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Trends in European e-commerce: How to be successful in a fragmented market

Ms. Stefanie Ros -何心怡
Director Shanghai Office

Dr2 Consultants
Shanghai - Brussels - The Hague
上海—布鲁塞尔—海牙





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Connecting China and Europe through international e-commerce

- 29 national associations
- 75.000+ e-commerce
- Think tank: Ecommerce
- Global E-Commerce
- Global E-Commerce
- Ecommerce Europe
- Coming soon: Glob



GLOBAL ECOMMERCE ROUND TABLE



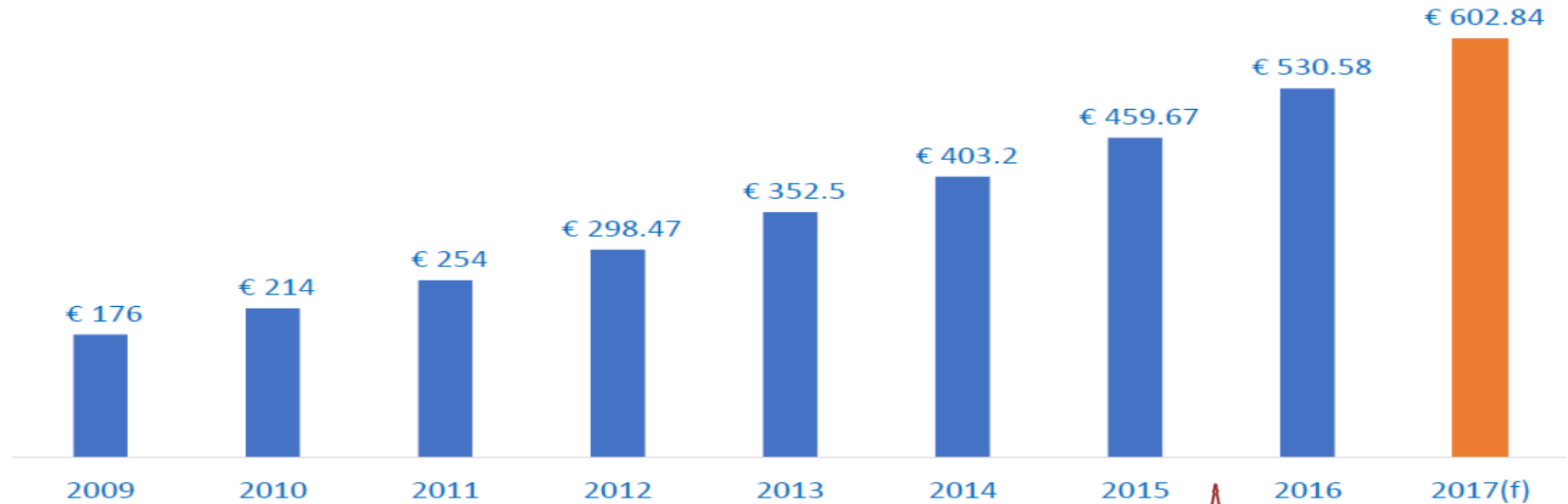
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B2C Ecommerce is expected to increase to €602 billion in 2017



Ecommerce Sales, Europe 2009-2017. Source: Ecommerce Foundation, 2017



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Norway has the highest penetration, Ukraine the lowest

TOP 12 COUNTRIES

Countries	Internet access*	Online population
Europe	77%	631.3mn
EU28	83%	434mn
Top 12	92%	187.44mn
Norway	100%	5.27mn
Iceland	99%	.328mn
Denmark	98%	5.57mn
Estonia	96%	1.25mn
Netherlands	95%	16.13mn
Sweden	93%	9.16mn
Finland	93%	5.13mn
United Kingdom	93%	60.6mn
Luxembourg	92%	.53mn
Switzerland	90%	7.54mn
Germany	89%	71.8mn
Ireland	89%	4.2mn

LOWEST 5 INTERNET ACCESS

Countries	Internet access*	Online population
Lowest 5	57%	81.65mn
Ukraine	49%	21.86mn
Turkey	57%	45.38mn
Bulgaria	60%	4.26mn
Greece	66%	7.2mn
Croatia	70%	2.95mn



Internet penetration as share of total population. Source: Worldbank, 2016; Eurostat, 2016

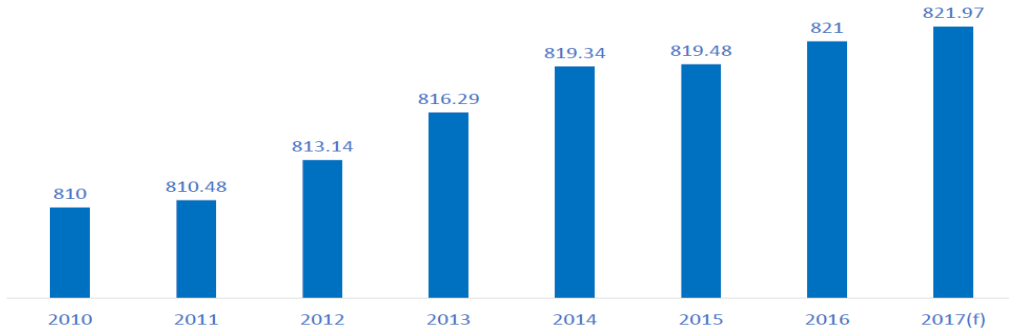


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Europe's population continues to increase (millions)

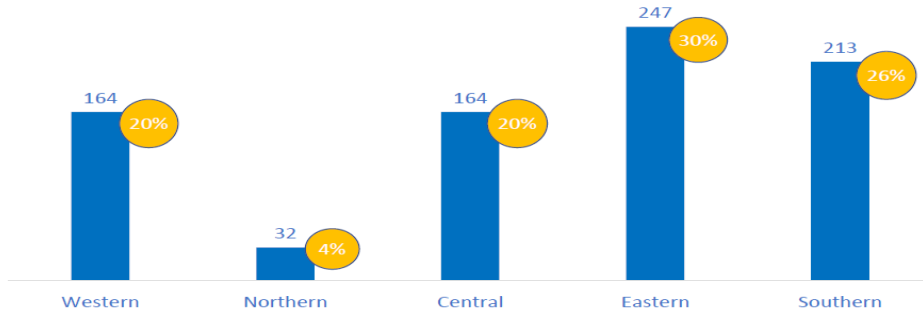
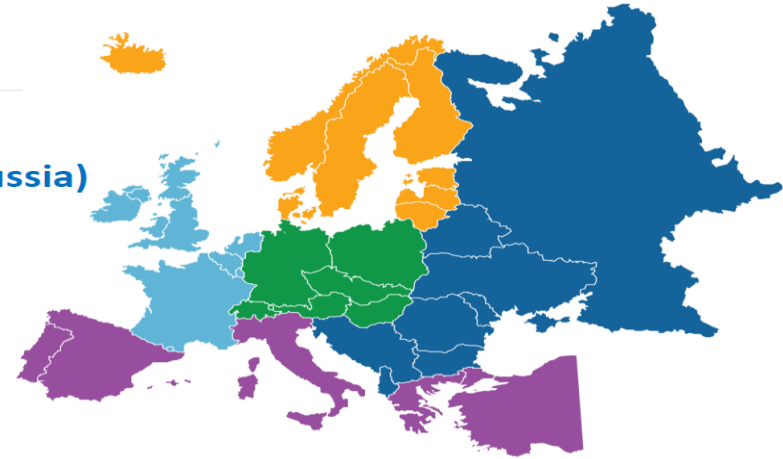


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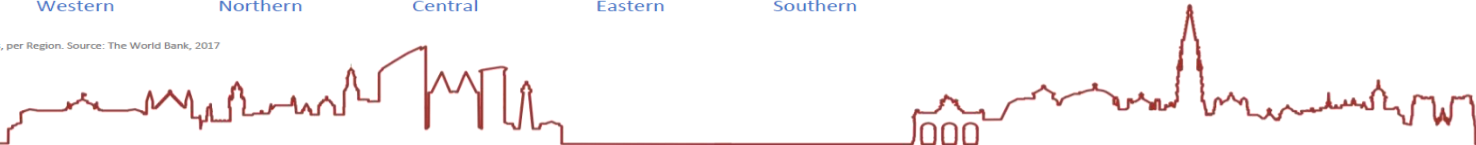


Europe's population in Millions. Source: The World Bank, 2017 (excl. AN, AM, AZ, GE, KZ, LI, MC, ME, SM, and VA)

The Eastern region has the largest population (includes Russia)



Europe's population in Millions, per Region. Source: The World Bank, 2017

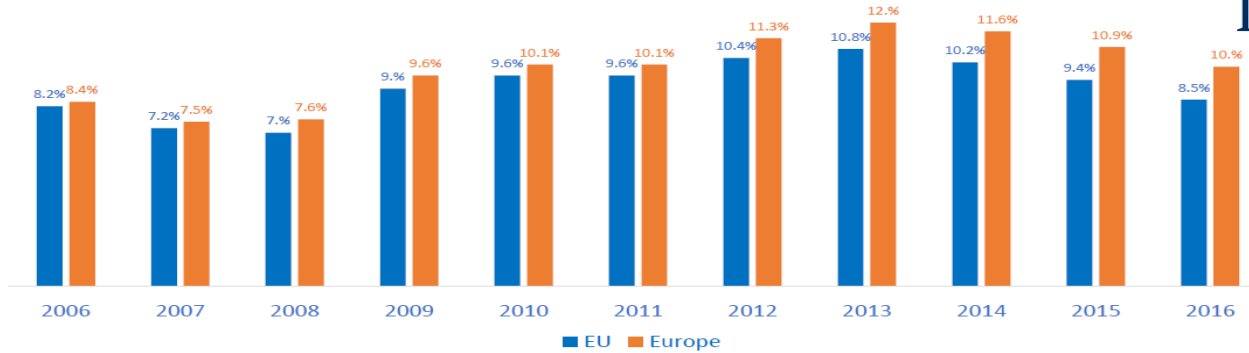


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Unemployment is decreasing due to the economic boom

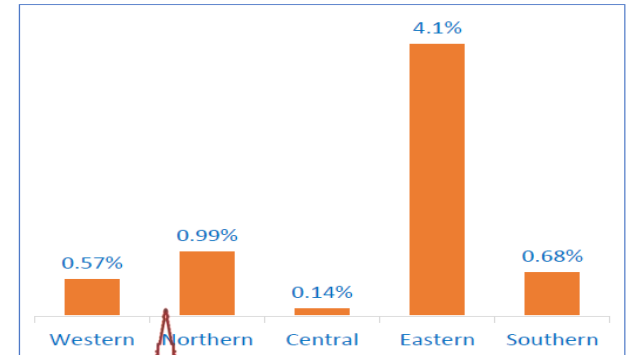
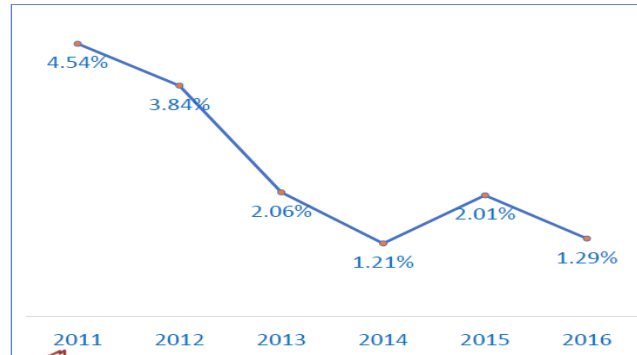


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Unemployment in Europe. Source: Statista, 2016

Inflation has decreased sharply over the last few years



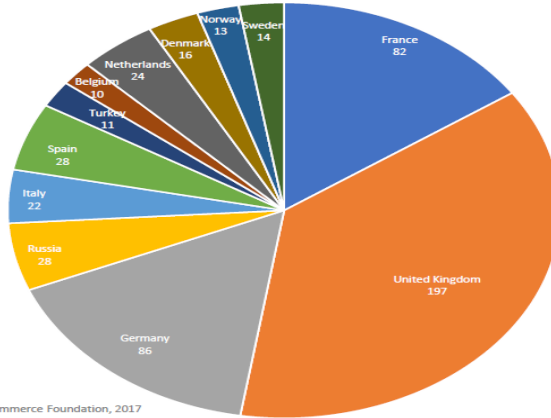
Inflation rate in Europe, 2011-2016. Inflation per region, 2016. Source: The World Bank, 2017

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The U.K. still has largest ecommerce market

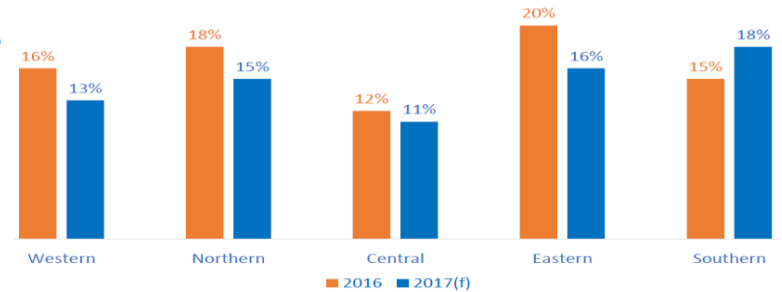


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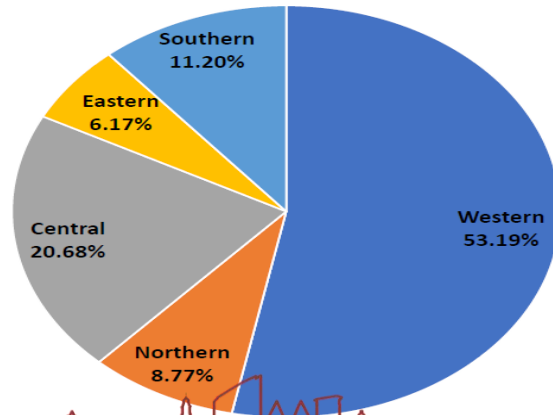
Ecommerce Sales per region in billions of euros, Europe, 2016. Source: Ecommerce Foundation, 2017

Southern European Ecommerce is on the rise



Sales growth per region, 2016-2017(f). Source: Ecommerce Foundation, 2017

Western Europe is the largest market for Ecommerce



Percentage of total Ecommerce Sales per region, Europe, 2016. Source: Ecommerce Foundation, 2017

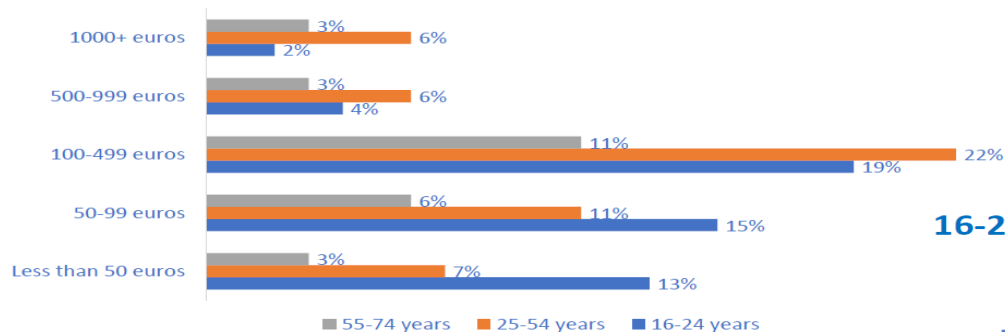
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Most spent between € 100 – € 500 in the last 3 months



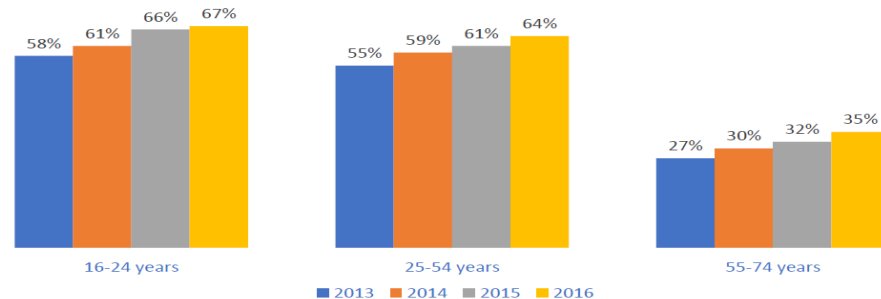
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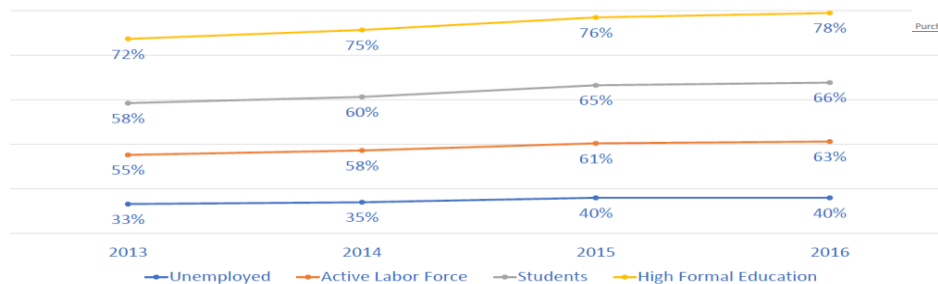
Money spent by online shoppers in the previous 3 months, EU-28, 2016. Source: Eurostat, 2016

16-24 year-olds purchase most frequently online



Purchased online in the last 12 months, EU-28, 2013-2016. Source: Eurostat, 2016

Students & higher educated shop online more regularly



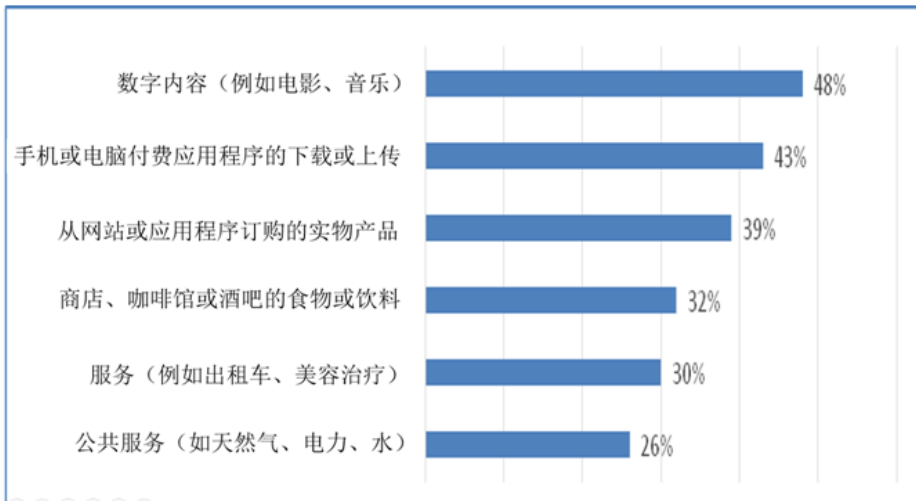
Online shoppers in the previous 12 months, EU-28, 2013-2016. Source: Eurostat, 2016

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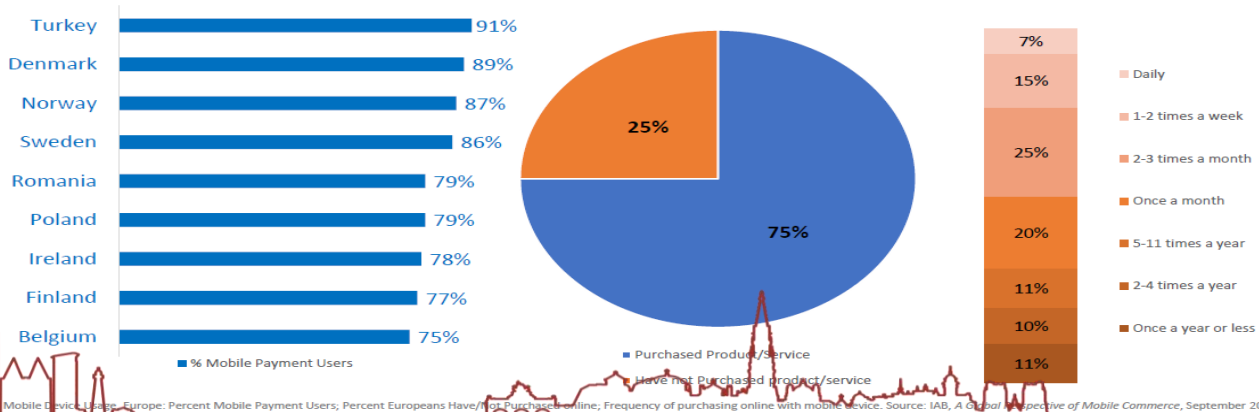
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Most Europeans have used their mobile device to purchase online

来源：IAB(2016)

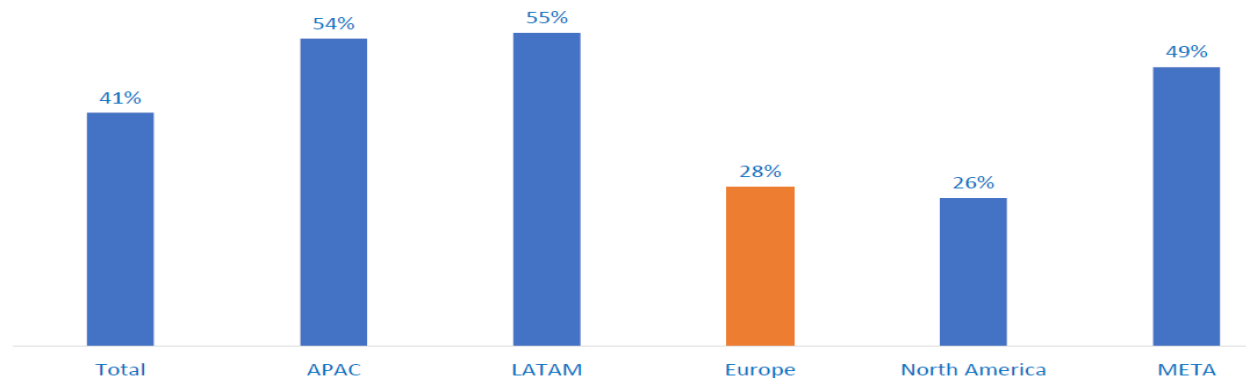


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Europeans and North Americans shop the least via mobile

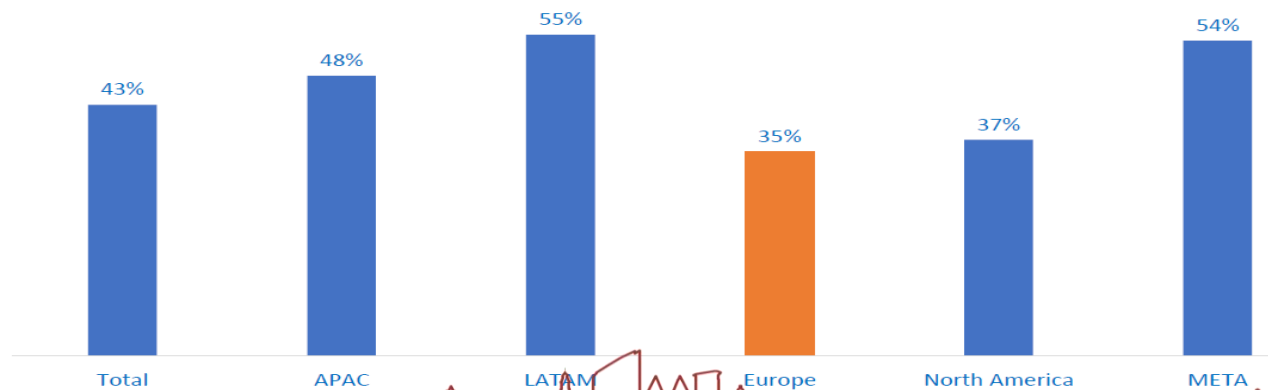


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Source: GfK, Future Buy 2016, Q: Do you agree with the statement? (% of respondents that answered positively); Base= 20002

Europeans still prefer physical stores



Source: GfK, Future Buy 2016, Q: Do you agree with the statement? (% of respondents that answered positively); Base= 20002

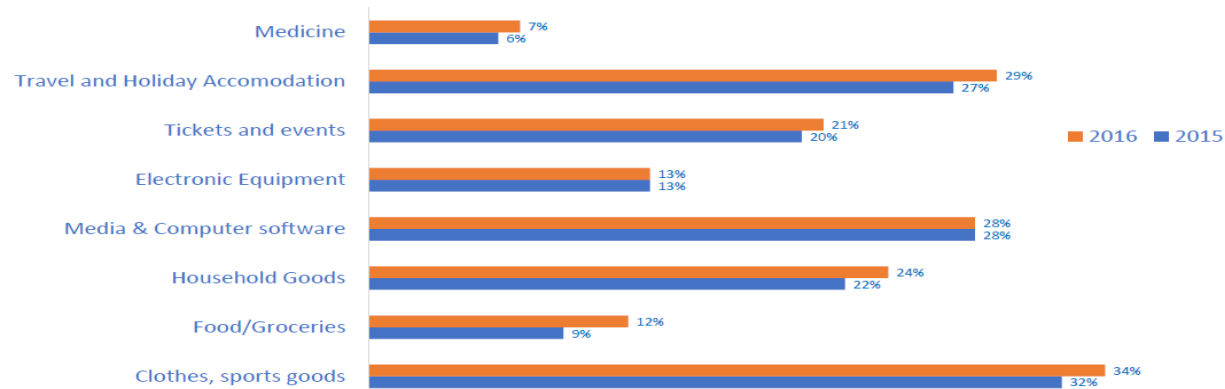
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Clothes & Sports and Travel are still most purchased online



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Online shoppers per product/service category, EU-28, 2016. Source: E

Europeans love buying phones and financial services online

	Total	APAC	LATAM	Europe	North America	META
Consumer electronics	23.8	23.7	27.4	25.4	22.8	15.2
Mobile phones	26.7	28.3	27.3	30.1	21	14.5
Households washing and cleaning products	4.5	9.9	2.6	2.5	3.1	2.4
Beauty and personal care	6	11.7	5.6	3.6	3.3	3.8
Packaged food and beverages	2.6	4.4	2.7	1.9	1.6	1.7
Toys	12.5	15.8	13.6	11.8	11.5	7.1
Small home appliances	20.8	24.3	25.2	20.1	17.5	13.2
Clothing/fashion	9.8	14.2	8.7	8.8	7.6	4.3
Financial Services	25.5	24.9	18	28.6	25.4	23.7
Furniture & furnishings	10.7	13.3	15.7	9.6	9.1	5.6
Baby Care	10.4	20.3	7.1	5.6	12.9	5.6
Major home appliances	17.8	17.6	20.2	21.1	13.3	6
Replacement auto or truck tires	10.8	8.3	10.6	12.6	11.6	8.3

Source: GfK, Future Buy 2016, Q: Have you shopped for the product categories exclusively online? Base: Category Buyers; Total Sample N=20,002; n=1,000 per country

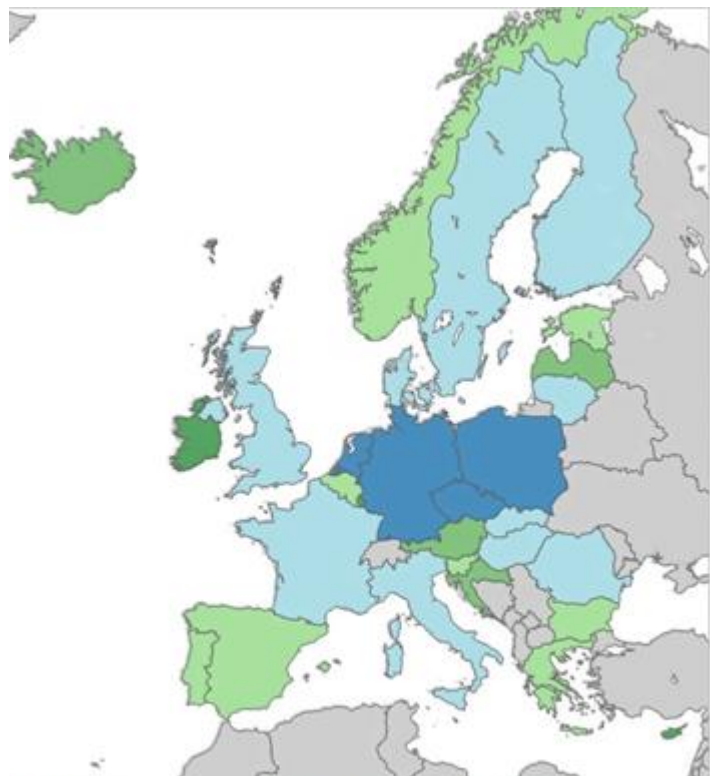
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Cross-border is key in Europe!

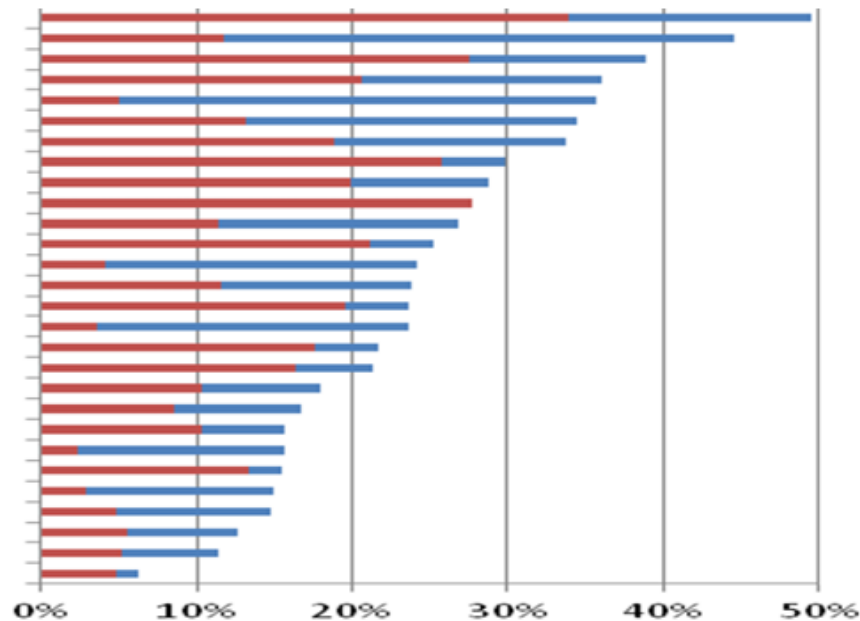


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- 马其他
- 比利时
- 挪威
- 丹麦
- 卢森堡
- 塞浦路斯
- 芬兰
- 爱沙尼亚
- 瑞典
- 克罗地亚
- 意大利
- 拉脱维亚
- 爱尔兰
- 斯洛文尼亚
- 荷兰
- 奥地利
- 西班牙
- 立陶宛
- 保加利亚
- 罗马尼亚
- 葡萄牙
- 英国
- 捷克共和国
- 法国
- 德国
- 匈牙利
- 波兰
- 罗马尼亚



非欧洲地区的网上商店

欧洲地区的网上商店

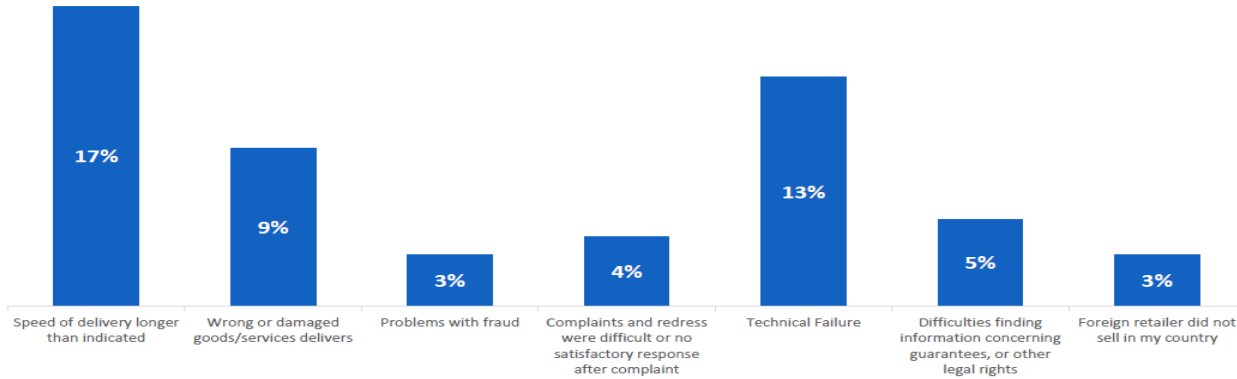
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Cross-border online shopping still has its challenges



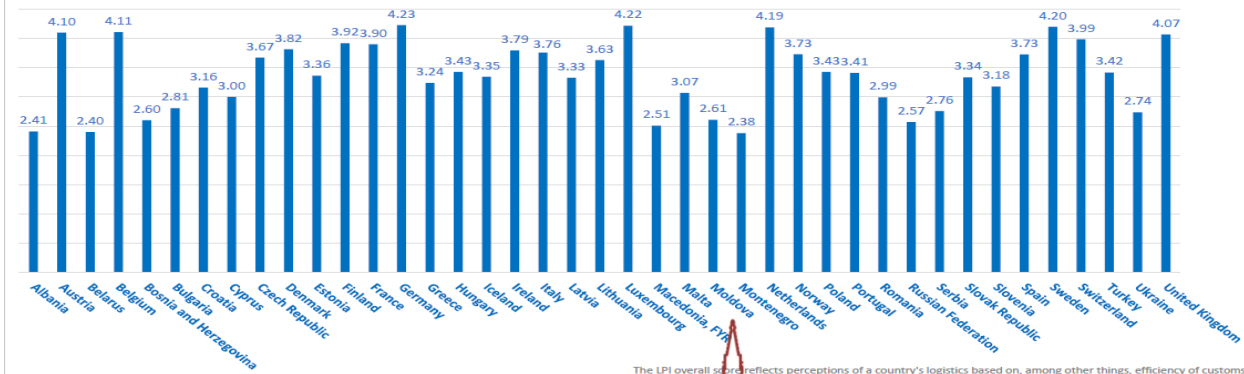
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Problems with cross-border shopping, Europe. Source: Eurostat, 2016

The Logistical Performance differs significantly per country



Logistical Performance Indicators of Europe, per country. Source: World Bank, 2017; United Nations, 2017

The LPI overall score reflects perceptions of a country's logistics based on, among other things, efficiency of customs clearance process, quality of trade- and transport-related infrastructure and ease quality of logistics services.

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Amazon is still the leader in online sales for Western Europe

Company Name	Core European Market	Online turnover in Europe (2015, € billions)	Change in Internet Sales: Western Europe 2012-2015*
Amazon	Germany	38.5	20.9%
Zalando	Germany	2.3	25.7%
John Lewis	UK	2.1	23.4%
Yoox Net-A-Porter Group	UK	1	23%
Cdiscount/Groupe Casino	France	2.4	21.9%
Next	UK	2.2	15.7%
Apple	UK	6.4	17.3%
Metro Group	Germany	1.6	17%
ASOS	UK	1	34.3%
Ocado	UK	1.4	15.3%
Dixons Carphone	UK	3.9	8.8%
Migros	Switzerland	1	67%
J Sainsbury	UK	1.7	10.4%
Royal Ahold	Netherlands	1.1	17.1%
Home Retail Group	UK	1	9.4%

Internet Retailers Ranking for Western Europe, 2015 and 2016. Source: Fung Global Retail & Tech, 2017



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3 Types of online shops compared in Europe*

1. Online shops with a single website

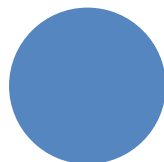
2. Online shops with country-specific websites

3. Online shops with country-specific pages (and websites)

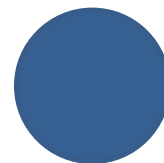
Examples:



Number of online shops (in %):



Average monthly Web visitors**:



Cross-border Web visitors share (in %):



Source: Amsterdam University of Applied Sciences, based on SimilarWeb data



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15 countries, 12 languages, 7 currencies, zonal pricing



11 local logistic partners



Centralized backend supports scale

- Fulfillment
- Sourcing
- Technology

Hundreds of curated local brands



Over 20 payment methods



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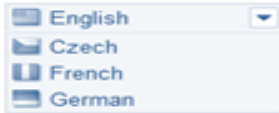
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Cross-border success factors for online shops



Offering international delivery and **particularly delivery both in and outside Europe** has a **significant impact** on the cross-border Web visitor share



Offering **language translation** has a **significant impact** on the cross-border Web visitor share



Offering a **currency switch** has a **significant impact** on the cross-border Web visitor share



Having (international) **trust marks** has a **significant impact** on the cross-border Web visitors share

Source: Amsterdam University of Applied Sciences

Thank you for listening!



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Ms. Stefanie Ros -何心怡
Director Shanghai Office
s.ros@dr2consultants.eu
+86-156-0174-3763

