

ONLINE PURCHASES* OF PRODUCTS AND SERVICES

€ 8,241 billion

* No shipping costs



Q1	6.830.966
Q2	6.717.144
Q3	6.571.700
Q4	6.916.642
People shopping online	



80.920.912
Number of
online purchases

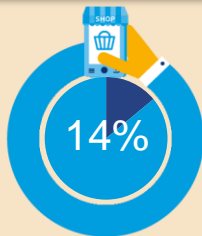


€ 171,46 million
Total shipping costs
Shipping share in the total
online spending: 2,1%

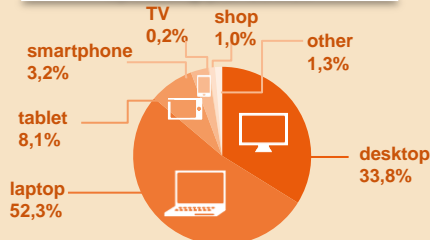


Average
amount spent
per online
purchase
€ 102

Share of online spending within the total market



Distribution of online spending per device



Share of products and services within the online market

In terms of purchases	
72% - PRODUCTS	28% - SERVICES
In terms of amount spent	
44% - PRODUCTS	56% - SERVICES

Top five industries with the biggest online share based on spending

