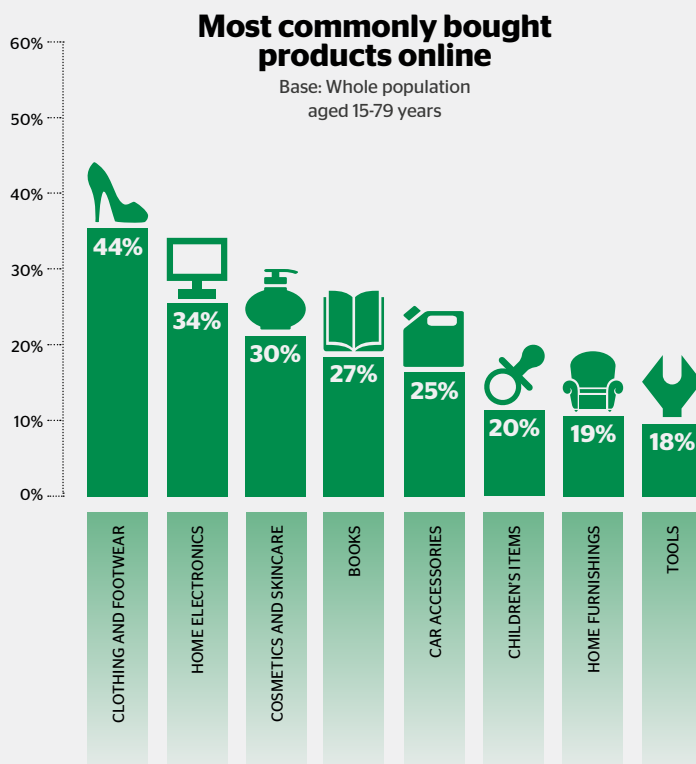
33%

Prefers direct bank transfer

Which payment method do you prefer when buying online?

Base: Have shopped online

33% prefer to pay with Direct bank transfer when shopping online, followed by Paypal or similar (28%), Debit or credit card (19%), Cash on Delivery (15%), Invoice (2%) and Other payment method (1%)





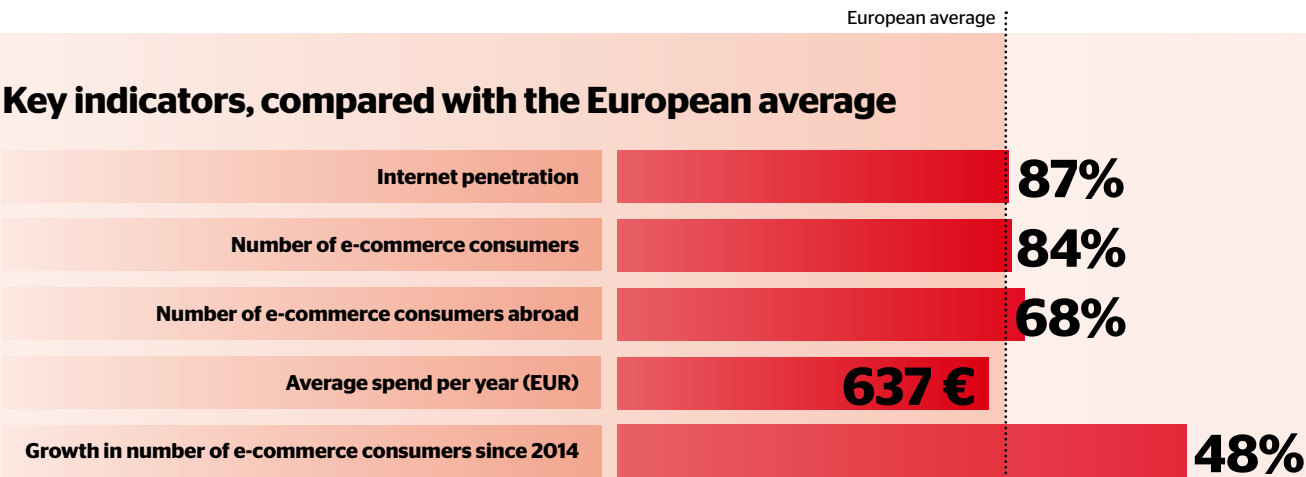
Spain: Price an important factor

The Spanish e-commerce market has grown rapidly in recent years and has caught up with the European average. The number of e-commerce consumers, internet penetration and average spend per year is now in line with the European average. The growth in the number of new e-commerce consumers has been very high, at 48 percent between 2014 and 2018.

The products most commonly bought online in Spain are clothes and footwear, home electronics and books. The three most important factors regarding

delivery are delivery cost, being able to choose where delivery is to take place and knowing, at the time of ordering, the day and time when the delivery will take place. When Spanish consumers buy from abroad, it is mostly from China, with 36 percent, the UK, with 20 percent and the USA, with 15 percent. The product categories most commonly bought from abroad are clothes/footwear, with 24 percent, home electronics, with 23 percent, and sporting goods, with 9 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.



Market analysis

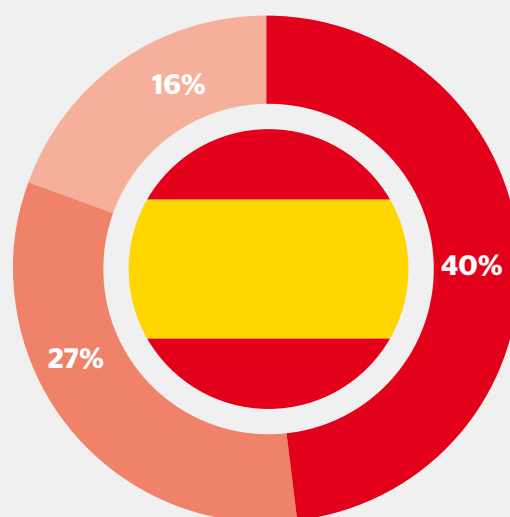
Spain was hard hit by the financial crisis in 2008 and the subsequent economic recession, but since then several economic reforms have been implemented. Payment times for invoices were shortened from the start of 2013, reducing the risk to e-sellers. Businesses are also benefiting from lowering of corporate taxation in several stages, from 30 percent in 2014 to 25 percent in 2018. As regards digital business, e-commerce in Spain is still limited. On the other hand, growth has been all the more rapid in recent years. The percentage of consumers who say that they have bought online in the past year rose from just over 50 percent in 2014 to just over 80 percent in 2018.

Prices and payments

Spain is still partly feeling the after-shocks of the recent financial crisis, and this has led to price sensitivity among consumers and a burgeoning low-price sector. The impact is also evident in e-commerce consumption. Spain is one of the countries in Europe where low prices are most highly valued when consumers choose an on-line shop. Also, out of all the countries in Europe, Spain is the one where consumers buy most low-price products from China. When it then comes to payment for these products, the preferences of Spanish consumers again stand out. Spain shows the lowest use of invoice payments and direct bank transfers in Europe. Instead, Spanish consumers prefer PayPal (and similar services) and credit cards. The two payment methods are an absolute must for all e-sellers wishing to set up in Spain, as the two methods together cover more than 90 percent of preferences among Spanish consumers.

Transport and low freight costs important in Spain

The Spanish interest in low prices also shows through on the transport side. To nearly seven out of ten Spanish consumers, it is very important that shipping should be free. A large majority of Spaniards also prefer home delivery if they have the choice, and evening deliveries are also particularly welcome. Nearly three out of ten Spaniards prefer to have their goods delivered at home in the evening, by far the highest percentage of all European countries in the survey. Another plus point is if the seller can offer choice in both time and place. In Spain, this is more important than in any other country in the survey.



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ Home delivery daytime ■ Home delivery evening ■ In mailbox

49%

Prefers Paypal or similar

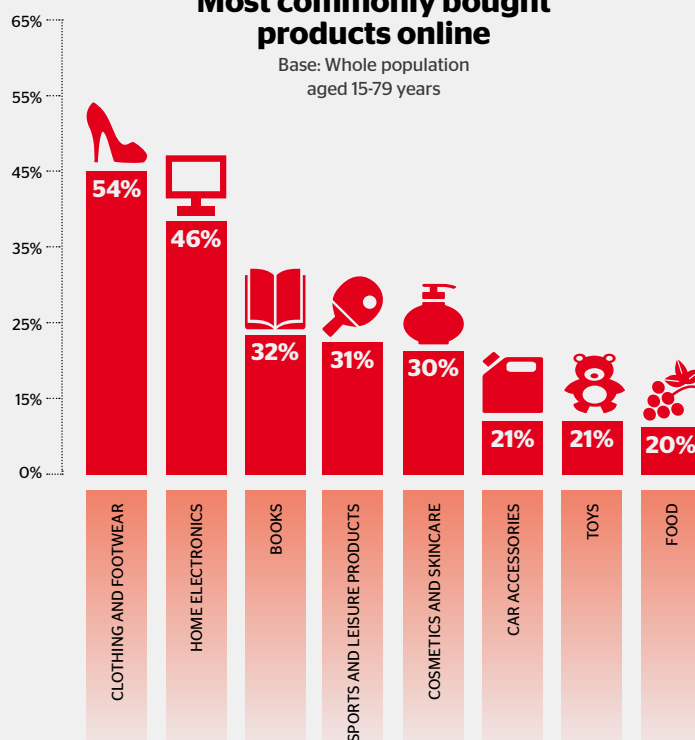
Which payment method do you prefer when buying online?

Base: Have shopped online

49% prefer to pay with Paypal or similar when shopping online, followed by Debit or credit card (43%), Cash on Delivery (5%), Other payment method (1%) and Direct bank transfer (1%)

Most commonly bought products online

Base: Whole population aged 15-79 years





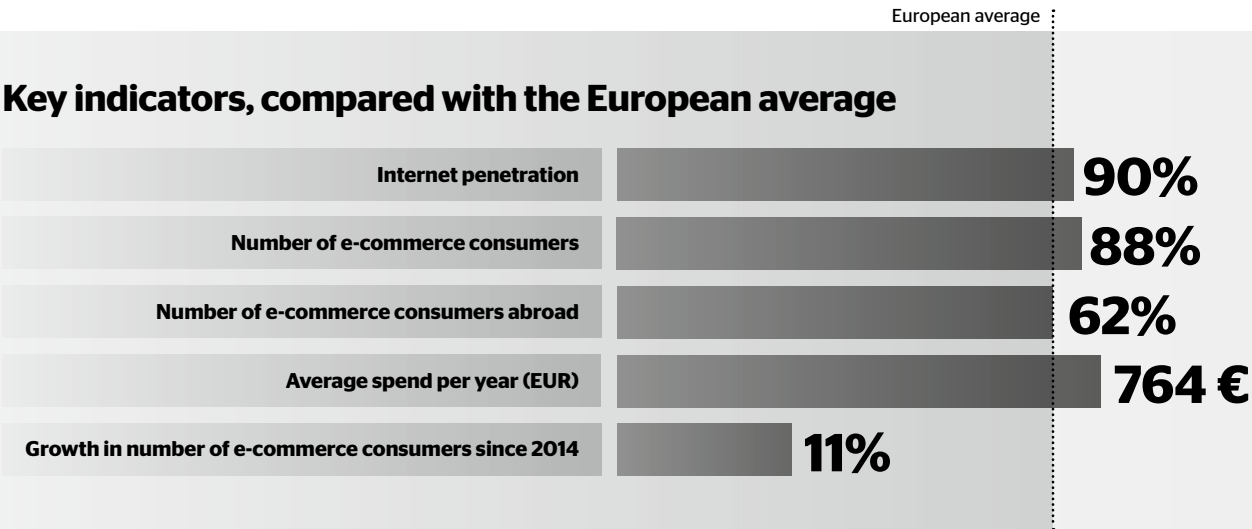
Germany: Europe's giant in e-commerce

Germany is one of the largest e-commerce markets in Europe. The number of e-commerce consumers, internet penetration and average spend per year is above the European average. The growth in numbers of new e-commerce consumers has been modest in recent years, which is to be expected for a more established market.

The products most commonly bought online in Germany are clothes and footwear, home electronics

and books. The three most important factors regarding delivery are delivery cost, a fast process and being able to choose where delivery is to take place. When Germans buy from abroad, it is mostly from China, with 26 percent, the UK with 14 percent, and the USA, with 13 percent. The product categories most commonly bought from abroad are clothes/footwear, with 19 percent, home electronics, with 10 percent, and cosmetics, with 6 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.



Market analysis

Germany has a relatively highly developed e-commerce market. The country has an existing distance selling tradition, but its Internet expansion still lags behind those of the most successful of all e-commerce countries. This means that there remains potential for growth in the number of e-commerce consumers as more and more gain access, or better access, to the Internet. The number of German consumers buying online has risen in recent years. The increase is measured at nearly a million consumers between 2015 and 2018. Another factor in this context is buying from abroad, which has grown considerably in Germany in recent years. In 2015, 53 percent of Germans aged between 15 and 79 years said that they had bought online from abroad once or more during the year. This has gradually increased to 62 percent in 2018.

With regard to major e-commerce companies and platforms, Amazon has long been established in Germany, along with the local fashion online platform Zalando. Another major player on Germany's e-commerce scene is the Otto Group, which is involved in a series of different e-commerce companies. This indicates that there are both threats and opportunities for e-commerce businesses wishing to enter the German market. The giant platforms are tough competitors, but may also serve as a point of entry into the German market for those electing for a collaborative strategy.

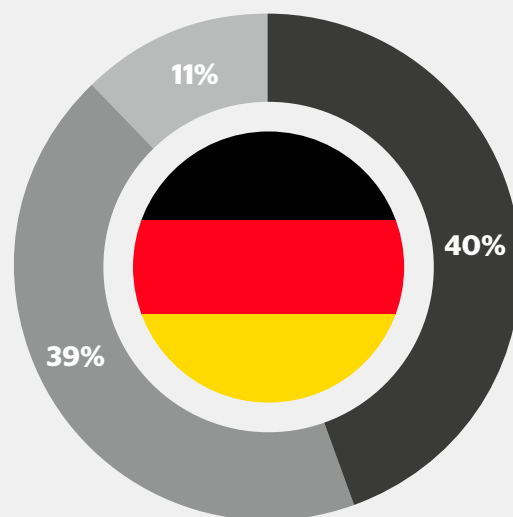
Efficient deliveries important

The factors that German consumers value most highly in their choice of online shop differ from those elsewhere in Europe. In Germany, price is less important than in all other countries in the survey. To Germans, the most important factor is clarity regarding the final cost. Also, a high percentage of consumers say that it is important for the online shop to be available in German. Further, Germans look for speed and efficiency in deliveries. Few Germans demand one-day delivery, but delivery must not take more than three days, according to a majority of German consumers.

Highest level of returns

One important factor that e-sellers who wish to establish or have established operations in Germany need to take into account is the German attitude to returns. German consumers have the highest level of returns in Europe. 53 percent say that they have made at least one return in the past year. The level of returns in Germany is partly connected to the liking for invoice payments that characterizes the country. A purchase is not complete until the product is delivered and paid for, and if the customer is not satisfied the product is returned.

The most-returned purchase is, by far, fashion goods, followed by home electronics in a distant second place. One of the reasons why Germans buy a lot of fashion goods online, compared with other EU countries, is the big domestic fashion platform, Zalando. At the same time, fashion purchases in general show a considerably higher level of returns than other categories since the products vary in both fit and size.



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ In mailbox ■ Home delivery daytime ■ Home delivery evening

52%

Prefers Paypal or similar

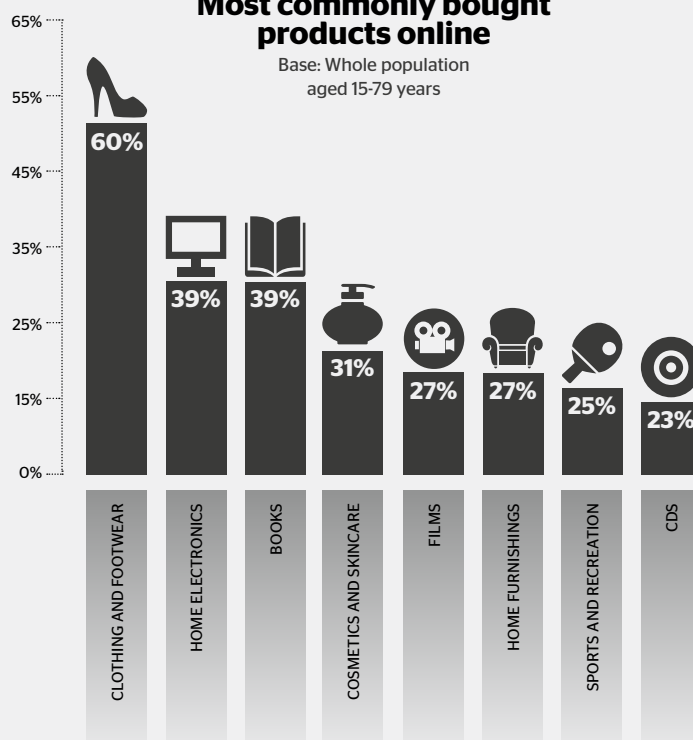
Which payment method do you prefer when buying online?

Base: Have shopped online

52% prefer to pay with Paypal or similar when shopping online, followed by invoice (26%), Debit or credit card (12%), Direct bank transfer (6%), Other payment method (1%), Installment payment (1%) and Cash on Delivery (1%)

Most commonly bought products online

Base: Whole population aged 15-79 years





France: A significant e-commerce market

France is one of the biggest of Europe's economies and ranks mid-way with regard to e-commerce development. France is slightly above the European average for the number of e-commerce consumers and internet penetration. Average spend per year is in line with the European average. Growth in the number of new e-commerce consumers has been moderate, at 19 percent between 2014 and 2018.

The products most commonly bought online in France are clothes and footwear, books and home

electronics. The three most important factors regarding delivery are delivery cost, being able to choose where delivery is to take place and a fast delivery process. When the French buy from abroad, it is mostly from China, with 27 percent, the UK, with 18 percent, and Germany, with 16 percent. The product categories most commonly bought from abroad are clothes/footwear, with 19 percent, home electronics, with 13 percent, and sporting goods, with 7 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.

Key indicators, compared with the European average

Internet penetration	87%
Number of e-commerce consumers	84%
Number of e-commerce consumers abroad	62%
Average spend per year (EUR)	696 €
Growth in number of e-commerce consumers since 2014	19%

European average

Market analysis

France is one of the economic super-powers of Europe. The e-commerce market is also one of Europe's biggest, but does not fully correspond to the size of the French economy overall. This is partly because France is behind the UK and Germany in the development of its digital infrastructure and just below the European average, as reported in the European Commission's Digital Economy and Society index (DESI) in 2018. The French authorities have announced, for example, that all households are to have access to a good Internet connection by 2020, and France is endeavoring to accelerate the expansion of fiber networks across the country.

Because France is a major e-commerce market, the competition is fierce. Amazon is the biggest player on the Net and Ebay is also represented, along with local players such as Cdiscount and Fnac, which also offer a wide range of goods.

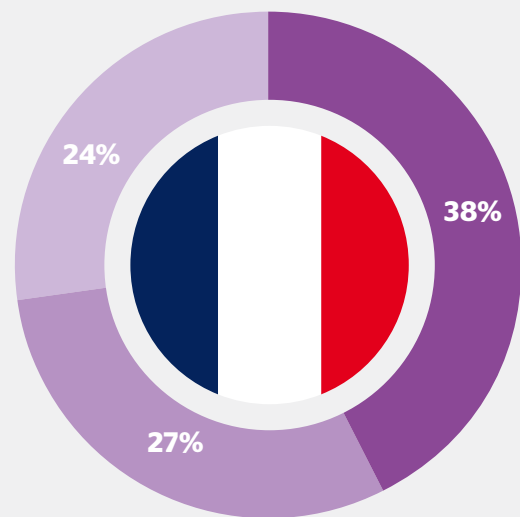
Delivery preferences of the French

When it comes to delivery, low prices are the factor that French consumers value most highly. 70 percent of French consumers say that price is an important factor, a proportion that is higher than in most other countries in the survey. Nearly 4 out of 10 French consumers say that wherever possible they would like their item to be delivered by mail carrier to their mailbox, which is one of the highest proportions in Europe. A quarter of consumers prefer to collect their parcel from a service point, a proportion that France shares only with the Nordic countries. This indicates that there are deviations between French delivery preferences and those of Europe as a whole, and it is important for e-sellers wishing to set up in the French e-commerce market to understand these preferences and take them into account. However, French consumers do not have such high expectations in terms of delivery times. Only 13 percent say that receiving an item should take a maximum of two days.

Credit cards dominate

In France, online payments are made, above all, using debit and credit cards. 56 percent of French consumers say that they prefer this payment method when buying online, which is among the highest percentages in Europe. France has a history of popular local debit cards, including Carte Bleue (now linked to Visa), the widespread of which is a probable explanation for the scale of use of cards in France for online payments.

The other major payment option for French consumers is PayPal and similar payment services, which account for around 38 percent of stated payment preferences of French consumers. On the other hand, the French have no wish to pay by invoice, and this is reflected in one of the lowest percentages in Europe, with the UK and Italy



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ In mailbox ■ Home delivery daytime ■ Collect from service point

56%

Prefers debit or credit card

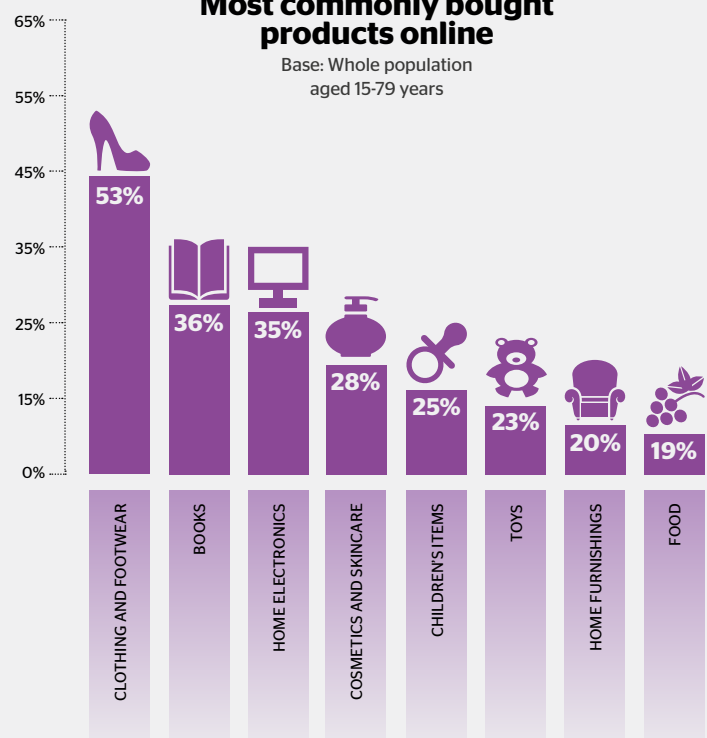
Which payment method do you prefer when buying online?

Base: Have shopped online

56% prefer to pay with Debit or credit card when shopping online, followed by Paypal or similar (38%), Direct bank transfer (2%), Invoice (1%), Cash on Delivery (1%), and Other payment method (1%)

Most commonly bought products online

Base: Whole population aged 15-79 years





Nordic region: Experienced online consumers

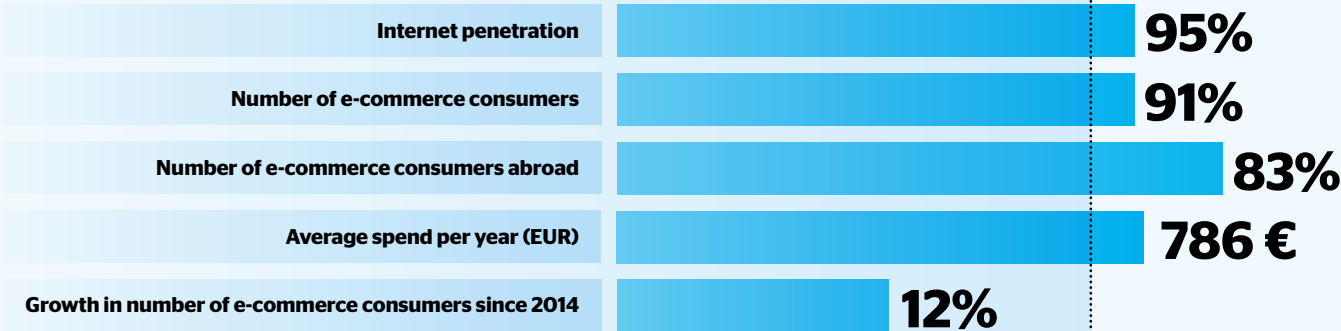
The Nordic countries were early adopters of the Internet and have a highly developed digital infrastructure. The Nordics are above the European average for the number of e-commerce consumers, internet penetration and average spend per year. Growth in the number of new e-commerce consumers has been relatively weak, at 12 percent between 2014 and 2018, which is to be expected in a mature market where the majority already buy online.

The products most commonly bought online in the Nordic region are clothes and footwear, home

electronics and cosmetics. The three most important factors regarding delivery are delivery cost, being able to choose where delivery is to take place and knowing the day and time when the delivery will arrive. When Nordic consumers buy from abroad, it is mostly from China, with 32 percent, the UK, with 27 percent, and Germany, with 21 percent. The product categories most commonly bought from abroad are clothes/footwear, with 31 percent, home electronics, with 18 percent, and cosmetics, with 12 percent.*

*The percentages refer to the percentage that have shopped from respective country or product category of the total number of people who shopped from abroad.

Key indicators, compared with the European average



Market analysis

The Nordic e-commerce market is among the most highly developed in Europe. The Nordic countries were early in building their digital infrastructure and today rank at the top of the European Commission's Digital Economy and Society Index (DESI) for 2018. The Internet is actively used both by consumers and businesses.

Where e-commerce is concerned, Finland is slightly behind the other Nordic countries, but the Nordics as a whole are up with the leaders. However, e-commerce in groceries has been something of an Achilles' heel in the region, where large and sparsely populated areas places food transport, above all, at a disadvantage. When it comes to deliveries, Nordic consumers prefer delivery to the mailbox or a distribution point. Along with France, the Nordics show the highest preferences for these methods in Europe.

Nordic consumers accept longer delivery times

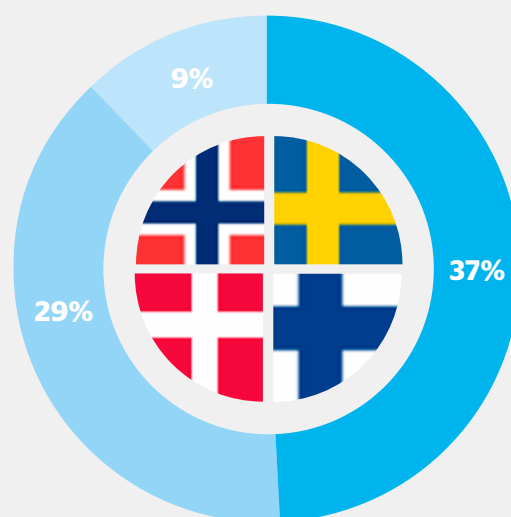
The Nordic countries are very well advanced in terms of e-commerce but have not fully taken the next step as, for example, the UK has. Based on Eurostat's data, the use of platforms among Nordic companies is low. People talk of the advent of Amazon, but to date no platform operator has established a local presence. This means the Nordic countries have not been able to share in the benefits that truly large scale platform operators offer, such as free shipping and same-day deliveries.

The absence of these global giants and their lightning-fast logistics, in combination with large geographic distances, is probably one explanation why the Nordic countries are willing to accept relatively long delivery times. 39 percent of Nordic consumers accept a maximum delivery time of five or more days, which is the highest among all countries in the survey.

Nordic countries the biggest buyers from abroad

The Nordics are also the countries in the survey that buy most from abroad. 83 percent of consumers who have bought online in the Nordic region say that they have also shopped from abroad. Here, differences between the Nordic countries are evident. Sweden, the biggest country in the region, has a strong domestic market and shows the lowest percentage of buying from abroad – most probably because of a strong domestic market – and the other countries show considerably higher percentages, with many also buying from Sweden and each other. However, the countries that Nordic consumers mostly buy from are China, the UK, Germany and the USA. What countries are most popular to buy from vary within the region. Norway, for example, has a higher percentage of buying from the USA, probably because Norway is not a member of the European Union. Even if not all the Nordic countries are EU members, they have their own reciprocal trade agreements, which favor e-commerce between the countries.

Focus on: Nordic region



Top 3 most important factors regarding deliveries

How do you prefer to have your product delivered when you buy online?

Base: Have shopped online

■ In mailbox ■ Collect from service point ■ Home delivery daytime

38%

Prefers debit or credit card

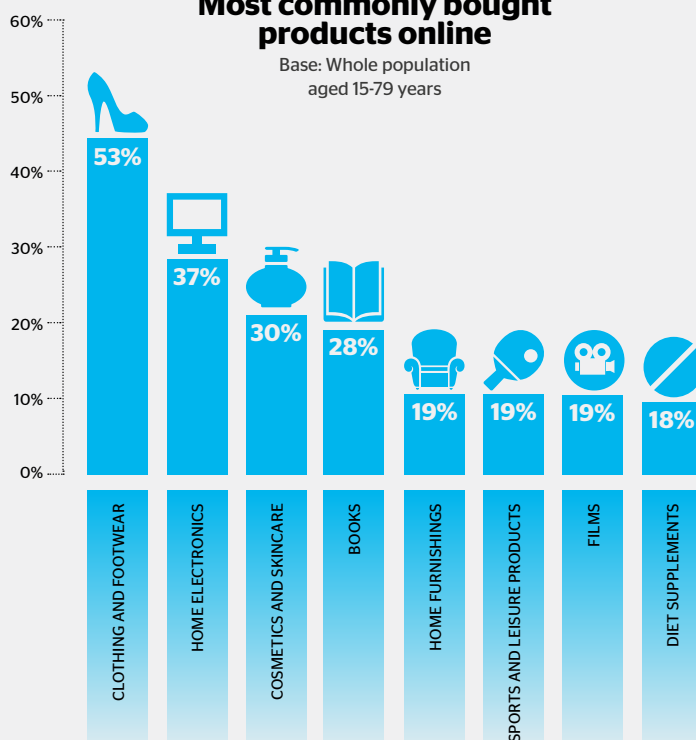
Which payment method do you prefer when buying online?

Base: Have shopped online

38% prefer to pay with Debit or credit card when shopping online, followed by Paypal or similar (22%), Direct bank transfer (21%), Invoice (14%), Installment payment (2%), Cash on Delivery (1%) and Other payment method (1%)

Most commonly bought products online

Base: Whole population aged 15-79 years



Detailed results

Number of persons who have shopped online

The survey was conducted in the spring of 2018 by the research company Nepa. The number of respondents varies somewhat between the countries. In most countries, the number of respondents was around 1,100. The Nordic countries were an exception. The Nordic countries are presented as a region and the number of respondents in each country was just over 500. The survey took the form of an online survey, which means that the result is relevant for those who have Internet access. As a result, in order to be able to draw a conclusion regarding the population as a whole, calculations were performed on the basis of each country's Internet penetration and population statistics.

Results from the survey

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Shopped online in the past year	97%	85%	93%	94%	94%	92%	96%	94%	91%
Have shopped online	98%	90%	96%	97%	97%	97%	98%	97%	96%
Have shopped online from abroad (Base: Have shopped online)	71%	77%	70%	80%	64%	81%	71%	74%	91%

Internet penetration

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Internet penetration*	95%	88%	95%	63%	73%	87%	90%	87%	95%

Source: Internet World Stats, June 2017. Italy adjusted.

Population

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Total, millions	65,8	11,4	17,1	60,6	38,0	46,5	82,5	67,0	26,5
Percentage aged 15-79 years	77%	78%	79%	80%	81%	79%	81%	76%	78%
Aged 15-79 years, millions	50,9	8,8	13,5	48,2	30,6	36,7	66,5	50,7	20,8

Source: Eurostat, European Union, 2017

Whole population (15-79 years)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Base: Shopped online in the past year	92%	74%	88%	59%	69%	80%	86%	82%	87%
Base: Have shopped online	93%	79%	91%	61%	71%	84%	88%	84%	91%
Base: Have shopped online from abroad	66%	61%	63%	49%	46%	68%	62%	62%	83%
Base: Have shopped online, millions	47,1	7,0	12,3	29,4	21,8	30,9	58,3	42,5	18,9
Base: Have shopped online from abroad, millions	33,6	5,4	8,6	23,5	14,0	24,9	41,2	31,3	17,1

Average spend and turnover

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Average spend in one year Local currency (Base: Have shopped online)	893,6	574,9	622,1	649,4	2114,8	637,3	763,6	696,1	6115,8
Exchange rate May 29, 2018, EUR	1,1	1,0	1,0	1,0	0,2	1,0	1,0	1,0	-
Average spend in one year, EUR (Base: Have shopped online)	1016,0	574,9	622,1	649,4	494,9	637,3	763,6	696,1	786,4
Average spend in one year, EUR (Base: Whole population, aged 15-79 years)	942,5	453,0	565,0	395,7	352,1	537,7	669,6	583,5	716,7
Total turnover, EUR billions	47,9	4,0	7,7	19,1	10,8	19,7	44,5	29,6	14,9

Product categories

Which types of product have you bought online in the past year?

(Base: Whole population, 15-79 years)

Clothing/footwear

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	63%	42%	55%	36%	44%	54%	60%	53%	53%
Millions of consumers	29,9	2,9	6,8	10,4	9,7	16,8	35,1	22,6	10,0

Home electronics

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	44%	30%	43%	36%	34%	46%	39%	35%	37%
Millions of consumers	21,0	2,1	5,2	10,4	7,4	14,3	22,8	14,8	7,0

Books

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	41%	18%	34%	30%	27%	32%	39%	36%	28%
Millions of consumers	19,3	1,3	4,1	8,9	6,0	10,0	22,6	15,3	5,3

Cosmetics, haircare and skincare

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	33%	19%	22%	21%	30%	30%	31%	28%	30%
Millions of consumers	15,7	1,4	2,7	6,1	6,4	9,2	18,2	11,7	5,6

Home furnishings

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	32%	15%	26%	10%	19%	17%	27%	20%	19%
Millions of consumers	15,0	1,0	3,3	3,0	4,2	5,2	15,5	8,5	3,6

Films/DVDs

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	30%	10%	16%	11%	9%	15%	27%	15%	19%
Millions of consumers	14,3	0,7	2,0	3,2	1,9	4,6	15,6	6,5	3,5

Sports and leisure products

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	12%	15%	19%	16%	16%	31%	25%	19%	19%
Millions of consumers	5,7	1,0	2,3	4,7	3,5	9,6	14,6	8,2	3,6

Food

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	34%	7%	12%	13%	12%	20%	14%	19%	17%
Millions of consumers	15,9	0,5	1,5	3,9	2,7	6,0	8,4	8,2	3,1

DETAILED RESULTS

CDs

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	23%	9%	13%	10%	10%	11%	23%	16%	11%
Millions of consumers	10,8	0,6	1,6	3,0	2,3	3,5	13,4	6,7	2,2

Car accessories

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	20%	8%	14%	18%	25%	21%	22%	16%	15%
Millions of consumers	9,5	0,6	1,7	5,3	5,5	6,5	12,7	6,8	2,9

Toys

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	26%	12%	15%	14%	15%	21%	17%	23%	12%
Millions of consumers	12,2	0,9	1,8	4,1	3,2	6,3	9,7	9,8	2,3

Children's items

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	21%	12%	18%	15%	20%	19%	18%	25%	14%
Millions of consumers	9,7	0,9	2,2	4,3	4,5	5,8	10,4	10,6	2,6

Shopping from abroad by young consumers

Number of individuals in age group 18-29 years who buy online at least once a quarter

(Base: have access to the Internet)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Proportion, 2018 (%)	45%	34%	46%	44%	40%	48%	39%	48%	45%
Proportion, 2015 (%)	35%	29%	21%	36,0	13%	48%	24%	29%	41%
Change, 2015-2018 (percentage points)	10	5	25	8	27	0	15	19	4

How important is the lowest price?

Percentage of e-commerce consumers who regard the lowest price as a very important criterion in determining whether they should buy from a website.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	42%	42%	38%	53%	39%	51%	37%	41%	41%

Product categories

Which types of product have you bought online from abroad in the past year?

(Base: Whole population, 15-79 years)

Clothing/footwear

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	18%	18%	18%	12%	17%	24%	19%	19%	31%
Millions of consumers	6,0	1,0	1,6	2,9	2,4	6,0	7,8	6,0	1,3

Home electronics

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	9%	12%	13%	16%	12%	23%	10%	13%	18%
Millions of consumers	3,2	0,6	1,1	3,8	1,6	5,7	4,1	4,2	0,8

Books

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	6%	6%	5%	5%	3%	6%	4%	5%	10%
Millions of consumers	2,0	0,3	0,4	1,2	0,4	1,5	1,8	1,6	0,4

Cosmetics, haircare and skincare

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	8%	6%	7%	5%	8%	8%	6%	7%	12%
Millions of consumers	2,8	0,3	0,6	1,1	1,1	2,1	2,7	2,1	0,5

Home furnishings

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	5%	6%	6%	2%	4%	4%	4%	7%	8%
Millions of consumers	1,8	0,3	0,5	0,5	0,6	1,1	1,6	2,1	0,4

Films/DVDs

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	4%	3%	3%	2%	2%	3%	4%	3%	6%
Millions of consumers	1,4	0,2	0,2	0,5	0,3	0,8	1,8	0,9	0,3

Sports and leisure products

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	2%	6%	6%	4%	4%	9%	5%	5%	8%
Millions of consumers	0,8	0,3	0,6	0,9	0,6	2,2	2,1	1,6	0,3

Food

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	2%	2%	1%	2%	2%	2%	2%	2%	3%
Millions of consumers	0,6	0,1	0,1	0,4	0,3	0,5	1,0	0,6	0,2

DETAILED RESULTS

CDs

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	6%	4%	3%	3%	4%	4%	6%	4%	5%
Millions of consumers	1,9	0,2	0,2	0,6	0,6	1,0	2,3	1,3	0,2

Car accessories

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	6%	5%	8%	6%	6%	9%	5%	6%	10%
Millions of consumers	1,9	0,3	0,7	1,4	0,9	2,2	2,2	2,0	0,4

Toys

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	6%	4%	5%	4%	4%	7%	3%	4%	5%
Millions of consumers	1,9	0,2	0,4	0,9	0,6	1,7	1,1	1,3	0,2

Children's items

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	5%	4%	6%	4%	6%	5%	3%	7%	5%
Millions of consumers	1,8	0,2	0,5	0,9	0,8	1,3	1,4	2,1	0,2



Which payment method is preferred?

Which of the following methods do you prefer to use when paying for a product you have bought online?

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Debit card or credit card	52%	59%	27%	32%	19%	43%	12%	56%	38%
Invoice	1%	3%	10%	0%	2%	0%	26%	1%	22%
Direct payment through my bank	1%	13%	20%	2%	33%	1%	6%	2%	14%
PayPal or similar	43%	20%	29%	56%	28%	49%	52%	38%	21%
Cash on Delivery	1%	2%	2%	7%	15%	5%	1%	1%	1%
Payment by installments	0%	0%	2%	0%	0%	0%	1%	0%	2%
Other method	1%	1%	9%	2%	1%	1%	1%	1%	1%
Don't know	0%	0%	2%	0%	1%	1%	1%	0%	2%

How important is fast delivery?

Percentage regarding fast delivery (max. 3 days) as very important if they are to buy from a website.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	41%	37%	39%	42%	52%	47%	37%	42%	28%

How long a delivery time is acceptable?

When you buy a product online, what are your expectations as to delivery time? What is the maximum number of days it may take to have your product delivered?

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
1-2 days	19%	21%	34%	15%	24%	22%	18%	13%	10%
3-5 days	71%	58%	50%	67%	66%	57%	74%	70%	60%
6 days or more	6%	16%	11%	16%	7%	18%	6%	16%	22%
Don't know	3%	5%	4%	2%	3%	2%	1%	2%	7%

How do you prefer to have your product delivered?

When you order a product online, how do you prefer to have it delivered?

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Delivered to my mailbox/multi-occupancy mailbox by the mail carrier	13%	19%	15%	9%	7%	16%	40%	38%	37%
Collect it myself from a distribution point.	4%	10%	9%	3%	5%	6%	1%	24%	29%
Home delivery in daytime	61%	49%	46%	67%	47%	40%	39%	27%	9%
Home delivery in evening	14%	14%	24%	8%	12%	27%	11%	5%	6%
Delivery to my workplace	5%	3%	2%	7%	5%	7%	3%	3%	1%
Collect it myself from the online store's physical store	2%	3%	1%	2%	2%	3%	1%	1%	6%
Collect it myself from a parcel machine.	0%	1%	0%	1%	21%	1%	4%	1%	9%
Other	0%	0%	0%	1%	0%	1%	0%	0%	1%
Unsure, don't know	2%	2%	1%	0%	1%	1%	0%	1%	3%

DETAILED RESULTS

Are you willing to pay for faster delivery (next day)?

Percentage who responded Yes

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	41%	14%	24%	37%	46%	38%	28%	31%	20%

Is it important to be able to change the delivery date or time after the products have been dispatched from the online store?

Percentage who responded Yes

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	38%	27%	55%	59%	71%	67%	40%	52%	17%

How important are trouble-free returns?

Percentage who regard having clear procedures for returns as very important if they are to buy from a website.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	46%	50%	46%	67%	50%	60%	51%	54%	47%

Percentage of the population who have returned an online purchase in the past year.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	40%	38%	52%	43%	32%	43%	53%	45%	42%

Do you assume that it will be possible to return an item bought online?

Percentage who responded Yes

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	89%	89%	93%	79%	97%	86%	91%	90%	87%

Do you think in general that it is easy to understand the returns procedures for e-sellers?

Percentage who responded Yes

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	75%	70%	71%	59%	73%	62%	68%	60%	58%

Returns per product category

Which types of product have you returned in the past year?

(Base: Whole population, 15-79 years)

Clothing/footwear

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	19,9%	16,1%	28,4%	10,9%	13,4%	17,1%	27,5%	18,8%	22,0%
Millions of consumers	9,4	1,1	3,5	3,2	2,9	5,3	16,0	8,0	1,2

Home electronics

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	6,2%	4,0%	6,3%	7,5%	4,4%	11,5%	6,8%	7,2%	4,5%
Millions of consumers	2,9	0,3	0,8	2,2	1,0	3,5	4,0	3,1	0,2

Books

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	1,7%	0,7%	2,5%	2,2%	0,9%	1,7%	2,5%	2,3%	1,6%
Millions of consumers	0,8	0,0	0,3	0,7	0,2	0,5	1,4	1,0	0,1

Car accessories

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	3,8%	1,1%	3,0%	1,6%	2,5%	2,3%	3,7%	3,6%	2,1%
Millions of consumers	1,8	0,1	0,4	0,5	0,5	0,7	2,1	1,5	0,1

Home furnishings

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	3,4%	1,2%	2,7%	0,6%	1,8%	0,8%	3,4%	1,8%	1,6%
Millions of consumers	1,6	0,1	0,3	0,2	0,4	0,3	2,0	0,7	0,1

Films/DVDs

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	2,1%	0,8%	1,7%	0,6%	0,2%	1,2%	1,8%	2,2%	1,3%
Millions of consumers	1,0	0,1	0,2	0,2	0,0	0,4	1,1	0,9	0,1

Sports and leisure products

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	1,4%	0,7%	2,6%	1,1%	0,9%	1,3%	3,9%	1,8%	1,7%
Millions of consumers	0,6	0,0	0,3	0,3	0,2	0,4	2,2	0,7	0,1

Children's items

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	2,8%	1,0%	2,8%	2,1%	1,7%	1,9%	2,7%	2,7%	1,8%
Millions of consumers	1,3	0,1	0,3	0,6	0,4	0,6	1,6	1,1	0,1

DETAILED RESULTS

Proportion who have shopped online via a smartphone or tablet in the past year

(Base: Shop online)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
%	65%	46%	58%	66%	53%	71%	56%	57%	63%

Reason for shopping from a specific country

Why have you shopped online from the countries you have chosen?

(Base: Have shopped online from abroad)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
I'm looking for a wide range of products	17%	31%	26%	31%	38%	30%	29%	18%	34%
I'm looking for a specific brand	27%	21%	24%	25%	31%	25%	22%	23%	26%
The prices are generally lower	55%	60%	61%	53%	55%	57%	50%	58%	59%
The country is reliable for buying, payments and delivery	15%	17%	12%	17%	13%	19%	11%	9%	13%
I was curious	9%	7%	14%	11%	20%	19%	21%	9%	13%
I find products there that I don't find anywhere else	34%	39%	24%	33%	27%	33%	35%	31%	34%

Proportion of the population who have shopped online from various countries

(Base: Whole population, 15-79 years)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Sweden	2%	1%	2%	1%	1%	1%	2%	2%	14%
Denmark	2%	1%	2%	0%	1%	1%	3%	1%	6%
Norway	2%	0%	2%	0%	1%	0%	2%	1%	2%
Finland	1%	1%	1%	0%	1%	0%	1%	1%	1%
Iceland	2%	0%	1%	0%	0%	0%	1%	1%	1%
UK	0%	10%	11%	19%	10%	20%	14%	18%	27%
Germany	9%	15%	15%	16%	14%	14%	0%	16%	21%
The Netherlands	3%	34%	0%	2%	2%	1%	5%	2%	4%
France	4%	7%	3%	6%	2%	6%	4%	0%	3%
Spain	2%	1%	1%	5%	2%	0%	2%	5%	2%
Italy	3%	1%	2%	0%	1%	5%	3%	4%	2%
Russia	0%	0%	0%	1%	0%	1%	1%	1%	1%
Rest of Europe	4%	2%	3%	3%	3%	2%	5%	2%	4%
USA	21%	7%	10%	9%	6%	15%	13%	9%	21%
Canada	2%	1%	2%	1%	0%	1%	1%	2%	2%
Rest of North and Central America	0%	0%	1%	0%	0%	1%	1%	0%	1%
China	31%	16%	34%	18%	18%	36%	26%	27%	32%
India	2%	0%	1%	0%	1%	1%	1%	1%	1%
Japan	5%	1%	2%	3%	1%	4%	2%	4%	3%
Rest of Asia	2%	1%	2%	1%	1%	2%	2%	1%	4%
Australia	2%	1%	1%	0%	0%	0%	1%	0%	2%
South America	0%	0%	0%	0%	0%	0%	0%	0%	0%
Africa	0%	0%	0%	0%	0%	0%	0%	0%	0%

Number of consumers who have shopped online from various countries

(Base: Have shopped online from abroad, millions)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
Sweden	0,5	0,0	0,2	0,2	0,2	0,3	1,0	0,5	2,5
Denmark	0,7	0,0	0,1	0,1	0,1	0,2	1,1	0,4	1,1
Norway	0,5	0,0	0,1	0,0	0,1	0,1	0,8	0,3	0,4
Finland	0,3	0,0	0,1	0,0	0,1	0,1	0,6	0,4	0,2
Iceland	0,5	0,0	0,0	0,1	0,0	0,1	0,3	0,3	0,2
UK	0,0	0,5	0,9	4,6	1,3	5,0	5,6	5,5	4,6
Germany	2,9	0,8	1,3	3,8	2,0	3,5	0,0	5,0	3,7
The Netherlands	0,9	1,8	0,0	0,4	0,3	0,4	2,1	0,7	0,6
France	1,2	0,4	0,2	1,4	0,2	1,6	1,7	0,0	0,6
Spain	0,8	0,1	0,1	1,1	0,2	0,0	0,7	1,5	0,4
Italy	1,1	0,1	0,1	0,0	0,2	1,2	1,3	1,3	0,3
Russia	0,1	0,0	0,0	0,1	0,1	0,2	0,5	0,2	0,1
Rest of Europe	1,5	0,1	0,3	0,6	0,4	0,6	2,1	0,8	0,7
USA	7,0	0,4	0,8	2,1	0,8	3,6	5,2	3,0	3,6
Canada	0,6	0,0	0,1	0,2	0,1	0,2	0,3	0,5	0,3
Rest of North and Central America	0,2	0,0	0,1	0,1	0,0	0,1	0,3	0,1	0,1
China	10,4	0,9	2,9	4,3	2,6	8,9	10,8	8,3	5,4
India	0,8	0,0	0,1	0,0	0,1	0,3	0,3	0,2	0,2
Japan	1,5	0,1	0,2	0,6	0,2	1,1	1,0	1,2	0,5
Rest of Asia	0,8	0,1	0,2	0,2	0,1	0,6	0,8	0,4	0,8
Australia	0,7	0,0	0,1	0,1	0,1	0,1	0,3	0,1	0,3
South America	0,1	0,0	0,0	0,0	0,0	0,1	0,1	0,1	0,1
Africa	0,1	0,0	0,0	0,0	0,0	0,1	0,0	0,1	0,0

*Excluding the inhabitants in the country in question.

Favorite countries

(Base: Whole population, 15-79 years)

	UK	Belgium	Netherl.	Italy	Poland	Spain	Germany	France	Nordics
First place	China	Netherl.	China	UK	China	China	China	China	China
Second place	USA	China	Germany	China	Germany	UK	UK	UK	UK
Third place	Germany	Germany	UK	Germany	UK	USA	USA	Germany	Germany
Fourth place	Japan	UK	USA	USA	USA	Germany		USA	USA



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PostNord – a partner for e-commerce

PostNord provides distribution solutions to countries all over the world. Outside the Nordics, PostNord has an established presence via its subsidiary Direct Link, which offers global deliveries of products via its local branches in Australia, Germany, Hong Kong, Singapore, the United Kingdom and the United States. Direct Link helps e-commerce companies establish a presence in new markets, with everything from market analysis and direct marketing to fulfillment, product distribution and processing returns.

PostNord is the biggest and natural partner for e-commerce in the Nordic market. We offer communications and logistics solutions to, from and within the Nordic region. In 2016 we had 33,000 employees and sales of just over SEK 38 billion. 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 harmonized, Nordic logistics

services offering, ranging from retail supplies and third-party logistics to product distribution and returns processing. With the widest-ranging distribution network in the Nordic region, we shrink the distance between e-commerce and the end-customer. PostNord has just over 6,100 distribution points, spread out evenly across Denmark, Finland, Norway and Sweden.

In Sweden and Denmark, our mail carriers 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 customer 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
and www.directlink.com**

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