Whitepaper

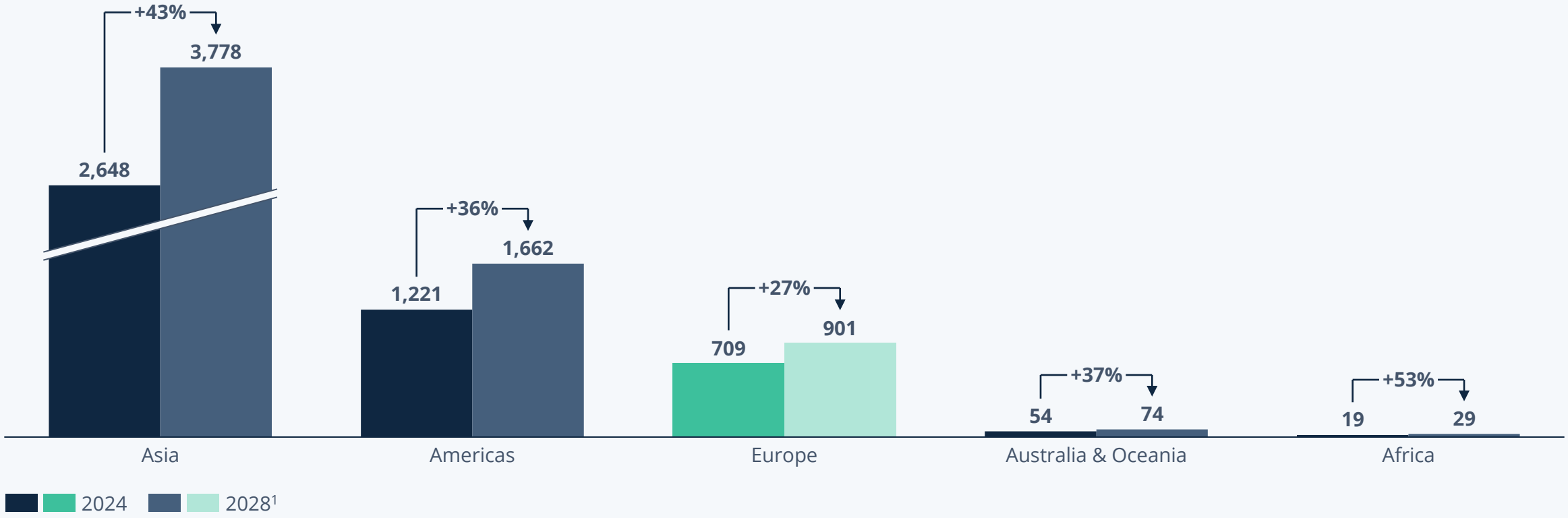
eCommerce in Europe 2025

Your guide to European eCommerce 2025.
Explore market trends, category splits, regional comparisons, growth champions, sales distribution, and top stores.

ECDB

With eCommerce Revenues Projected to Grow by 27% Between 2024 and 2028, Europe's Growth Is the Lowest Among Major Regions

Global eCommerce Revenue growth[1] in 2024 and 2028, in Billion US$



Notes: (1) Forecast. Market revenue represents B2C sales of physical goods including VAT. It excludes B2B sales, C2C sales, returns, compensation for damaged or missing goods, any discounts granted and services. Data shown is using current exchange rates.
Sources: ECDB analysis.

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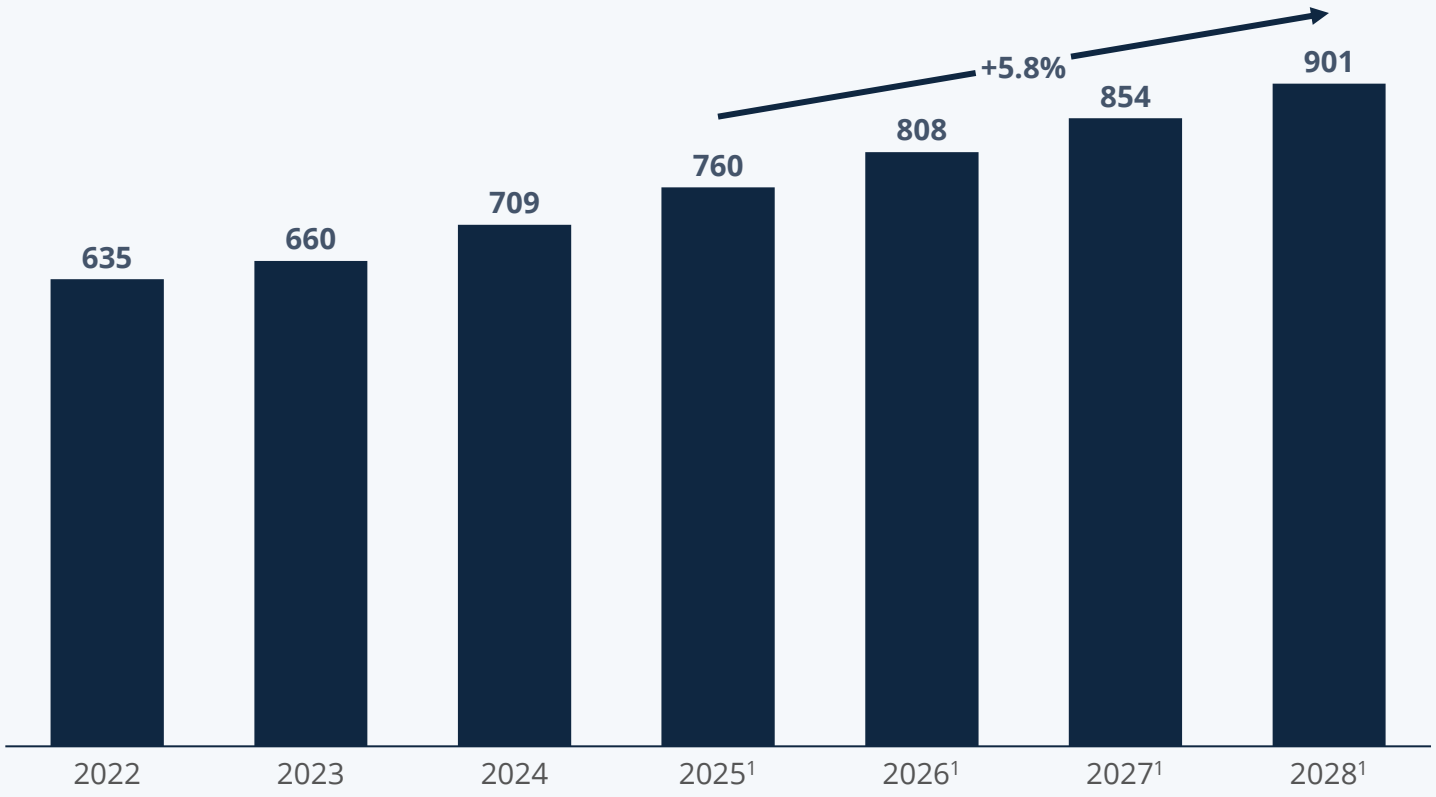
After a Post-COVID Slowdown, European eCommerce Revenue Growth Is Recovering, Set to Reach US$901 Billion in 2028

eCommerce Revenue Development in Europe, in Billion US$



European eCommerce revenues have exceeded US$700 billion in 2024. The market has passed the pandemic period with **revenues of US$635 billion in 2022**.

Forecasts for the subsequent years predict steady growth, at a compound annual growth rate (CAGR 2025-2028) of 5.8%, which is set to result in a market volume of US$901 billion by 2028.

With an expected **increase of 7.2% in 2025**, European eCommerce contributes to the global market's growth rate of 9.8%.

Do You Need More Market Data?

ECDB provides detailed data on ~150 national eCommerce markets in combination with ~250 categories and subcategories.

Get More Info

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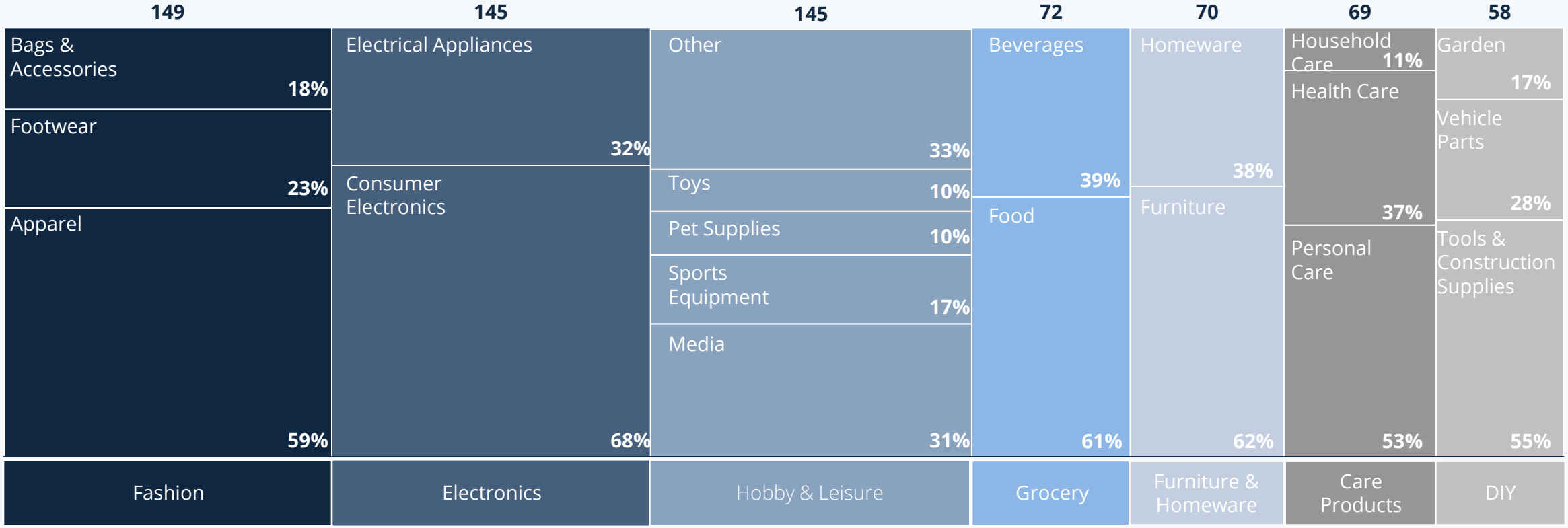
Generating US$149 Billion in Revenues, Fashion Was Europe's Best-Selling eCommerce Category in 2024

eCommerce Revenue Development in Europe in 2024, in Billion US$



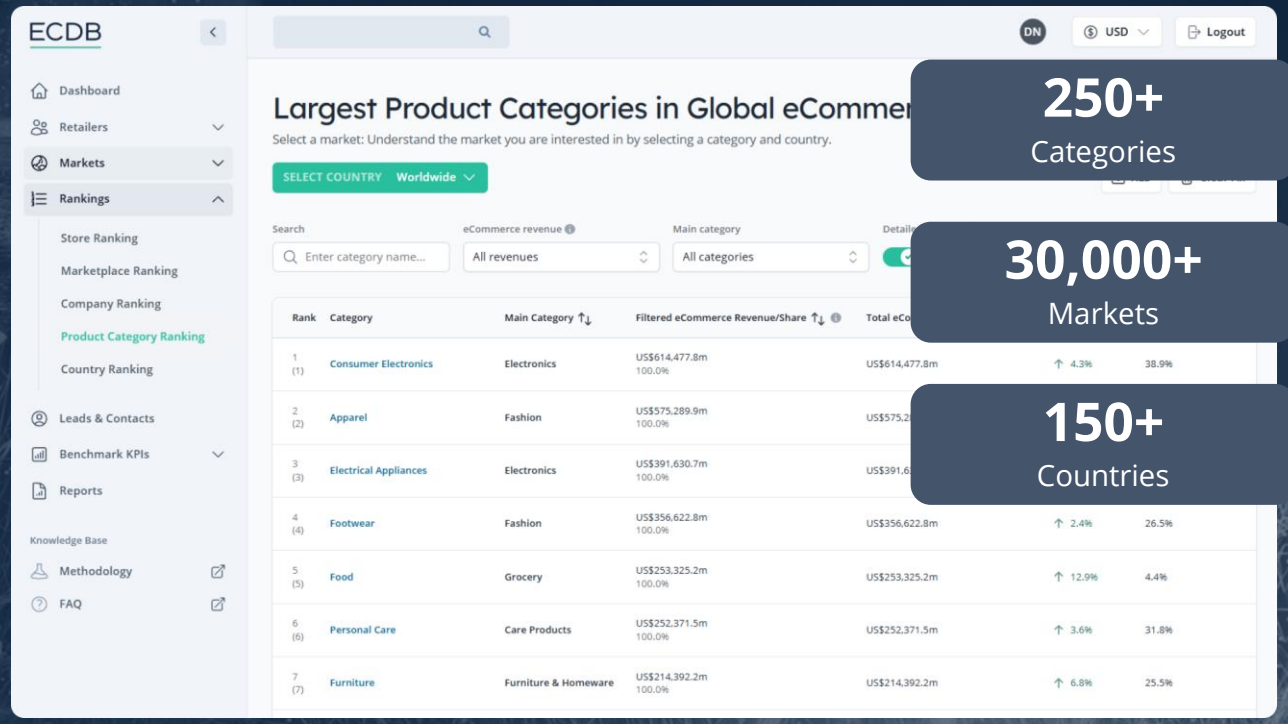
Notes: Due to rounding, the sum may not add up to 100%.
Sources: ECDB analysis.

ECDB

Market Data on More Than 250 Product Categories – Displayed in Filterable Rankings and Detailed Market Profiles

Refine your product strategy with our **Category Ranking**. See **which items are leading** the online shopping world and **adjust your business on what's popular**, **what's trending**, and **where the market is headed**– based on our data. Through filtering by eCommerce revenue, growth or online share, the list of categories can be narrowed down according to different types of research questions.

- **Strategic Data:** Focus categories with high growth potential, maximizing profit and meeting market demands.
- **Trend Analysis:** Stay up-to-date with the eCommerce sector by analyzing data on market growth and online market share trends.
- **Retail Insights:** Utilize specific KPIs to assess your digital market position and make informed decisions with our retail insights.



250+ Categories

30,000+ Markets

150+ Countries

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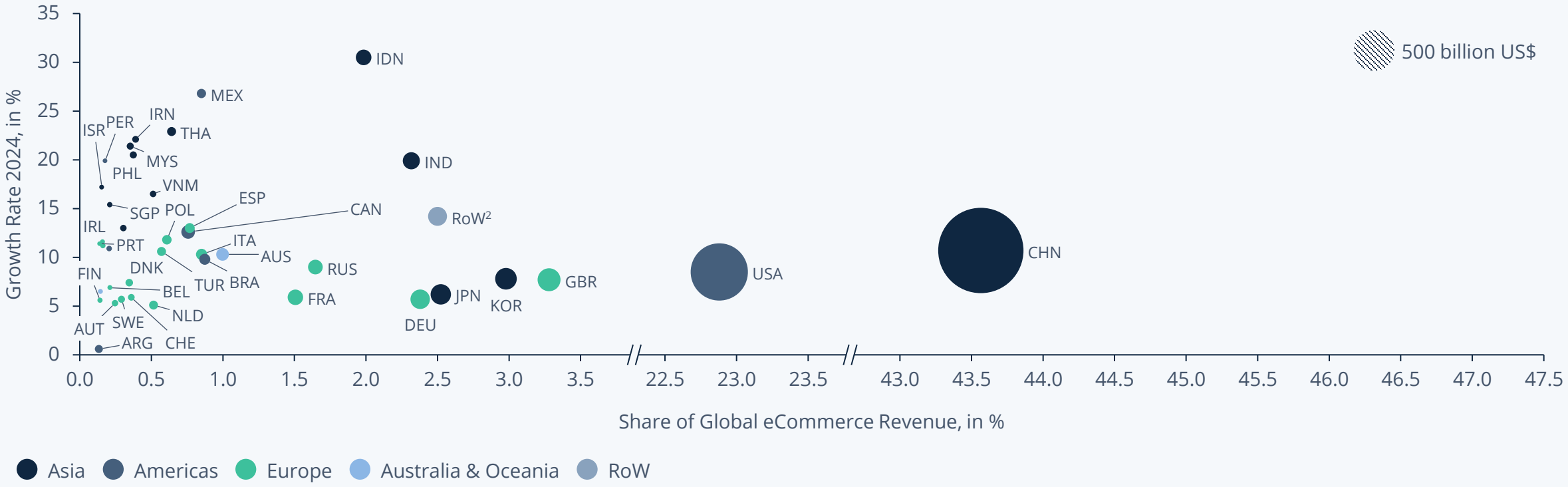
China and the United States Are by Far the Biggest eCommerce Markets, Making Up More Than Two-Thirds of the Global Industry

eCommerce Revenue of Selected Countries in 2024 Relative to Growth Rate and Share of Global eCommerce Market, in US$ Billion



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Sources: ECDB analysis.

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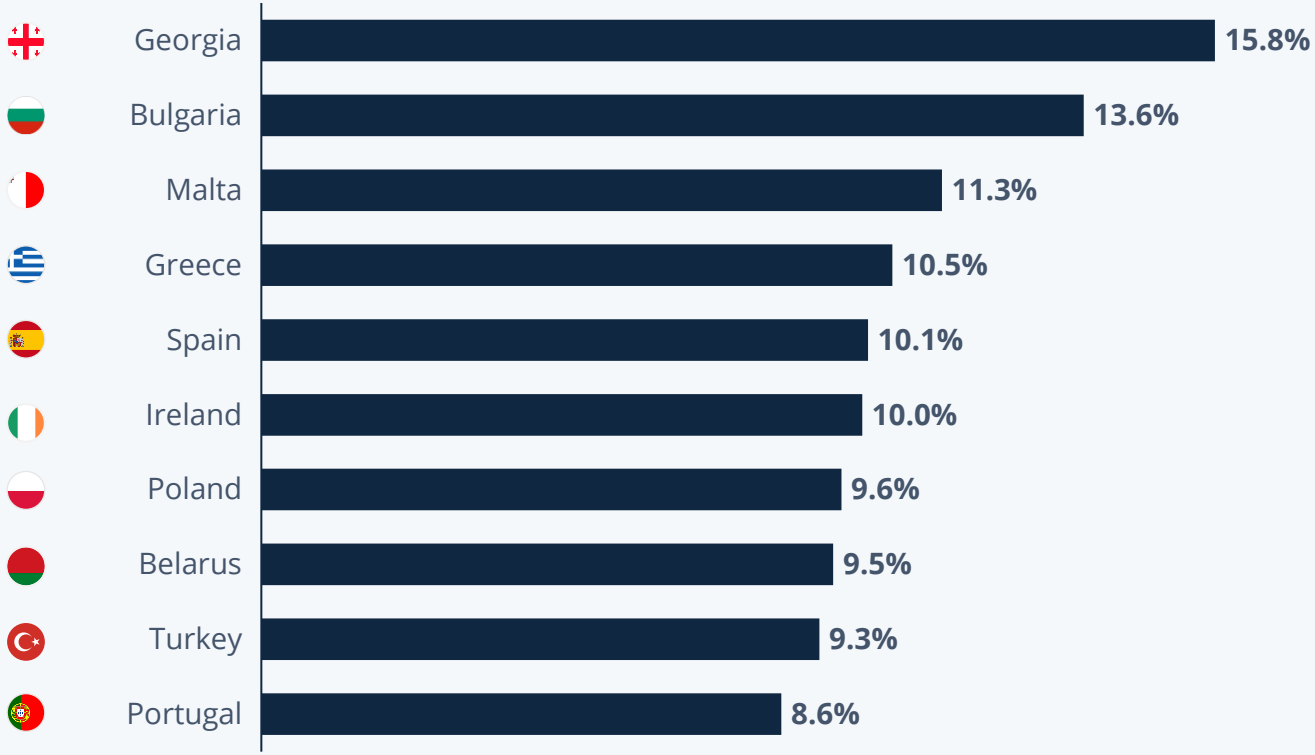
Between 2024 and 2028, Georgia Is Projected to Have the Highest Revenue Growth in Europe

Top 10 European Countries by CAGR[1] From 2024–2028[2]



Notes: (1): CAGR: Compound Annual Growth Rate / average revenue growth rate per year (2): Forecast / Notes: Malta, Cyprus, and Iceland are not included in the map
Sources: ECDB analysis.

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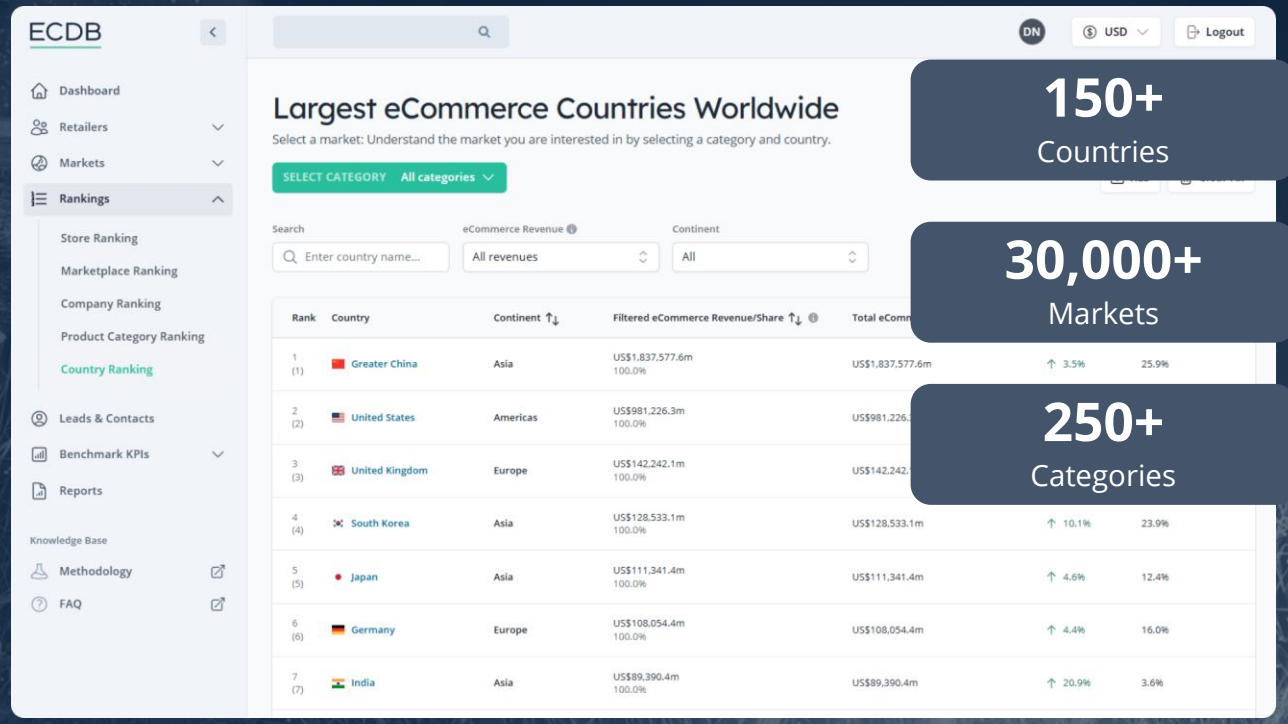
Discover eCommerce Market Data on More Than 150 Countries in Our Filterable Rankings and Detailed Profiles

With our global eCommerce **country rankings** and **market profiles**, you can see where in the world online shopping revenues are growing the fastest.

Dive into market sizes, **spot emerging trends**, and check **which online retailers are leading** in various countries. Use our revenue figures to discover the top countries for your eCommerce business.

- **Business Growth:** Fuel your international expansion by identifying high-revenue countries with our data analytics.
- **Market Insights:** Stay ahead by monitoring market trends and the online share of specific countries in the eCommerce sector.
- **Data Analytics:** Exclusive performance indicators, highlighting the portion of online sales in relation to the overall retail sector.



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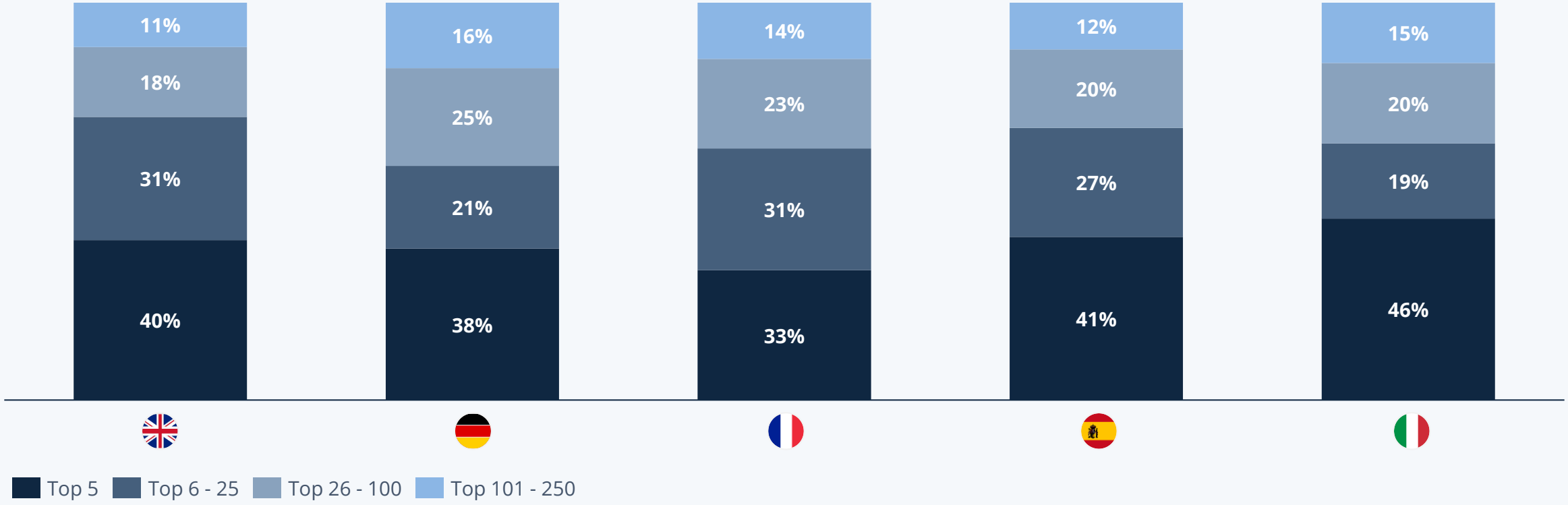
Market Concentration Differs Greatly Between Countries, As the Italian and Spanish eCommerce Markets Are Highly Concentrated

Distribution of Net Sales Among the Top 250 Stores by Net Sales in Selected Countries in 2024



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Sources: ECDB analysis.

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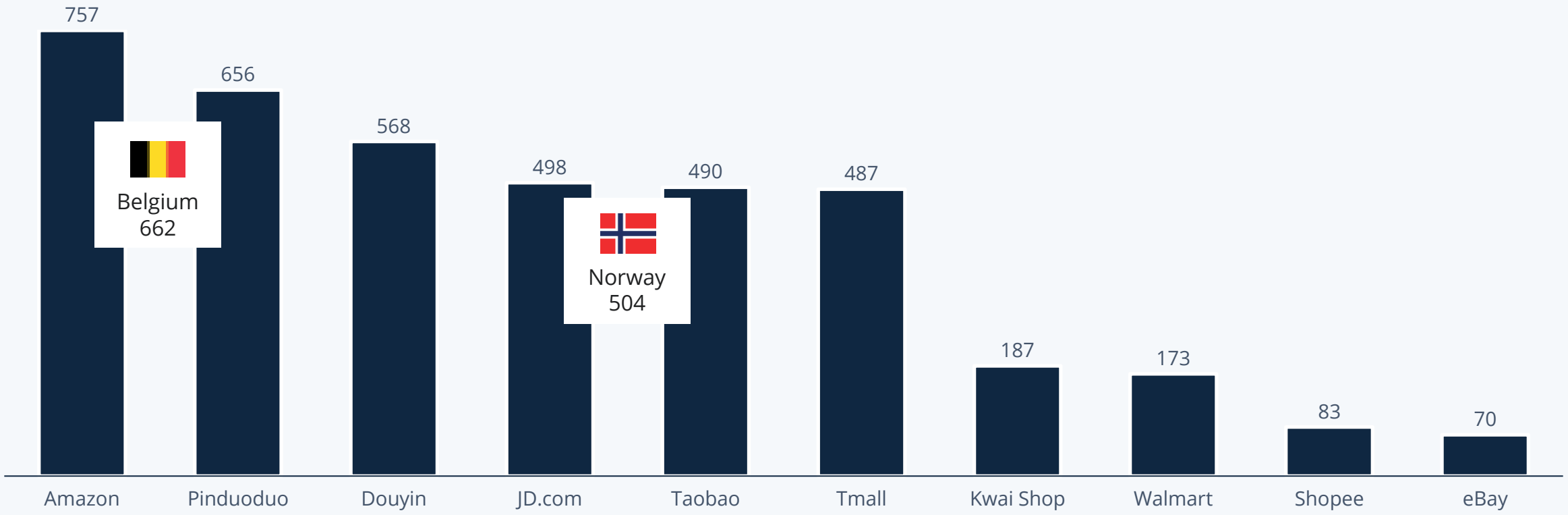
Marketplaces Move Huge Volumes of Goods That Are Comparable to the GDP of Large Sovereign States

eCommerce GMV of the 10 Leading Marketplaces Compared to the GDP of Selected Countries in 2024, in US$ Billion



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Sources: ECDB analysis.

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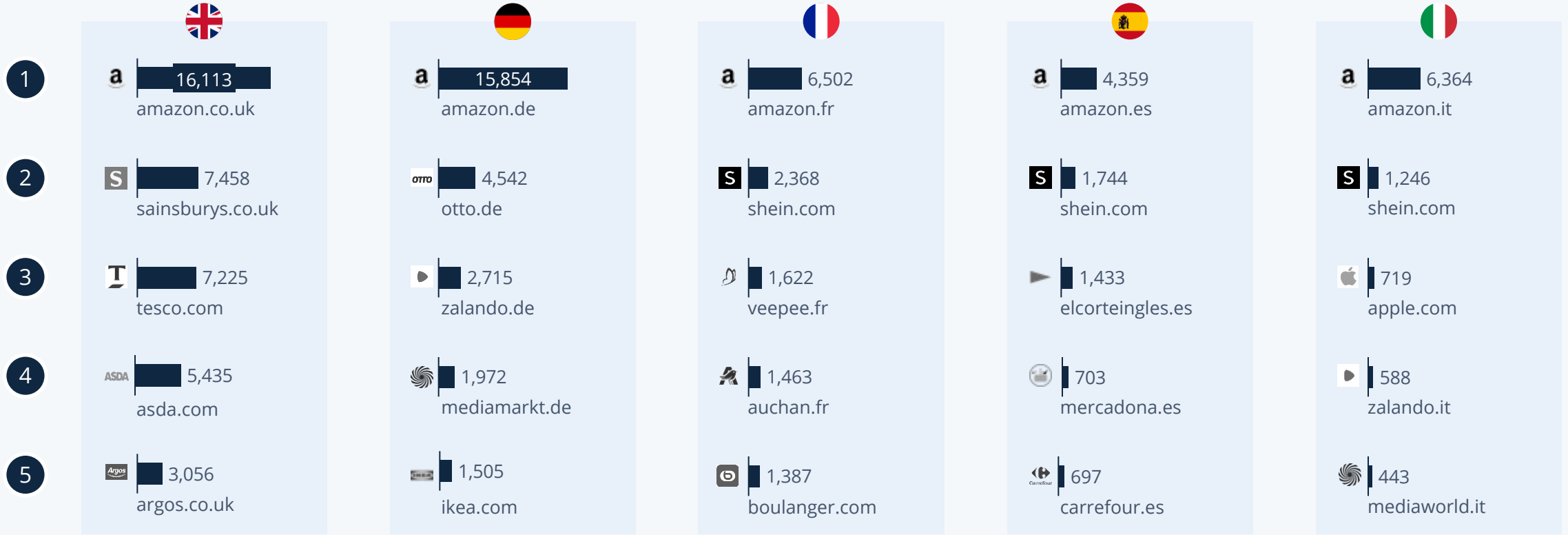
Amazon Is the eCommerce Market Leader Across the Five Largest European Markets

Top Stores by Net Sales in Selected Countries in 2024, in Million US$



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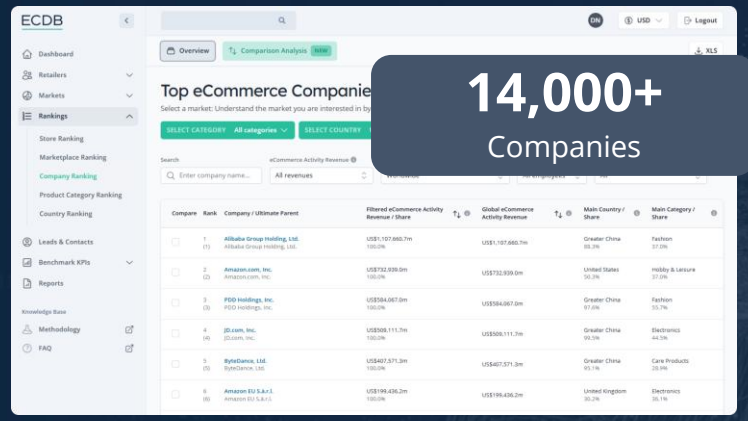
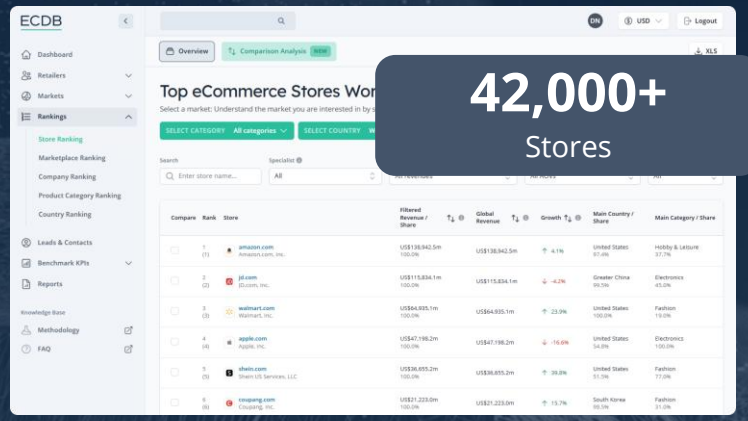
Analyze Retailers in Over 50 Countries With Our Rankings and Profiles on Companies, Marketplaces and Online Stores



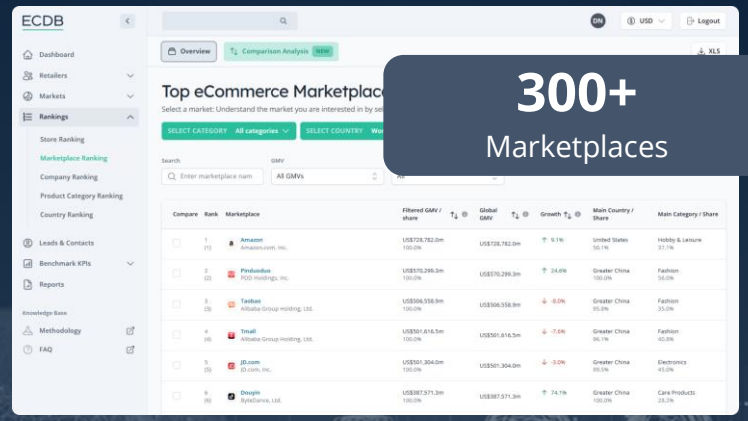
Company Ranking

View our rankings of the top eCommerce companies by revenue, with customizable filters for tailored insights. Rankings are filtered by total revenue, highlighting the largest companies, and drilldown by country and product category for each company.



Store Ranking

Our rankings highlight the world's top eCommerce stores based on net sales. Filter by category, country and currency to get your customized rankings. We also provide information about each store's specialization, payment methods, and more.



Marketplace Ranking

Uncover the ideal marketplace for your needs with our detailed rankings, categorizing both pure and hybrid marketplaces by their Gross Merchandise Value. Fine-tune your exploration with our filters to zoom in on the aspects that are most relevant.

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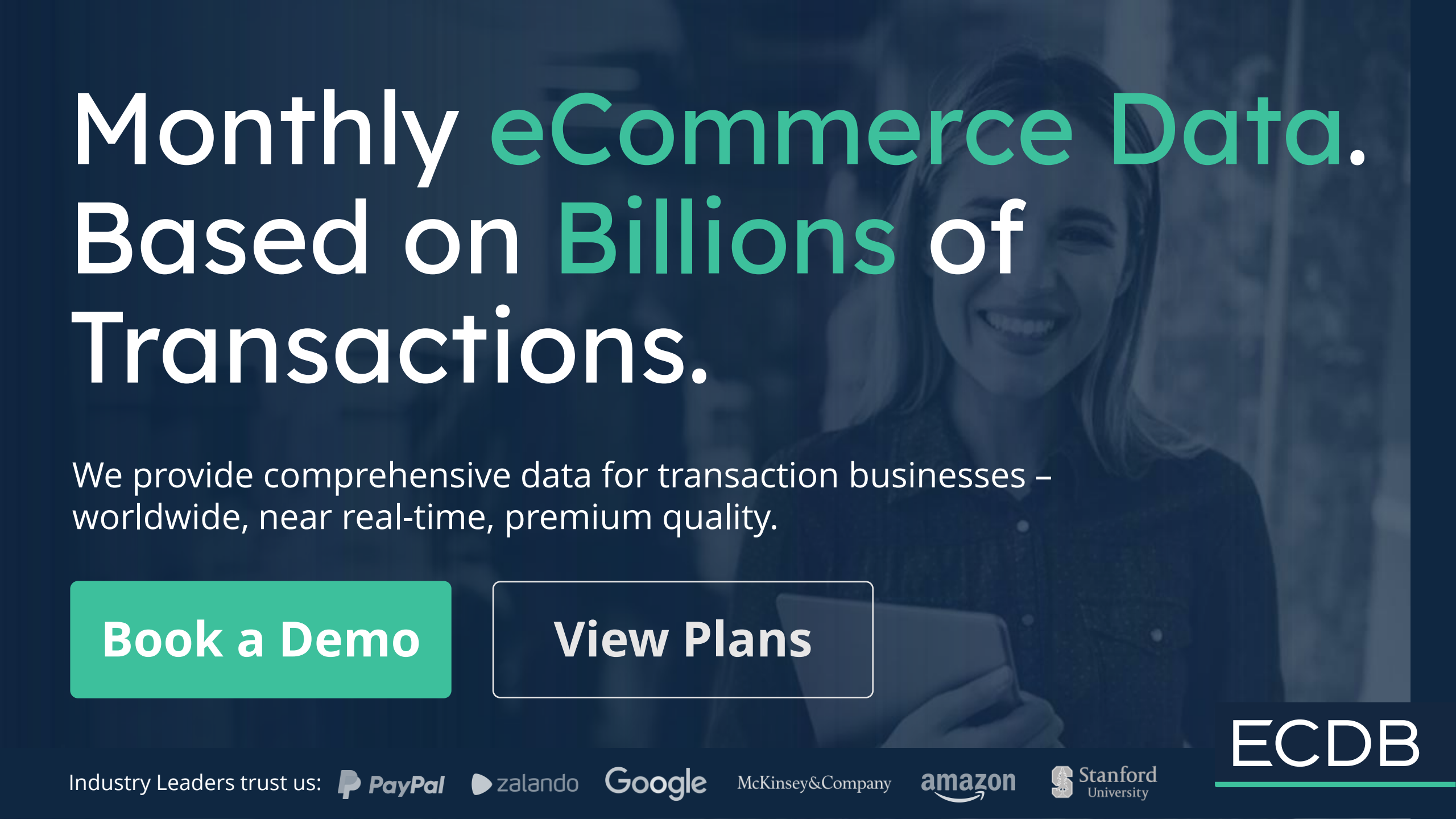

Monthly eCommerce Data. Based on Billions of Transactions.

We provide comprehensive data for transaction businesses – worldwide, near real-time, premium quality.

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