

# WORLDWIDE RETAIL ECOMMERCE SALES: EMARKETER'S UPDATED ESTIMATES AND FORECAST THROUGH 2019

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eMarketer is the Official Research Partner of eTail West 2016



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Best,



David Iankelevich  
Vice President, Marketing



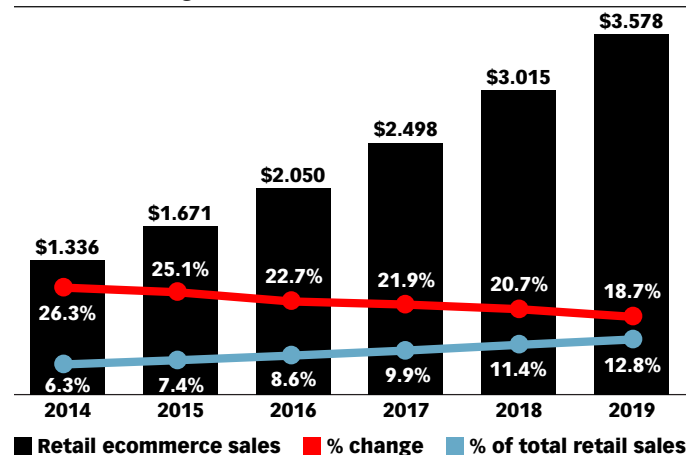
# WORLDWIDE RETAIL ECOMMERCE SALES: EMARKETER'S UPDATED ESTIMATES AND FORECAST THROUGH 2019

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- eMarketer estimates that global retail sales growth is slowing, but year-over-year increases will continue, mainly fueled by sales in China, India, the US and developing countries in the Middle East and Africa.
- Retail ecommerce sales are accelerating faster than previously anticipated and will jump 25.1% year on year in 2015. Ecommerce sales growth will outpace brick-and-mortar sales growth by a more than 3-to-1 margin over our forecast period.
- Asia-Pacific will be the main driver behind this growth, accounting for over half of global retail ecommerce sales in 2015, or \$877.61 billion. We expect ecommerce sales in the region to climb \$1.459 trillion by 2019, contributing to over three-fourths of the worldwide growth of \$1.907 trillion.
- In 2015, over half of all internet users worldwide and 24.3% of the global population will be digital buyers. Nearly half of these digital buyers will reside in Asia-Pacific, even though they account for only 22.5% of the region's population.

**WHAT'S IN THIS REPORT?** This report includes eMarketer's latest forecast for worldwide retail sales and retail ecommerce sales, including purchases made on desktop/laptop computers, tablets and mobile phones. It also includes estimates for digital shoppers and buyers. The projections run through 2019 and include breakouts by region and country.

**Retail Ecommerce Sales Worldwide, 2014-2019**  
trillions, % change and % of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets  
Source: eMarketer, Dec 2015

201892

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**KEY STAT:** Retail ecommerce will reach \$1.671 trillion this year, up 25.1% from 2014. eMarketer expects online sales will grow at double-digit rates throughout the forecast period, reaching \$3.578 trillion in 2019.

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# EMARKETER'S LATEST ESTIMATES

## TOTAL RETAIL SALES

Total worldwide retail sales across all channels will reach \$22.512 trillion in 2015, up 5.6% year over year. eMarketer forecasts sales will reach nearly \$28 trillion in 2019, but annual growth rates will gradually slow over the next few years.

### Total Retail Sales Worldwide, by Region, 2014-2019 trillions and CAGR

	2014	2015	2016	2017	2018	2019	CAGR (2014-2019)
Asia-Pacific	\$7.915	\$8.573	\$9.276	\$10.000	\$10.736	\$11.460	7.7%
North America	\$5.090	\$5.254	\$5.431	\$5.615	\$5.799	\$5.989	3.3%
Western Europe	\$4.207	\$4.249	\$4.289	\$4.330	\$4.375	\$4.420	1.0%
Latin America	\$1.737	\$1.828	\$1.920	\$2.018	\$2.131	\$2.249	5.3%
Central & Eastern Europe	\$1.664	\$1.743	\$1.821	\$1.921	\$2.033	\$2.146	5.2%
Middle East & Africa	\$0.715	\$0.864	\$1.037	\$1.228	\$1.430	\$1.652	18.2%
<b>Worldwide</b>	<b>\$21.328</b>	<b>\$22.512</b>	<b>\$23.775</b>	<b>\$25.112</b>	<b>\$26.505</b>	<b>\$27.916</b>	<b>5.5%</b>

Note: excludes travel and event tickets  
Source: eMarketer, Dec 2015

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### Total Retail Sales Growth Worldwide, by Region, 2014-2019 % change

	2014	2015	2016	2017	2018	2019
Middle East & Africa	12.4%	20.9%	20.0%	18.3%	16.5%	15.5%
Asia-Pacific	9.2%	8.3%	8.2%	7.8%	7.4%	6.7%
Latin America	5.5%	5.2%	5.0%	5.1%	5.6%	5.5%
Central & Eastern Europe	11.3%	4.7%	4.5%	5.5%	5.8%	5.5%
North America	3.7%	3.2%	3.4%	3.4%	3.3%	3.3%
Western Europe	1.1%	1.0%	0.9%	1.0%	1.0%	1.0%
<b>Worldwide</b>	<b>6.1%</b>	<b>5.6%</b>	<b>5.6%</b>	<b>5.6%</b>	<b>5.5%</b>	<b>5.3%</b>

Note: excludes travel and event tickets  
Source: eMarketer, Dec 2015

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### Total Retail Sales Share Worldwide, by Region, 2014-2019 % of total

	2014	2015	2016	2017	2018	2019
Asia-Pacific	37.1%	38.1%	39.0%	39.8%	40.5%	41.1%
North America	23.9%	23.3%	22.8%	22.4%	21.9%	21.5%
Western Europe	19.7%	18.9%	18.0%	17.2%	16.5%	15.8%
Latin America	8.1%	8.1%	8.1%	8.0%	8.0%	8.1%
Central & Eastern Europe	7.8%	7.7%	7.7%	7.7%	7.7%	7.7%
Middle East & Africa	3.4%	3.8%	4.4%	4.9%	5.4%	5.9%

Note: excludes travel and event tickets

Source: eMarketer, Dec 2015

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Note that eMarketer includes sales across all retail channels in its estimates for total retail. This includes sales from ecommerce retailers and transactions that occur over consumer-to-consumer (C2C) platforms such as eBay and other auction sites; the sale, maintenance and repair of motor vehicles; and the sale of automotive fuel. Travel sales, event tickets and restaurants are excluded from eMarketer's forecast.

eMarketer anticipates worldwide retail sales will grow by 5.6% this year, down from 6.1% in 2014. This comes as a result of long-standing drops in retail gas prices, caused by continued high levels of oil production. In addition, China's economic slowdown, which has not had a significant impact on domestic retail sales, has had profound spillover effects across countries that rely heavily on commodity exports to China, such as Indonesia and Brazil. Global retail sales are expected to rise between 2015 and 2019, but at a slower pace.

Asia-Pacific will remain the largest regional retail market in the world, with \$8.573 trillion in sales in 2015, representing over 38% of the total worldwide retail economy. The burgeoning consumer economies in China, India and Indonesia will drive retail sales over the next four years as disposable incomes in the countries continue to rise.

Retail sales in North America and Western Europe will generate 42.2% of the worldwide total this year, or \$5.254 trillion and \$4.249 trillion, respectively. eMarketer projects annual retail growth of about 3.3% in North America through 2019, while growth in Western Europe will remain relatively flat at around 1.0% annually through the end of the forecast.

Latin America will remain the fourth-largest region in terms of total retail sales, just ahead of Central and Eastern Europe. Retail sales will total \$1.828 trillion in 2015, or 8.1% of the worldwide total. The slowing economy in Brazil, the region's largest retail market, has slightly hurt overall growth projections. eMarketer anticipates retail sales growth in Latin America will slip to 5.2% this year from 5.5% in 2014, and fall to 5.0% in 2016.

Total retail sales in Central and Eastern Europe will reach \$1.743 trillion in 2015. Although the region had shown considerable resilience to political and economic difficulties in 2014, eMarketer expects a sharp drop in retail sales growth in 2015, and growth will gradually slow in the coming years, especially as the turmoil in Russia deepens.

Total retail sales in the Middle East and Africa will hit \$864 billion in 2015, up 20.9% from the previous year. eMarketer predicts double-digit retail sales growth in the region through at least 2019.

## WORLDWIDE RETAIL ECOMMERCE SALES

Global retail ecommerce sales—including online and mobile commerce—will reach nearly \$1.671 trillion in 2015, accounting for 7.4% of total retail spending. By 2019, eMarketer expects worldwide online sales will more than double to \$3.578 trillion, making up 12.8% of total retail spending.

### Retail Ecommerce Sales Worldwide, by Region, 2014-2019

billions

	2014	2015	2016	2017	2018	2019
Asia-Pacific	\$646.92	\$877.61	\$1,152.21	\$1,488.42	\$1,892.07	\$2,336.27
North America	\$321.23	\$367.44	\$415.71	\$466.92	\$521.74	\$579.93
Western Europe	\$280.62	\$317.89	\$351.38	\$385.91	\$418.20	\$448.69
Central & Eastern Europe	\$42.60	\$52.38	\$62.55	\$74.08	\$85.60	\$98.74
Latin America	\$33.35	\$40.98	\$49.83	\$59.81	\$68.94	\$79.74
Middle East & Africa	\$11.44	\$14.69	\$18.67	\$23.33	\$28.60	\$34.69
<b>Worldwide</b>	<b>\$1,336.16</b>	<b>\$1,670.99</b>	<b>\$2,050.36</b>	<b>\$2,498.48</b>	<b>\$3,015.15</b>	<b>\$3,578.06</b>

*Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets*  
Source: eMarketer, Dec 2015

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### Retail Ecommerce Sales Growth Worldwide, by Region, 2014-2019

% change

	2014	2015	2016	2017	2018	2019
Asia-Pacific	39.5%	35.7%	31.3%	29.2%	27.1%	23.5%
Middle East & Africa	28.4%	28.5%	27.1%	24.9%	22.6%	21.3%
Central & Eastern Europe	23.6%	23.0%	19.4%	18.4%	15.6%	15.3%
Latin America	26.1%	22.9%	21.6%	20.0%	15.3%	15.7%
North America	14.6%	14.4%	13.1%	12.3%	11.7%	11.2%
Western Europe	14.8%	13.3%	10.5%	9.8%	8.4%	7.3%
<b>Worldwide</b>	<b>26.3%</b>	<b>25.1%</b>	<b>22.7%</b>	<b>21.9%</b>	<b>20.7%</b>	<b>18.7%</b>

*Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets*

Source: eMarketer, Dec 2015

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### Retail Ecommerce Sales as a Percent of Total Retail Sales Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
Asia-Pacific	8.2%	10.2%	12.4%	14.9%	17.6%	20.4%
Western Europe	6.7%	7.5%	8.2%	8.9%	9.6%	10.2%
North America	6.3%	7.0%	7.7%	8.3%	9.0%	9.7%
Central & Eastern Europe	2.6%	3.0%	3.4%	3.9%	4.2%	4.6%
Latin America	1.9%	2.2%	2.6%	3.0%	3.2%	3.5%
Middle East & Africa	1.6%	1.7%	1.8%	1.9%	2.0%	2.1%
<b>Worldwide</b>	<b>6.3%</b>	<b>7.4%</b>	<b>8.6%</b>	<b>9.9%</b>	<b>11.4%</b>	<b>12.8%</b>

*Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets*

Source: eMarketer, Dec 2015

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Asia-Pacific is the largest retail ecommerce market, with sales expected to top \$877 billion in 2015, accounting for more than half of global sales. The region will also see the fastest gains worldwide, climbing more than twofold to \$2.336 trillion at the end of the forecast period. Rapid growth in the number of internet users buying digitally for the first time, as well as the increasing disposable incomes in China, India and Indonesia, are fueling the majority of the region's growth.

Retail ecommerce sales in North America will rise 14.4% this year to reach \$367.44 billion, largely due to increased spending from existing digital shoppers. The region will see consistent double-digit growth through 2019, fueled by expanding online categories, increased average order values and growing mcommerce sales.

Much like North America, retail ecommerce sales growth in Western Europe will come from existing digital shoppers. Consumers will spend \$317.89 billion on retail ecommerce transactions in 2015, representing 7.5% of the region's total retail market.

There is considerable room for growth for retail ecommerce sales in Central and Eastern Europe, Latin America and the Middle East and Africa, as ecommerce represents a tiny fraction of total retail sales in each region—figures equal to or less than 3.0% in 2015. Improvements made to ecommerce shipping and payment systems, along with expanding digital audiences, will help drive growth over the forecast period.

## DIGITAL BUYERS

This year, 1.46 billion internet users ages 14 and older—51.5% of internet users worldwide and 24.3% of the population—will make at least one purchase via a digital channel.

### Digital Buyers Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyers (millions)</b>						
Asia-Pacific	616.1	711.1	812.2	921.6	1,025.1	1,139.6
Western Europe	191.4	199.4	205.6	210.6	215.0	218.8
North America	182.0	189.9	197.6	204.9	211.0	215.4
Middle East & Africa	128.1	142.6	159.1	177.6	198.5	218.0
Latin America	103.9	115.8	126.8	137.1	147.2	155.5
Central & Eastern Europe	96.4	103.7	108.8	113.3	117.4	121.4
<b>Worldwide</b>	<b>1,317.8</b>	<b>1,462.4</b>	<b>1,610.1</b>	<b>1,765.2</b>	<b>1,914.1</b>	<b>2,068.7</b>
<b>Digital buyer growth (% change)</b>						
Asia-Pacific	14.9%	15.4%	14.2%	13.5%	11.2%	11.2%
Latin America	22.3%	11.4%	9.6%	8.1%	7.4%	5.6%
Middle East & Africa	16.0%	11.4%	11.5%	11.7%	11.8%	9.8%
Central & Eastern Europe	11.6%	7.5%	5.0%	4.2%	3.6%	3.4%
North America	4.7%	4.3%	4.1%	3.7%	2.9%	2.1%
Western Europe	5.2%	4.2%	3.1%	2.4%	2.1%	1.8%
<b>Worldwide</b>	<b>12.3%</b>	<b>11.0%</b>	<b>10.1%</b>	<b>9.6%</b>	<b>8.4%</b>	<b>8.1%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to total due to rounding  
Source: eMarketer, Dec 2015

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### Digital Buyer Share Worldwide, by Region, 2014-2019 % of total

	2014	2015	2016	2017	2018	2019
Asia-Pacific	46.7%	48.6%	50.4%	52.2%	53.6%	55.1%
Western Europe	14.5%	13.6%	12.8%	11.9%	11.2%	10.6%
North America	13.8%	13.0%	12.3%	11.6%	11.0%	10.4%
Middle East & Africa	9.7%	9.8%	9.9%	10.1%	10.4%	10.5%
Latin America	7.9%	7.9%	7.9%	7.8%	7.7%	7.5%
Central & Eastern Europe	7.3%	7.1%	6.8%	6.4%	6.1%	5.9%

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to 100% due to rounding  
Source: eMarketer, Dec 2015

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### Digital Buyer Penetration Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyer penetration (% of internet users)</b>						
North America	73.7%	74.9%	76.3%	77.6%	78.7%	79.6%
Western Europe	71.6%	73.1%	74.0%	74.9%	75.8%	76.4%
Asia-Pacific	48.3%	51.4%	54.8%	58.0%	60.0%	62.0%
Central & Eastern Europe	43.4%	44.3%	44.4%	44.6%	44.6%	44.7%
Latin America	40.4%	41.6%	42.6%	43.7%	44.5%	45.1%
Middle East & Africa	33.1%	34.0%	35.0%	36.0%	37.0%	37.6%
<b>Worldwide</b>	<b>49.6%</b>	<b>51.5%</b>	<b>53.4%</b>	<b>55.2%</b>	<b>56.5%</b>	<b>57.6%</b>

#### Digital buyer penetration (% of population)

North America	62.3%	64.4%	66.4%	68.2%	69.5%	70.3%
Western Europe	54.1%	56.1%	57.6%	58.8%	59.9%	60.8%
Central & Eastern Europe	26.9%	28.9%	30.4%	31.6%	32.5%	33.5%
Latin America	22.6%	24.8%	26.8%	28.5%	30.3%	31.6%
Asia-Pacific	19.7%	22.5%	25.4%	28.5%	31.4%	34.7%
Middle East & Africa	9.5%	10.3%	11.3%	12.3%	13.5%	14.5%
<b>Worldwide</b>	<b>22.2%</b>	<b>24.3%</b>	<b>26.4%</b>	<b>28.6%</b>	<b>30.6%</b>	<b>32.8%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases  
Source: eMarketer, Dec 2015

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The number of digital buyers worldwide will increase 11.0% year on year in 2015 and will continue to climb steadily throughout our forecast period, fueled by new internet users in Asia-Pacific, Latin America, and the Middle East and Africa making digital purchases for the first time.

There will be 95 million new digital buyers in Asia-Pacific by the end of 2015, reaching a total of 711.1 million, accounting for nearly half of all digital buyers worldwide. What's more impressive, digital buyers in the region will still only account for 51.4% of its internet user base and 22.5% of its population, leaving much room for growth over the forecast period.



Internet users in North America and Western Europe are more likely than those in other regions to make a digital purchase. Nearly three out of four internet users in North America (74.9%) and Western Europe (73.1%) will be digital buyers in 2015. These two regions are also the only ones where a majority of the overall population regularly buys online.

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Slight revisions have been made to the July 2015 eMarketer worldwide retail ecommerce sales forecast. For complete analysis and trends by region and country, please see eMarketer's ["Worldwide Retail Ecommerce: The eMarketer Forecast for 2015."](#)

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## WHAT HAS CHANGED SINCE OUR JULY 2015 FORECAST?

- eMarketer has lowered its projections for worldwide retail sales growth as a result of declining gas prices that are weakening retail sales in many oil-producing countries such as the US and the UK. Slower retail growth is also expected in Indonesia, Japan and Brazil—where the economic outlook is wavering in each country. Indonesia's economy, which is heavily reliant on exports to China, is feeling the impact of China's economic slump in 2015, while Japan's economy is slowing as a result of its aging population. Brazil has been hit hard by rising unemployment and high inflation, as well as the spillover effect from China's slowdown. Contributing to these factors is new data pointing to lower retail sales in Germany, France, Italy and the Netherlands.
- Meanwhile, we have increased our projections for retail sales growth in Mexico as the country benefits from GDP growth. Retail sales estimates for Russia have also been revised upward in 2014 and the first half of 2015 as a result of new data pointing to higher-than-expected sales, though the country has entered a slowdown that is expected to continue through the remainder of the forecast. Although these upward revisions have offset some of the declines, the net result is a decrease of \$370.71 billion in worldwide retail sales in 2015.
- eMarketer has slightly revised its forecast for worldwide retail ecommerce sales upward between 2016 and 2019, due to increases stemming from Asia-Pacific, Western Europe and Central and Eastern Europe. Faster growth is expected in India and Russia as major ecommerce players in each country have reported strong performance and high growth expectations. In addition, increases stemming from Italy and the Netherlands will make small contributions to the global total.
- eMarketer has raised its estimates for worldwide digital buyers for each year of our forecast period. In 2015, estimates have been revised upward since the July forecast, primarily due to new data pointing to larger-than-expected audiences in China, Indonesia and countries included in the "other" group in Latin America.

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### Behind the Numbers

eMarketer's forecasts and estimates are based on an analysis of quantitative and qualitative data from research firms, government agencies, media firms and public companies, plus interviews with top executives at publishers, ad buyers and agencies. Data is weighted based on methodology and soundness. Each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular re-evaluation of available data means the forecasts reflect the latest business developments, technology trends and economic changes.

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# COMPLETE FORECAST

The following is eMarketer's complete set of charts associated with our 2015 updated forecast of worldwide retail ecommerce sales.

## RETAIL SALES

### Total Retail Sales Worldwide, by Region, 2014-2019 trillions and CAGR

	2014	2015	2016	2017	2018	2019	CAGR (2014-2019)
Asia-Pacific	\$7.915	\$8.573	\$9.276	\$10.000	\$10.736	\$11.460	7.7%
North America	\$5.090	\$5.254	\$5.431	\$5.615	\$5.799	\$5.989	3.3%
Western Europe	\$4.207	\$4.249	\$4.289	\$4.330	\$4.375	\$4.420	1.0%
Latin America	\$1.737	\$1.828	\$1.920	\$2.018	\$2.131	\$2.249	5.3%
Central & Eastern Europe	\$1.664	\$1.743	\$1.821	\$1.921	\$2.033	\$2.146	5.2%
Middle East & Africa	\$0.715	\$0.864	\$1.037	\$1.228	\$1.430	\$1.652	18.2%
<b>Worldwide</b>	<b>\$21.328</b>	<b>\$22.512</b>	<b>\$23.775</b>	<b>\$25.112</b>	<b>\$26.505</b>	<b>\$27.916</b>	<b>5.5%</b>

Note: excludes travel and event tickets  
Source: eMarketer, Dec 2015

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### Total Retail Sales Growth Worldwide, by Region, 2014-2019 % change

	2014	2015	2016	2017	2018	2019
Middle East & Africa	12.4%	20.9%	20.0%	18.3%	16.5%	15.5%
Asia-Pacific	9.2%	8.3%	8.2%	7.8%	7.4%	6.7%
Latin America	5.5%	5.2%	5.0%	5.1%	5.6%	5.5%
Central & Eastern Europe	11.3%	4.7%	4.5%	5.5%	5.8%	5.5%
North America	3.7%	3.2%	3.4%	3.4%	3.3%	3.3%
Western Europe	1.1%	1.0%	0.9%	1.0%	1.0%	1.0%
<b>Worldwide</b>	<b>6.1%</b>	<b>5.6%</b>	<b>5.6%</b>	<b>5.6%</b>	<b>5.5%</b>	<b>5.3%</b>

Note: excludes travel and event tickets  
Source: eMarketer, Dec 2015

201832 [www.eMarketer.com](http://www.eMarketer.com)

### Total Retail Sales Share Worldwide, by Region, 2014-2019 % of total

	2014	2015	2016	2017	2018	2019
Asia-Pacific	37.1%	38.1%	39.0%	39.8%	40.5%	41.1%
North America	23.9%	23.3%	22.8%	22.4%	21.9%	21.5%
Western Europe	19.7%	18.9%	18.0%	17.2%	16.5%	15.8%
Latin America	8.1%	8.1%	8.1%	8.0%	8.0%	8.1%
Central & Eastern Europe	7.8%	7.7%	7.7%	7.7%	7.7%	7.7%
Middle East & Africa	3.4%	3.8%	4.4%	4.9%	5.4%	5.9%

Note: excludes travel and event tickets  
Source: eMarketer, Dec 2015

201843 [www.eMarketer.com](http://www.eMarketer.com)

### Total Retail Sales Worldwide, by Country, 2014-2018 billions

	2014	2015	2016	2017	2018
US*	\$4,632.29	\$4,785.15	\$4,952.63	\$5,125.98	\$5,300.26
China**	\$3,816.23	\$4,236.01	\$4,659.62	\$5,078.98	\$5,485.30
Japan	\$1,334.08	\$1,338.08	\$1,346.11	\$1,356.88	\$1,367.73
Germany	\$851.94	\$859.60	\$866.48	\$872.55	\$878.65
India	\$717.83	\$818.33	\$941.08	\$1,082.24	\$1,244.58
France	\$747.03	\$755.99	\$763.55	\$769.66	\$774.28
Russia	\$684.00	\$714.78	\$746.23	\$781.30	\$823.49
UK***	\$668.55	\$686.60	\$701.70	\$715.74	\$729.33
Brazil	\$651.53	\$628.07	\$614.88	\$615.50	\$627.81
Italy	\$480.04	\$472.84	\$466.70	\$464.36	\$464.83
Canada	\$457.31	\$468.74	\$478.59	\$488.59	\$498.75
Mexico	\$366.45	\$395.40	\$421.10	\$447.69	\$475.77
South Korea	\$341.54	\$347.69	\$353.25	\$358.55	\$363.93
Spain	\$320.98	\$320.98	\$321.30	\$321.62	\$322.91
Australia	\$310.41	\$320.03	\$329.64	\$339.52	\$349.37
Argentina	\$221.58	\$266.78	\$301.46	\$331.60	\$361.45
Indonesia	\$231.10	\$235.72	\$245.86	\$263.80	\$282.27
Netherlands	\$192.64	\$194.56	\$197.09	\$199.85	\$203.05
Sweden	\$128.00	\$131.84	\$136.06	\$140.14	\$144.49
Norway	\$93.29	\$95.63	\$98.30	\$101.25	\$104.49
Denmark	\$73.90	\$75.31	\$76.89	\$78.58	\$80.39
Finland	\$64.46	\$64.65	\$65.30	\$66.05	\$66.91

Note: excludes travel and event tickets; \*forecast from Aug 2015;  
\*\*excludes Hong Kong; \*\*\*forecast from Sep 2015

Source: eMarketer, Dec 2015  
201872 [www.eMarketer.com](http://www.eMarketer.com)



## Total Retail Sales Growth Worldwide, by Country, 2014-2019

% change

	2014	2015	2016	2017	2018	2019
Argentina	22.3%	20.4%	13.0%	10.0%	9.0%	8.3%
India	13.0%	14.0%	15.0%	15.0%	15.0%	14.0%
China*	12.2%	11.0%	10.0%	9.0%	8.0%	7.0%
Mexico	3.0%	7.9%	6.5%	6.3%	6.3%	6.3%
Russia	11.3%	4.5%	4.4%	4.7%	5.4%	5.0%
US**	3.7%	3.3%	3.5%	3.5%	3.4%	3.4%
Australia	3.2%	3.1%	3.0%	3.0%	2.9%	2.5%
Sweden	3.0%	3.0%	3.2%	3.0%	3.1%	2.8%
UK***	4.4%	2.7%	2.2%	2.0%	1.9%	1.7%
Norway	2.0%	2.5%	2.8%	3.0%	3.2%	3.4%
Canada	4.6%	2.5%	2.1%	2.1%	2.1%	2.0%
Indonesia	13.7%	2.0%	4.3%	7.3%	7.0%	7.0%
Denmark	1.7%	1.9%	2.1%	2.2%	2.3%	2.4%
South Korea	1.8%	1.8%	1.6%	1.5%	1.5%	1.2%
France	1.5%	1.2%	1.0%	0.8%	0.6%	0.4%
Netherlands	0.5%	1.0%	1.3%	1.4%	1.6%	1.8%
Germany	1.3%	0.9%	0.8%	0.7%	0.7%	0.6%
Finland	0.0%	0.3%	1.0%	1.2%	1.3%	1.4%
Japan	1.7%	0.3%	0.6%	0.8%	0.8%	0.8%
Spain	-0.4%	0.0%	0.1%	0.1%	0.4%	0.7%
Italy	-3.0%	-1.5%	-1.3%	-0.5%	0.1%	0.5%
Brazil	8.3%	-3.6%	-2.1%	0.1%	2.0%	2.0%

Note: excludes travel and event tickets; \*excludes Hong Kong; \*\*forecast from Aug 2015; \*\*\*forecast from Sep 2015  
Source: eMarketer, Dec 2015

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## Total Retail Sales Share Worldwide, by Country, 2014-2019

% of total

	2014	2015	2016	2017	2018	2019
US*	21.7%	21.3%	20.8%	20.4%	20.0%	19.6%
China**	17.9%	18.8%	19.6%	20.2%	20.7%	21.0%
Japan	6.3%	5.9%	5.7%	5.4%	5.2%	4.9%
Germany	4.0%	3.8%	3.6%	3.5%	3.3%	3.2%
India	3.4%	3.6%	4.0%	4.3%	4.7%	5.1%
France	3.5%	3.4%	3.2%	3.1%	2.9%	2.8%
Russia	3.2%	3.2%	3.1%	3.1%	3.1%	3.1%
UK***	3.1%	3.0%	3.0%	2.9%	2.8%	2.7%
Brazil	3.1%	2.8%	2.6%	2.5%	2.4%	2.3%
Canada	2.1%	2.1%	2.0%	1.9%	1.9%	1.8%
Italy	2.3%	2.1%	2.0%	1.8%	1.8%	1.7%
Mexico	1.7%	1.8%	1.8%	1.8%	1.8%	1.8%
South Korea	1.6%	1.5%	1.5%	1.4%	1.4%	1.3%
Australia	1.5%	1.4%	1.4%	1.4%	1.3%	1.3%
Spain	1.5%	1.4%	1.4%	1.3%	1.2%	1.2%
Argentina	1.0%	1.2%	1.3%	1.3%	1.4%	1.4%
Indonesia	1.1%	1.0%	1.0%	1.1%	1.1%	1.1%
Netherlands	0.9%	0.9%	0.8%	0.8%	0.8%	0.7%
Sweden	0.6%	0.6%	0.6%	0.6%	0.5%	0.5%
Norway	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Denmark	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Finland	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%

Note: excludes travel and event tickets; \*forecast from Aug 2015; \*\*excludes Hong Kong; \*\*\*forecast from Sep 2015  
Source: eMarketer, Dec 2015

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## Total Retail Sales in Asia-Pacific, by Country, 2014-2018

	2014	2015	2016	2017	2018
<b>Total retail sales (billions)</b>					
China*	\$3,816.23	\$4,236.01	\$4,659.62	\$5,078.98	\$5,485.30
Japan	\$1,334.08	\$1,338.08	\$1,346.11	\$1,356.88	\$1,367.73
India	\$717.83	\$818.33	\$941.08	\$1,082.24	\$1,244.58
South Korea	\$341.54	\$347.69	\$353.25	\$358.55	\$363.93
Australia	\$310.41	\$320.03	\$329.64	\$339.52	\$349.37
Indonesia	\$231.10	\$235.72	\$245.86	\$263.80	\$282.27
Other	\$1,163.45	\$1,277.42	\$1,400.72	\$1,520.00	\$1,642.57

**Asia-Pacific \$7,914.64 \$8,573.28 \$9,276.26 \$9,999.97 \$10,735.75**

### Total retail sales growth (% change)

India	13.0%	14.0%	15.0%	15.0%	15.0%
China*	12.2%	11.0%	10.0%	9.0%	8.0%
Australia	3.2%	3.1%	3.0%	3.0%	2.9%
Indonesia	13.7%	2.0%	4.3%	7.3%	7.0%
South Korea	1.8%	1.8%	1.6%	1.5%	1.5%
Japan	1.7%	0.3%	0.6%	0.8%	0.8%
Other	9.5%	9.8%	9.7%	8.5%	8.1%

**Asia-Pacific 9.2% 8.3% 8.2% 7.8% 7.4%**

Note: excludes travel and event tickets; numbers may not add up to total due to rounding; \*excludes Hong Kong  
Source: eMarketer, Dec 2015

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## Total Retail Sales in Central & Eastern Europe, by Country, 2014-2018

	2014	2015	2016	2017	2018
<b>Total retail sales (billions)</b>					
Russia	\$684.00	\$714.78	\$746.23	\$781.30	\$823.49
Other	\$980.48	\$1,028.07	\$1,074.74	\$1,139.93	\$1,209.82
<b>Central &amp; Eastern Europe</b>	<b>\$1,664.48</b>	<b>\$1,742.85</b>	<b>\$1,820.97</b>	<b>\$1,921.23</b>	<b>\$2,033.31</b>
<b>Total retail sales growth (% change)</b>					
Russia	11.3%	4.5%	4.4%	4.7%	5.4%
Other	11.4%	4.9%	4.5%	6.1%	6.1%
<b>Central &amp; Eastern Europe</b>	<b>11.3%</b>	<b>4.7%</b>	<b>4.5%</b>	<b>5.5%</b>	<b>5.8%</b>
<b>Total retail sales share (% of worldwide retail sales)</b>					
Russia	3.2%	3.2%	3.1%	3.1%	3.1%
Other	4.6%	4.6%	4.5%	4.5%	4.6%
<b>Central &amp; Eastern Europe</b>	<b>7.8%</b>	<b>7.7%</b>	<b>7.7%</b>	<b>7.7%</b>	<b>7.7%</b>

Note: excludes travel and event tickets

Source: eMarketer, Dec 2015

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## Total Retail Sales in Latin America, by Country, 2014-2018

	2014	2015	2016	2017	2018
<b>Total retail sales (billions)</b>					
Brazil	\$651.53	\$628.07	\$614.88	\$615.50	\$627.81
Mexico	\$366.45	\$395.40	\$421.10	\$447.69	\$475.77
Argentina	\$221.58	\$266.78	\$301.46	\$331.60	\$361.45
Other	\$497.61	\$538.09	\$582.81	\$623.11	\$666.37
<b>Latin America</b>	<b>\$1,737.16</b>	<b>\$1,828.34</b>	<b>\$1,920.25</b>	<b>\$2,017.90</b>	<b>\$2,131.39</b>
<b>Total retail sales growth (% change)</b>					
Argentina	22.3%	20.4%	13.0%	10.0%	9.0%
Mexico	3.0%	7.9%	6.5%	6.3%	6.3%
Brazil	8.3%	-3.6%	-2.1%	0.1%	2.0%
Other	-2.1%	8.1%	8.3%	6.9%	6.9%
<b>Latin America</b>	<b>5.5%</b>	<b>5.2%</b>	<b>5.0%</b>	<b>5.1%</b>	<b>5.6%</b>
<b>Total retail sales share (% of worldwide retail sales)</b>					
Brazil	3.1%	2.8%	2.6%	2.5%	2.4%
Mexico	1.7%	1.8%	1.8%	1.8%	1.8%
Argentina	1.0%	1.2%	1.3%	1.3%	1.4%
Other	2.3%	2.4%	2.5%	2.5%	2.5%
<b>Latin America</b>	<b>8.1%</b>	<b>8.1%</b>	<b>8.1%</b>	<b>8.0%</b>	<b>8.0%</b>

Note: excludes travel and event tickets; numbers may not add up to total due to rounding

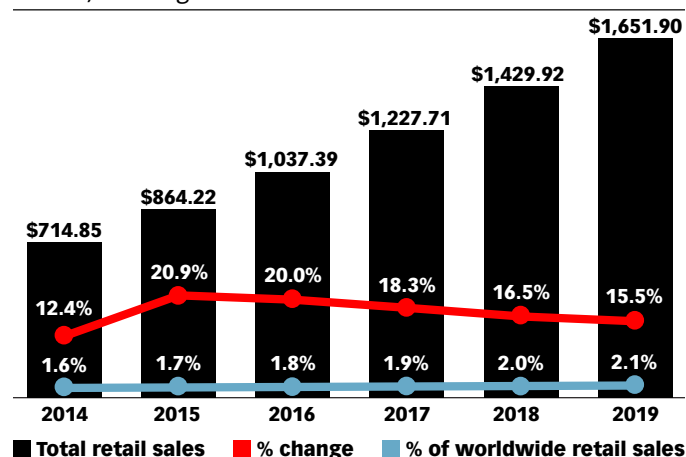
Source: eMarketer, Dec 2015

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## Total Retail Sales in the Middle East & Africa, 2014-2019

billions, % change and % of worldwide retail sales



Note: excludes travel and event tickets

Source: eMarketer, July 2015; confirmed and republished, Dec 2015

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## Total Retail Sales in North America, by Country, 2014-2018

	2014	2015	2016	2017	2018
<b>Total retail sales (billions)</b>					
US*	\$4,632.29	\$4,785.15	\$4,952.63	\$5,125.98	\$5,300.26
Canada	\$457.31	\$468.74	\$478.59	\$488.59	\$498.75
<b>North America</b>	<b>\$5,089.60</b>	<b>\$5,253.90</b>	<b>\$5,431.22</b>	<b>\$5,614.57</b>	<b>\$5,799.01</b>
<b>Total retail sales growth (% change)</b>					
US*	3.7%	3.3%	3.5%	3.5%	3.4%
Canada	4.6%	2.5%	2.1%	2.1%	2.1%
<b>North America</b>	<b>3.7%</b>	<b>3.2%</b>	<b>3.4%</b>	<b>3.4%</b>	<b>3.3%</b>
<b>Total retail sales share (% of worldwide retail sales)</b>					
US*	21.7%	21.3%	20.8%	20.4%	20.0%
Canada	2.1%	2.1%	2.0%	1.9%	1.9%
<b>North America</b>	<b>23.9%</b>	<b>23.3%</b>	<b>22.8%</b>	<b>22.4%</b>	<b>21.9%</b>

Note: excludes travel and event tickets; numbers may not add up to total due to rounding; \*forecast from Aug 2015

Source: eMarketer, Dec 2015

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## Total Retail Sales in Western Europe, by Country, 2014-2018

	2014	2015	2016	2017	2018
<b>Total retail sales (billions)</b>					
Germany	\$851.94	\$859.60	\$866.48	\$872.55	\$878.65
France	\$747.03	\$755.99	\$763.55	\$769.66	\$774.28
UK*	\$668.55	\$686.60	\$701.70	\$715.74	\$729.33
Italy	\$480.04	\$472.84	\$466.70	\$464.36	\$464.83
Spain	\$320.98	\$320.98	\$321.30	\$321.62	\$322.91
Netherlands	\$192.64	\$194.56	\$197.09	\$199.85	\$203.05
Sweden	\$128.00	\$131.84	\$136.06	\$140.14	\$144.49
Norway	\$93.29	\$95.63	\$98.30	\$101.25	\$104.49
Denmark	\$73.90	\$75.31	\$76.89	\$78.58	\$80.39
Finland	\$64.46	\$64.65	\$65.30	\$66.05	\$66.91
Other	\$586.01	\$591.04	\$595.76	\$600.63	\$605.98

**Western Europe \$4,206.84 \$4,249.05 \$4,289.14 \$4,330.44 \$4,375.31**

### Total retail sales growth (% change)

	2014	2015	2016	2017	2018
Sweden	3.0%	3.0%	3.2%	3.0%	3.1%
UK*	4.4%	2.7%	2.2%	2.0%	1.9%
Norway	2.0%	2.5%	2.8%	3.0%	3.2%
Denmark	1.7%	1.9%	2.1%	2.2%	2.3%
France	1.5%	1.2%	1.0%	0.8%	0.6%
Netherlands	0.5%	1.0%	1.3%	1.4%	1.6%
Germany	1.3%	0.9%	0.8%	0.7%	0.7%
Finland	0.0%	0.3%	1.0%	1.2%	1.3%
Spain	-0.4%	0.0%	0.1%	0.1%	0.4%
Italy	-3.0%	-1.5%	-1.3%	-0.5%	0.1%
Other	1.0%	0.9%	0.8%	0.8%	0.9%

**Western Europe 1.1% 1.0% 0.9% 1.0% 1.0%**

### Total retail sales share (% of worldwide retail sales)

	2014	2015	2016	2017	2018
Germany	4.0%	3.8%	3.6%	3.5%	3.3%
France	3.5%	3.4%	3.2%	3.1%	2.9%
UK*	3.1%	3.0%	3.0%	2.9%	2.8%
Italy	2.3%	2.1%	2.0%	1.8%	1.8%
Spain	1.5%	1.4%	1.4%	1.3%	1.2%
Netherlands	0.9%	0.9%	0.8%	0.8%	0.8%
Sweden	0.6%	0.6%	0.6%	0.6%	0.5%
Norway	0.4%	0.4%	0.4%	0.4%	0.4%
Denmark	0.3%	0.3%	0.3%	0.3%	0.3%
Finland	0.3%	0.3%	0.3%	0.3%	0.3%
Other	2.7%	2.6%	2.5%	2.4%	2.3%

**Western Europe 19.7% 18.9% 18.0% 17.2% 16.5%**

Note: excludes travel and event tickets; numbers may not add up to total due to rounding; \*forecast from Sep 2015

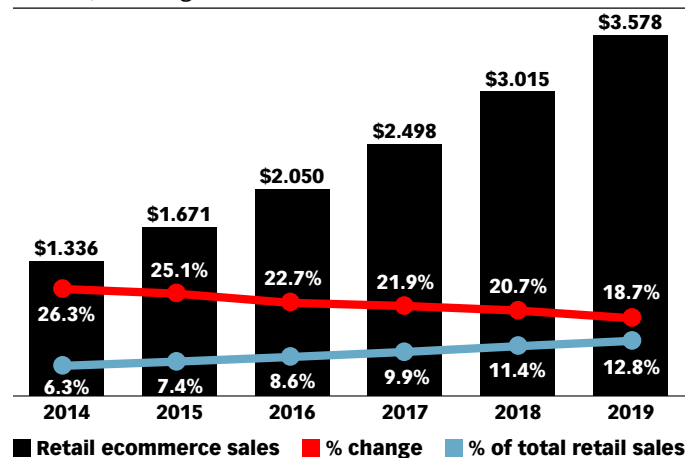
Source: eMarketer, Dec 2015

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## RETAIL ECOMMERCE SALES

### Retail Ecommerce Sales Worldwide, 2014-2019 trillions, % change and % of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Dec 2015

201892

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### Retail Ecommerce Sales Worldwide, by Region, 2014-2019 billions

	2014	2015	2016	2017	2018	2019
Asia-Pacific	\$646.92	\$877.61	\$1,152.21	\$1,488.42	\$1,892.07	\$2,336.27
North America	\$321.23	\$367.44	\$415.71	\$466.92	\$521.74	\$579.93
Western Europe	\$280.62	\$317.89	\$351.38	\$385.91	\$418.20	\$448.69
Central & Eastern Europe	\$42.60	\$52.38	\$62.55	\$74.08	\$85.60	\$98.74
Latin America	\$33.35	\$40.98	\$49.83	\$59.81	\$68.94	\$79.74
Middle East & Africa	\$11.44	\$14.69	\$18.67	\$23.33	\$28.60	\$34.69

**Worldwide \$1,336.16 \$1,670.99 \$2,050.36 \$2,498.48 \$3,015.15 \$3,578.06**

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales Growth Worldwide, by Region, 2014-2019

% change

	2014	2015	2016	2017	2018	2019
Asia-Pacific	39.5%	35.7%	31.3%	29.2%	27.1%	23.5%
Middle East & Africa	28.4%	28.5%	27.1%	24.9%	22.6%	21.3%
Central & Eastern Europe	23.6%	23.0%	19.4%	18.4%	15.6%	15.3%
Latin America	26.1%	22.9%	21.6%	20.0%	15.3%	15.7%
North America	14.6%	14.4%	13.1%	12.3%	11.7%	11.2%
Western Europe	14.8%	13.3%	10.5%	9.8%	8.4%	7.3%
<b>Worldwide</b>	<b>26.3%</b>	<b>25.1%</b>	<b>22.7%</b>	<b>21.9%</b>	<b>20.7%</b>	<b>18.7%</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales as a Percent of Total Retail Sales Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
Asia-Pacific	8.2%	10.2%	12.4%	14.9%	17.6%	20.4%
Western Europe	6.7%	7.5%	8.2%	8.9%	9.6%	10.2%
North America	6.3%	7.0%	7.7%	8.3%	9.0%	9.7%
Central & Eastern Europe	2.6%	3.0%	3.4%	3.9%	4.2%	4.6%
Latin America	1.9%	2.2%	2.6%	3.0%	3.2%	3.5%
Middle East & Africa	1.6%	1.7%	1.8%	1.9%	2.0%	2.1%
<b>Worldwide</b>	<b>6.3%</b>	<b>7.4%</b>	<b>8.6%</b>	<b>9.9%</b>	<b>11.4%</b>	<b>12.8%</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales Worldwide, by Country, 2014-2019

billions

	2014	2015	2016	2017	2018	2019
China*	\$472.91	\$672.01	\$911.25	\$1,208.31	\$1,568.39	\$1,973.04
US**	\$298.26	\$340.61	\$384.89	\$431.84	\$481.94	\$534.95
UK***	\$86.81	\$99.39	\$110.32	\$121.36	\$132.28	\$143.19
Japan	\$78.55	\$89.55	\$100.30	\$111.33	\$122.46	\$134.10
Germany	\$55.21	\$61.84	\$68.95	\$76.47	\$82.58	\$87.54
France	\$38.34	\$42.60	\$46.10	\$49.68	\$53.23	\$56.69
South Korea	\$35.01	\$38.86	\$42.75	\$46.59	\$50.55	\$54.14
Canada	\$22.98	\$26.83	\$30.82	\$35.08	\$39.80	\$44.98
Brazil	\$16.87	\$19.49	\$22.12	\$24.66	\$27.13	\$29.65
Australia	\$17.40	\$19.02	\$20.66	\$22.31	\$23.94	\$25.61
Russia	\$15.37	\$18.86	\$22.51	\$26.42	\$30.39	\$34.86
Spain	\$13.95	\$15.89	\$17.93	\$19.96	\$21.73	\$23.33
India	\$6.10	\$14.00	\$24.61	\$39.45	\$55.26	\$68.47
Italy	\$11.27	\$13.41	\$14.74	\$15.98	\$17.15	\$18.24
Norway	\$8.52	\$9.61	\$10.58	\$11.54	\$12.44	\$13.27
Netherlands	\$8.08	\$9.41	\$10.33	\$11.22	\$12.13	\$13.04
Sweden	\$8.25	\$9.39	\$10.36	\$11.38	\$12.32	\$13.23
Denmark	\$7.82	\$8.48	\$9.15	\$9.83	\$10.46	\$11.03
Finland	\$6.45	\$6.86	\$7.24	\$7.56	\$7.84	\$8.09
Mexico	\$4.38	\$5.70	\$7.24	\$9.04	\$11.03	\$13.27
Argentina	\$3.55	\$4.96	\$6.85	\$8.84	\$10.60	\$12.38
Indonesia	\$1.94	\$3.22	\$5.29	\$8.21	\$10.92	\$13.16

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*excludes Hong Kong; \*\*forecast from Aug 2015; \*\*\*forecast from Sep 2015

Source: eMarketer, Dec 2015

201914

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## Retail Ecommerce Sales Growth Worldwide, by Country, 2014-2019

% change

	2014	2015	2016	2017	2018	2019
India	133.8%	129.5%	75.8%	60.3%	40.1%	23.9%
Indonesia	75.3%	65.6%	64.3%	55.3%	32.9%	20.6%
China*	48.6%	42.1%	35.6%	32.6%	29.8%	25.8%
Argentina	64.2%	40.0%	38.0%	29.0%	20.0%	16.8%
Mexico	32.0%	30.0%	27.0%	25.0%	22.0%	20.3%
Russia	23.5%	22.7%	19.3%	17.4%	15.0%	14.7%
Italy	22.0%	19.0%	9.9%	8.4%	7.4%	6.3%
Canada	17.4%	16.8%	14.9%	13.8%	13.5%	13.0%
Brazil	24.0%	15.5%	13.5%	11.5%	10.0%	9.3%
UK**	17.1%	14.5%	11.0%	10.0%	9.0%	8.3%
US***	14.4%	14.2%	13.0%	12.2%	11.6%	11.0%
Japan	17.2%	14.0%	12.0%	11.0%	10.0%	9.5%
Spain	12.0%	13.9%	12.8%	11.4%	8.8%	7.4%
Sweden	14.8%	13.7%	10.4%	9.8%	8.3%	7.4%
Norway	13.1%	12.8%	10.1%	9.1%	7.8%	6.7%
Germany	15.0%	12.0%	11.5%	10.9%	8.0%	6.0%
France	12.1%	11.1%	8.2%	7.8%	7.1%	6.5%
South Korea	15.2%	11.0%	10.0%	9.0%	8.5%	7.1%
Netherlands	14.0%	16.4%	9.8%	8.6%	8.1%	7.5%
Australia	17.3%	9.3%	8.6%	8.0%	7.3%	7.0%
Denmark	9.3%	8.4%	8.0%	7.3%	6.4%	5.5%
Finland	7.6%	6.4%	5.5%	4.5%	3.7%	3.2%

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*excludes Hong Kong; \*\*forecast from Sep 2015; \*\*\*forecast from Aug 2015

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales as a Percent of Total Retail Sales in Select Countries, 2014-2019

	2014	2015	2016	2017	2018	2019
China*	12.4%	15.9%	19.6%	23.8%	28.6%	33.6%
UK**	13.0%	14.5%	15.7%	17.0%	18.1%	19.3%
Denmark	10.6%	11.3%	11.9%	12.5%	13.0%	13.4%
South Korea	10.3%	11.2%	12.1%	13.0%	13.9%	14.7%
Finland	10.0%	10.6%	11.1%	11.4%	11.7%	11.9%
Norway	9.1%	10.0%	10.8%	11.4%	11.9%	12.3%
Germany	6.5%	7.2%	8.0%	8.8%	9.4%	9.9%
US***	6.4%	7.1%	7.8%	8.4%	9.1%	9.8%
Sweden	6.4%	7.1%	7.6%	8.1%	8.5%	8.9%
Japan	5.9%	6.7%	7.5%	8.2%	9.0%	9.7%
Australia	5.6%	5.9%	6.3%	6.6%	6.9%	7.2%
Canada	5.0%	5.7%	6.4%	7.2%	8.0%	8.8%
France	5.1%	5.6%	6.0%	6.5%	6.9%	7.3%
Spain	4.3%	5.0%	5.6%	6.2%	6.7%	7.2%
Netherlands	4.2%	4.8%	5.2%	5.6%	6.0%	6.3%
Brazil	2.6%	3.1%	3.6%	4.0%	4.3%	4.6%
Italy	2.3%	2.8%	3.2%	3.4%	3.7%	3.9%
Russia	2.2%	2.6%	3.0%	3.4%	3.7%	4.0%
Argentina	1.6%	1.9%	2.3%	2.7%	2.9%	3.2%
India	0.8%	1.7%	2.6%	3.6%	4.4%	4.8%
Indonesia	0.8%	1.4%	2.2%	3.1%	3.9%	4.4%
Mexico	1.2%	1.4%	1.7%	2.0%	2.3%	2.6%

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*excludes Hong Kong; \*\*forecast from Sep 2015; \*\*\*forecast from Aug 2015

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales Share Worldwide, by Country, 2014-2019

% of total

	2014	2015	2016	2017	2018	2019
China*	35.4%	40.2%	44.4%	48.4%	52.0%	55.1%
US**	22.3%	20.4%	18.8%	17.3%	16.0%	15.0%
UK***	6.5%	5.9%	5.4%	4.9%	4.4%	4.0%
Japan	5.9%	5.4%	4.9%	4.5%	4.1%	3.7%
Germany	4.1%	3.7%	3.4%	3.1%	2.7%	2.4%
France	2.9%	2.5%	2.2%	2.0%	1.8%	1.6%
South Korea	2.6%	2.3%	2.1%	1.9%	1.7%	1.5%
Canada	1.7%	1.6%	1.5%	1.4%	1.3%	1.3%
Brazil	1.3%	1.2%	1.1%	1.0%	0.9%	0.8%
Russia	1.2%	1.1%	1.1%	1.1%	1.0%	1.0%
Australia	1.3%	1.1%	1.0%	0.9%	0.8%	0.7%
Spain	1.0%	1.0%	0.9%	0.8%	0.7%	0.7%
India	0.5%	0.8%	1.2%	1.6%	1.8%	1.9%
Italy	0.8%	0.8%	0.7%	0.6%	0.6%	0.5%
Norway	0.6%	0.6%	0.5%	0.5%	0.4%	0.4%
Sweden	0.6%	0.6%	0.5%	0.5%	0.4%	0.4%
Netherlands	0.6%	0.6%	0.5%	0.4%	0.4%	0.4%
Denmark	0.6%	0.5%	0.4%	0.4%	0.3%	0.3%
Finland	0.5%	0.4%	0.4%	0.3%	0.3%	0.2%
Mexico	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%
Argentina	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%
Indonesia	0.1%	0.2%	0.3%	0.3%	0.4%	0.4%

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*excludes Hong Kong; \*\*forecast from Aug 2015; \*\*\*forecast from Sep 2015

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales in Select Countries in Asia-Pacific and Worldwide, 2014-2018

billions

	2014	2015	2016	2017	2018
China*	\$472.91	\$672.01	\$911.25	\$1,208.31	\$1,568.39
Japan	\$78.55	\$89.55	\$100.30	\$111.33	\$122.46
South Korea	\$35.01	\$38.86	\$42.75	\$46.59	\$50.55
Australia	\$17.40	\$19.02	\$20.66	\$22.31	\$23.94
India	\$6.10	\$14.00	\$24.61	\$39.45	\$55.26
Indonesia	\$1.94	\$3.22	\$5.29	\$8.21	\$10.92
Other	\$35.00	\$40.95	\$47.37	\$52.22	\$60.55
<b>Asia-Pacific</b>	<b>\$646.92</b>	<b>\$877.61</b>	<b>\$1,152.21</b>	<b>\$1,488.42</b>	<b>\$1,892.07</b>
<b>Worldwide</b>	<b>\$1,336.16</b>	<b>\$1,670.99</b>	<b>\$2,050.36</b>	<b>\$2,498.48</b>	<b>\$3,015.15</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*excludes Hong Kong

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales Growth in Select Countries in Asia-Pacific and Worldwide, 2014-2019

% change

	2014	2015	2016	2017	2018	2019
India	133.8%	129.5%	75.8%	60.3%	40.1%	23.9%
Indonesia	75.3%	65.6%	64.3%	55.3%	32.9%	20.6%
China*	48.6%	42.1%	35.6%	32.6%	29.8%	25.8%
Japan	17.2%	14.0%	12.0%	11.0%	10.0%	9.5%
South Korea	15.2%	11.0%	10.0%	9.0%	8.5%	7.1%
Australia	17.3%	9.3%	8.6%	8.0%	7.3%	7.0%
Other	18.6%	17.0%	15.7%	10.2%	16.0%	11.9%
<b>Asia-Pacific</b>	<b>39.5%</b>	<b>35.7%</b>	<b>31.3%</b>	<b>29.2%</b>	<b>27.1%</b>	<b>23.5%</b>
<b>Worldwide</b>	<b>26.3%</b>	<b>25.1%</b>	<b>22.7%</b>	<b>21.9%</b>	<b>20.7%</b>	<b>18.7%</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*excludes Hong Kong

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales as a Percent of Total Retail Sales in Select Countries in Asia-Pacific and Worldwide, 2014-2019

	2014	2015	2016	2017	2018	2019
China*	12.4%	15.9%	19.6%	23.8%	28.6%	33.6%
South Korea	10.3%	11.2%	12.1%	13.0%	13.9%	14.7%
Japan	5.9%	6.7%	7.5%	8.2%	9.0%	9.7%
Australia	5.6%	5.9%	6.3%	6.6%	6.9%	7.2%
India	0.8%	1.7%	2.6%	3.6%	4.4%	4.8%
Indonesia	0.8%	1.4%	2.2%	3.1%	3.9%	4.4%
Other	3.0%	3.2%	3.4%	3.4%	3.7%	3.8%
<b>Asia-Pacific</b>	<b>8.2%</b>	<b>10.2%</b>	<b>12.4%</b>	<b>14.9%</b>	<b>17.6%</b>	<b>20.4%</b>
<b>Worldwide</b>	<b>6.3%</b>	<b>7.4%</b>	<b>8.6%</b>	<b>9.9%</b>	<b>11.4%</b>	<b>12.8%</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*excludes Hong Kong

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales in Central & Eastern Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Retail ecommerce sales (billions)</b>						
Russia	\$15.37	\$18.86	\$22.51	\$26.42	\$30.39	\$34.86
Other	\$27.22	\$33.52	\$40.05	\$47.66	\$55.21	\$63.89
<b>Central &amp; Eastern Europe</b>	<b>\$42.60</b>	<b>\$52.38</b>	<b>\$62.55</b>	<b>\$74.08</b>	<b>\$85.60</b>	<b>\$98.74</b>
<b>Retail ecommerce sales growth (% change)</b>						
Russia	23.5%	22.7%	19.3%	17.4%	15.0%	14.7%
Other	23.6%	23.1%	19.5%	19.0%	15.9%	15.7%
<b>Central &amp; Eastern Europe</b>	<b>23.6%</b>	<b>23.0%</b>	<b>19.4%</b>	<b>18.4%</b>	<b>15.6%</b>	<b>15.3%</b>
<b>Retail ecommerce % of total retail sales</b>						
Russia	2.2%	2.6%	3.0%	3.4%	3.7%	4.0%
Other	2.8%	3.3%	3.7%	4.2%	4.6%	5.0%
<b>Central &amp; Eastern Europe</b>	<b>2.6%</b>	<b>3.0%</b>	<b>3.4%</b>	<b>3.9%</b>	<b>4.2%</b>	<b>4.6%</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; numbers may not add up to total due to rounding

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales in Latin America, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Retail ecommerce sales (billions)</b>						
Brazil	\$16.87	\$19.49	\$22.12	\$24.66	\$27.13	\$29.65
Mexico	\$4.38	\$5.70	\$7.24	\$9.04	\$11.03	\$13.27
Argentina	\$3.55	\$4.96	\$6.85	\$8.84	\$10.60	\$12.38
Other	\$8.55	\$10.83	\$13.63	\$17.27	\$20.17	\$24.44
<b>Latin America</b>	<b>\$33.35</b>	<b>\$40.98</b>	<b>\$49.83</b>	<b>\$59.81</b>	<b>\$68.94</b>	<b>\$79.74</b>
<b>Retail ecommerce sales growth (% change)</b>						
Argentina	64.2%	40.0%	38.0%	29.0%	20.0%	16.8%
Mexico	32.0%	30.0%	27.0%	25.0%	22.0%	20.3%
Brazil	24.0%	15.5%	13.5%	11.5%	10.0%	9.3%
Other	16.0%	26.6%	25.8%	26.7%	16.8%	21.1%
<b>Latin America</b>	<b>26.1%</b>	<b>22.9%</b>	<b>21.6%</b>	<b>20.0%</b>	<b>15.3%</b>	<b>15.7%</b>
<b>Retail ecommerce % of total retail sales</b>						
Brazil	2.6%	3.1%	3.6%	4.0%	4.3%	4.6%
Argentina	1.6%	1.9%	2.3%	2.7%	2.9%	3.2%
Mexico	1.2%	1.4%	1.7%	2.0%	2.3%	2.6%
Other	1.7%	2.0%	2.3%	2.8%	3.0%	3.4%
<b>Latin America</b>	<b>1.9%</b>	<b>2.2%</b>	<b>2.6%</b>	<b>3.0%</b>	<b>3.2%</b>	<b>3.5%</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales in North America, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Retail ecommerce sales (billions)</b>						
US*	\$298.26	\$340.61	\$384.89	\$431.84	\$481.94	\$534.95
Canada	\$22.98	\$26.83	\$30.82	\$35.08	\$39.80	\$44.98
<b>North America</b>	<b>\$321.23</b>	<b>\$367.44</b>	<b>\$415.71</b>	<b>\$466.92</b>	<b>\$521.74</b>	<b>\$579.93</b>
<b>Retail ecommerce sales growth (% change)</b>						
Canada	17.4%	16.8%	14.9%	13.8%	13.5%	13.0%
US*	14.4%	14.2%	13.0%	12.2%	11.6%	11.0%
<b>North America</b>	<b>14.6%</b>	<b>14.4%</b>	<b>13.1%</b>	<b>12.3%</b>	<b>11.7%</b>	<b>11.2%</b>
<b>Retail ecommerce % of total retail sales</b>						
US*	6.4%	7.1%	7.8%	8.4%	9.1%	9.8%
Canada	5.0%	5.7%	6.4%	7.2%	8.0%	8.8%
<b>North America</b>	<b>6.3%</b>	<b>7.0%</b>	<b>7.7%</b>	<b>8.3%</b>	<b>9.0%</b>	<b>9.7%</b>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*forecast from Aug 2015

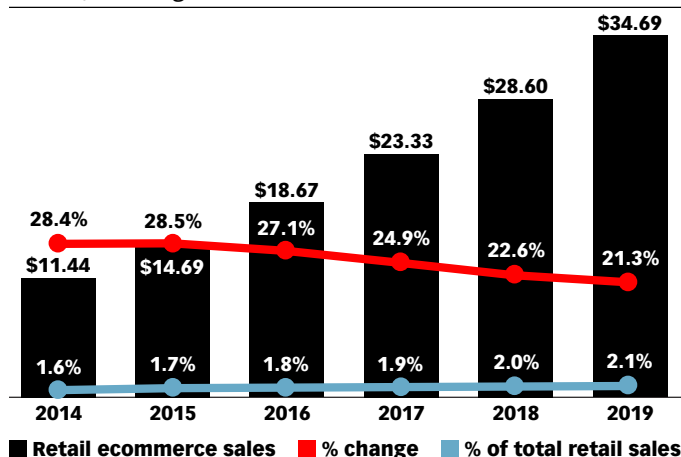
Source: eMarketer, Dec 2015

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## Retail Ecommerce Sales in the Middle East & Africa, 2014-2019

billions, % change and % of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, July 2015; confirmed and republished, Dec 2015

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## Retail Ecommerce Sales in Western Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Retail ecommerce sales (billions)</b>						
UK*	\$86.81	\$99.39	\$110.32	\$121.36	\$132.28	\$143.19
Germany	\$55.21	\$61.84	\$68.95	\$76.47	\$82.58	\$87.54
France	\$38.34	\$42.60	\$46.10	\$49.68	\$53.23	\$56.69
Spain	\$13.95	\$15.89	\$17.93	\$19.96	\$21.73	\$23.33
Italy	\$11.27	\$13.41	\$14.74	\$15.98	\$17.15	\$18.24
Norway	\$8.52	\$9.61	\$10.58	\$11.54	\$12.44	\$13.27
Netherlands	\$8.08	\$9.41	\$10.33	\$11.22	\$12.13	\$13.04
Sweden	\$8.25	\$9.39	\$10.36	\$11.38	\$12.32	\$13.23
Denmark	\$7.82	\$8.48	\$9.15	\$9.83	\$10.46	\$11.03
Finland	\$6.45	\$6.86	\$7.24	\$7.56	\$7.84	\$8.09
Other	\$35.92	\$41.01	\$45.68	\$50.94	\$56.04	\$61.02

**Western Europe \$280.62 \$317.89 \$351.38 \$385.91 \$418.20 \$448.69**

### Retail ecommerce sales growth (% change)

Italy	22.0%	19.0%	9.9%	8.4%	7.4%	6.3%
Netherlands	14.0%	16.4%	9.8%	8.6%	8.1%	7.5%
UK*	17.1%	14.5%	11.0%	10.0%	9.0%	8.3%
Spain	12.0%	13.9%	12.8%	11.4%	8.8%	7.4%
Sweden	14.8%	13.7%	10.4%	9.8%	8.3%	7.4%
Norway	13.1%	12.8%	10.1%	9.1%	7.8%	6.7%
Germany	15.0%	12.0%	11.5%	10.9%	8.0%	6.0%
France	12.1%	11.1%	8.2%	7.8%	7.1%	6.5%
Denmark	9.3%	8.4%	8.0%	7.3%	6.4%	5.5%
Finland	7.6%	6.4%	5.5%	4.5%	3.7%	3.2%
Other	13.9%	14.2%	11.4%	11.5%	10.0%	8.9%

**Western Europe 14.8% 13.3% 10.5% 9.8% 8.4% 7.3%**

### Retail ecommerce % of total retail sales

UK*	13.0%	14.5%	15.7%	17.0%	18.1%	19.3%
Denmark	10.6%	11.3%	11.9%	12.5%	13.0%	13.4%
Finland	10.0%	10.6%	11.1%	11.4%	11.7%	11.9%
Norway	9.1%	10.0%	10.8%	11.4%	11.9%	12.3%
Germany	6.5%	7.2%	8.0%	8.8%	9.4%	9.9%
Sweden	6.4%	7.1%	7.6%	8.1%	8.5%	8.9%
France	5.1%	5.6%	6.0%	6.5%	6.9%	7.3%
Spain	4.3%	5.0%	5.6%	6.2%	6.7%	7.2%
Netherlands	4.2%	4.8%	5.2%	5.6%	6.0%	6.3%
Italy	2.3%	2.8%	3.2%	3.4%	3.7%	3.9%
Other	6.1%	6.9%	7.7%	8.5%	9.2%	10.0%

**Western Europe 6.7% 7.5% 8.2% 8.9% 9.6% 10.2%**

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*forecast from Sep 2015  
Source: eMarketer, Dec 2015

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## Retail Mcommerce Sales in China, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Retail mcommerce sales (billions)</b>	<b>\$180.40</b>	<b>\$333.99</b>	<b>\$505.74</b>	<b>\$737.07</b>	<b>\$1,039.84</b>	<b>\$1,410.72</b>
—% change	211.5%	85.1%	51.4%	45.7%	41.1%	35.7%
—% of retail ecommerce sales	38.1%	49.7%	55.5%	61.0%	66.3%	71.5%
—% of total retail sales	4.7%	7.9%	10.9%	14.5%	19.0%	24.0%

Note: converted at the exchange rate of US\$1=RMB6.15; includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets; excludes Hong Kong  
Source: eMarketer July 2015; confirmed and republished, Dec 2015

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## Retail Mcommerce Sales in South Korea, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Retail mcommerce sales (billions)</b>	<b>\$11.51</b>	<b>\$17.87</b>	<b>\$21.44</b>	<b>\$25.52</b>	<b>\$30.24</b>	<b>\$35.41</b>
—% change	-	55.3%	20.0%	19.0%	18.5%	17.1%
—% of retail ecommerce	32.9%	46.0%	50.2%	54.8%	59.8%	65.4%
—% of total retail sales	3.4%	5.1%	6.1%	7.1%	8.3%	9.6%

Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets; converted at the exchange rate of US\$1=KRW1,053.31  
Source: eMarketer, Dec 2015

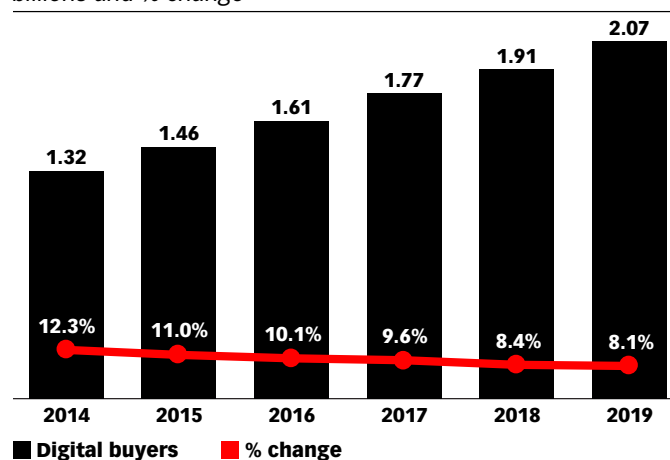
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## DIGITAL BUYERS AND SHOPPERS

### Digital Buyers Worldwide, 2014-2019

billions and % change



Note: CAGR (2014-2019)=9.4%; ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases  
Source: eMarketer, Dec 2015

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## Digital Buyers Worldwide, by Country, 2014-2019

millions

	2014	2015	2016	2017	2018	2019
China (1)	372.8	418.7	468.1	514.4	556.6	600.0
US (2)	164.6	171.8	179.0	185.8	191.2	195.1
India	54.1	82.3	112.7	153.2	192.6	239.7
Japan	75.0	77.0	78.3	79.5	80.3	81.1
Germany	45.6	47.1	47.9	48.5	49.1	49.5
UK (3)	39.5	40.6	41.6	42.4	43.0	43.5
Brazil	33.2	37.3	41.1	44.3	47.3	49.7
Russia	30.6	32.9	34.5	35.5	36.6	37.6
France	28.7	29.9	30.7	31.3	31.9	32.4
South Korea	23.1	25.0	26.6	28.3	29.8	31.2
Indonesia	14.6	22.5	30.8	40.4	50.5	61.7
Canada	17.4	18.1	18.6	19.2	19.7	20.2
Spain	16.2	17.5	18.5	19.4	20.2	20.9
Italy	15.1	16.2	17.4	18.3	19.0	19.5
Mexico	14.3	16.2	18.2	20.0	21.9	23.6
Australia	11.8	12.1	12.4	12.6	12.9	13.1
Argentina	10.2	11.2	11.7	12.2	12.5	12.9
Netherlands	9.6	9.9	10.2	10.3	10.4	10.5
Sweden	5.4	5.5	5.6	5.7	5.8	5.8
Denmark	3.4	3.4	3.5	3.6	3.6	3.7
Norway	2.9	3.0	3.1	3.2	3.3	3.4
Finland	2.7	2.8	2.9	2.9	3.0	3.1

**Worldwide (4) 1,317.8 1,462.4 1,610.1 1,765.2 1,914.1 2,068.7**

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; (1) excludes Hong Kong; (2) forecast from Aug 2015; (3) forecast from Sep 2015; (4) includes countries not listed  
Source: eMarketer, Dec 2015

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## Digital Buyer Penetration Worldwide, by Country, 2014-2019

% of internet users

	2014	2015	2016	2017	2018	2019
UK (1)	88.0%	88.6%	89.0%	89.3%	89.4%	89.7%
Japan	81.3%	82.0%	82.5%	83.3%	83.7%	84.1%
Denmark	81.3%	81.7%	82.0%	83.1%	84.0%	84.7%
Germany	79.4%	80.8%	81.1%	81.5%	82.1%	82.4%
Australia	78.6%	79.4%	80.0%	80.5%	81.0%	81.4%
Netherlands	77.0%	78.0%	79.3%	79.8%	80.2%	80.5%
Sweden	76.8%	77.8%	78.7%	79.6%	79.7%	79.8%
Norway	74.8%	76.8%	78.8%	80.9%	83.0%	84.5%
US (2)	74.4%	75.6%	77.0%	78.4%	79.6%	80.5%
France	69.7%	71.3%	71.8%	72.0%	72.5%	73.0%
Finland	69.8%	71.1%	72.4%	73.8%	75.2%	76.7%
Canada	67.8%	68.8%	69.8%	70.3%	71.3%	72.1%
South Korea	61.2%	65.2%	68.4%	71.6%	74.5%	77.4%
China (3)	60.1%	64.8%	69.8%	73.0%	74.7%	75.6%
Spain	57.0%	60.0%	62.0%	64.0%	65.8%	67.3%
Italy	46.3%	48.7%	51.0%	53.0%	54.7%	56.0%
Argentina	47.4%	48.3%	49.0%	49.7%	50.1%	50.3%
Russia	41.6%	42.5%	42.5%	42.5%	42.7%	42.9%
Brazil	38.0%	40.3%	41.9%	43.7%	45.4%	46.6%
India	30.3%	37.3%	43.8%	52.3%	58.0%	64.4%
Mexico	31.3%	32.3%	33.3%	34.0%	34.9%	35.6%
Indonesia	21.5%	29.5%	36.5%	43.5%	49.5%	55.5%

**Worldwide (4) 49.6% 51.5% 53.4% 55.2% 56.5% 57.6%**

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; (1) forecast from Sep 2015; (2) forecast from Aug 2015; (3) excludes Hong Kong; (4) includes countries not listed  
Source: eMarketer, Dec 2015

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## Digital Buyer Penetration Worldwide, by Country, 2014-2019

% of population

	2014	2015	2016	2017	2018	2019
UK (1)	73.3%	75.0%	76.3%	77.4%	78.0%	78.5%
Denmark	71.6%	72.8%	73.9%	74.9%	75.7%	76.3%
Netherlands	67.8%	69.5%	70.6%	71.1%	71.4%	71.6%
Norway	67.4%	69.2%	71.0%	72.9%	74.8%	76.2%
Japan	67.3%	69.0%	70.3%	71.4%	72.2%	73.0%
Sweden	66.1%	67.0%	67.8%	68.6%	68.6%	68.7%
Germany	63.9%	66.2%	67.3%	68.3%	69.2%	69.8%
US (2)	62.8%	65.0%	67.0%	68.9%	70.3%	71.1%
Australia	63.1%	64.0%	64.7%	65.3%	65.8%	66.3%
Finland	59.9%	61.7%	63.6%	65.4%	67.3%	69.1%
Canada	57.0%	58.5%	59.8%	60.9%	62.2%	63.0%
South Korea	54.1%	58.3%	61.7%	65.3%	68.6%	71.7%
France	55.2%	57.4%	58.6%	59.5%	60.3%	61.1%
Spain	39.6%	42.4%	44.4%	46.2%	47.7%	49.0%
China (3)	32.7%	36.6%	40.7%	44.6%	48.1%	51.7%
Argentina	31.0%	33.5%	34.6%	35.6%	36.3%	36.8%
Italy	28.2%	30.0%	32.2%	33.7%	34.9%	35.9%
Russia	25.4%	27.4%	28.8%	29.8%	30.7%	31.6%
Brazil	21.0%	23.3%	25.3%	27.0%	28.4%	29.5%
Mexico	16.2%	18.1%	20.0%	21.7%	23.4%	25.0%
Indonesia	7.6%	11.6%	15.6%	20.2%	24.9%	30.1%
India	6.0%	8.9%	12.0%	16.0%	19.8%	24.3%
<b>Worldwide (4)</b>	<b>22.2%</b>	<b>24.3%</b>	<b>26.4%</b>	<b>28.6%</b>	<b>30.6%</b>	<b>32.8%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; (1) forecast from Sep 2015; (2) forecast from Aug 2015; (3) excludes Hong Kong; (4) includes countries not listed  
Source: eMarketer, Dec 2015

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## Digital Buyer Share Worldwide, by Country, 2014-2019

% of total

	2014	2015	2016	2017	2018	2019
China*	28.3%	28.6%	29.1%	29.1%	29.1%	29.0%
US**	12.5%	11.7%	11.1%	10.5%	10.0%	9.4%
India	4.1%	5.6%	7.0%	8.7%	10.1%	11.6%
Japan	5.7%	5.3%	4.9%	4.5%	4.2%	3.9%
Germany	3.5%	3.2%	3.0%	2.7%	2.6%	2.4%
UK***	3.0%	2.8%	2.6%	2.4%	2.2%	2.1%
Brazil	2.5%	2.6%	2.6%	2.5%	2.5%	2.4%
Russia	2.3%	2.3%	2.1%	2.0%	1.9%	1.8%
France	2.2%	2.0%	1.9%	1.8%	1.7%	1.6%
South Korea	1.8%	1.7%	1.7%	1.6%	1.6%	1.5%
Indonesia	1.1%	1.5%	1.9%	2.3%	2.6%	3.0%
Canada	1.3%	1.2%	1.2%	1.1%	1.0%	1.0%
Spain	1.2%	1.2%	1.1%	1.1%	1.1%	1.0%
Mexico	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
Italy	1.1%	1.1%	1.1%	1.0%	1.0%	0.9%
Australia	0.9%	0.8%	0.8%	0.7%	0.7%	0.6%
Argentina	0.8%	0.8%	0.7%	0.7%	0.7%	0.6%
Netherlands	0.7%	0.7%	0.6%	0.6%	0.5%	0.5%
Sweden	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%
Denmark	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%
Finland	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Norway	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; \*excludes Hong Kong; \*\*forecast from Aug 2015; \*\*\*forecast from Sep 2015  
Source: eMarketer, Dec 2015

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## Digital Buyer Growth Worldwide, by Country, 2014-2019

% change

	2014	2015	2016	2017	2018	2019
Indonesia	84.1%	54.1%	36.9%	31.1%	24.9%	22.3%
India	75.3%	52.0%	36.9%	36.0%	25.7%	24.5%
Mexico	23.8%	13.4%	12.4%	9.7%	9.5%	8.1%
Brazil	15.4%	12.6%	10.1%	8.0%	6.6%	5.2%
China (1)	11.7%	12.3%	11.8%	9.9%	8.2%	7.8%
Argentina	12.6%	9.3%	4.4%	4.1%	3.2%	2.6%
South Korea	6.5%	8.4%	6.4%	6.1%	5.3%	4.8%
Spain	8.7%	7.9%	5.7%	4.9%	4.2%	3.6%
Russia	11.9%	7.5%	4.7%	3.2%	3.0%	2.8%
Italy	9.2%	6.8%	7.8%	4.8%	3.8%	2.9%
France	5.0%	4.5%	2.6%	1.9%	1.9%	1.7%
US (2)	4.8%	4.4%	4.2%	3.8%	2.9%	2.0%
Canada	4.0%	4.0%	2.9%	3.1%	3.0%	2.5%
Norway	4.2%	4.0%	3.8%	3.7%	3.6%	2.8%
Germany	5.2%	3.4%	1.6%	1.3%	1.1%	0.9%
Finland	3.3%	3.2%	3.0%	2.9%	2.9%	2.8%
Netherlands	3.7%	3.1%	2.2%	1.3%	1.0%	0.8%
UK (3)	3.3%	2.9%	2.3%	2.0%	1.3%	1.3%
Japan	3.5%	2.7%	1.8%	1.5%	1.0%	0.9%
Australia	3.7%	2.6%	2.3%	2.0%	1.9%	1.8%
Denmark	2.4%	2.1%	2.0%	1.7%	1.4%	1.2%
Sweden	2.5%	1.9%	1.9%	1.8%	0.8%	0.7%
<b>Worldwide (4)</b>	<b>12.3%</b>	<b>11.0%</b>	<b>10.1%</b>	<b>9.6%</b>	<b>8.4%</b>	<b>8.1%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; (1) excludes Hong Kong; (2) forecast from Aug 2015; (3) forecast from Sep 2015; (4) includes countries not listed  
Source: eMarketer, Dec 2015

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## Digital Buyers Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyers (millions)</b>						
Asia-Pacific	616.1	711.1	812.2	921.6	1,025.1	1,139.6
Western Europe	191.4	199.4	205.6	210.6	215.0	218.8
North America	182.0	189.9	197.6	204.9	211.0	215.4
Middle East & Africa	128.1	142.6	159.1	177.6	198.5	218.0
Latin America	103.9	115.8	126.8	137.1	147.2	155.5
Central & Eastern Europe	96.4	103.7	108.8	113.3	117.4	121.4
<b>Worldwide</b>	<b>1,317.8</b>	<b>1,462.4</b>	<b>1,610.1</b>	<b>1,765.2</b>	<b>1,914.1</b>	<b>2,068.7</b>
<b>Digital buyer growth (% change)</b>						
Asia-Pacific	14.9%	15.4%	14.2%	13.5%	11.2%	11.2%
Latin America	22.3%	11.4%	9.6%	8.1%	7.4%	5.6%
Middle East & Africa	16.0%	11.4%	11.5%	11.7%	11.8%	9.8%
Central & Eastern Europe	11.6%	7.5%	5.0%	4.2%	3.6%	3.4%
North America	4.7%	4.3%	4.1%	3.7%	2.9%	2.1%
Western Europe	5.2%	4.2%	3.1%	2.4%	2.1%	1.8%
<b>Worldwide</b>	<b>12.3%</b>	<b>11.0%</b>	<b>10.1%</b>	<b>9.6%</b>	<b>8.4%</b>	<b>8.1%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to total due to rounding  
Source: eMarketer, Dec 2015

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## Digital Buyer Share Worldwide, by Region, 2014-2019

% of total

	2014	2015	2016	2017	2018	2019
Asia-Pacific	46.7%	48.6%	50.4%	52.2%	53.6%	55.1%
Western Europe	14.5%	13.6%	12.8%	11.9%	11.2%	10.6%
North America	13.8%	13.0%	12.3%	11.6%	11.0%	10.4%
Middle East & Africa	9.7%	9.8%	9.9%	10.1%	10.4%	10.5%
Latin America	7.9%	7.9%	7.9%	7.8%	7.7%	7.5%
Central & Eastern Europe	7.3%	7.1%	6.8%	6.4%	6.1%	5.9%

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to 100% due to rounding  
Source: eMarketer, Dec 2015

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## Digital Buyer Penetration Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyer penetration (% of internet users)</b>						
North America	73.7%	74.9%	76.3%	77.6%	78.7%	79.6%
Western Europe	71.6%	73.1%	74.0%	74.9%	75.8%	76.4%
Asia-Pacific	48.3%	51.4%	54.8%	58.0%	60.0%	62.0%
Central & Eastern Europe	43.4%	44.3%	44.4%	44.6%	44.6%	44.7%
Latin America	40.4%	41.6%	42.6%	43.7%	44.5%	45.1%
Middle East & Africa	33.1%	34.0%	35.0%	36.0%	37.0%	37.6%
<b>Worldwide</b>	<b>49.6%</b>	<b>51.5%</b>	<b>53.4%</b>	<b>55.2%</b>	<b>56.5%</b>	<b>57.6%</b>
<b>Digital buyer penetration (% of population)</b>						
North America	62.3%	64.4%	66.4%	68.2%	69.5%	70.3%
Western Europe	54.1%	56.1%	57.6%	58.8%	59.9%	60.8%
Central & Eastern Europe	26.9%	28.9%	30.4%	31.6%	32.5%	33.5%
Latin America	22.6%	24.8%	26.8%	28.5%	30.3%	31.6%
Asia-Pacific	19.7%	22.5%	25.4%	28.5%	31.4%	34.7%
Middle East & Africa	9.5%	10.3%	11.3%	12.3%	13.5%	14.5%
<b>Worldwide</b>	<b>22.2%</b>	<b>24.3%</b>	<b>26.4%</b>	<b>28.6%</b>	<b>30.6%</b>	<b>32.8%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases

Source: eMarketer, Dec 2015

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## Digital Buyers in Asia-Pacific, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyers (millions)</b>						
China*	372.8	418.7	468.1	514.4	556.6	600.0
India	54.1	82.3	112.7	153.2	192.6	239.7
Japan	75.0	77.0	78.3	79.5	80.3	81.1
South Korea	23.1	25.0	26.6	28.3	29.8	31.2
Indonesia	14.6	22.5	30.8	40.4	50.5	61.7
Australia	11.8	12.1	12.4	12.6	12.9	13.1
Other	64.6	73.5	83.3	93.2	102.5	112.8
<b>Asia-Pacific</b>	<b>616.1</b>	<b>711.1</b>	<b>812.2</b>	<b>921.6</b>	<b>1,025.1</b>	<b>1,139.6</b>
<b>Digital buyer growth (% change)</b>						
Indonesia	84.1%	54.1%	36.9%	31.1%	24.9%	22.3%
India	75.3%	52.0%	36.9%	36.0%	25.7%	24.5%
China*	11.7%	12.3%	11.8%	9.9%	8.2%	7.8%
South Korea	6.5%	8.4%	6.4%	6.1%	5.3%	4.8%
Japan	3.5%	2.7%	1.8%	1.5%	1.0%	0.9%
Australia	3.7%	2.6%	2.3%	2.0%	1.9%	1.8%
Other	11.6%	13.7%	13.3%	12.0%	10.0%	10.1%
<b>Asia-Pacific</b>	<b>14.9%</b>	<b>15.4%</b>	<b>14.2%</b>	<b>13.5%</b>	<b>11.2%</b>	<b>11.2%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to total due to rounding; \*excludes Hong Kong

Source: eMarketer, Dec 2015

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## Digital Buyer Penetration in Asia-Pacific, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyer penetration (% of internet users)</b>						
Japan	81.3%	82.0%	82.5%	83.3%	83.7%	84.1%
Australia	78.6%	79.4%	80.0%	80.5%	81.0%	81.4%
South Korea	61.2%	65.2%	68.4%	71.6%	74.5%	77.4%
China*	60.1%	64.8%	69.8%	73.0%	74.7%	75.6%
India	30.3%	37.3%	43.8%	52.3%	58.0%	64.4%
Indonesia	21.5%	29.5%	36.5%	43.5%	49.5%	55.5%
Other	32.2%	33.4%	35.0%	36.4%	37.0%	37.6%
<b>Asia-Pacific</b>	<b>48.3%</b>	<b>51.4%</b>	<b>54.8%</b>	<b>58.0%</b>	<b>60.0%</b>	<b>62.0%</b>
<b>Digital buyer penetration (% of population)</b>						
Japan	67.3%	69.0%	70.3%	71.4%	72.2%	73.0%
Australia	63.1%	64.0%	64.7%	65.3%	65.8%	66.3%
South Korea	54.1%	58.3%	61.7%	65.3%	68.6%	71.7%
China*	32.7%	36.6%	40.7%	44.6%	48.1%	51.7%
Indonesia	7.6%	11.6%	15.6%	20.2%	24.9%	30.1%
India	6.0%	8.9%	12.0%	16.0%	19.8%	24.3%
Other	9.0%	10.1%	11.2%	12.4%	13.5%	14.9%
<b>Asia-Pacific</b>	<b>19.7%</b>	<b>22.5%</b>	<b>25.4%</b>	<b>28.5%</b>	<b>31.4%</b>	<b>34.7%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; \*excludes Hong Kong

Source: eMarketer, Dec 2015

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## Digital Buyers in Central & Eastern Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyers (millions)</b>						
Russia	30.6	32.9	34.5	35.5	36.6	37.6
Other	65.8	70.8	74.4	77.8	80.7	83.8
<b>Central &amp; Eastern Europe</b>	<b>96.4</b>	<b>103.7</b>	<b>108.8</b>	<b>113.3</b>	<b>117.4</b>	<b>121.4</b>
<b>Digital buyer growth (% change)</b>						
Russia	11.9%	7.5%	4.7%	3.2%	3.0%	2.8%
Other	11.4%	7.6%	5.1%	4.6%	3.8%	3.7%
<b>Central &amp; Eastern Europe</b>	<b>11.6%</b>	<b>7.5%</b>	<b>5.0%</b>	<b>4.2%</b>	<b>3.6%</b>	<b>3.4%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to total due to rounding

Source: eMarketer, Dec 2015

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## Digital Buyer Penetration in Central & Eastern Europe, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyer penetration (% of internet users)</b>						
Russia	41.6%	42.5%	42.5%	42.5%	42.7%	42.9%
Other	44.3%	45.2%	45.4%	45.6%	45.5%	45.6%
<b>Central &amp; Eastern Europe</b>	<b>43.4%</b>	<b>44.3%</b>	<b>44.4%</b>	<b>44.6%</b>	<b>44.6%</b>	<b>44.7%</b>
<b>Digital buyer penetration (% of population)</b>						
Russia	25.4%	27.4%	28.8%	29.8%	30.7%	31.6%
Other	27.7%	29.7%	31.1%	32.5%	33.4%	34.4%
<b>Central &amp; Eastern Europe</b>	<b>26.9%</b>	<b>28.9%</b>	<b>30.4%</b>	<b>31.6%</b>	<b>32.5%</b>	<b>33.5%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases

Source: eMarketer, Dec 2015

201972

www.eMarketer.com

## Digital Buyers in Latin America, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyers (millions)</b>						
Brazil	33.2	37.3	41.1	44.3	47.3	49.7
Mexico	14.3	16.2	18.2	20.0	21.9	23.6
Argentina	10.2	11.2	11.7	12.2	12.5	12.9
Other	46.3	51.0	55.9	60.6	65.5	69.2
<b>Latin America</b>	<b>103.9</b>	<b>115.8</b>	<b>126.8</b>	<b>137.1</b>	<b>147.2</b>	<b>155.5</b>
<b>Digital buyer growth (% change)</b>						
Mexico	23.8%	13.4%	12.4%	9.7%	9.5%	8.1%
Brazil	15.4%	12.6%	10.1%	8.0%	6.6%	5.2%
Argentina	12.6%	9.3%	4.4%	4.1%	3.2%	2.6%
Other	30.0%	10.3%	9.4%	8.5%	8.1%	5.7%
<b>Latin America</b>	<b>22.3%</b>	<b>11.4%</b>	<b>9.6%</b>	<b>8.1%</b>	<b>7.4%</b>	<b>5.6%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to total due to rounding

Source: eMarketer, Dec 2015

201975

www.eMarketer.com

## Digital Buyer Penetration in Latin America, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyer penetration (% of internet users)</b>						
Argentina	47.4%	48.3%	49.0%	49.7%	50.1%	50.3%
Brazil	38.0%	40.3%	41.9%	43.7%	45.4%	46.6%
Mexico	31.3%	32.3%	33.3%	34.0%	34.9%	35.6%
Other	44.9%	45.3%	46.0%	46.9%	47.1%	47.3%
<b>Latin America</b>	<b>40.4%</b>	<b>41.6%</b>	<b>42.6%</b>	<b>43.7%</b>	<b>44.5%</b>	<b>45.1%</b>
<b>Digital buyer penetration (% of population)</b>						
Argentina	31.0%	33.5%	34.6%	35.6%	36.3%	36.8%
Brazil	21.0%	23.3%	25.3%	27.0%	28.4%	29.5%
Mexico	16.2%	18.1%	20.0%	21.7%	23.4%	25.0%
Other	25.6%	27.8%	29.9%	32.0%	34.2%	35.7%
<b>Latin America</b>	<b>22.6%</b>	<b>24.8%</b>	<b>26.8%</b>	<b>28.5%</b>	<b>30.3%</b>	<b>31.6%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases

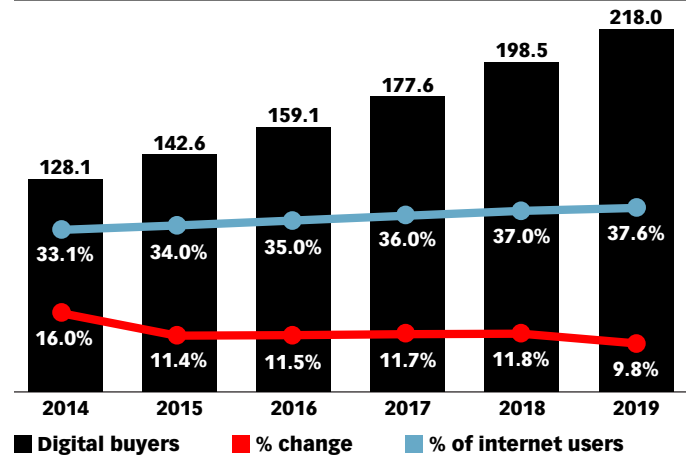
Source: eMarketer, Dec 2015

201976

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## Digital Buyers in the Middle East & Africa, 2014-2019

millions, % change and % of internet users



Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases

Source: eMarketer, July 2015; confirmed and republished, Dec 2015

192231

www.eMarketer.com

## Digital Buyers in North America, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyers (millions)</b>						
US*	164.6	171.8	179.0	185.8	191.2	195.1
Canada	17.4	18.1	18.6	19.2	19.7	20.2
<b>North America</b>	<b>182.0</b>	<b>189.9</b>	<b>197.6</b>	<b>204.9</b>	<b>211.0</b>	<b>215.4</b>
<b>Digital buyer growth (% change)</b>						
US*	4.8%	4.4%	4.2%	3.8%	2.9%	2.0%
Canada	4.0%	4.0%	2.9%	3.1%	3.0%	2.5%
<b>North America</b>	<b>4.7%</b>	<b>4.3%</b>	<b>4.1%</b>	<b>3.7%</b>	<b>2.9%</b>	<b>2.1%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to total due to rounding; \*forecast from Aug 2015

Source: eMarketer, Dec 2015

201983

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## Digital Buyer Penetration in North America, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyer penetration (% of internet users)</b>						
US*	74.4%	75.6%	77.0%	78.4%	79.6%	80.5%
Canada	67.8%	68.8%	69.8%	70.3%	71.3%	72.1%
<b>North America</b>	<b>73.7%</b>	<b>74.9%</b>	<b>76.3%</b>	<b>77.6%</b>	<b>78.7%</b>	<b>79.6%</b>
<b>Digital buyer penetration (% of population)</b>						
US*	62.8%	65.0%	67.0%	68.9%	70.3%	71.1%
Canada	57.0%	58.5%	59.8%	60.9%	62.2%	63.0%
<b>North America</b>	<b>62.3%</b>	<b>64.4%</b>	<b>66.4%</b>	<b>68.2%</b>	<b>69.5%</b>	<b>70.3%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; \*forecast from Aug 2015

Source: eMarketer, Dec 2015

201984

www.eMarketer.com

## Digital Buyers in Western Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyers (millions)</b>						
Germany	45.6	47.1	47.9	48.5	49.1	49.5
UK*	39.5	40.6	41.6	42.4	43.0	43.5
France	28.7	29.9	30.7	31.3	31.9	32.4
Spain	16.2	17.5	18.5	19.4	20.2	20.9
Italy	15.1	16.2	17.4	18.3	19.0	19.5
Netherlands	9.6	9.9	10.2	10.3	10.4	10.5
Sweden	5.4	5.5	5.6	5.7	5.8	5.8
Denmark	3.4	3.4	3.5	3.6	3.6	3.7
Norway	2.9	3.0	3.1	3.2	3.3	3.4
Finland	2.7	2.8	2.9	2.9	3.0	3.1
Other	22.3	23.4	24.2	25.0	25.8	26.5
<b>Western Europe</b>	<b>191.4</b>	<b>199.4</b>	<b>205.6</b>	<b>210.6</b>	<b>215.0</b>	<b>218.8</b>
<b>Digital buyer growth (% change)</b>						
Spain	8.7%	7.9%	5.7%	4.9%	4.2%	3.6%
Italy	9.2%	6.8%	7.8%	4.8%	3.8%	2.9%
France	5.0%	4.5%	2.6%	1.9%	1.9%	1.7%
Norway	4.2%	4.0%	3.8%	3.7%	3.6%	2.8%
Germany	5.2%	3.4%	1.6%	1.3%	1.1%	0.9%
Finland	3.3%	3.2%	3.0%	2.9%	2.9%	2.8%
Netherlands	3.7%	3.1%	2.2%	1.3%	1.0%	0.8%
UK*	3.3%	2.9%	2.3%	2.0%	1.3%	1.3%
Denmark	2.4%	2.1%	2.0%	1.7%	1.4%	1.2%
Sweden	2.5%	1.9%	1.9%	1.8%	0.8%	0.7%
Other	5.9%	4.8%	3.5%	3.0%	3.3%	2.6%
<b>Western Europe</b>	<b>5.2%</b>	<b>4.2%</b>	<b>3.1%</b>	<b>2.4%</b>	<b>2.1%</b>	<b>1.8%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; numbers may not add up to total due to rounding;  
\*forecast from Sep 2015

Source: eMarketer, Dec 2015

201985

www.eMarketer.com

## Digital Buyer Penetration in Western Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Digital buyer penetration (% of internet users)</b>						
UK*	88.0%	88.6%	89.0%	89.3%	89.4%	89.7%
Denmark	81.3%	81.7%	82.0%	83.1%	84.0%	84.7%
Germany	79.4%	80.8%	81.1%	81.5%	82.1%	82.4%
Netherlands	77.0%	78.0%	79.3%	79.8%	80.2%	80.5%
Sweden	76.8%	77.8%	78.7%	79.6%	79.7%	79.8%
Norway	74.8%	76.8%	78.8%	80.9%	83.0%	84.5%
France	69.7%	71.3%	71.8%	72.0%	72.5%	73.0%
Finland	69.8%	71.1%	72.4%	73.8%	75.2%	76.7%
Spain	57.0%	60.0%	62.0%	64.0%	65.8%	67.3%
Italy	46.3%	48.7%	51.0%	53.0%	54.7%	56.0%
Other	71.1%	72.6%	73.5%	74.4%	75.8%	76.4%
<b>Western Europe</b>	<b>71.6%</b>	<b>73.1%</b>	<b>74.0%</b>	<b>74.9%</b>	<b>75.8%</b>	<b>76.4%</b>
<b>Digital buyer penetration (% of population)</b>						
UK*	73.3%	75.0%	76.3%	77.4%	78.0%	78.5%
Denmark	71.6%	72.8%	73.9%	74.9%	75.7%	76.3%
Netherlands	67.8%	69.5%	70.6%	71.1%	71.4%	71.6%
Norway	67.4%	69.2%	71.0%	72.9%	74.8%	76.2%
Sweden	66.1%	67.0%	67.8%	68.6%	68.6%	68.7%
Germany	63.9%	66.2%	67.3%	68.3%	69.2%	69.8%
Finland	59.9%	61.7%	63.6%	65.4%	67.3%	69.1%
France	55.2%	57.4%	58.6%	59.5%	60.3%	61.1%
Spain	39.6%	42.4%	44.4%	46.2%	47.7%	49.0%
Italy	28.2%	30.0%	32.2%	33.7%	34.9%	35.9%
Other	48.1%	50.3%	51.9%	53.3%	55.3%	56.8%
<b>Western Europe</b>	<b>54.1%</b>	<b>56.1%</b>	<b>57.6%</b>	<b>58.8%</b>	<b>59.9%</b>	<b>60.8%</b>

Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases; \*forecast from Sep 2015

Source: eMarketer, Dec 2015

201986

www.eMarketer.com

## Digital Shoppers in Select Countries, 2014-2019

millions

	2014	2015	2016	2017	2018	2019
US*	198.2	205.0	211.1	217.1	221.7	224.0
India	86.9	111.8	137.9	169.4	209.1	257.8
Brazil	71.7	80.0	87.3	93.4	99.0	103.6
Indonesia	53.5	67.3	74.4	83.0	91.7	100.7
Germany	51.2	52.6	53.0	53.6	54.1	54.6
UK**	41.7	42.9	43.8	44.6	45.2	45.7
Canada	20.2	21.0	21.6	22.1	23.0	23.5
Netherlands	10.9	11.1	11.2	11.3	11.4	11.5
Sweden	6.3	6.3	6.4	6.5	6.5	6.6
Denmark	3.6	3.7	3.8	3.8	3.9	3.9
Norway	3.3	3.4	3.5	3.5	3.6	3.7
Finland	3.3	3.3	3.4	3.5	3.6	3.7

Note: Note: ages 14+; internet users who have browsed, researched or compared products digitally via any device during the calendar year but have not necessarily bought digitally; \*forecast from Aug 2015; \*\*forecast from Sep 2015

Source: eMarketer, Dec 2015

201995

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## Digital Shopper Growth in Select Countries, 2014-2019 % change

	2014	2015	2016	2017	2018	2019
India	39.5%	28.7%	23.4%	22.9%	23.4%	23.3%
Indonesia	28.4%	25.8%	10.6%	11.5%	10.6%	9.8%
Brazil	14.4%	11.6%	9.1%	7.0%	6.0%	4.6%
Canada	3.6%	3.7%	2.7%	2.6%	4.1%	2.0%
Norway	4.0%	3.4%	3.1%	2.0%	2.0%	1.4%
US*	3.8%	3.4%	3.0%	2.8%	2.1%	1.0%
UK**	3.1%	2.7%	2.2%	1.9%	1.2%	1.2%
Denmark	3.2%	2.6%	1.4%	1.1%	1.5%	0.6%
Germany	4.1%	2.6%	0.9%	1.0%	1.1%	0.8%
Finland	2.7%	2.5%	2.3%	2.2%	3.0%	1.8%
Netherlands	2.2%	1.9%	1.0%	1.0%	0.7%	0.6%
Sweden	1.4%	1.2%	1.1%	1.0%	0.8%	0.7%

Note: ages 14+; internet users who have browsed, researched or compared products digitally via any device during the calendar year but have not necessarily bought digitally; \*forecast from Aug 2015; \*\*forecast from Sep 2015

Source: eMarketer, Dec 2015

202014 [www.eMarketer.com](http://www.eMarketer.com)

## Digital Shopper Penetration in Select Countries, 2014-2019 % of internet users

	2014	2015	2016	2017	2018	2019
UK*	93.0%	93.5%	93.8%	94.0%	94.0%	94.2%
Germany	89.3%	90.2%	89.8%	90.0%	90.6%	90.9%
US**	89.6%	90.2%	90.8%	91.6%	92.3%	92.4%
Sweden	89.1%	89.6%	90.0%	90.3%	90.4%	90.5%
Denmark	87.8%	88.6%	88.4%	89.0%	90.0%	90.3%
Indonesia	78.7%	88.2%	88.1%	89.3%	90.0%	90.6%
Netherlands	86.9%	87.0%	87.4%	87.8%	88.0%	88.2%
Brazil	82.2%	86.4%	89.0%	92.0%	95.0%	97.0%
Norway	84.6%	86.4%	88.1%	88.9%	89.8%	90.2%
Finland	84.5%	85.5%	86.5%	87.5%	89.3%	90.2%
Canada	79.0%	80.0%	81.0%	81.2%	83.2%	83.7%
India	48.6%	50.7%	53.6%	57.8%	63.0%	69.2%

Note: ages 14+; internet users who have browsed, researched or compared products digitally via any device during the calendar year but have not necessarily bought digitally; \*forecast from May 2015; \*\*forecast from June 2015

Source: eMarketer, July 2015; confirmed and republished, Dec 2015

192279 [www.eMarketer.com](http://www.eMarketer.com)

## Digital Shopper Penetration in Select Countries, 2014-2019 % of population

	2014	2015	2016	2017	2018	2019
UK*	77.5%	79.1%	80.4%	81.5%	82.0%	82.5%
Denmark	77.3%	78.9%	79.6%	80.2%	81.1%	81.3%
Norway	76.3%	77.9%	79.4%	80.1%	80.9%	81.3%
US**	75.7%	77.5%	79.1%	80.5%	81.5%	81.6%
Netherlands	76.5%	77.5%	77.8%	78.2%	78.4%	78.5%
Sweden	76.7%	77.2%	77.5%	77.8%	77.9%	77.9%
Finland	72.5%	74.3%	75.9%	77.5%	79.9%	81.3%
Germany	71.9%	73.8%	74.5%	75.4%	76.4%	77.0%
Canada	67.1%	68.9%	70.1%	71.3%	73.5%	74.3%
Brazil	45.4%	49.9%	53.8%	56.8%	59.4%	61.5%
Indonesia	27.9%	34.6%	37.7%	41.5%	45.3%	49.1%
India	9.6%	12.1%	14.7%	17.7%	21.5%	26.2%

Note: ages 14+; internet users who have browsed, researched or compared products digitally via any device during the calendar year but have not necessarily bought digitally; \*forecast from Sep 2015; \*\*forecast from Aug 2015

Source: eMarketer, Dec 2015

202015 [www.eMarketer.com](http://www.eMarketer.com)

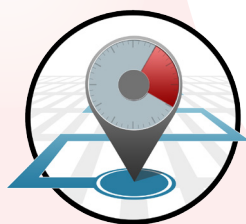
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