

Europe Ecommerce Region Report 2023

The RetailX Ecommerce Report series offer a retail-focused overview of the state of commerce in key countries and regions. The reports blend our own exclusive research with national and government statistics, in addition to data from other trusted sources.

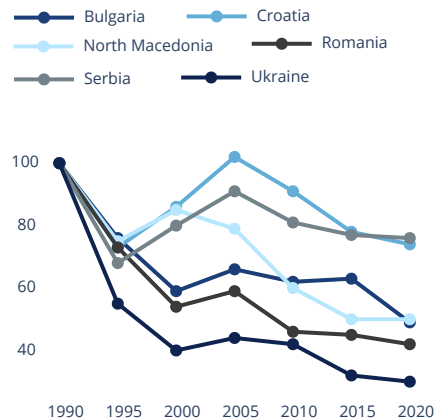
88%

of UK e-shoppers buy online regularly

7%

of French e-shoppers spend more than €1,200 per month online

Indexed CO2 emissions in Eastern Europe

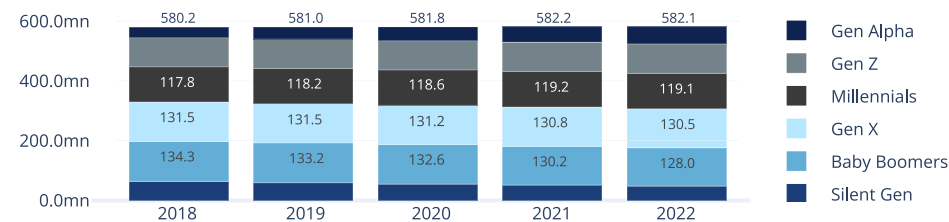


Based on index 1990=100

Source: Our World in Data
RetailX 2023
RXREU23RP-EU-16-v2

Europe: Population analysis

Population structure, by age group (mn)

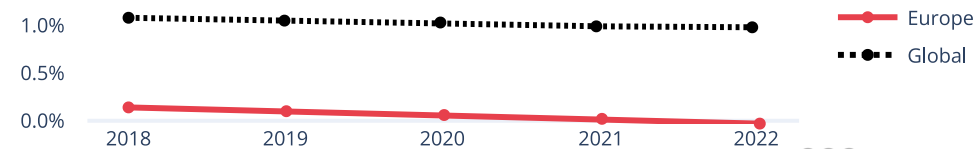


Age groups (year of birth): Silent Gen (1922-1945), Baby Boomers (1946-1964), Gen X (1965-1980), Millennials (1981-1996), Gen Z (1997-2012), Gen Alpha (2013-present). Includes countries featured in this report

Source: RetailX, drawing on data from the UN Population Division

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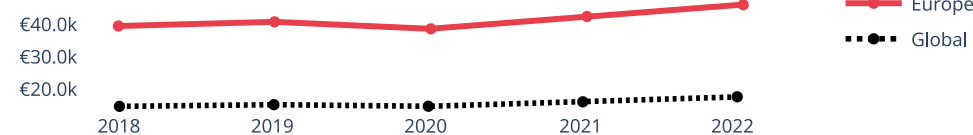
Population growth



Source: RetailX, drawing on data from the UN Population Division

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RXREU23RP-EUR-SC-2-v4

GDP per capita



Source: RetailX, drawing on data from the IMF and the UN Population Division

RetailX 2023
RXREU23RP-EUR-SC-3-v4

The European ecommerce and multichannel retail sector is among the most sophisticated in the world. Nevertheless, as we outline in our Europe Ecommerce Region Report 2023 challenges lie ahead for a rapidly maturing industry that, increasingly, will not be able to rely on growth in relatively underdeveloped markets – challenges related to, among other factors, sustainability, logistics and the rise of AI.

Download the full report: internetretailing.net/report-hub/europe-ecommerce-region-report-2023/



76% of Spanish consumers have heard of the metaverse

48% of Austrian e-shoppers said they had bought consumer electronics online in 2002

71.9% of Danish internet users also shop online

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