

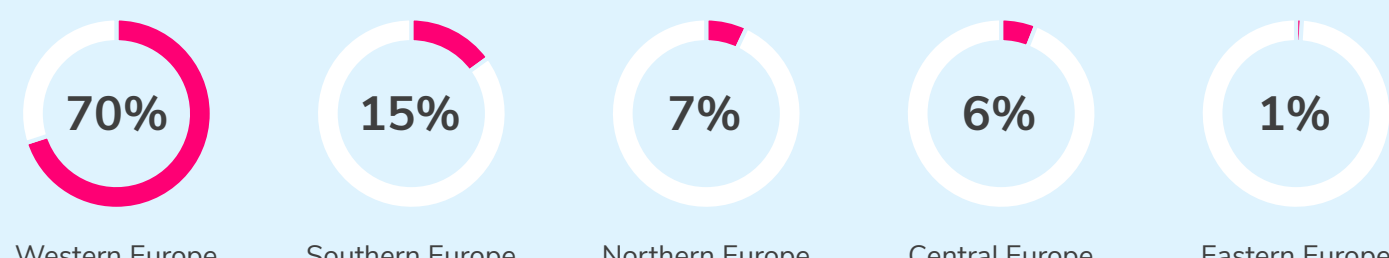
# E-commerce in Europe: Key Trends and Figures

## Growth

- 30%** of the global e-commerce revenue comes from Europe
- European e-commerce is worth €717 billion in 2020
- 12.7%** Higher revenue when compared to 2019



## Total European e-commerce turnover by region



## Top 3 countries by B2C e-commerce sales



## The impact of COVID-19 crisis on European e-commerce

- 60%** of websites have encountered difficulties in their supply chain. France, Germany, Italy and Sweden are the most impacted countries
- 27%** of e-commerce sellers noticed an increased presence on their sites from the beginning of quarantine measures

Significant pressure on carriers and delivery services

Having an online presence has undoubtedly saved several companies from bankruptcy, but their sales have still plummeted

Consumers have limited their spending and have refocused mainly on essentials

## Thriving vs. declining industries

### Thriving industries

- Wholesale** +57%
- Technologies and Marketplace** +27%
- Pharmacy** +17%

### Declining Industries

- Travel** -58%
- Luxury** -21%
- Fashion** -17%

## Post COVID-19 trends

Total global sales in Western Europe are expected to fall by 9.9% this year. However, e-commerce growth is expected to double between 2019 and 2020 with a growth of more than 16%.

- 6 out of 10** consumers say they will continue to shop online after the pandemic is over.
- 80%** of consumers say they will soon start buying "non-essential" products online again, particularly in fashion and household appliances.

## A new breed of consumer

Before the pandemic hit, brands were steadily transitioning their business models to accommodate the new "age of the consumers." The COVID-19 crisis has accelerated this shift, and brands are paying closer attention to the demands of these new consumers. Therefore, brands must keep in mind that these consumers:



- Are environmentally sensitive**  
58% of consumers emphasize the importance of respecting the environment in their purchases
- Favor local businesses**  
40% would prefer to buy local or even organic. The crisis has favored local commerce
- Demand quality**  
45% of consumers think that the crisis will change their consumption habits and spend smarter
- Seek uniqueness**  
Consumers are looking to stand out from the crowd and find products that will make them unique
- Embrace multichannel**  
Although in-store shopping remains important, many consumers are discovering the benefits of online shopping.
- Exhibit low brand loyalty**  
It is increasingly difficult to build customer loyalty because customers are constantly being attracted to other brands and products.

### About Contentserv

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