



# EUROPEAN E-COMMERCE REPORT 2022

Executed by:



# 2022 European E-commerce Report Webinar Presentation

Sara Lone

Lead Researcher

Centre for Market Insights // Amsterdam University of Applied Sciences



## About the CMI:

The Centre for Market Insights is the research center of the School of Marketing at the Amsterdam University of Applied Sciences. The CMI helps organizations tackle challenges in the fields of marketing research, data science and emerging technologies.

# Country Regions

## Western Europe:

- Belgium
- France
- Germany
- Ireland
- Luxembourg
- Netherlands
- United Kingdom

## Northern Europe:

- Denmark
- Estonia
- Finland
- Iceland
- Latvia
- Lithuania
- Norway
- Sweden

## Central Europe:

- Austria
- Czechia
- Hungary
- Poland

- Slovak Republic

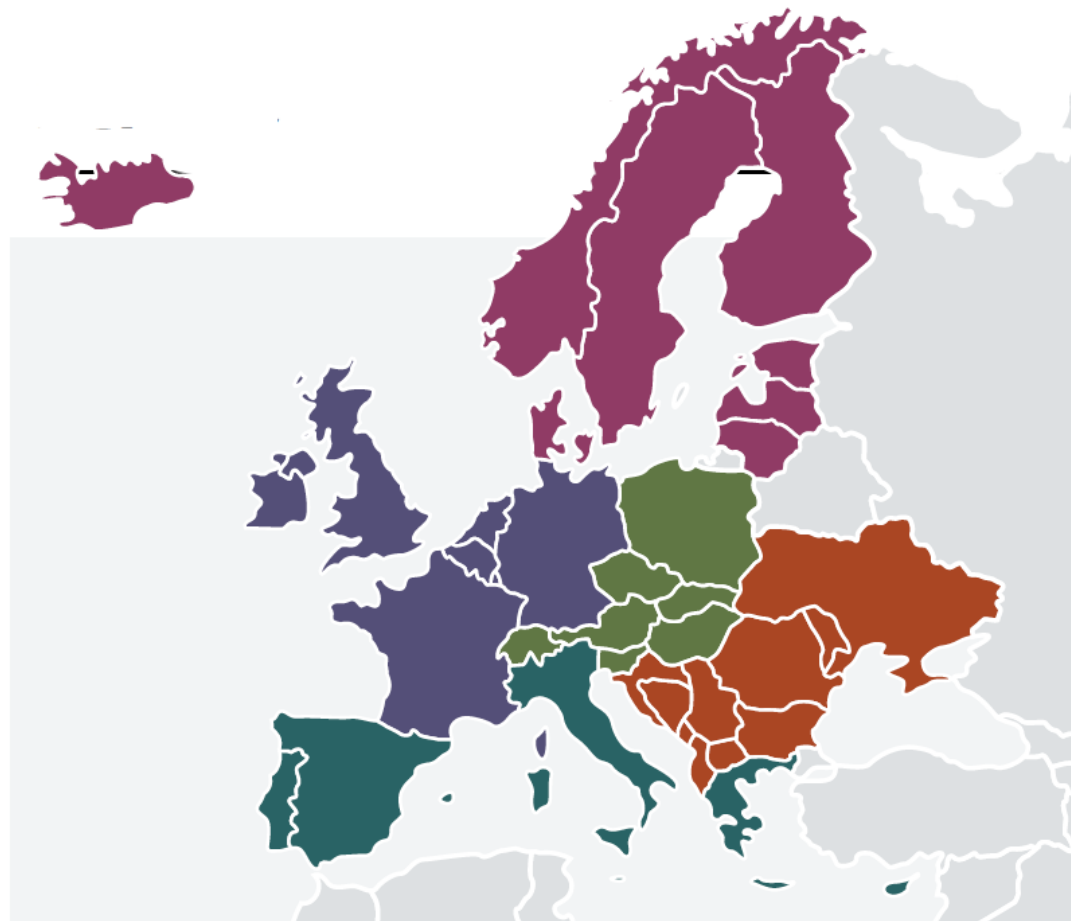
- Slovenia
- Switzerland

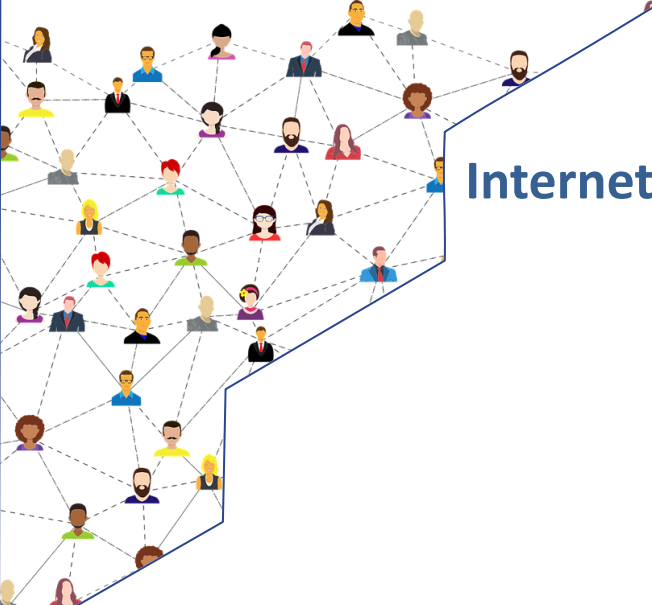
## Eastern Europe:

- Albania
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Moldova
- Montenegro
- North Macedonia
- Romania
- Serbia
- Ukraine

## Southern Europe:

- Cyprus
- Greece
- Italy
- Malta
- Portugal
- Spain

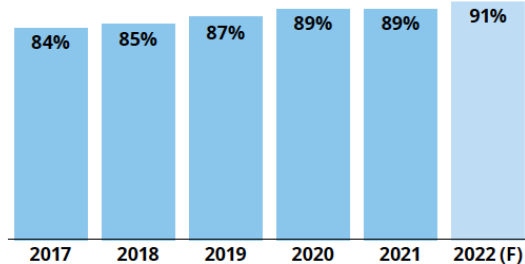




## Internet use in Europe

### Internet users - Europe

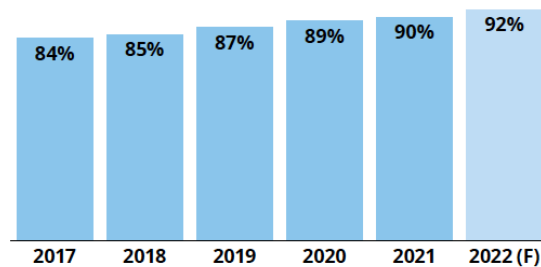
Percentage of the population accessing the internet



SOURCE: EUROSTAT, STATISTA

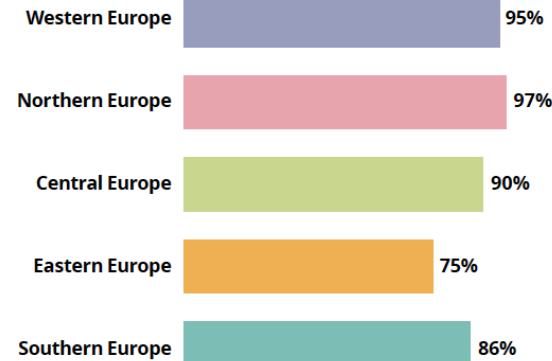
### Internet users - EU-27

Percentage of the population accessing the internet



SOURCE: EUROSTAT

### Internet users by region, 2021



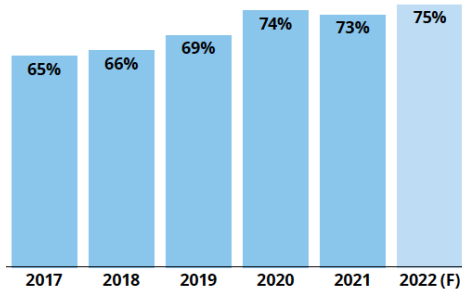
SOURCE: EUROSTAT, STATISTA



## E-shoppers in Europe

### E-shoppers, Europe

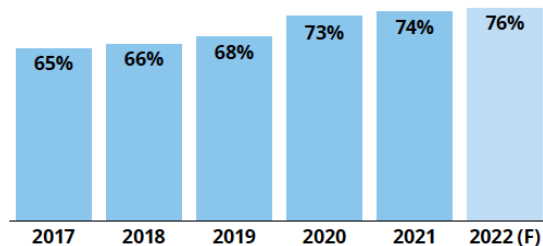
Percentage of internet users that bought goods or services online



SOURCE: EUROSTAT; STATISTA; UNITED NATIONS

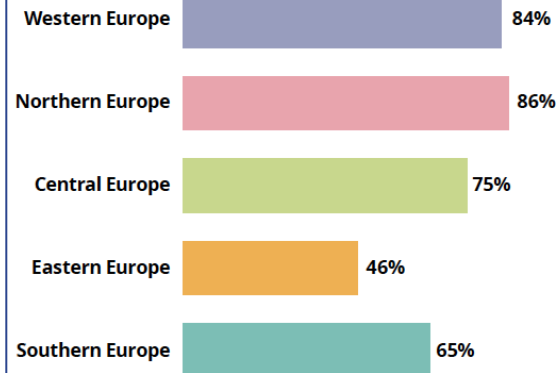
### E-Shoppers - EU-27

Percentage of internet users that bought goods or services online



SOURCES: EUROSTAT; NATIONAL E-COMMERCE ASSOCIATIONS; STATISTA

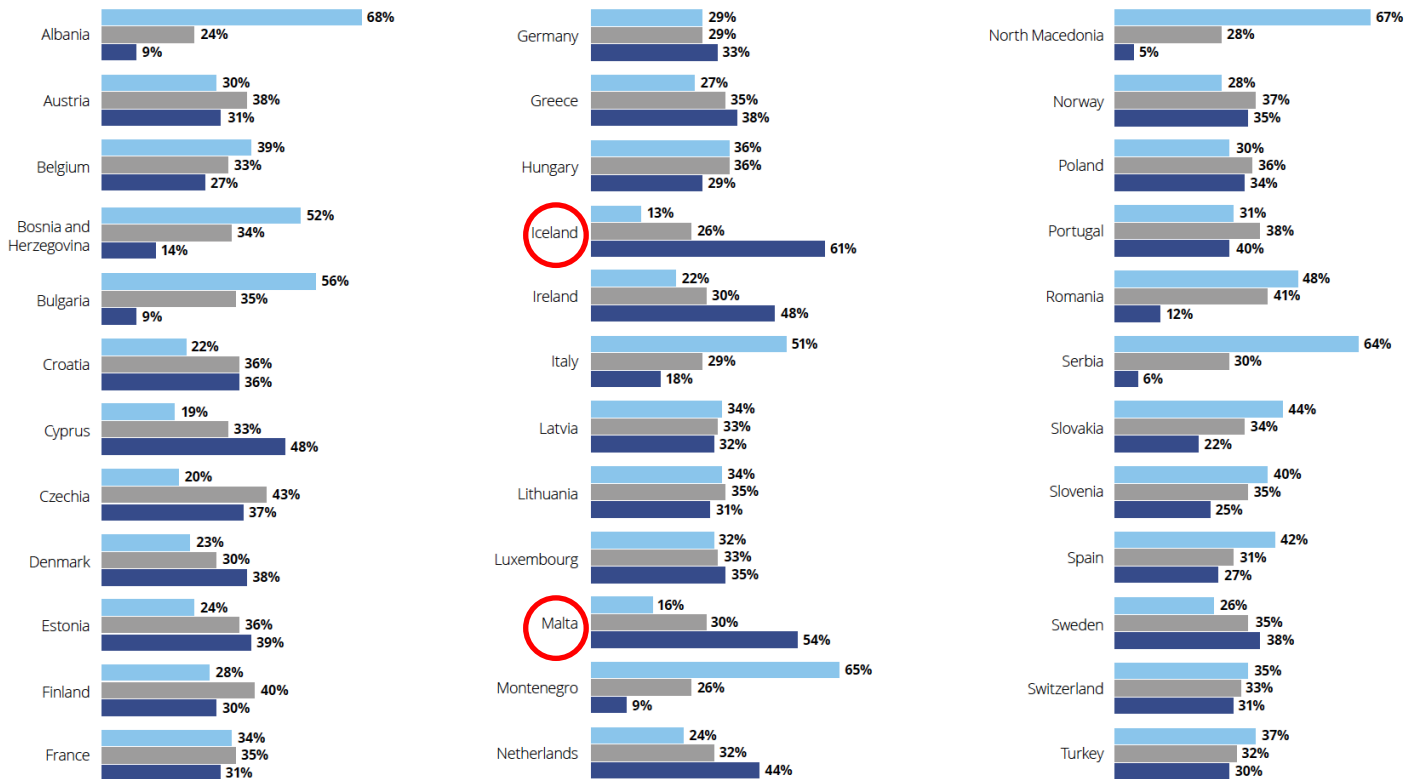
### E-shoppers by region, 2021



SOURCE: EUROSTAT; STATISTA; UNITED NATIONS

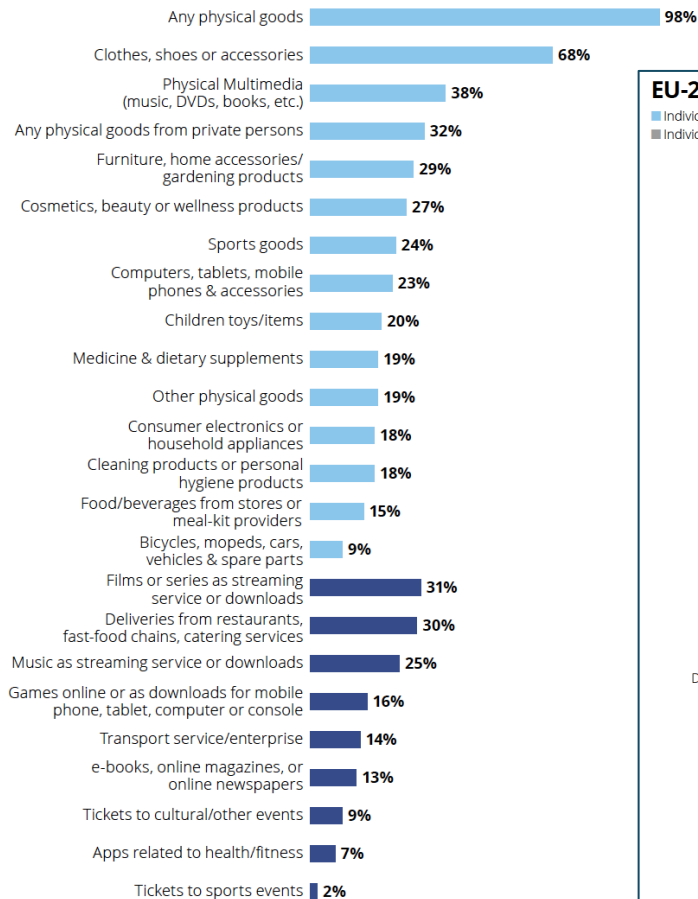
## Frequency of online purchases in the last three months, 2021

■ 1 or 2 times ■ 3 to 5 times ■ 6 times or more



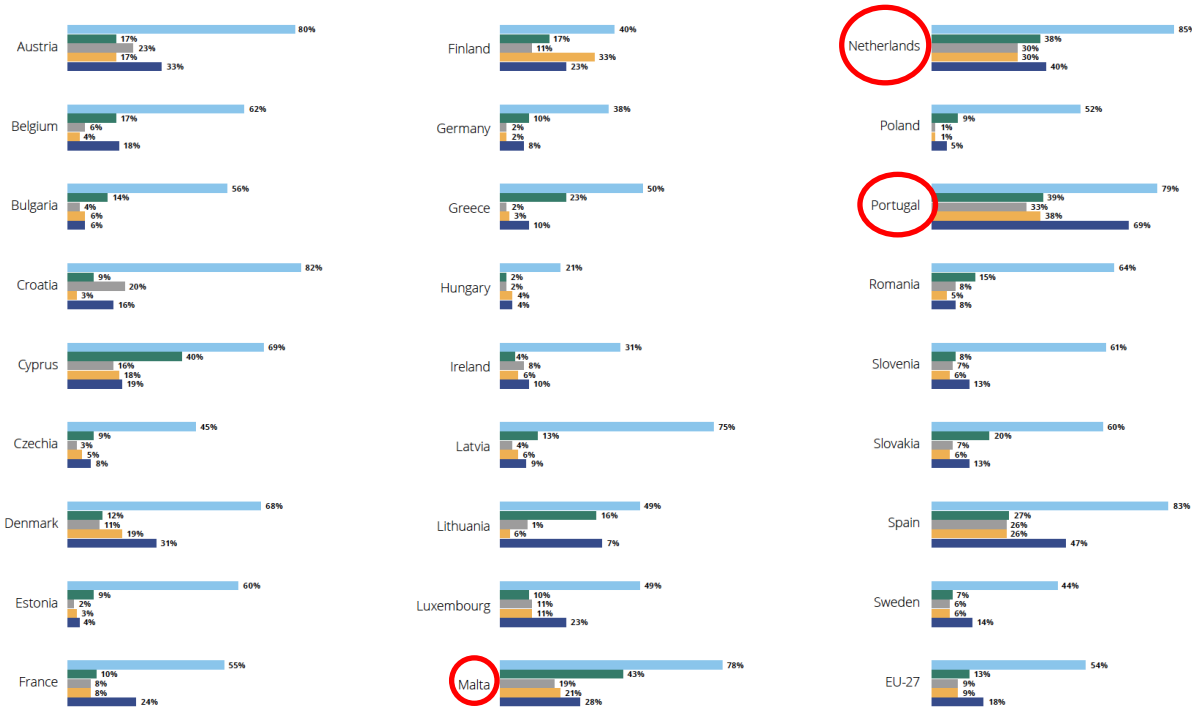
SOURCE: EUROSTAT (2021); PERCENTAGE OF INDIVIDUALS WHO PURCHASED ONLINE IN THE LAST 3 MONTHS

# EU-27 product category purchasing



## EU-27 perceived barriers to online shopping

■ Individuals prefer to shop in person, like to see product, loyalty to shops or force of habit ■ Individuals lack the necessary skills ■ Individuals have concerns about the cost of delivery of goods ■ Individuals have concerns about the reliability or speed of delivery ■ Individuals have concerns about payment security or privacy

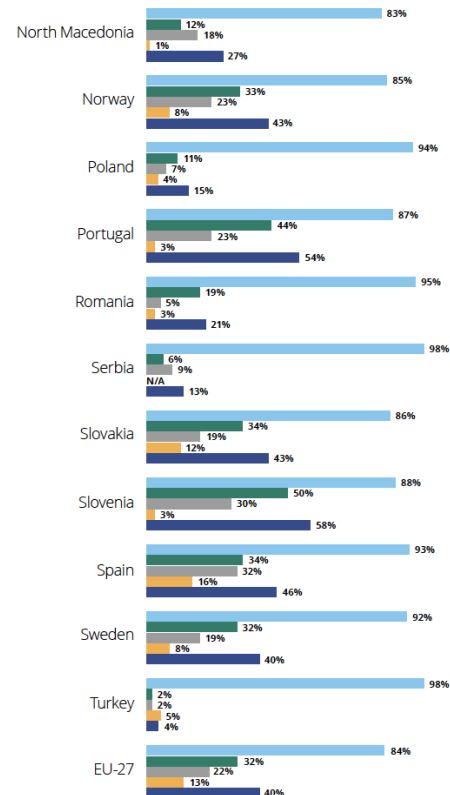
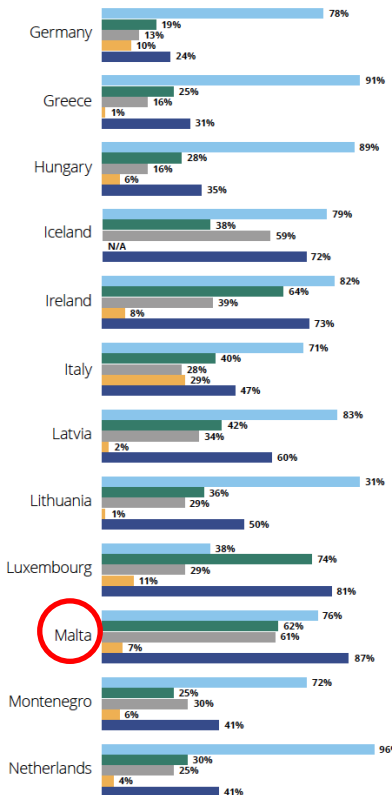
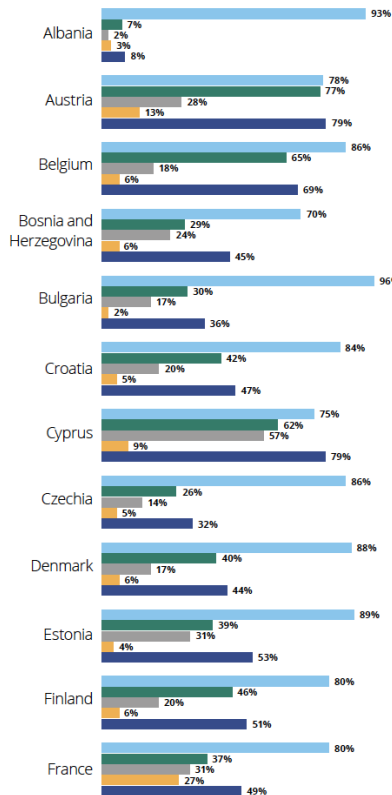


SOURCE: EUROSTAT (2021); PERCENTAGE OF INDIVIDUALS WHO PURCHASED ONLINE IN THE LAST 3 MONTHS

SOURCE: EUROSTAT (2021); PERCENTAGE OF INDIVIDUALS WHO DID NOT PURCHASE ONLINE IN THE LAST 3 MONTHS

## Online purchasing nationally and cross-border, three months, 2021

■ From national sellers   
 ■ From sellers from other EU countries   
 ■ From sellers of the rest of the world (non-EU countries)   
 ■ From sellers from unknown countries   
 ■ From sellers from other countries (EU or non-EU)



SOURCE: EUROSTAT (2021). PERCENTAGE OF INDIVIDUALS WHO PURCHASED ONLINE IN THE LAST 3 MONTHS

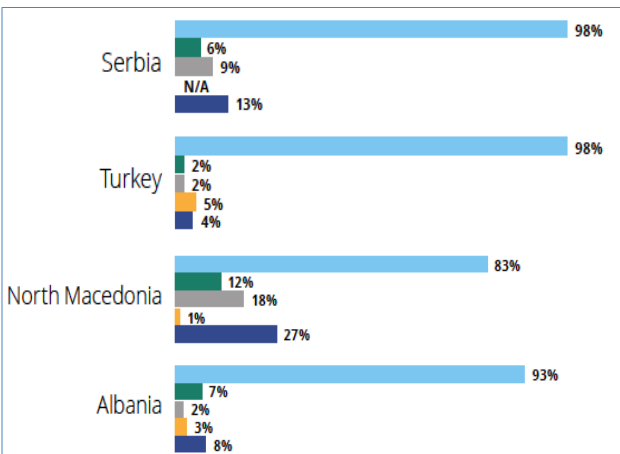


# Cross-border online purchasing differs

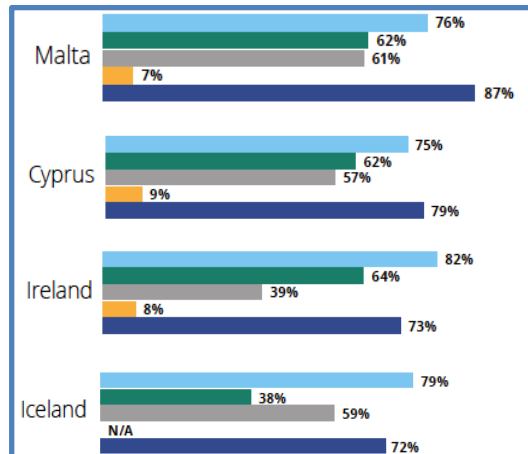
## Online purchasing nationally and cross-border, three months, 2021

From national sellers   From sellers from other EU countries   From sellers of the rest of the world (non-EU countries)  
From sellers from unknown countries   From sellers from other countries (EU or non-EU)

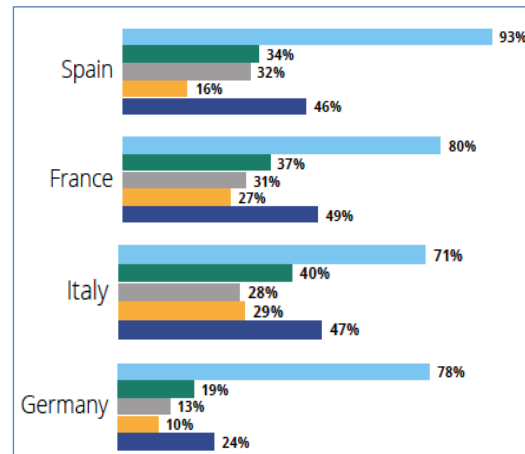
### Outside the EU Single Market



### Island Nations

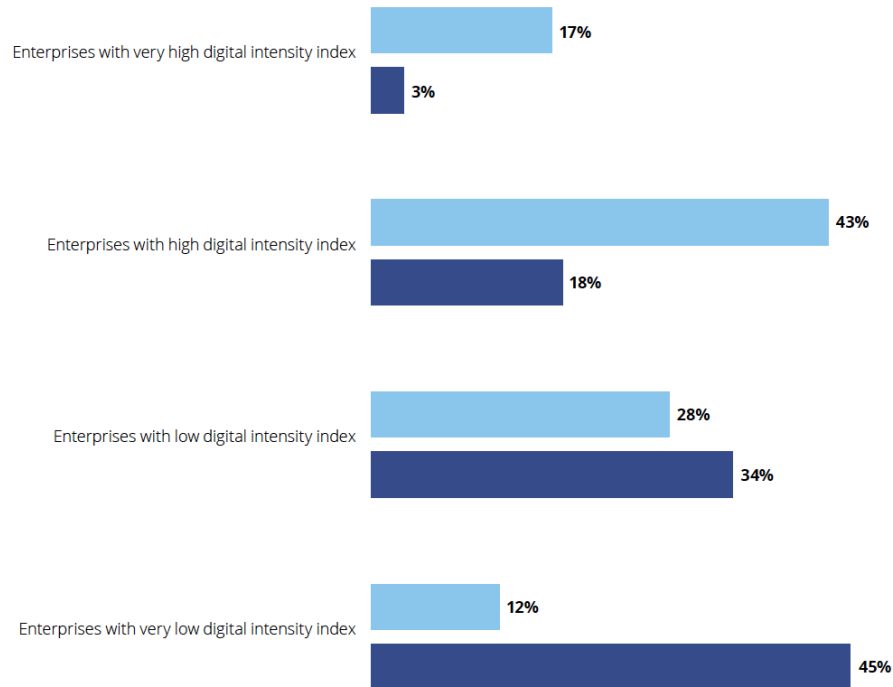


### Largest Markets



## EU-27 digital intensity

■ Large enterprises  
■ SMEs



EU-27 enterprises\* were surveyed and given a point for each of the following conditions, if true:

- Enterprises where more than 50% of the persons employed used computers with access to the internet for business purposes
- Have ERP software package to share information between different functional areas
- The maximum contracted download speed of the fastest fixed line internet connection is at least 30 Mb/s
- Enterprises where web sales were more than 1% of the total turnover and B2C web sales more than 10% of the web sales
- Use any Internet of Things
- Use any social media
- Have CRM
- Buy sophisticated or intermediate CC services
- Use any AI technology
- Buy CC services used over the internet
- Enterprises with e-commerce sales of at least 1% turnover
- Use two or more social media

Enterprise has very low digital intensity index:  
*Count of enterprises with 0-3 points*

Enterprise has low digital intensity index:  
*Count of enterprises with 4-6 points*

Enterprise has high digital intensity index:  
*Count of enterprises with 7-9 points*

Enterprise has very high digital intensity index:  
*Count of enterprises with 10-12 points*

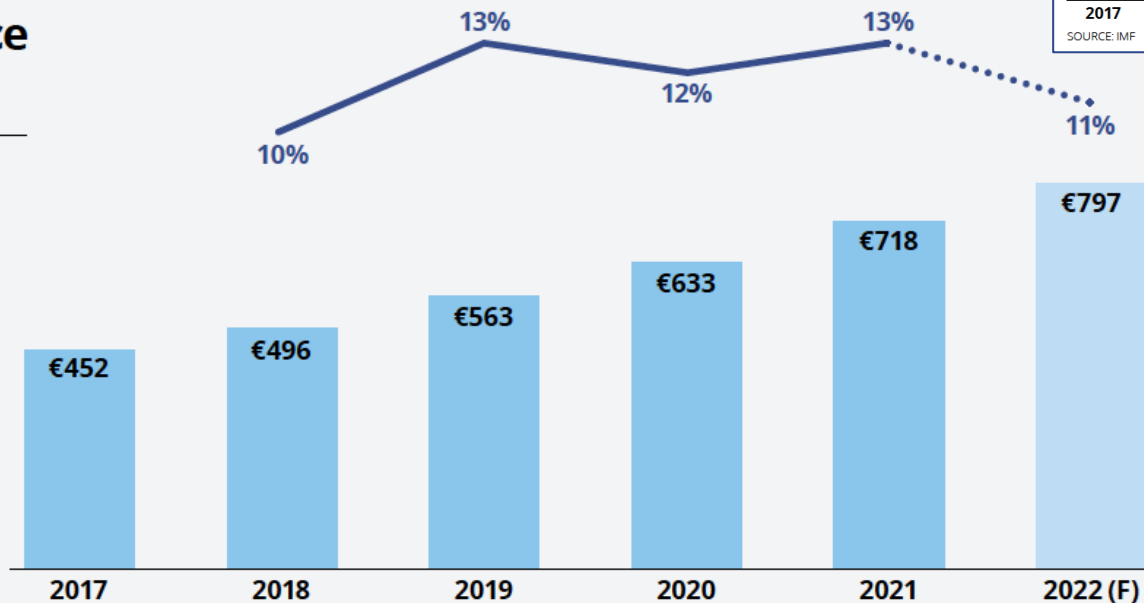
\*SME = 10-249 employees and self-employed persons, without financial sector  
Large enterprise = 250 employees and self-employed persons or more, without financial sector



## B2C E-commerce Turnover: Europe

### B2C e-commerce turnover (€bn)

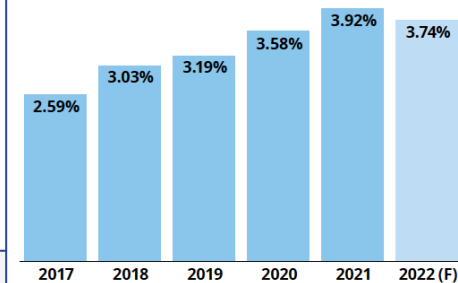
— Growth rate



SOURCE: NATIONAL  
E-COMMERCE ASSOCIATIONS;  
STATISTA; REPORT PARTNERS

### E-GDP, Europe

The percentage of GDP comprised of e-commerce sales

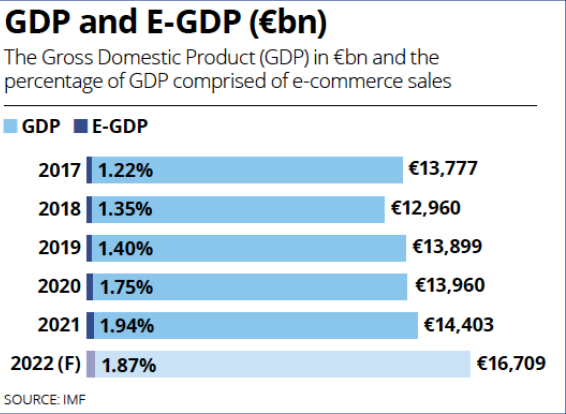


SOURCE: IMF

\* Notes:

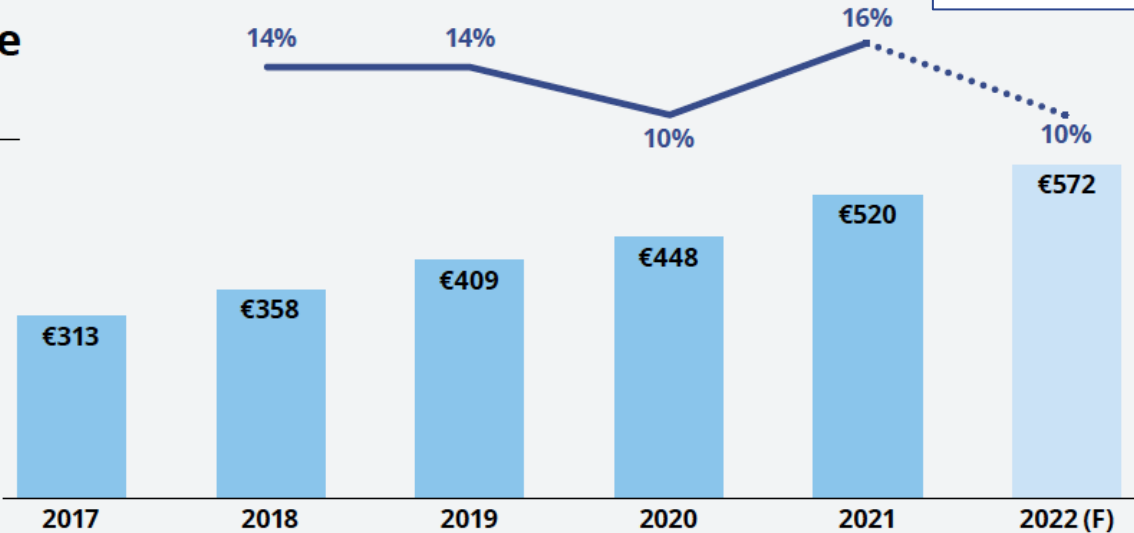
- The United Kingdom
- Ukraine & Russia
- GDP, Current Prices (reflects inflation).

# B2C E-commerce Turnover: EU-27



## B2C e-commerce turnover (€bn)

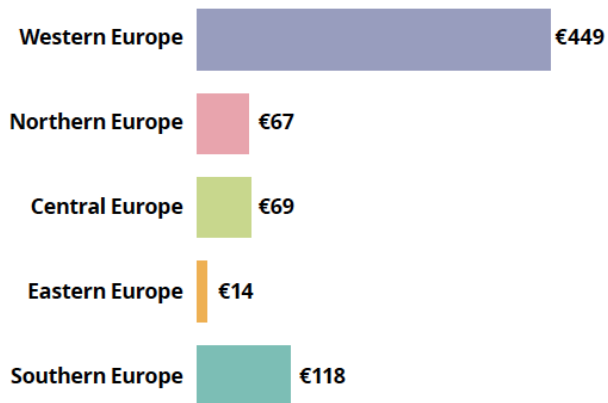
— Growth rate



SOURCE: IMF; CMI ANALYSIS

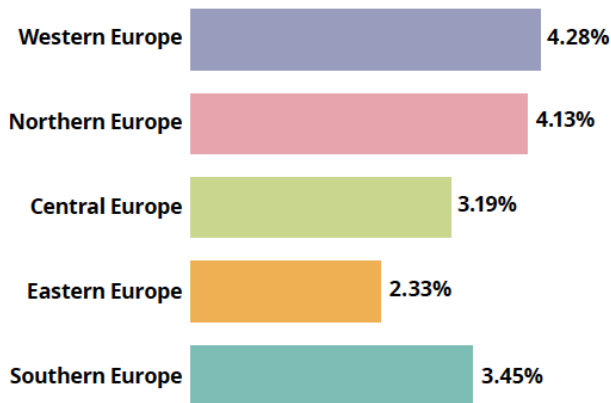
## B2C E-commerce Turnover: Regional

### B2C e-commerce turnover by region in €Billion, 2021



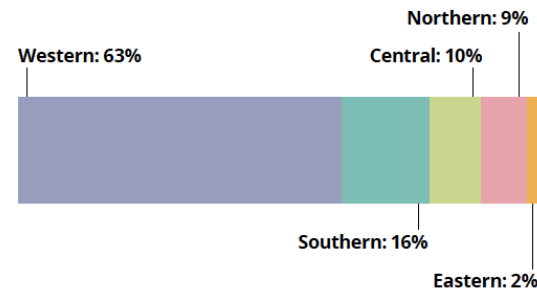
SOURCE: NATIONAL E-COMMERCE ASSOCIATIONS; STATISTA; REPORT PARTNERS

### E-GDP as a percentage of GDP, 2021



SOURCE: IMF

### Share of total European e-commerce turnover by region, 2021





Sara Lone  
Lead Research Analyst  
Centre for Market Insights // Amsterdam University of Applied Sciences



#### About the CMI:

The Centre for Market Insights is the research center of the School of Marketing at the Amsterdam University of Applied Sciences. The CMI helps organizations tackle challenges in the fields of marketing research, data science and emerging technologies.