

E-Commerce Developments in Europe

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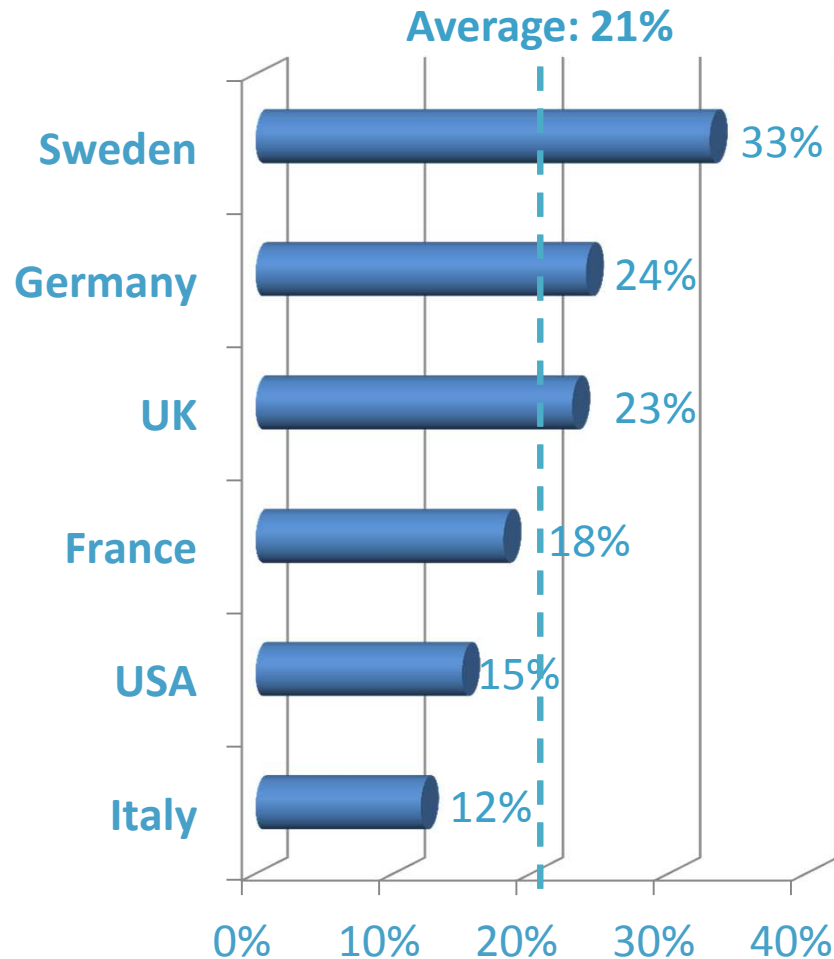
EMOTA represents 3,500 multi-channel/online retailers in 16 countries



- 16 European countries
- 17 member associations
- 3,500 companies
- € 250 billion turnover
- 83% of European e-commerce

E-Commerce contributes significantly to growth and job creation

Contribution to GDP growth



- 2.6 jobs created for each lost
- internet-intensive companies create 2x jobs



Source: McKinsey, 2011

Note: Internet % contribution to GDP growth 2004-2009 – mature countries

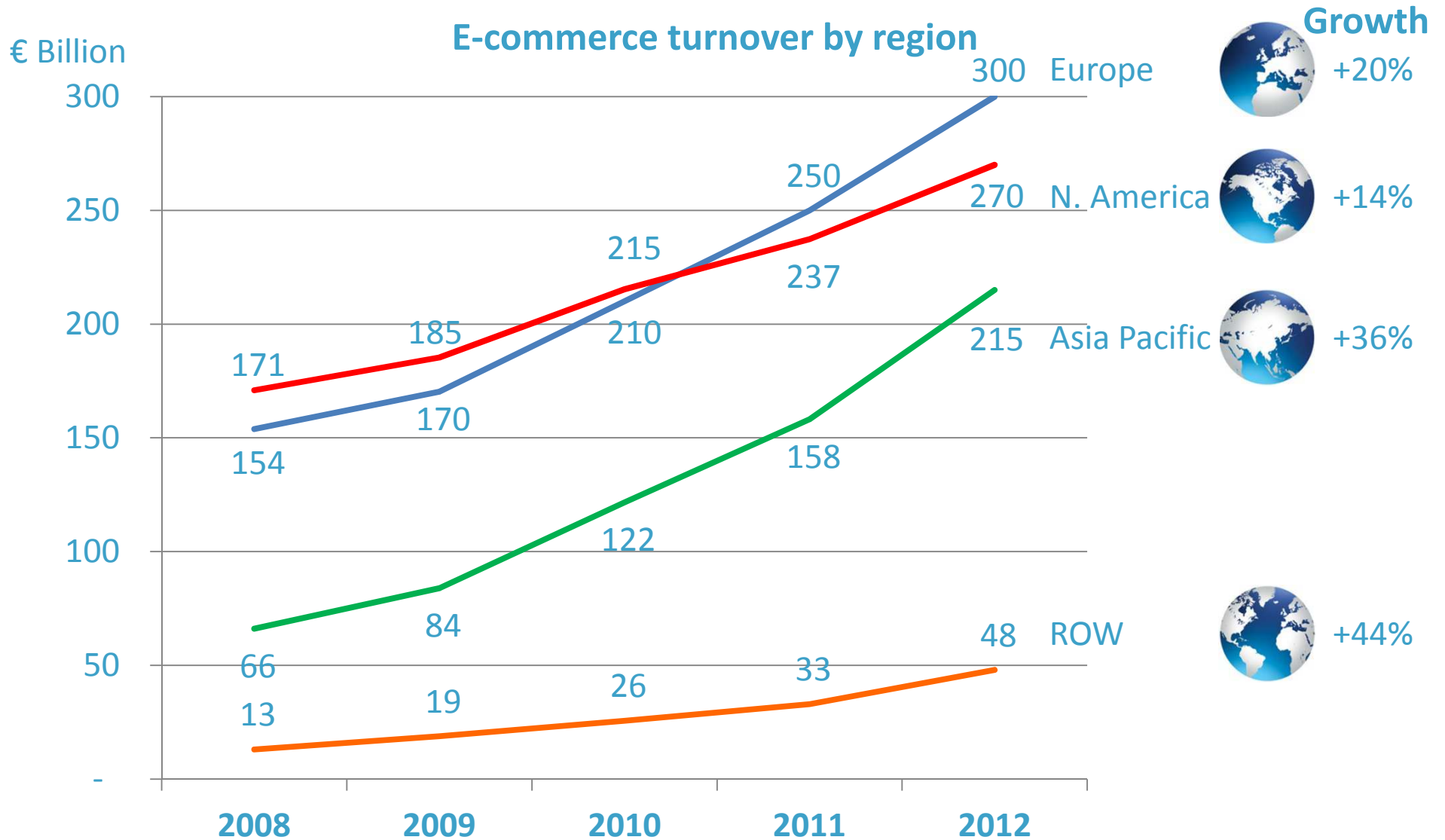
In addition, E-Commerce enables consumers to save money and time



Source: Civic Consulting/TNS, 2011

Note: consumer survey – 3 most important reasons for shopping online (sample of 13,872 online shoppers)

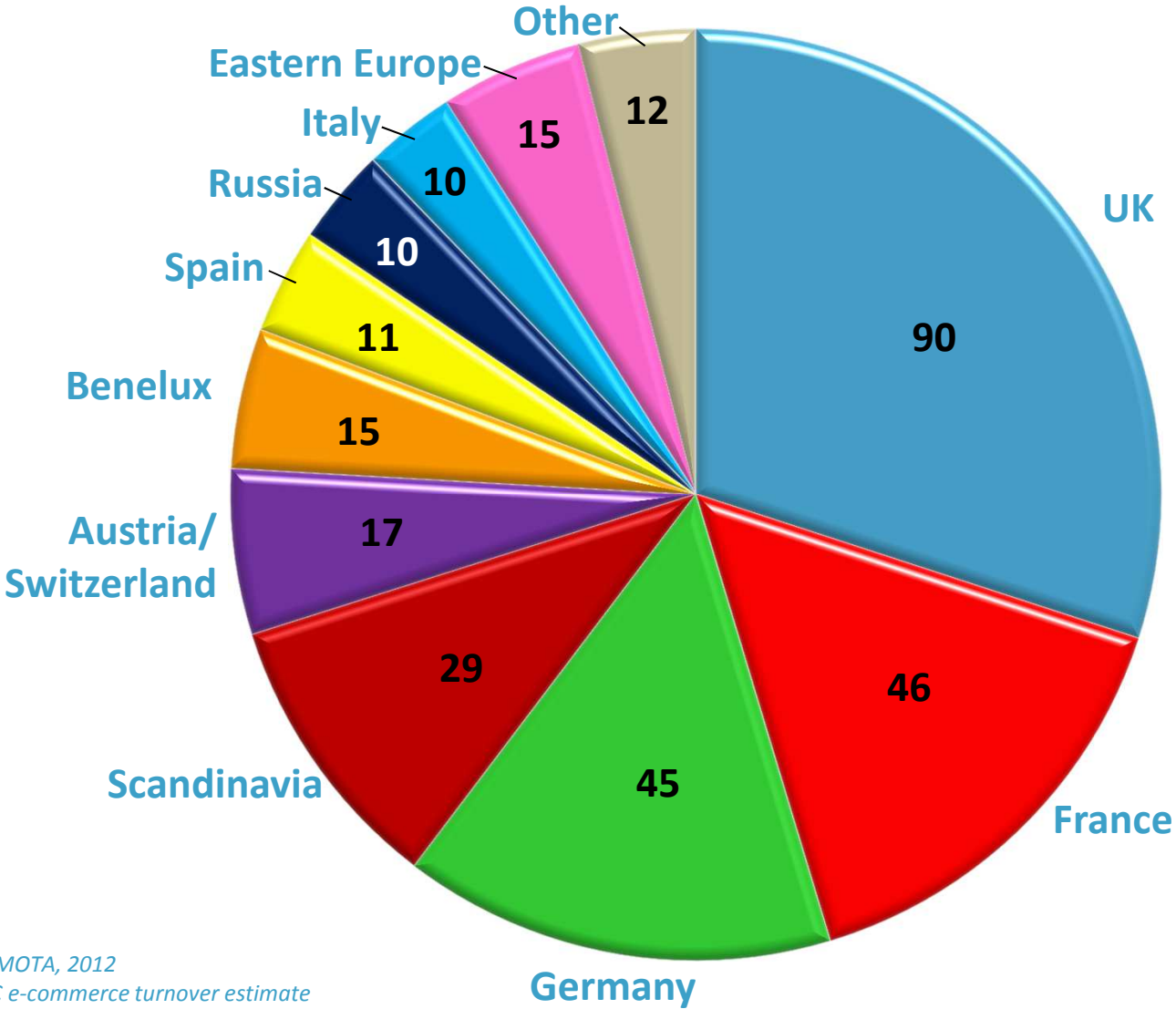
E-Commerce in Europe will reach € 300 Bn. in 2012, with 20% growth



Source: EMOTA/IMRG, 2012

UK, France and Germany account for 60% of European E-Commerce

European E-commerce turnover by country 2012 (€ billion)



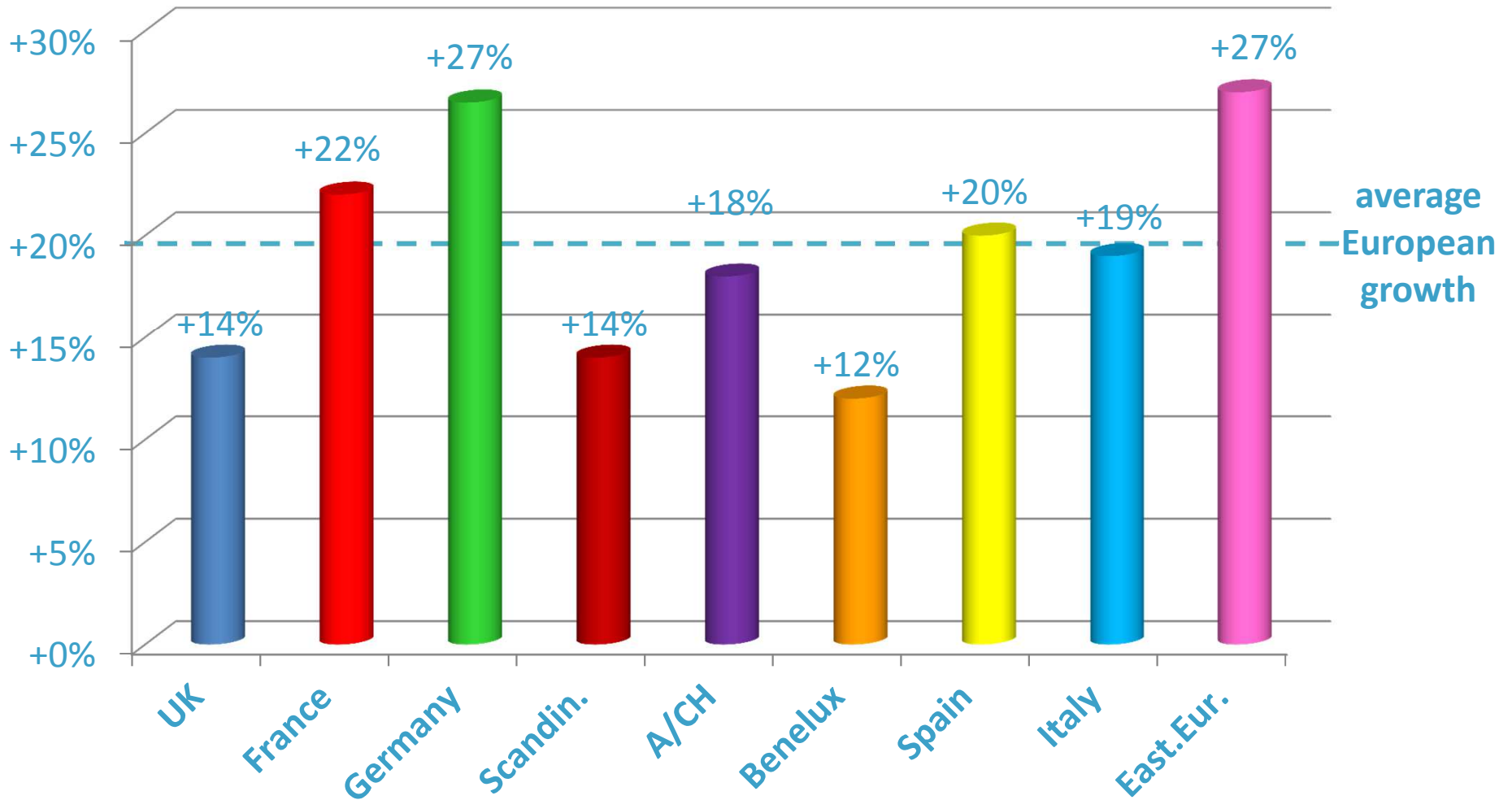
Source: EMOTA, 2012

Note: B2C e-commerce turnover estimate



E-Commerce is growing very fast throughout Europe

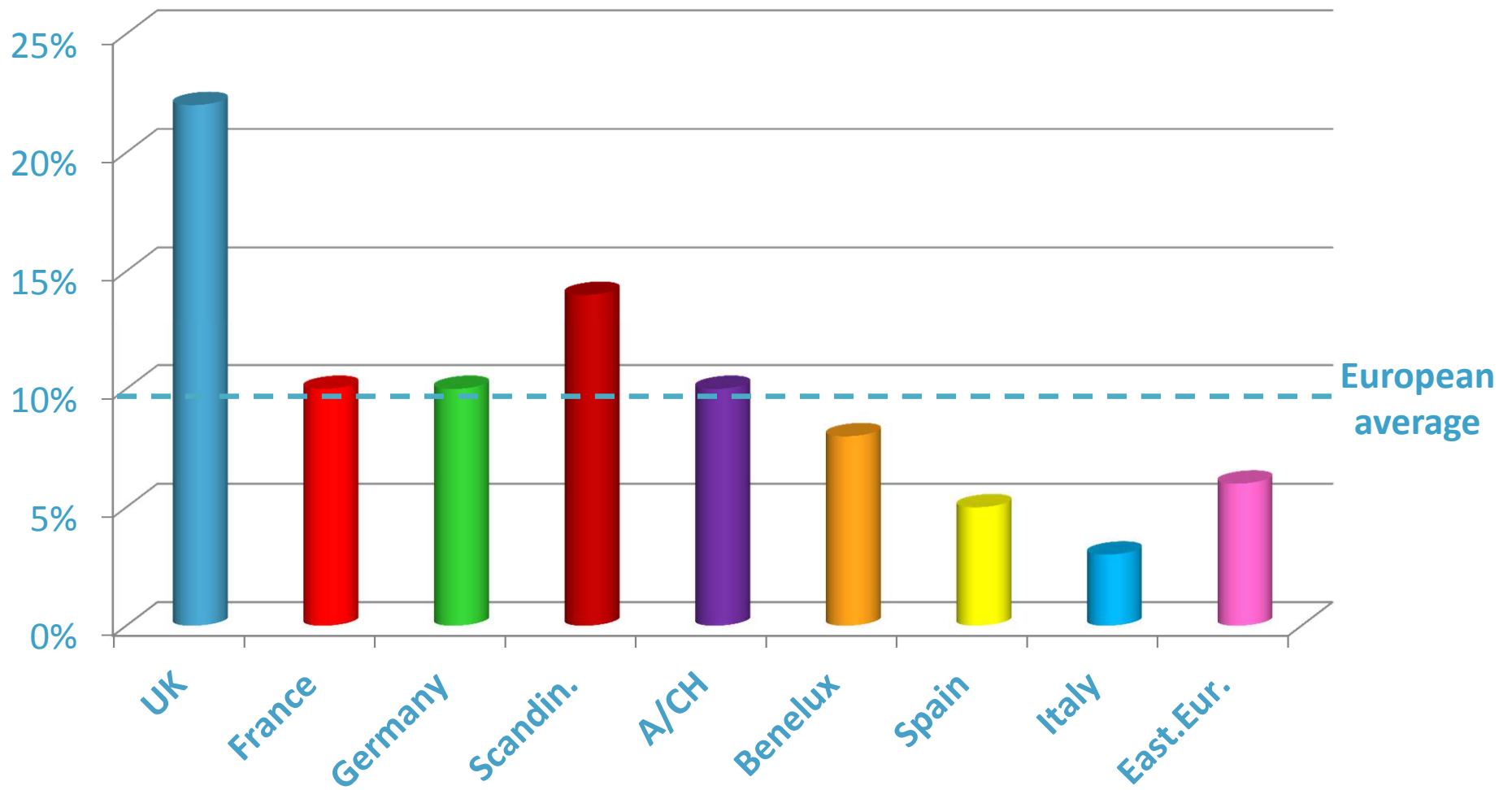
E-commerce growth by country in 2012



Source: EMOTA, 2012

Online share of retail high in UK/Scandinavia, low in South/East Europe

Online share of retail by country 2012

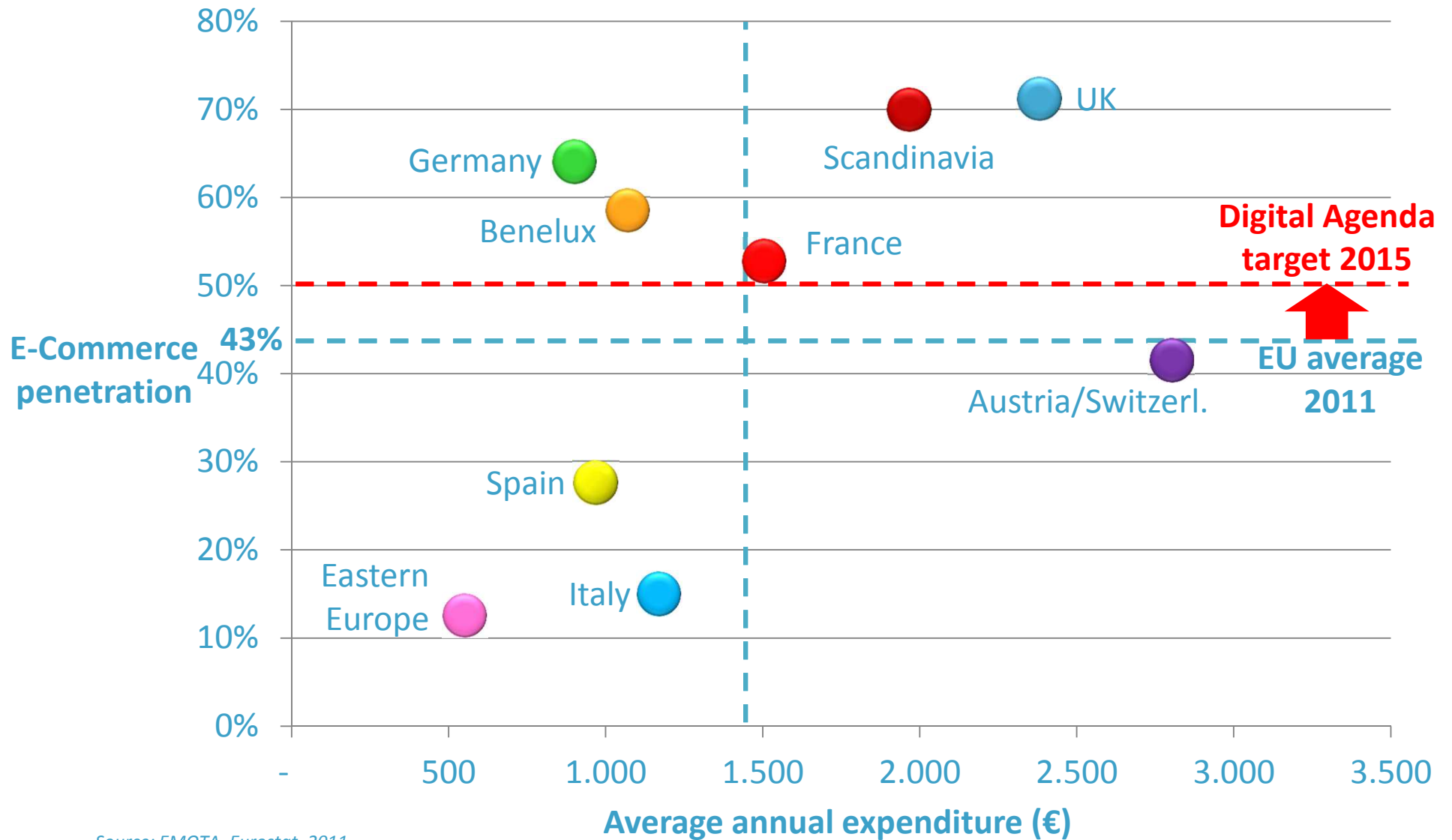


Source: EMOTA, 2012

Note: % of e-commerce turnover on total retail trade



There are significant differences in E-Commerce penetration and spend

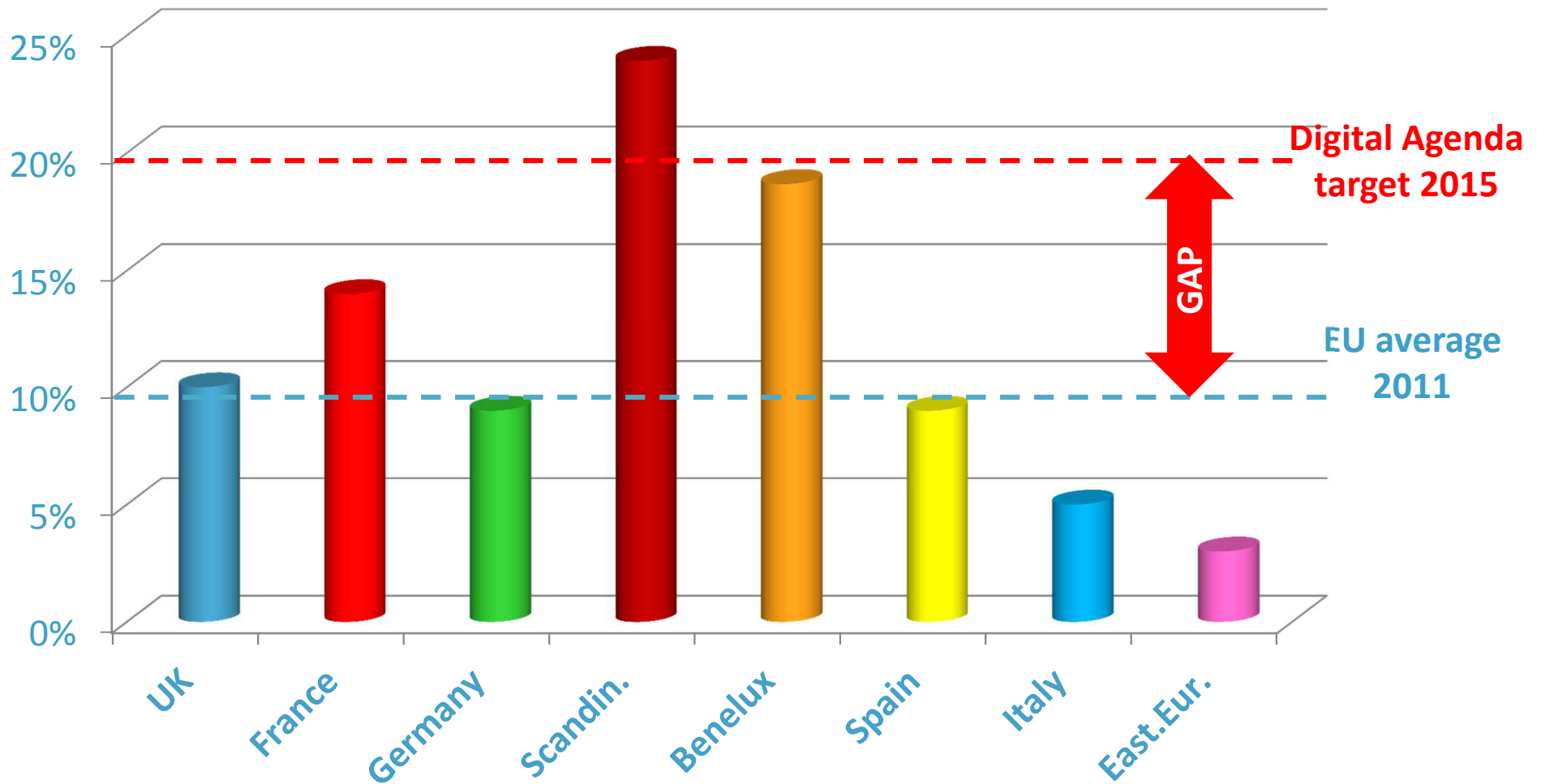


Source: EMOTA, Eurostat, 2011

Note: E-commerce penetration: % of population aged 14-74 years buying online

In addition, very few consumers shop online across borders

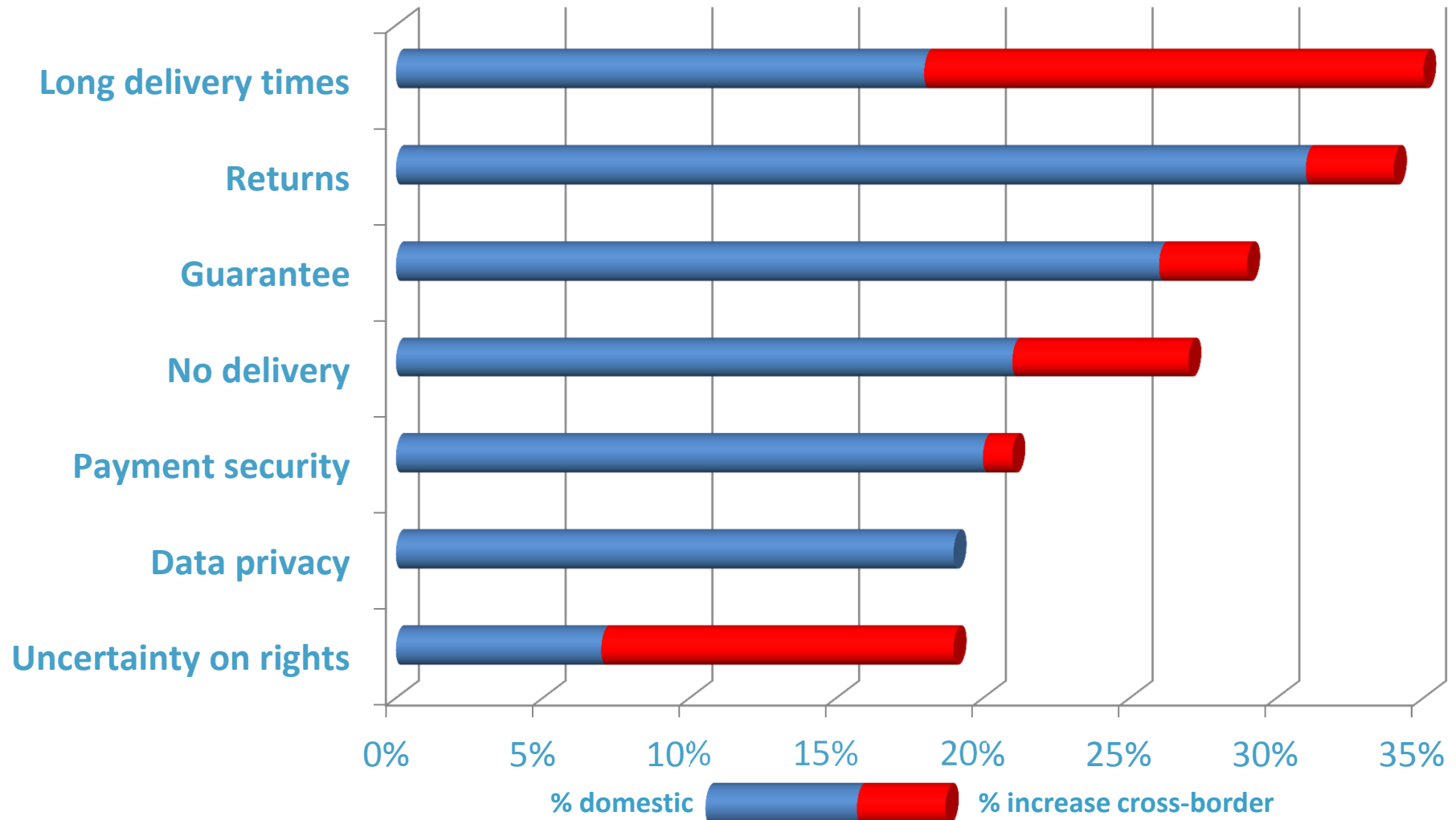
Proportion of consumers buying online from another country



Source: Eurostat, 2011

In fact, consumers are more worried about international delivery

Concerns about cross-border vs. domestic online purchases

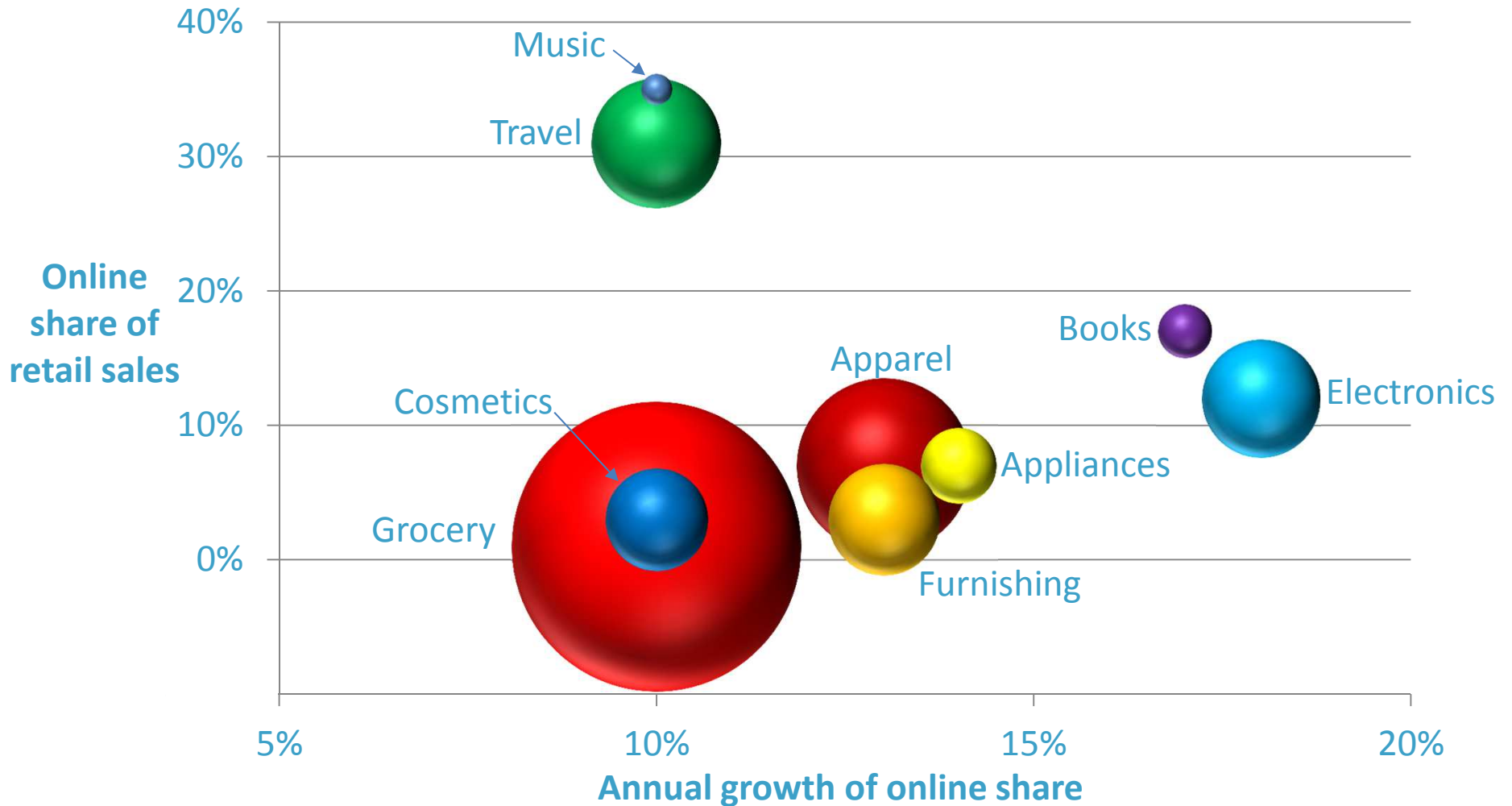


Source: Civic Consulting/TNS, 2011

Note: % of consumers reporting concerns about buying products online in their own country vs. in another EU country (sample: 29.010 individuals)

Online penetration high in media/travel, low in apparel/grocery

Online share of retail by sector






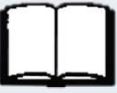




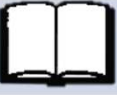




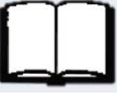









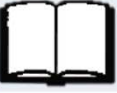




















Source: Booz & Co., 2012

Note: online share of retail sales in western Europe 2011 – CAGR of online share of sales 2006-2011

Bubble size proportional to market size

Top E-Commerce players in Europe are mostly multi-channel

#	Company	Online sales	Growth	Country	Channels	Category
1		12.0	38%			Books/Electron.
2		4.5	25%		  	Apparel
3		3.9	11%		  	Grocery
4		2.6	2%		  	Office supplies
5		2.6	21%		  	Apparel
6		2.4	18%		  	Apparel/Home
7		1.5	9%		 	Apparel/Home
8		1.3	28%		 	Electronics
9		1.3	14%			Electronics
10		1.2	10%		  	Apparel

Source: Internet Retailer, 2012

Note: Online sales in Europe in 2011 in € billion; growth % 2011 vs. 2010



catalogues

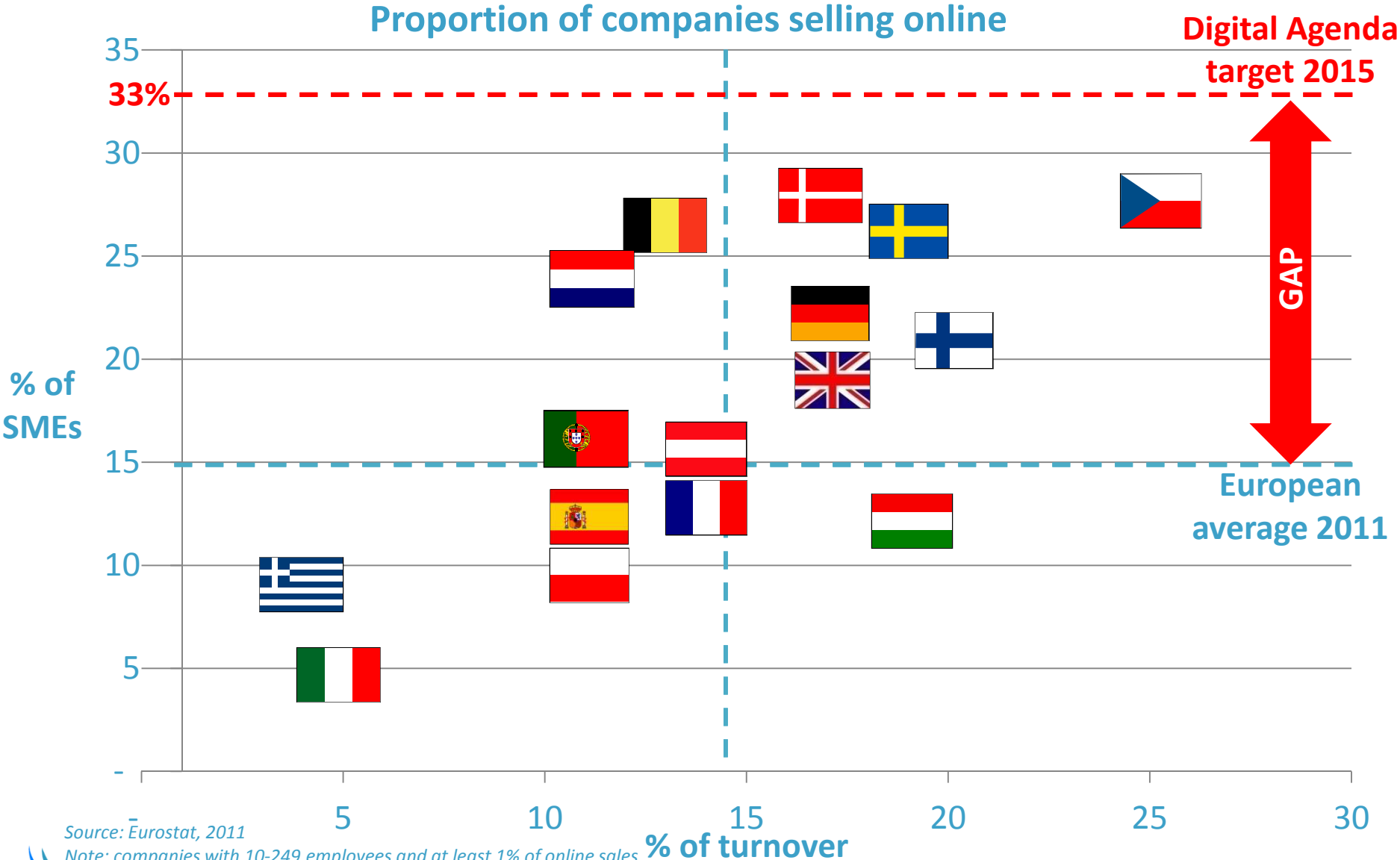


retail



internet

However, most companies have still to embrace E-Commerce

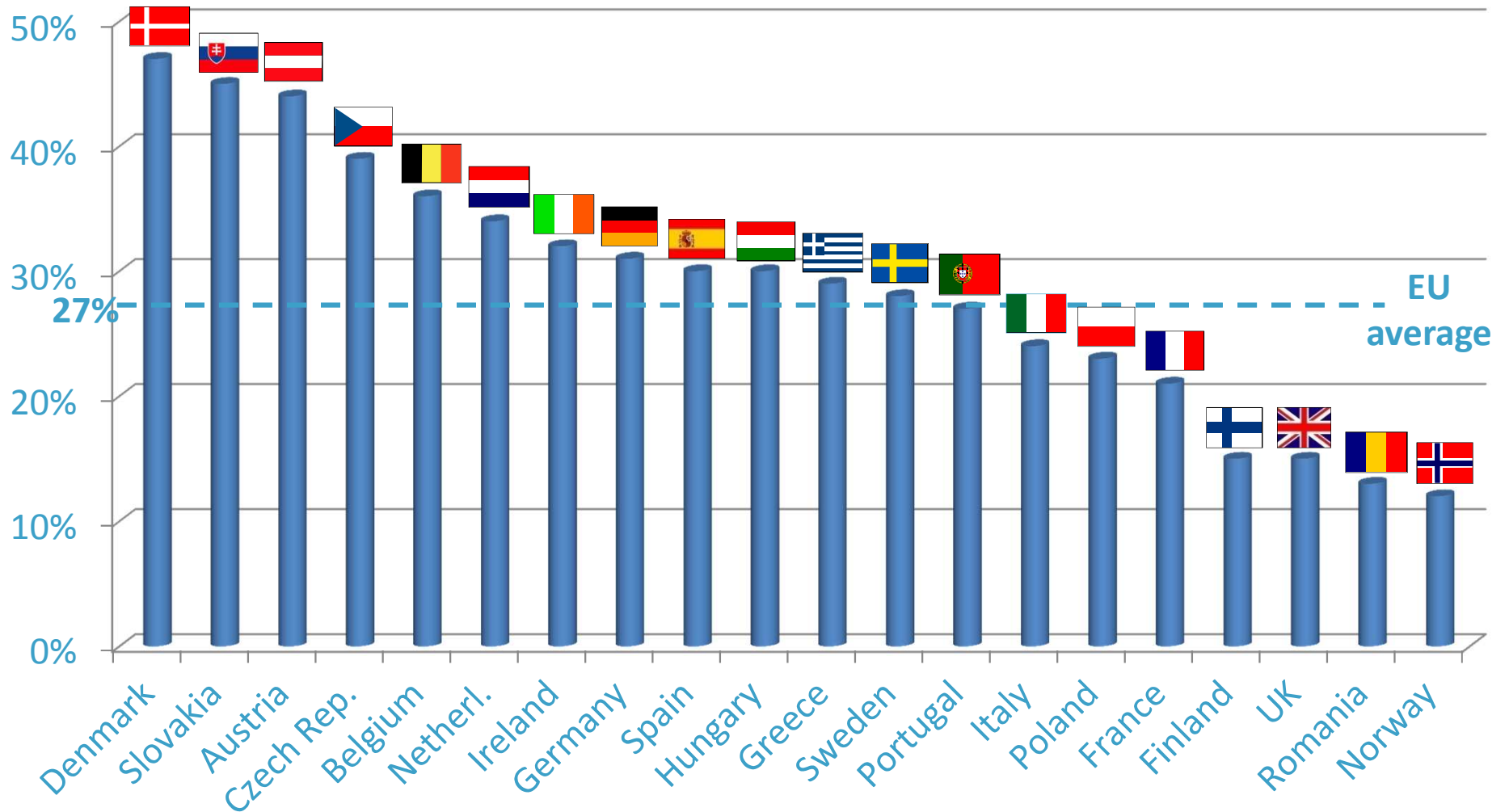


Source: Eurostat, 2011

Note: companies with 10-249 employees and at least 1% of online sales

In addition, only 27% of retailers sell across borders

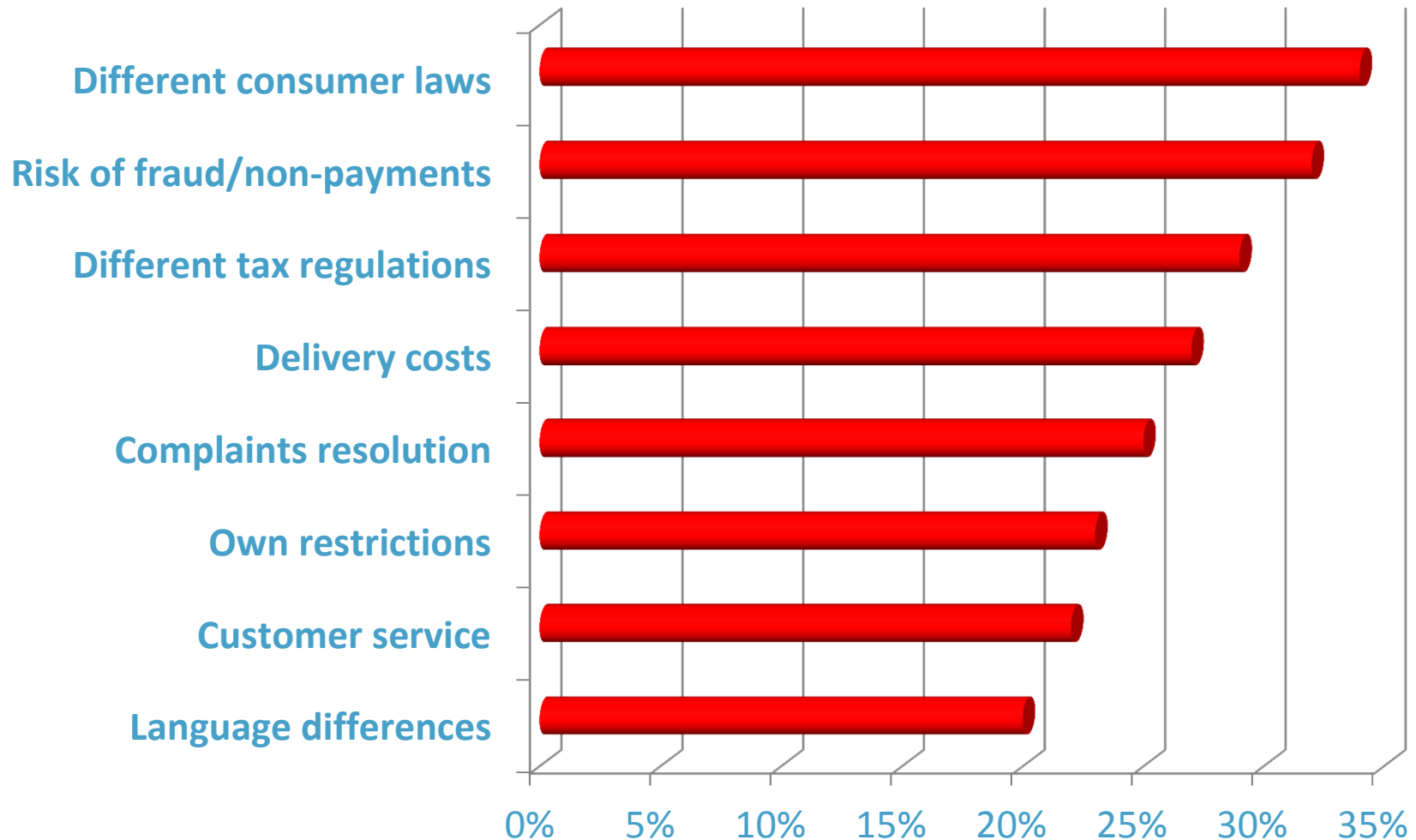
Proportion of retailers selling in at least one other EU country



Source: TNS, Flash Eurobarometer 331, 2012

In fact, many retailers are deterred by legal/tax and payment issues

Barriers to cross-border sales for retailers



Source: TNS, Flash Eurobarometer 331, 2012

Note: % of retailers reporting obstacles to cross-border sales to other EU countries

EU institutions launched several initiatives to remove these barriers



EMOTA supports all EU initiatives aimed at facilitating E-Commerce

- **Harmonize** consumer legislation across Europe
- **Improve consumer trust** through a **pan-European trustmark**
- **Liberalize parcel delivery** services
- Ensure **security and efficiency** of online **payment** platforms
- Accelerate **broadband** networks development



Balance
consumer/
business
interests

Avoid
unnecessary
extra
costs/burden
for businesses

