



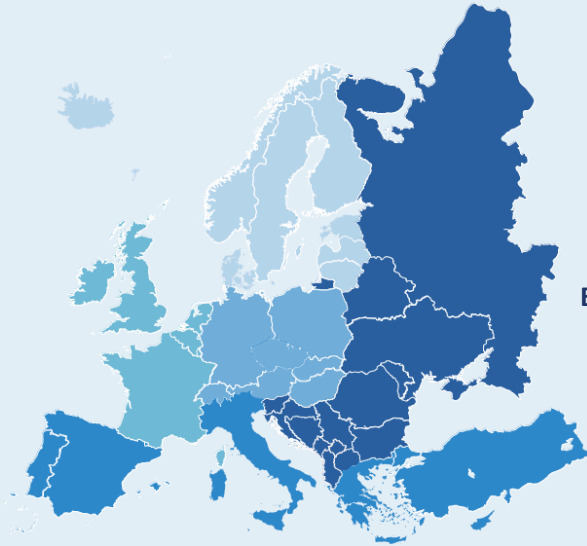
685mn people are over the age of 15



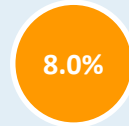
516mn people use the Internet (75%)



296mn people are e-shoppers (43%)



Average spending per e-shopper



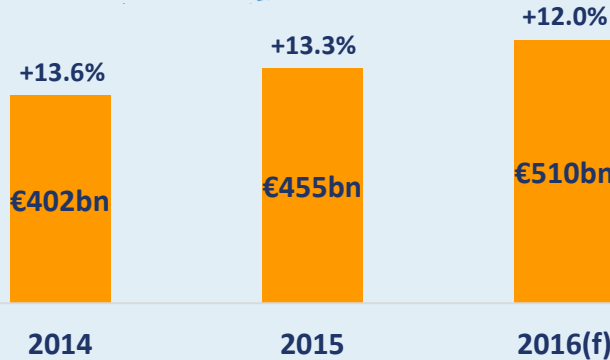
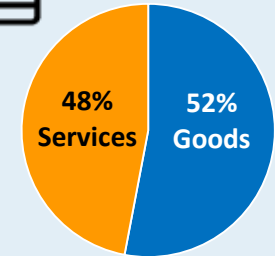
Estimated share of online goods in total retail of goods



Total GDP of €17,591bn



Share of e-commerce in GDP 2.59%



Executed by: Ecommerce FOUNDATION

In cooperation with: GfK

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