

RetailX United Kingdom Ecommerce Country Report 2022

The RetailX series of Ecommerce Country Reports offers a briefing on the ecommerce and multichannel landscape in countries and regions around the world. The UK is a key European market and an ecommerce leader.

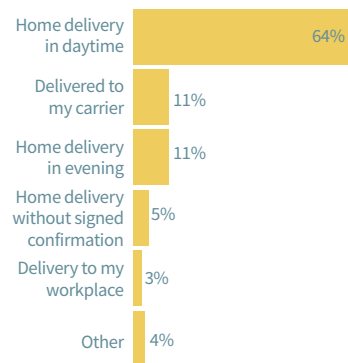
30%

have returned clothing in the last year

53%

sent nothing back in the last year

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

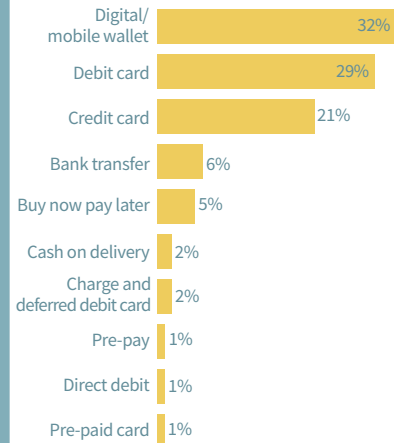


Note: Results from 1,026 UK respondents aged 15-79 who are online shoppers. Online survey conducted in 2020

Source: PostNord. Accessed via Statista
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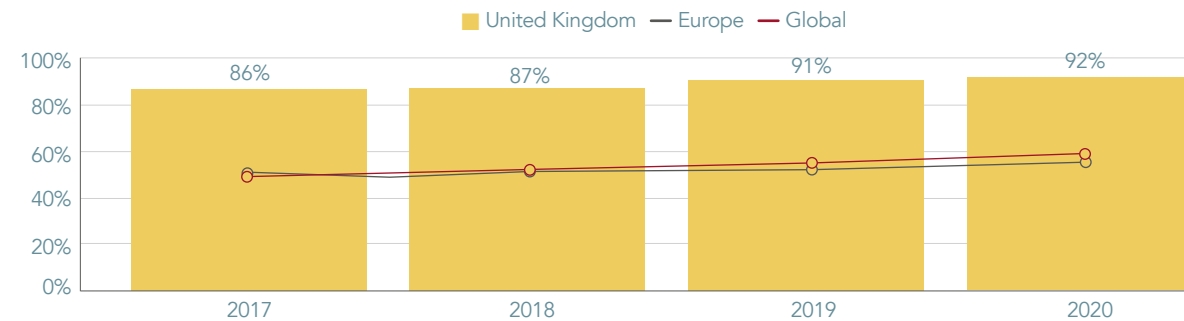
How UK shoppers pay

UK online purchases 2020, by payment method



Source: Worldpay. Accessed via Statista
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Percentage of internet users who shop online



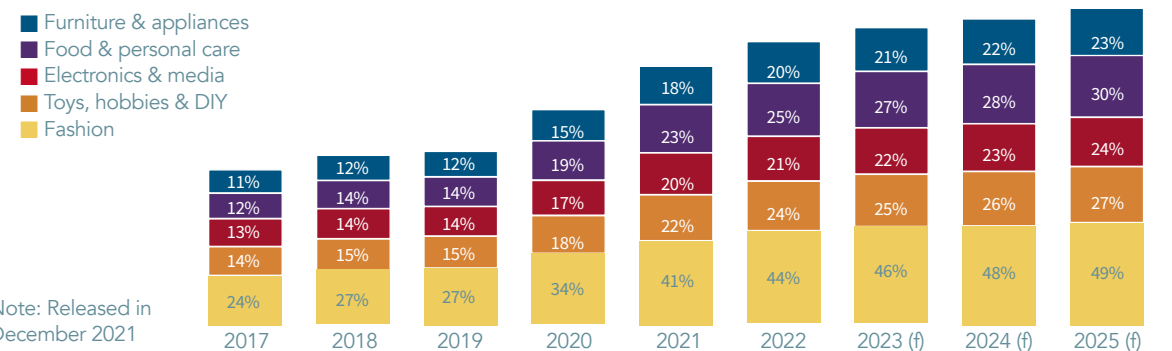
Data for Europe includes UK, France, Germany, Russia, Italy and Norway. Data for Global includes the countries in the RetailX Global Report 2021

Source: RetailX, drawing on data from Eurostat

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Estimated ecommerce revenue forecast, by segment

The fashion sector leads the market in the UK



Note: Released in December 2021

Statista. Statista Digital Market Outlook

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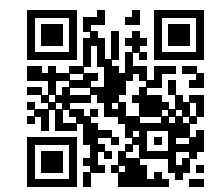
20%
use ultrafast delivery for a missing ingredient

The UK Largest 100 retailers:
50% UK | **6%** China | **22%** USA

Find out how big the UK market is, what customers want to **buy**, how they want to **pay**, and how they prefer to get **delivery**.

Plus, find out about attitudes to **returns**, **sustainability**, **peak trading** – and how the UK high street is changing.

The Largest 100 retailers are explored through both web traffic and through home market. Featuring company spotlights on **Amazon**, **Argos** and **Tesco**.



Download it at:
retailx.net/UK-2022

Internet Inclusive Index (2021)

2/120

for affordability

Internet Inclusive Index (2021)

Ranked **9/120**

overall

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