E-shopping key trends between 2016 & 2018

- Share of online shopping remains steady at 11.5%
- Fresh food & beverages are growing by 16%
- Books are decreasing by 37%
- Fashion holds a solid position with 47% of e-shoppers always shopping on the same website
- 10% of e-shoppers returned their last purchase

As e-shopping on desktops and laptops decreases, m-commerce is on the rise by 54%.

Alternative locations to home delivery are on the rise:
- Home: 79%
- Parcel shops: 17%
- Work: 11%
- Retailer stores: 10%
- Parcel lockers: 10%

58% of European e-shoppers have bought from a foreign website.

Cross-border purchases made from outside Europe:
- 67% cross-border purchases made from outside Europe
- 31% from the USA
- 47% from China

65% of European cross-border e-shoppers have already bought from foreign websites located in Europe.

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