

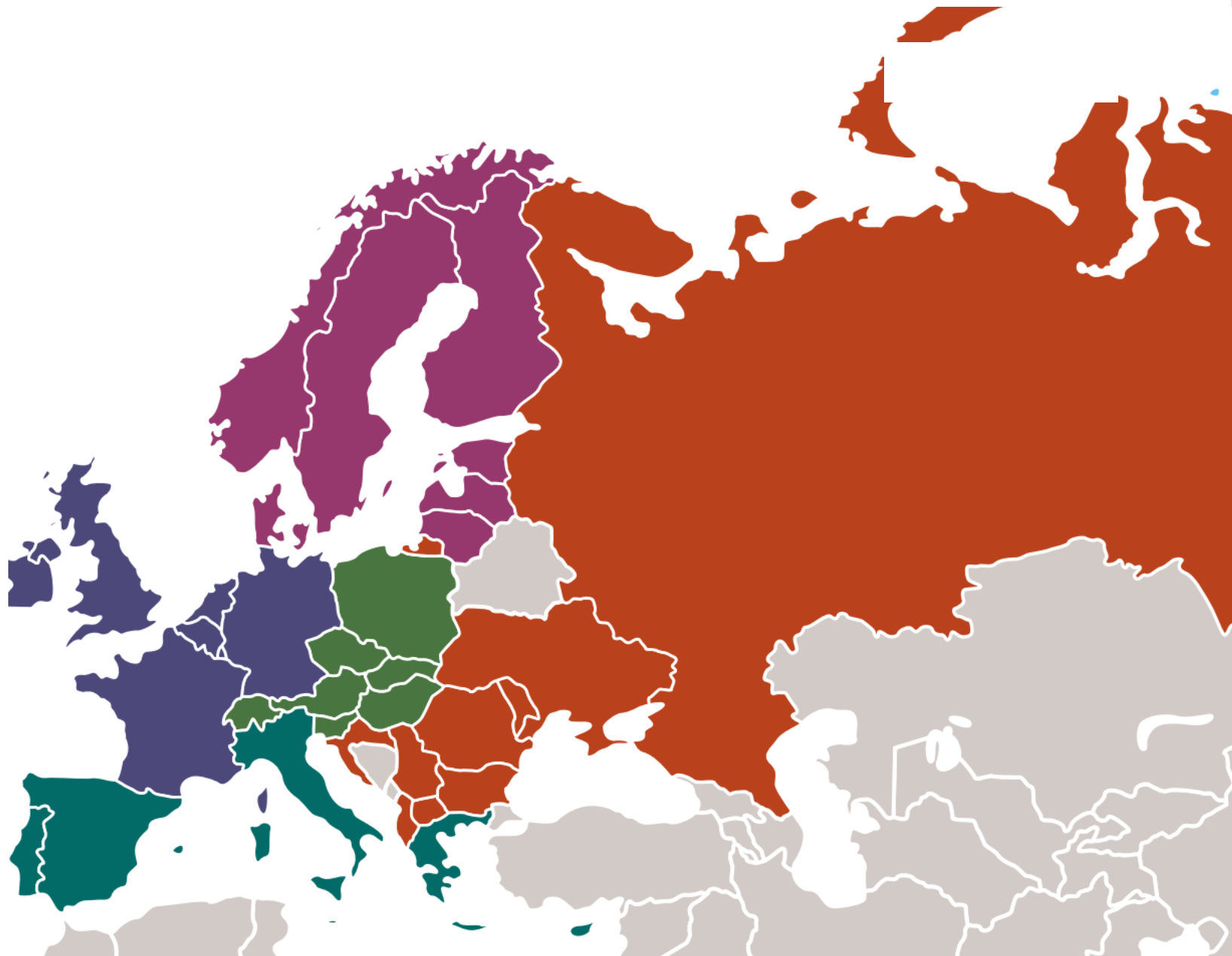


«European eCommerce Report»

Dr. Katerina Fraidaki, President of Board, GR.EC.A

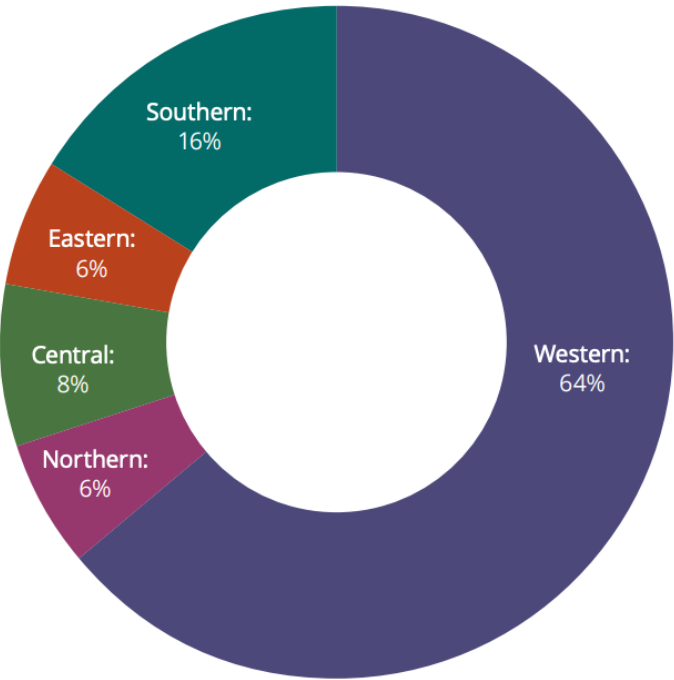
Ποια είναι τα Regions που μελετά ο eCommerce Europe?

- Western Europe
- Central Europe
- Northern Europe
- Eastern Europe
- Southern Europe

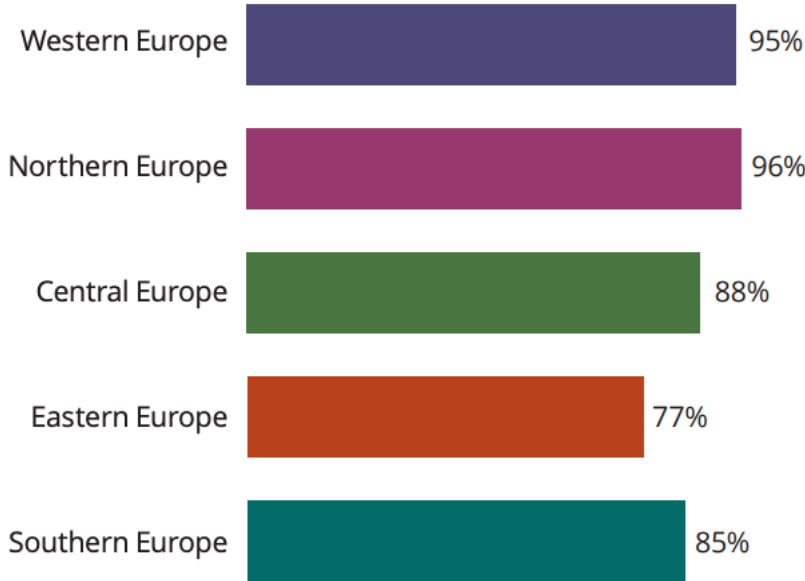


Ecommerce Overview

SHARE OF TOTAL EUROPEAN
E-COMMERCE TURNOVER
BY REGION, 2020

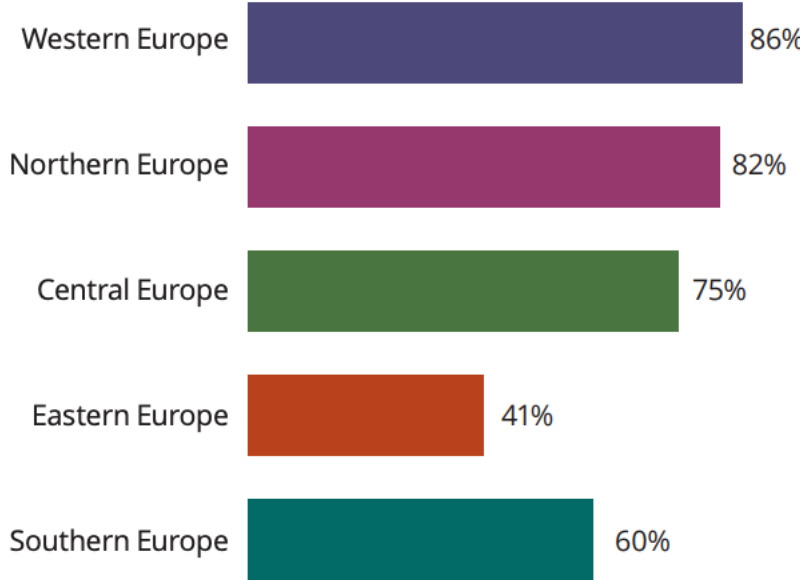


INTERNET USERS BY REGION, 2020



SOURCE: EUROSTAT; STATISTA

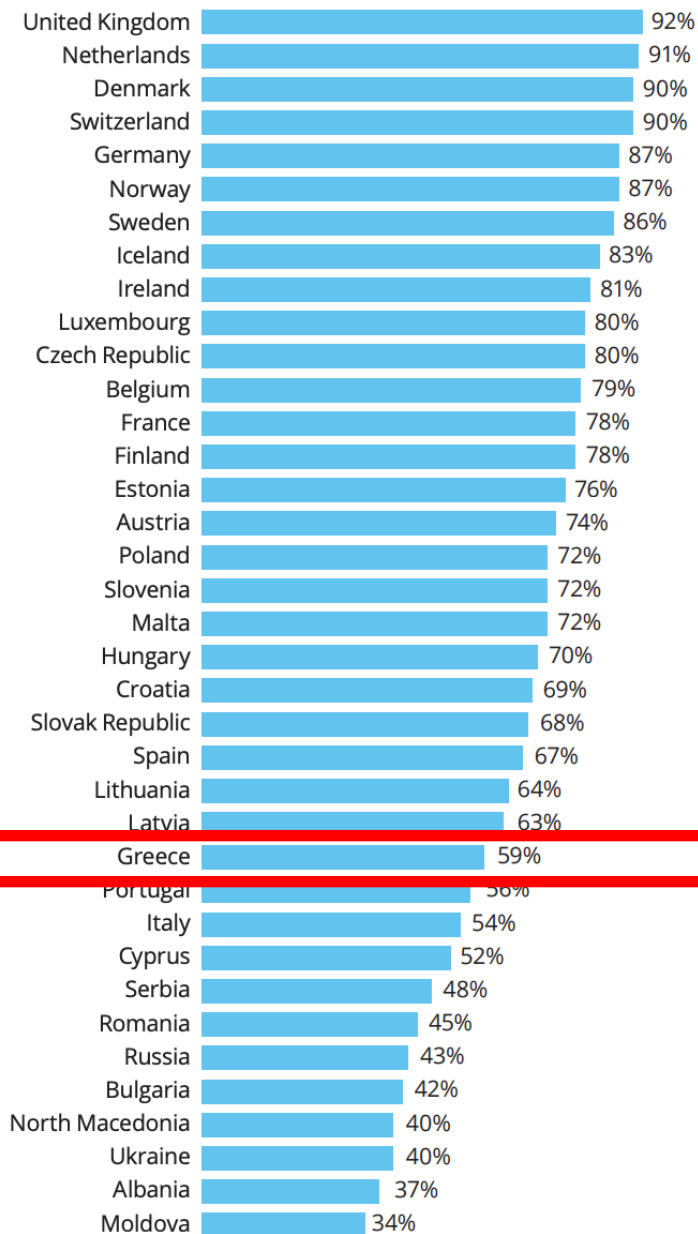
E-SHOPPERS BY REGION, 2020



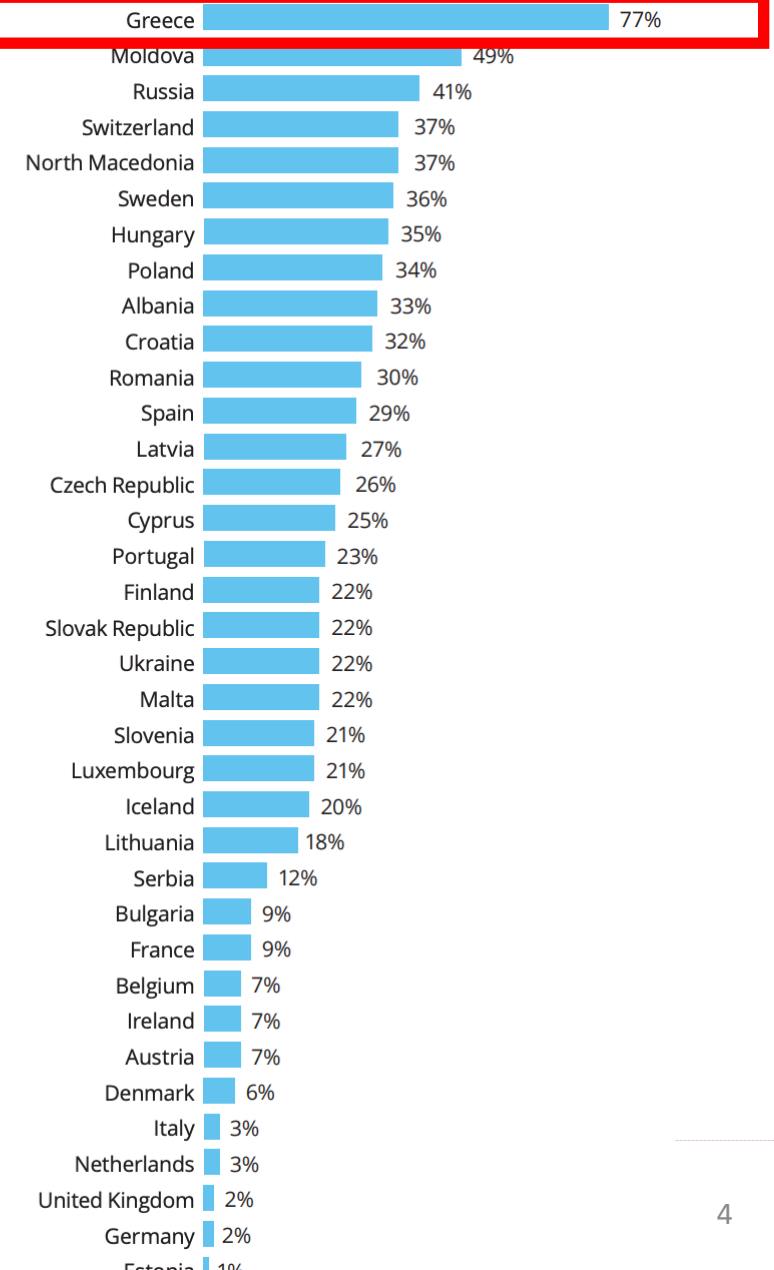
SOURCE: EUROSTAT; STATISTA

Ηλεκτρονικό Εμπόριο και online καταναλωτές στην Ευρώπη

E-SHOPPERS PER COUNTRY, 2020

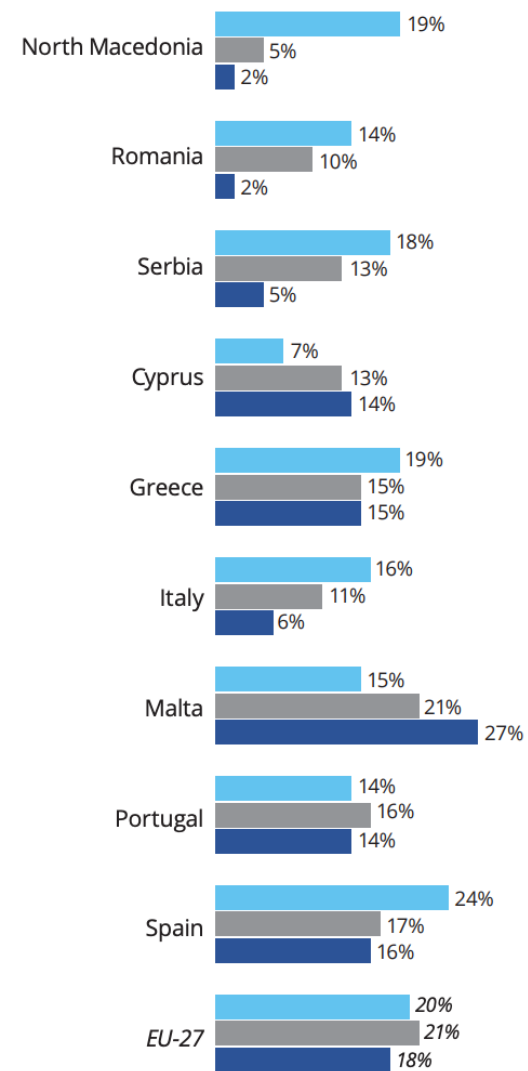
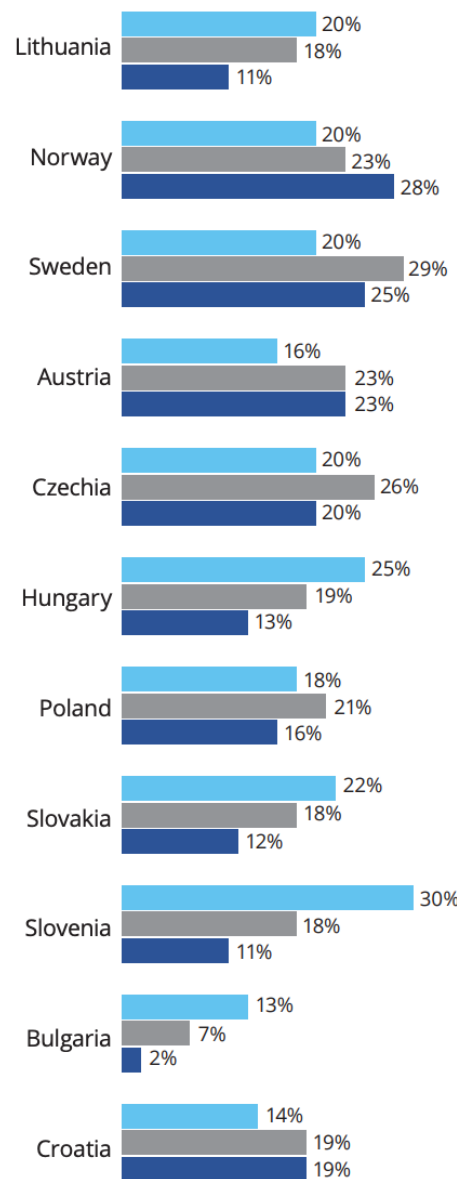
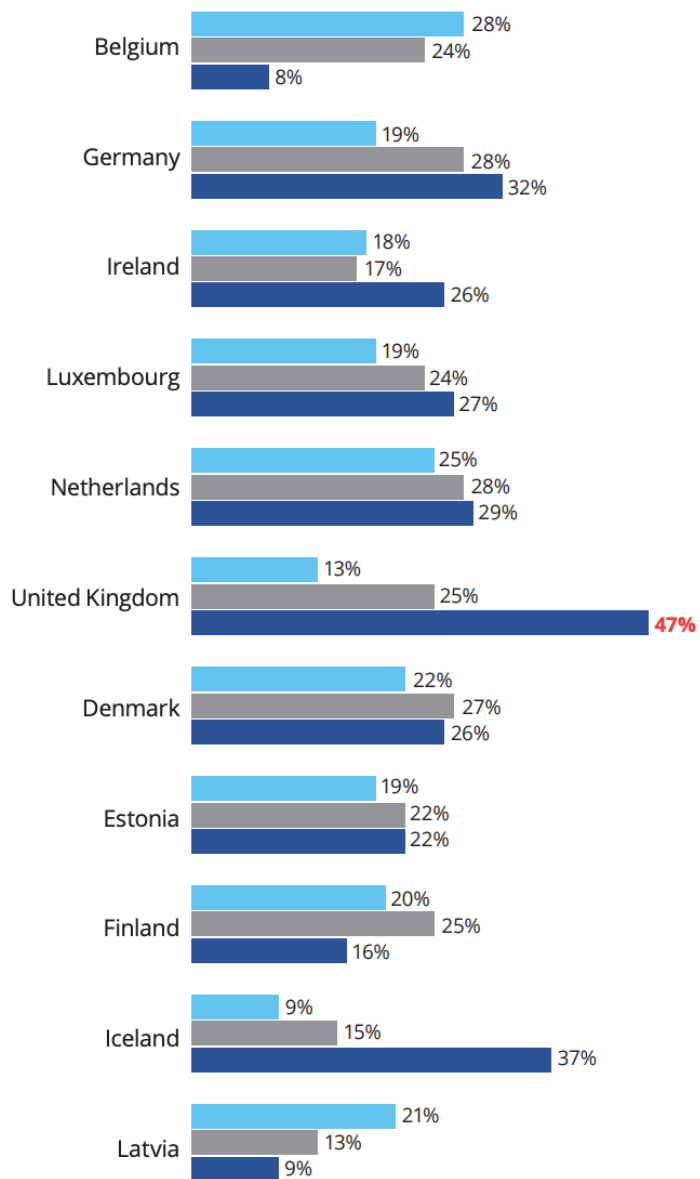


B2C E-COMMERCE GROWTH RATE BY COUNTRY, 2020



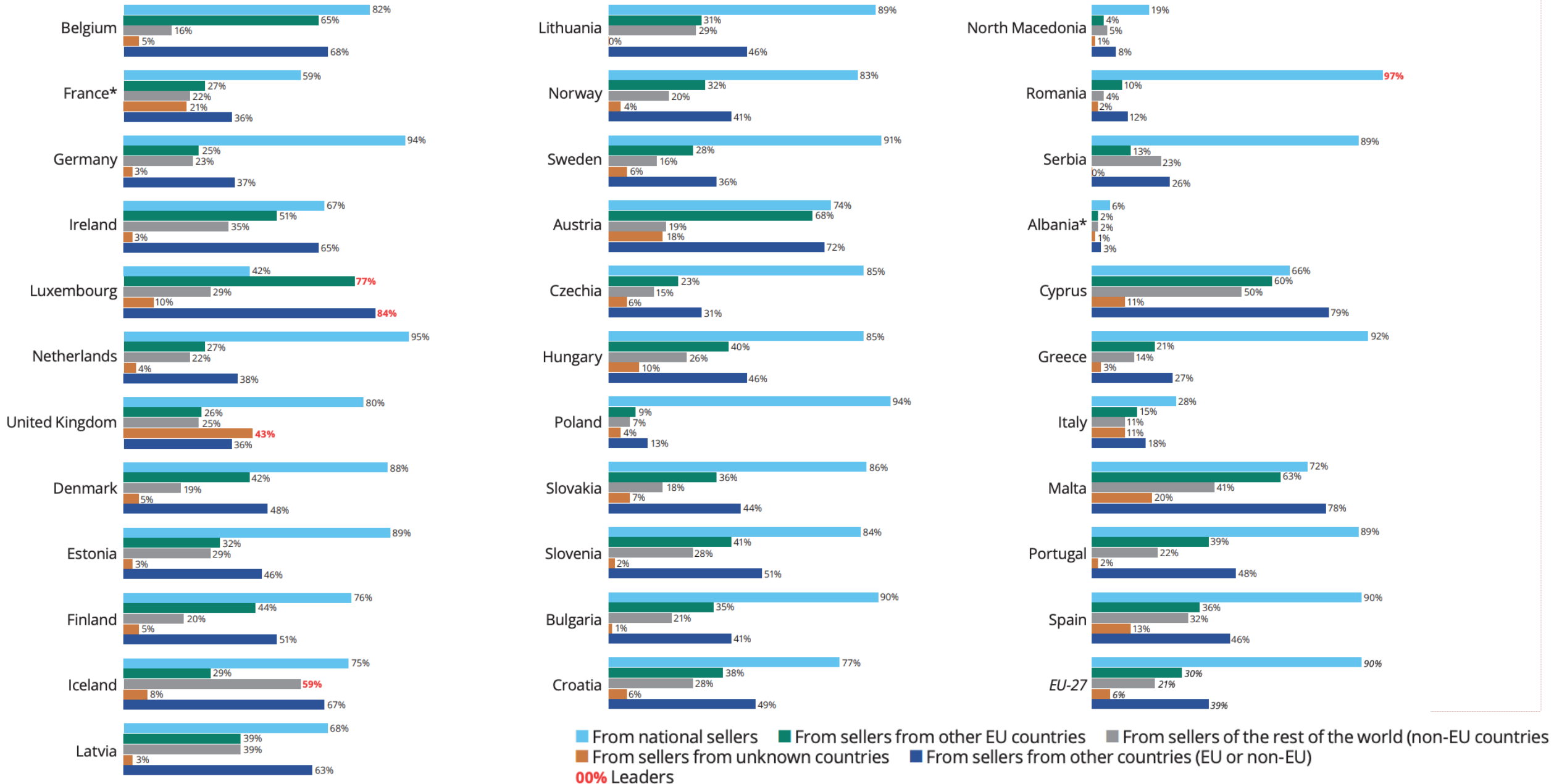
SOURCE: EUROSTAT;
STATISTA; NATIONAL
E-COMMERCE ASSO-
CIATIONS; PARTNERS;
UNITED NATIONS

Συχνότητα αγορών τους τελευταίους 3 μήνες (2020)



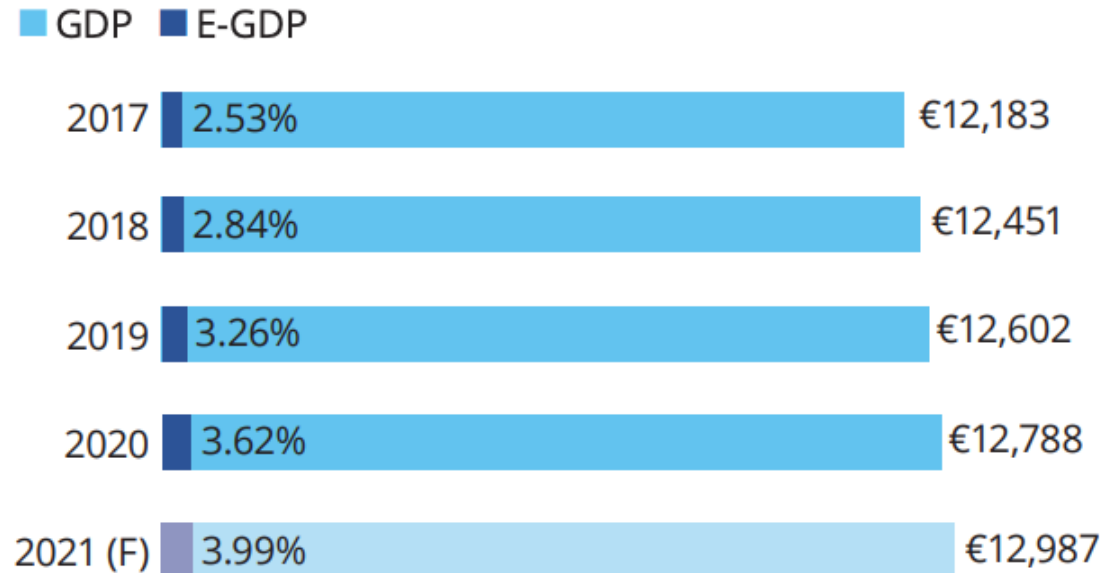
1 or 2 times 3 to 5 times 6 times or more
00% Leaders

Online Αγορές



E-GDP (EU-27)

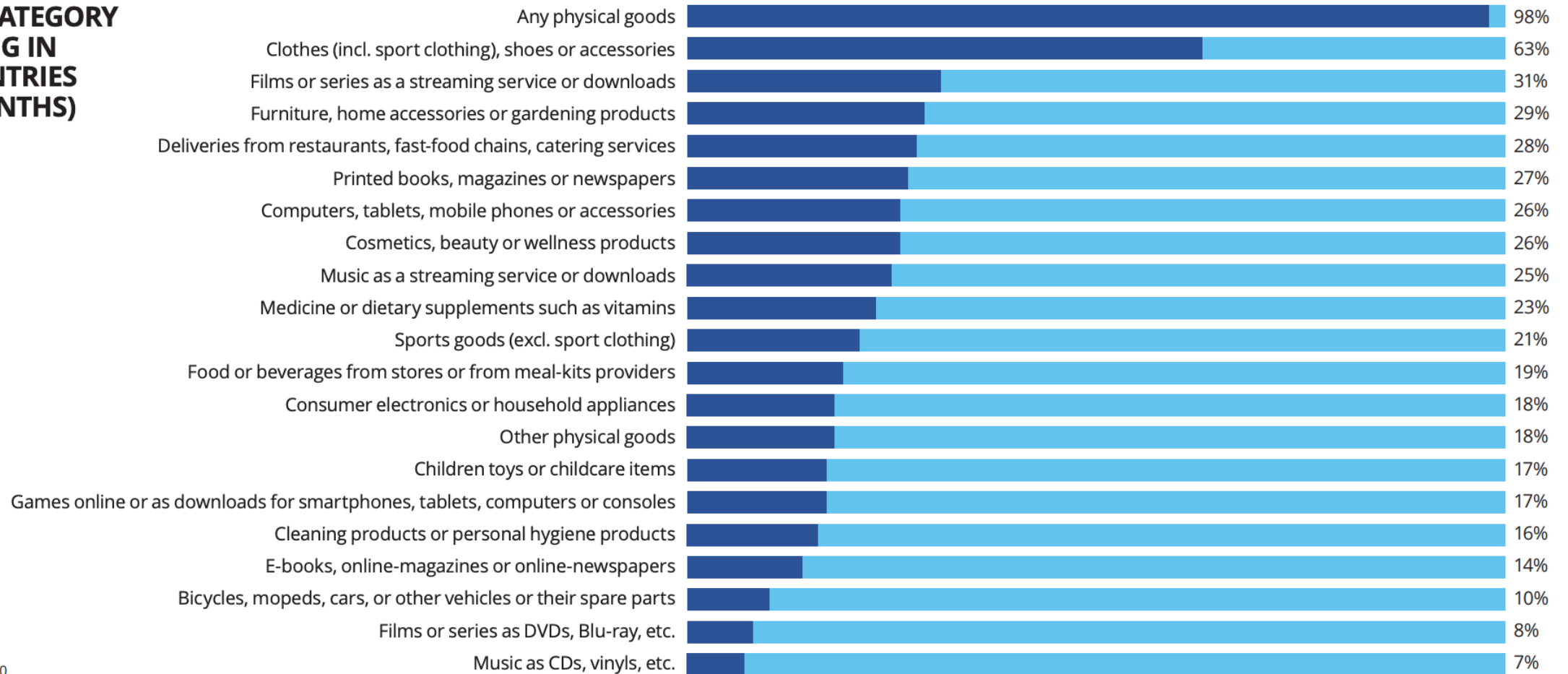
The Gross Domestic Product (GDP) in €Billion and the percentage of GDP comprised of e-commerce sales



SOURCE: IMF; CMI ANALYSIS

Κατηγορίες Προϊόντων

PRODUCT CATEGORY PURCHASING IN EU-27 COUNTRIES (LAST 3 MONTHS)

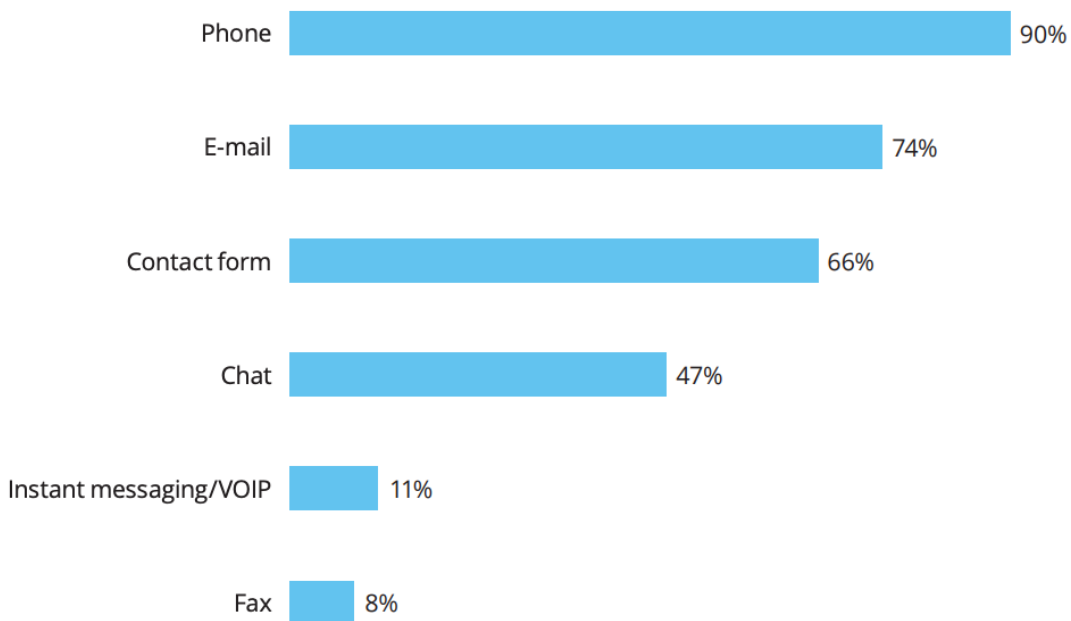


SOURCE: EUROSTAT, 2020

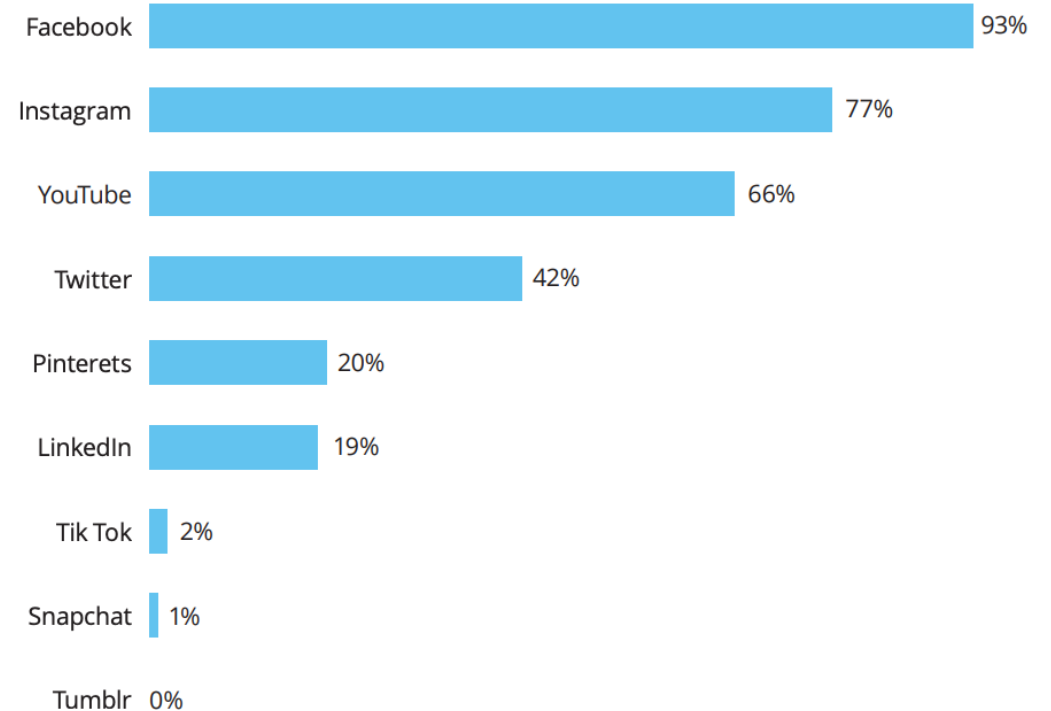
Χαρακτηριστικά Εταιρειών (EU-27)

Εργαλεία Επικοινωνίας με τους καταναλωτές

Εργαλεία Επικοινωνίας

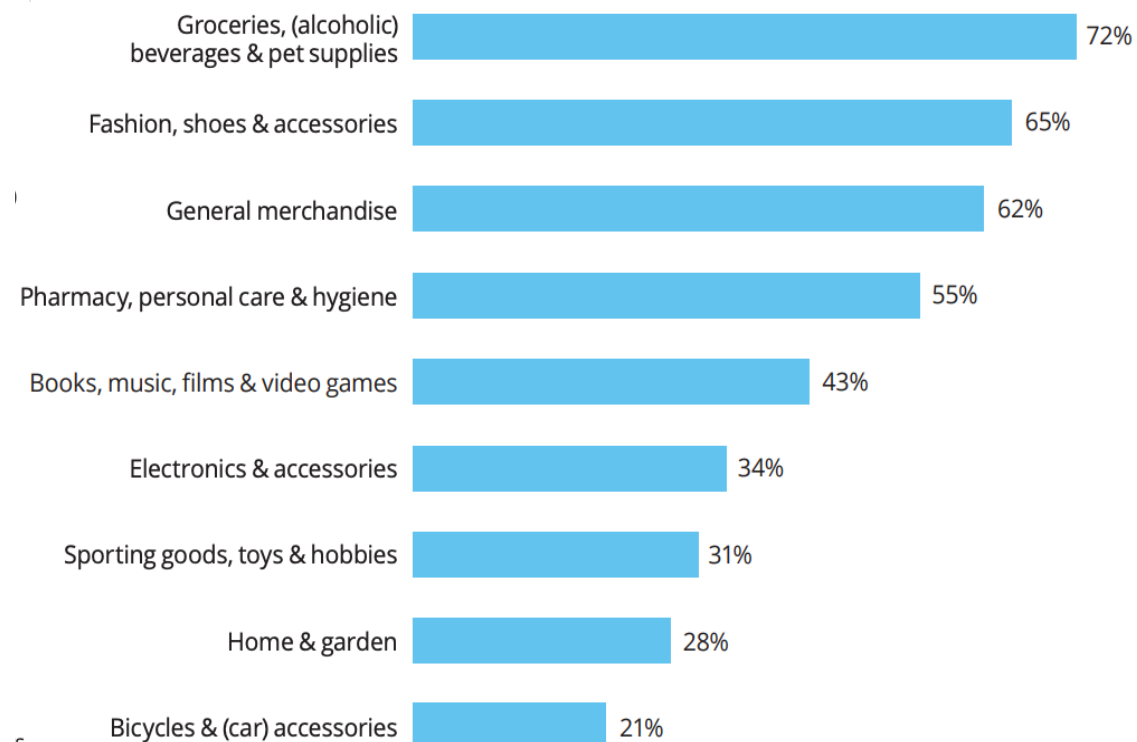


Social Media

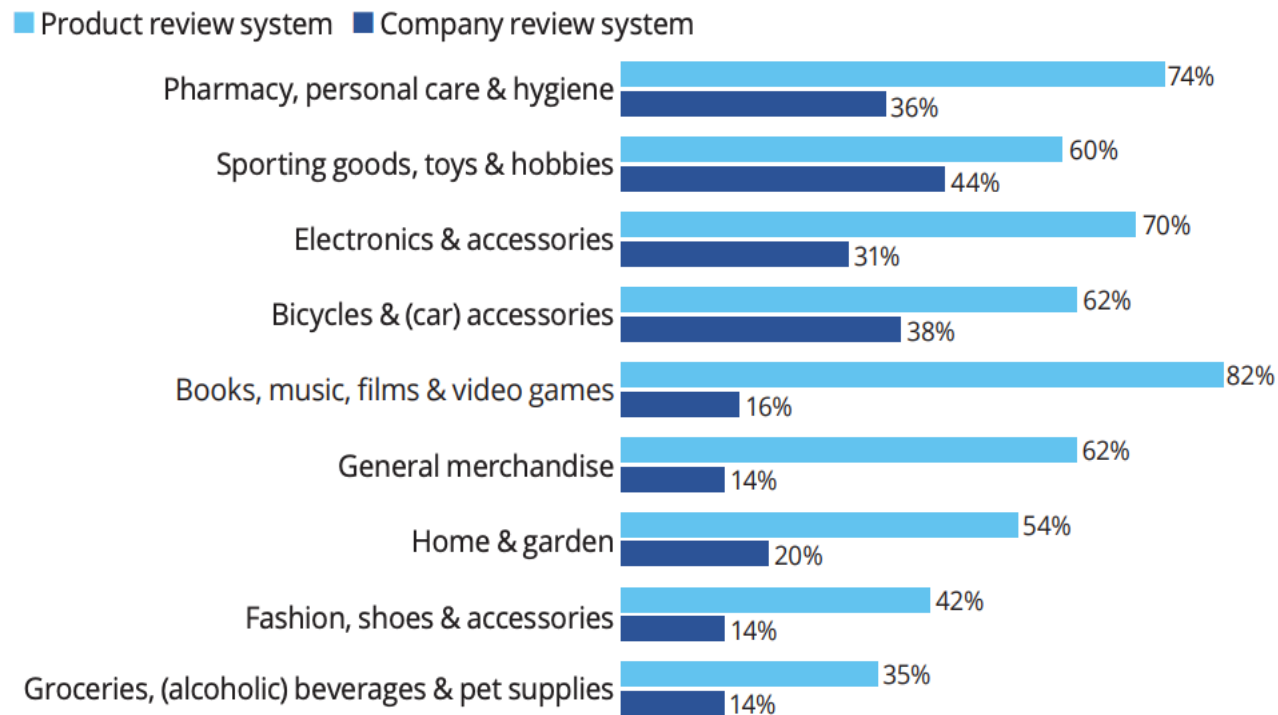


Χρήση Apps και Reviews

Apps



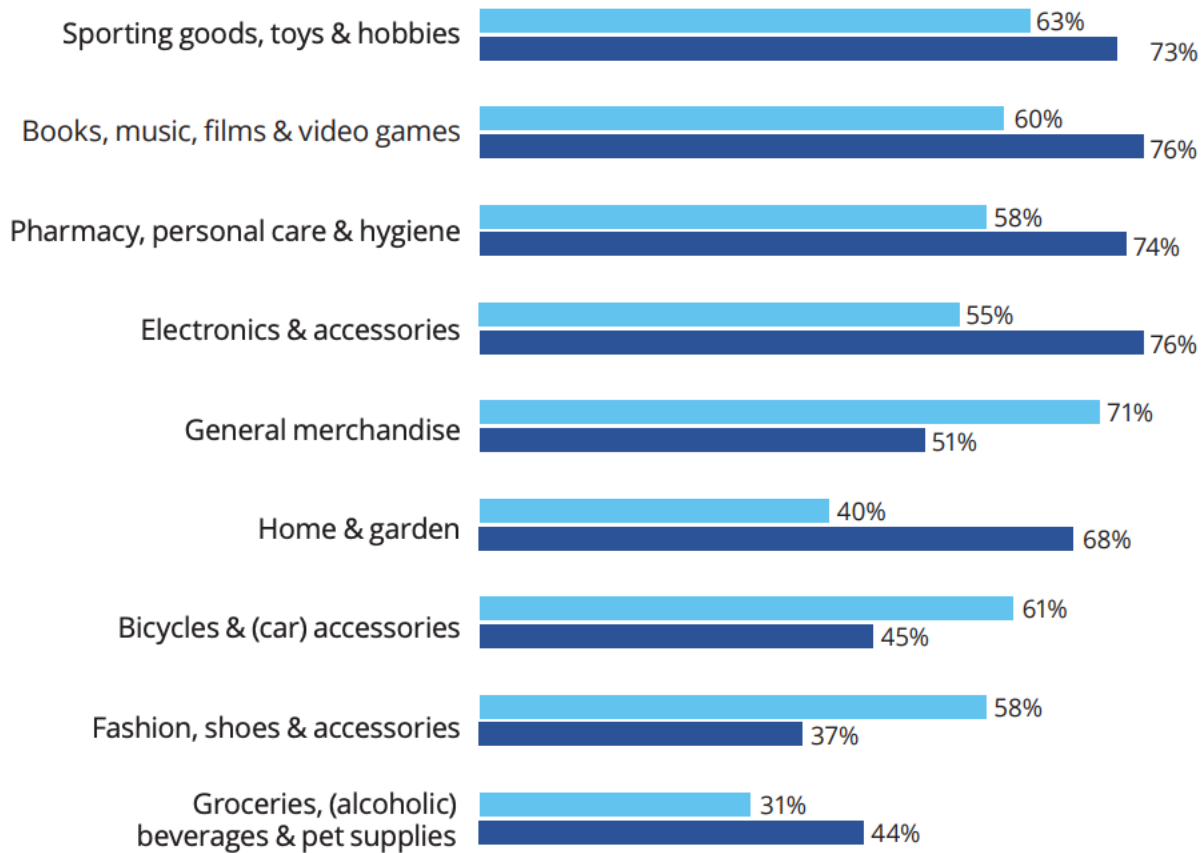
Reviews



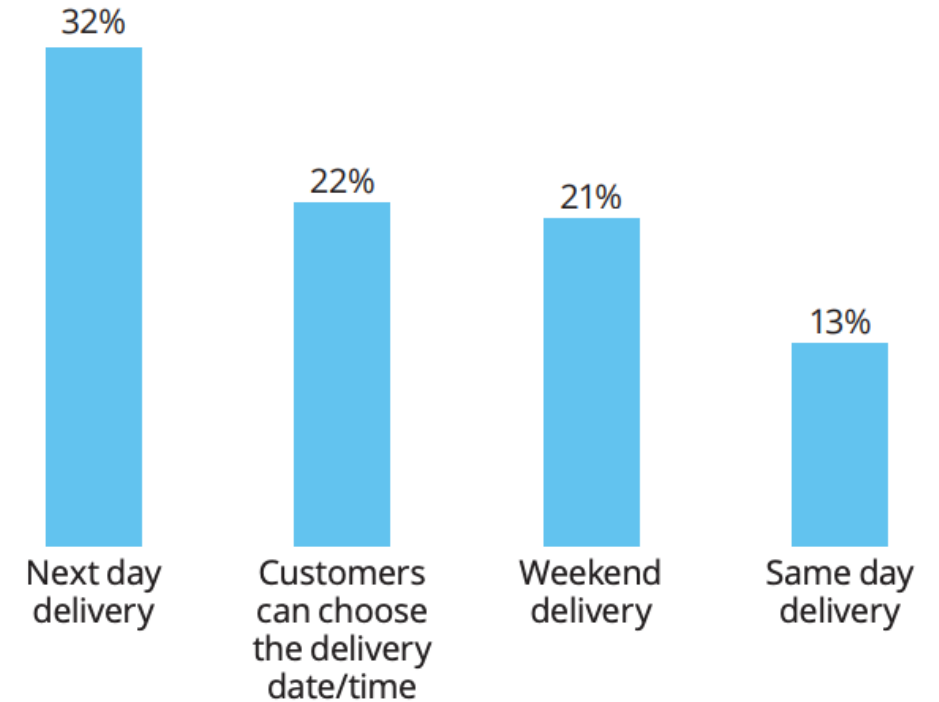
SOURCE: CENTRE FOR MARKET INSIGHTS

Logistics & Παραλαβές

Χρήση Μεθόδων παραλαβής



Παρεχόμενα slots

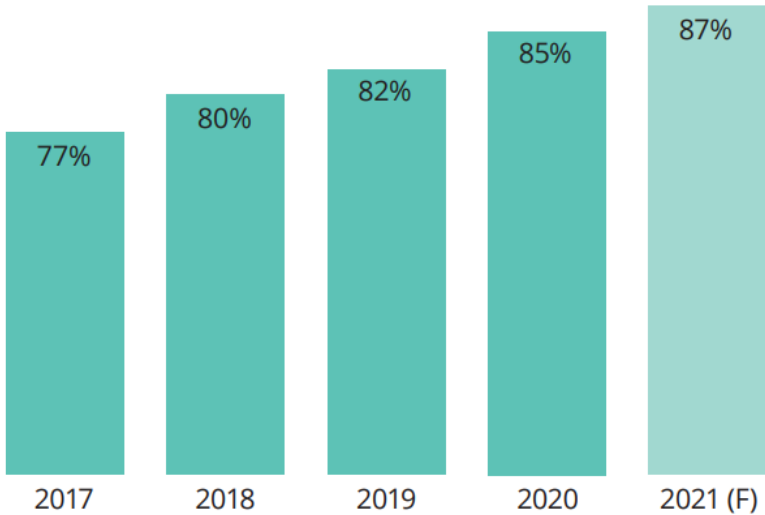




South Europe Overview

INTERNET USERS

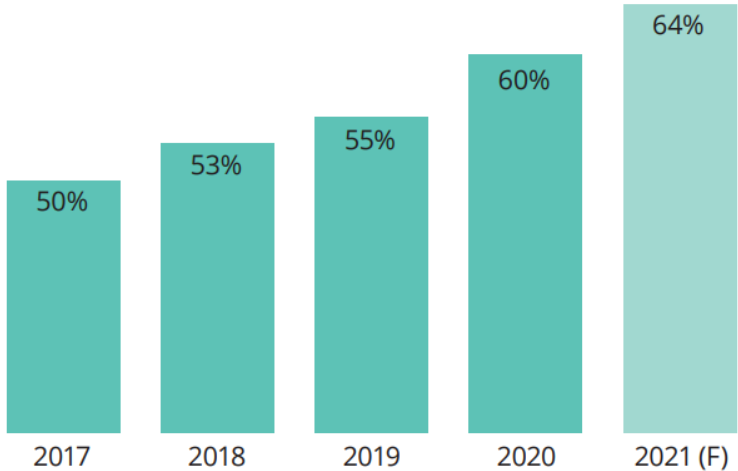
Percentage of the population accessing the internet



SOURCE: EUROSTAT

E-SHOPPERS

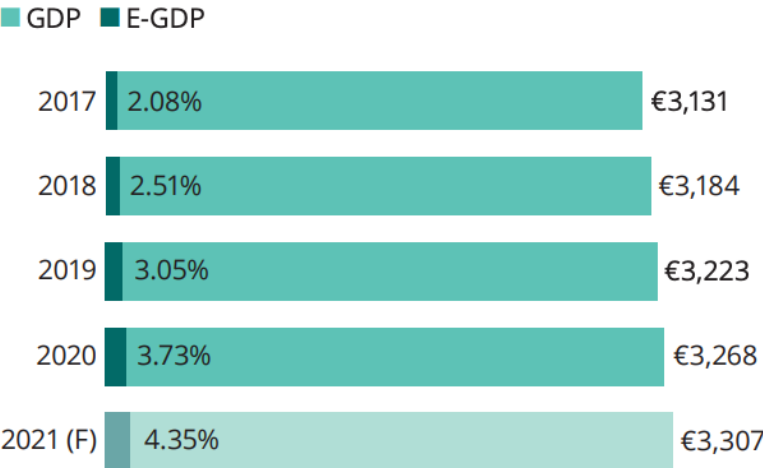
Percentage of internet users that bought goods or services online



SOURCE: EUROSTAT

GDP AND E-GDP (EUR, BN)

The Gross Domestic Product (GDP) in €Billion and the percentage of GDP comprised of e-commerce sales



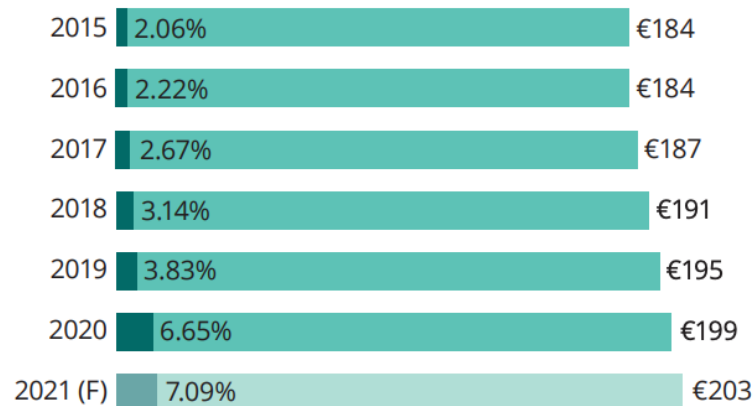
SOURCE: IMF; CMI ANALYSIS

Η εικόνα της Ελλάδας

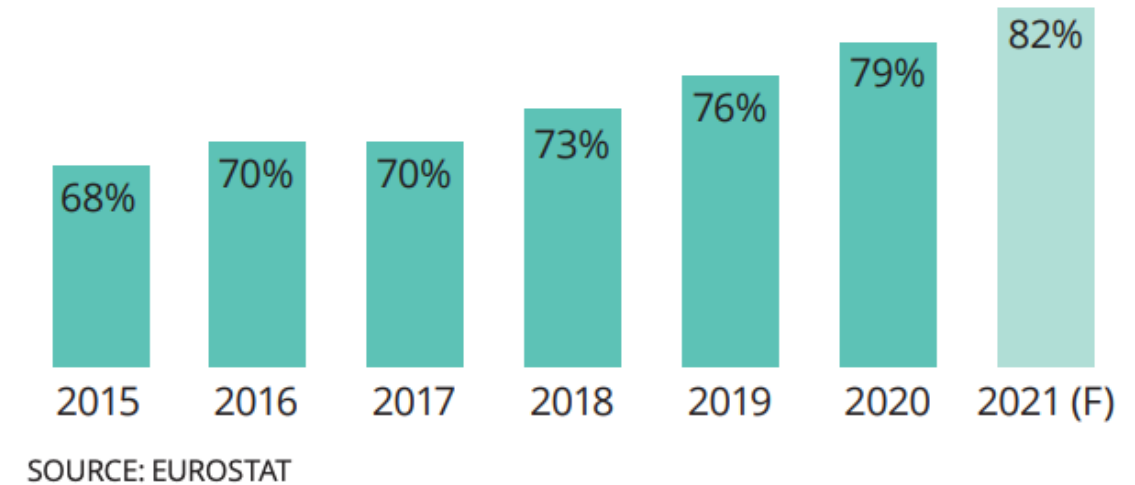
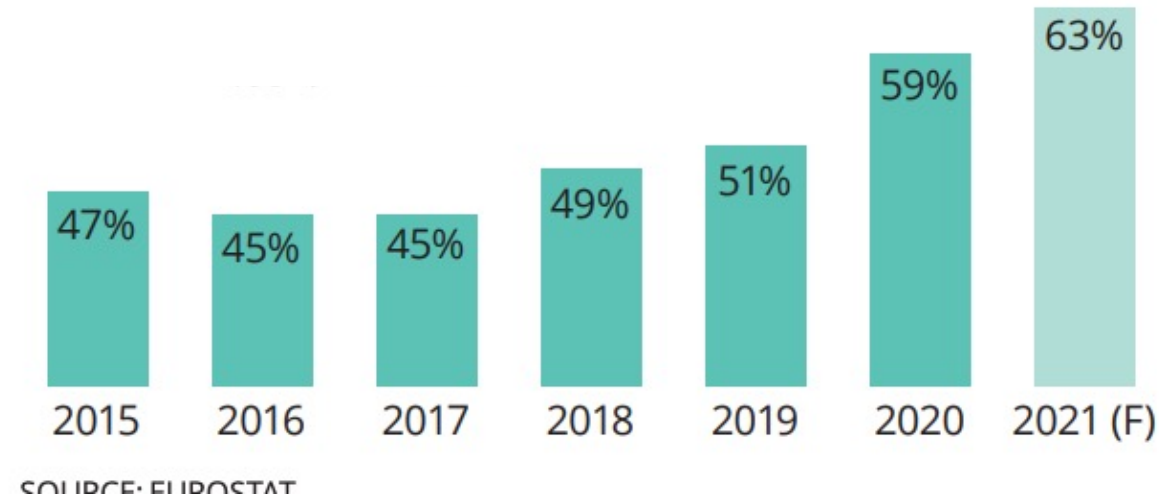
GDP AND E-GDP (EUR, BN)

The Gross Domestic Product (GDP) in €Billion and the percentage of GDP comprised of e-commerce sales

■ GDP ■ E-GDP



SOURCE: IMF





THANK YOU