



THE UNITED KINGDOM

2015 eCommerce Summary

One Sentence Overview

The U.K.'s eCommerce market is the strongest in Europe and the third strongest in the world.

Mobile Usage

The U.K. has displayed impressive growth in mobile-based buying, accruing over **\$28 billion** in sales in 2015.

Omni-channel Presence

Omni-channel initiatives are common in the U.K. due to the small country size and the well established fulfillment infrastructure.

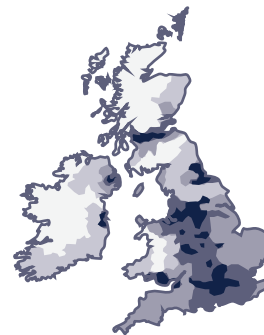
Major Shopping Days

Black Friday eCommerce spending grew by 259% in 2015, making it the largest U.K. eCommerce holiday.

Global eCommerce Rank: #3

2015 eCommerce Revenue: \$99 billion (↑15%)

Population Density



Demographics

- **Population:** 65 million
- **Urban population:** 82%
- **GDP:** \$2.9 trillion (#5)
- **Average household income:** \$60,778 (£43,679)
- **Average age:** 40.0 years
- **Languages:** English (97%), Scottish (2%), Welsh (1%)

Why Are Retailers Here?

The U.K. is leading the eCommerce expansion throughout Europe and has quickly become one of the top countries cross-border shoppers purchase from. Retailers are also eager to tap into the rapidly growing mobile shopping market. For example, PayPal has reported that 59% of online transactions in the U.K. are made via mobile devices. The language uniformity and comparably smaller surface area of the country allow for a streamlined fulfillment infrastructure and simplified selling process.



eCommerce Outlook

Industry Projections

By 2018, the U.K.'s eCommerce revenue is projected to total nearly **\$114 billion**, or 18% of the country's total retail sales.

There were approximately 40 million digital buyers in the U.K. last year, with the total expected to surpass 43 million by the end of 2018.

Major Holiday

Black Friday (November 27th) was the largest Holiday shopping day, with over **\$1.5 billion** in sales. Cyber Monday (November 30th) came in a close second, totaling **\$1.3 billion** in overall sales.

Global Impact

Cross-border

Though the U.K.'s digital buyer penetration is the highest in Western Europe (86% in 2015), only 36% of these digital buyers made a cross-border purchase last year. However, cross-border spending is expected to increase in 2016 to approximately 50%.

Shoppers worldwide seek British goods, especially cross-border consumers from the USA (21% of cross-border purchases) and China (15%).

Payment Methods

Approximately 75% of online sales are paid for by debit and credit cards. Online wallets such as PayPal are also popular and account for just over 20% of purchases.

Notable eCommerce Characteristic

Groceries – Approximately 23% of U.K. digital shoppers purchased groceries online at least once last year, a number expected to increase as fulfillment operations become tailored to this unique industry. Online grocery sales accounted for almost 12% (or \$12 billion) of the total eCommerce market in the country, third only to electronic goods and apparel. The market is projected to total \$28 billion by 2020.

Sources: Country Meter, eCommerce News (EU), eMarketer, Forrester, Worldometers, The Telegraph (U.K.)