

PPRO

Payments & E-commerce Report

European Union





Introduction

Dear reader,

The 9th May is Europe Day, an opportunity to celebrate the European Union, its achievements and the spirit of co-operation and goodwill it represents. To mark the occasion, we have created a special edition of our regional payment report for Europe, focussing exclusively on the EU member states.

It's been an exciting year for European e-commerce. In many markets, growth rates are in double figures. A year of solid growth and returned optimism has lifted consumer sentiment out of the doldrums and given people confidence to spend again.

New payment methods and the increasing adoption of SEPA payment transfers have made it easier than ever for consumers to shop both domestically and cross-border. The adoption of PSD2 and the move towards open banking promises greater innovation and choice in payments as well as in the wider EU financial services market.

At PPRO, we're proud to help our clients and their merchants realise the potential of the European single market. In that spirit, we offer you the PPRO Payments and Ecommerce report for the European Union. It contains insights and information that will be useful to anyone establishing themselves or expanding into one of the member states covered in the report. We hope you find this report useful.

Yours sincerely

Simon Black

CEO, PPRO Group

The European Union

The European Union has had a good year. If the world's economic powers were characters in a Hollywood movie, the EU would be the come-back kid; the underestimated Rocky Balboa, staying the distance and then coming out swinging in the final round.

For years after the financial crisis of 2009, the EU – and particularly the Eurozone – suffered from sluggish growth compounded by structural problems and destabilising crises, most prominently the refugee crisis in 2015. As if this weren't bad enough, 2016's UK Brexit vote prompted predictions of the bloc's imminent unravelling with pundits forecasting a Grexit, Czechxit or even a Frexit.

If, like us, you are heartily tired of journalists torturing words with a tongue-twisting “-xit” suffix, then 2017 will have been a relief. The EU grew by 2.2% over the course of the year¹, helped by rebounding demand and the European Central Bank's dogged determination to stick to its inflationary policies, which benefited the Southern periphery in particular.

Some deft political manoeuvring, in France and the Netherlands in particular, prevented further populist upsets which had been threatening to disrupt markets. And so, the prospect of any more countries deciding to leave the bloc receded. At least in part, this can be attributed to the increasingly evident complexities of Brexit. By one count, the UK will need to renegotiate 759 international treaties with 168 countries when it leaves the EU².

Amid optimism, an uncertain outlook

If, on balance, the last year has been better than many had predicted, this doesn't mean that European policy makers can afford to relax.

Despite the ECB's continued quantitative easing (QE) programme, inflation in the Eurozone fell to 1.3% in March 2018 (the latest month for which figures were available at the time of printing)³.

QE was supposed to come to an end in 2018, with ECB president Mario Draghi coming under considerable pressure from conservative member states and ECB members to return to more conservative policy. Doing so, however, risks making the weaker Eurozone economies – the ones which benefited most from the recovery and have the most to lose from a renewed slow-down – less competitive in global markets.

There are already signs that this slow-down may have begun. In February 2018, German export volumes fell by 3.2% on January figures⁴, surprising economists who had expected a 0.4% rise⁵. Eurozone retail sales for March dipped slightly, with the IHS Markit Eurozone

	EU	World
Population	508,392,462	7,515,284,153
Population (15+)	429,602,573	5,561,310,273
GDP (\$USD millions)	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$37,931.30	\$10,112.33
Online population	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$544.49	\$2,495.70
Average online spend (\$USD)	\$2,497.73	\$1,042.00

Retail Purchasing Managers' Index (PMI)[®], which measures like-for-like retail sales, dropping from 52.3 points in February to 50.1 points in March⁶.

Falling retail figures are entirely consistent with the other data currently coming out of the EU. In March, the Banque de France revised its first-quarter growth estimate down from 0.4% to 0.3%⁷. In Italy, industrial output dropped for two months in a row⁸. In February, German industrial output dropped by 1.6%, the single biggest drop in three years⁹.

In the long-term, to ensure continued prosperity the EU needs to address some of its structural blockages. Unfortunately, many of the most obvious solutions involve more integration, which is currently politically difficult.

Internal labour mobility, for instance is low. In Northern European member states with low birth rates, jobs go unfilled¹⁰ while in the South youth unemployment remains stubbornly at between 30% and 40%¹¹. Despite this, only 4% of the EU labour force works in another member state¹², compared to an 11% rate of labour mobility within the USA¹³. Similarly, the average budget deficit for the Eurozone is 1.5% and for the EU as a whole 1.7%¹⁴. Many member states would benefit from being able to run a high deficit, to allow them to fund job creation. But they can neither do this nor, if they are euro members, devalue their currency to boost exports. An obvious solution, would be fiscal federalism, with a permanent structure for transferring funds to economically distressed member states^{15,16}. But in the current political climate this seems unlikely, as was evidenced by the mixed reception to French President Macron's EU reform agenda^{17,18}.

E-commerce in the EU

As you would expect for a highly developed and prosperous market such as the EU, e-commerce is well developed. One in five businesses already sells online¹⁹. Online sales account for 18% of the value of total retail sales¹⁹. Surprisingly, however, despite the boom in cross-border e-commerce sales, only 7% of EU businesses have used their online presence to sell cross-border within the EU¹⁹.

This may be down to infrastructural limitations. Of those EU businesses selling online, only just over 14% used marketplaces¹⁹. The rest used their own website. For businesses without the capacity or capability to run their own brand-commerce operation, a reluctance to use marketplaces may act as an inhibitor to sales growth. Conversely, this holds out a tempting opportunity for those which do use marketplaces.

68% of Internet users in the European Union have shopped online²⁰. The most popular online purchase categories were clothes (64%), travel (53%), household goods (46%) and newspapers (34%)²⁰. The share of enterprises selling cross-border may still be small, but the share of consumers buying is not. Already, 33% of EU online shoppers say they have bought something from an online store based in another member state²⁰. Again, this indicates unmet potential for cross-border shopping.

The growing acceptance and uptake of SEPA bank transfers – along with the increasing sophistication of cross-border payments infrastructure – has made it easier than ever for merchants to expand into new EU markets. Along with the advent of open banking, this is expected to promote the growth of a single payments and e-commerce market for the European Union.



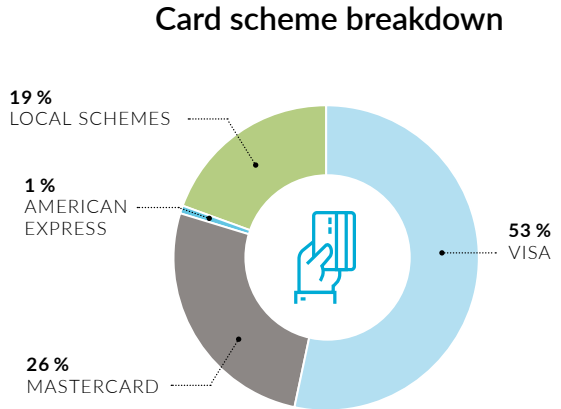
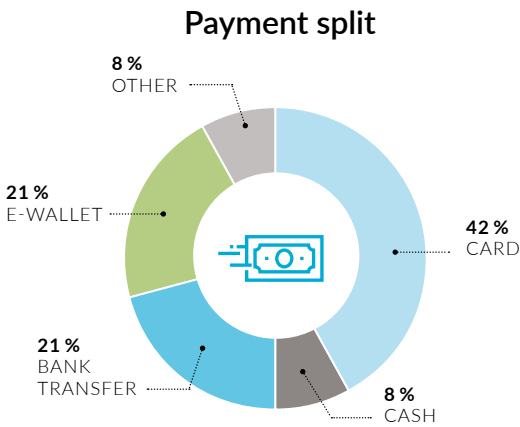
Top e-commerce segments

AIRLINES & HOTELS	CLOTHING & FOOTWEAR	ELECTRICAL GOODS
1 ST	2 ND	3 RD

A mature market with high potential

With a population of over 500 million and one of the world's largest economies, the European Union is a highly lucrative e-commerce market. The customs union and the single market make it easy for businesses to base themselves in one member-state and sell in all. Consumers are already used to shopping online, have a high acceptance of e-commerce and cross-border e-commerce and have a high disposable income.

The macro-economic and political outlooks may be tougher than European governments would like, but there is no indication that this will significantly deter Europeans from spending. Retail sales growth may have slowed momentarily in early 2018 but the bigger picture is that sales have been growing since 2013 and rapidly since 2016²¹. After almost a decade of recession, there is a lot of pent-up demand among European consumers. And that's good news for e-commerce merchants and payment service providers.



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Payments & E-commerce Report

Country breakdown

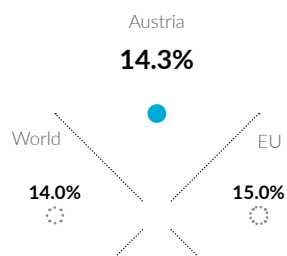
Austria	07
Belgium	08
Bulgaria	09
Croatia	10
Cyprus	11
Czech Republic	12
Denmark	13
Estonia	14
Finland	15
France	16
Germany	17
Greece	18
Hungary	19
Ireland	20

Italy	21
Latvia	22
Lithuania	23
Luxembourg	24
Malta	25
Netherlands	26
Poland	27
Portugal	28
Romania	29
Slovakia	30
Slovenia	31
Spain	32
Sweden	33
United Kingdom	34



Austria

	Austria	EU	World
Population	8,638,366	508,392,462	7,515,284,153
Population (15+)	7,411,058	429,602,573	5,561,310,273
GDP (\$USD millions)	\$376,950.25	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$43,636.75	\$37,931.30	\$10,112.33
Online population	7,249,861	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$9.55	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,952.42	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- BILLPAY
- ENTERCASH
- EPS
- KLARNA PAY LATER
- KLARNA PAY NOW
- KLARNA SLICE IT
- SAFETYPAY
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT



Top e-commerce segments

AIRLINES & HOTELS

CLOTHING & FOOTWEAR

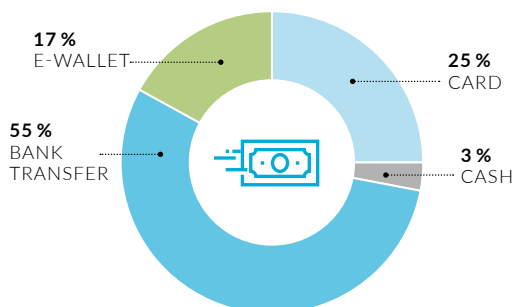
MEDIA & ENTERTAINMENT

1ST

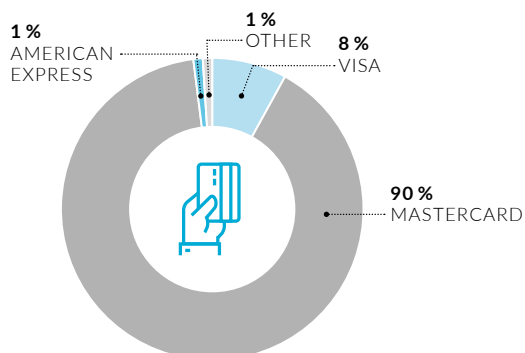
2ND

3RD

Payment split



Card scheme breakdown





Belgium

	Belgium	EU	World
Population	11,249,420	508,392,462	7,515,284,153
Population (15+)	9,337,019	429,602,573	5,561,310,273
GDP (\$USD millions)	\$455,085.95	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$40,454.17	\$37,931.30	\$10,112.33
Online population	9,573,256	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$9.10	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,369.69	\$2,497.73	\$1,042.00



Top e-commerce segments

AIRLINES & HOTELS

20.7%

CLOTHING & FOOTWEAR

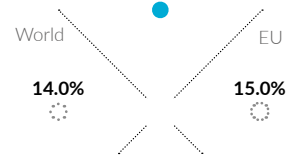
17.3%

ELECTRICAL GOODS

9.7%

Belgium

12.0%



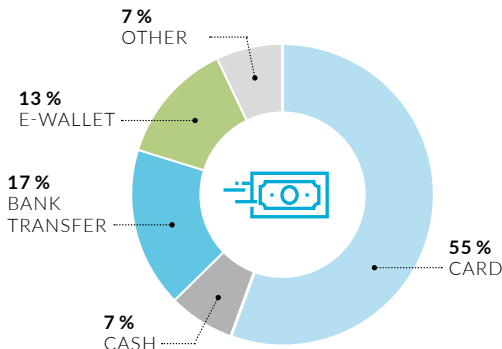
B2C e-commerce growth



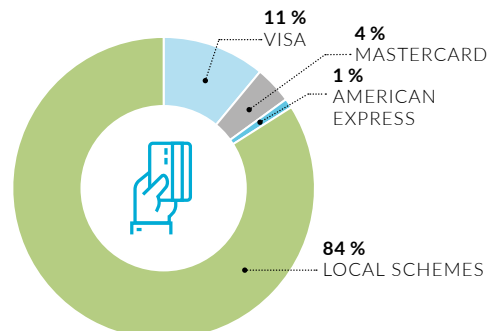
Important local payment methods

- AFTERPAY
- BANCONTACT
- ING HOMEPAY
- KLARNA PAY LATER
- KLARNA PAY NOW (SOFORT)
- KLARNA SLICE IT
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT
- TRUSTLY

Payment split



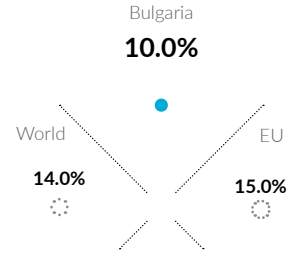
Card scheme breakdown





Bulgaria

	Bulgaria	EU	World
Population	7,177,991	508,392,462	7,515,284,153
Population (15+)	6,162,735	429,602,573	5,561,310,273
GDP (\$USD millions)	\$50,199.12	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$6,993.47	\$37,931.30	\$10,112.33
Online population	4,066,784	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.61	\$544.49	\$2,495.70
Average online spend (\$USD)	\$290.81	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- EASYPAY
- EPAY.BG
- TRUSTLY



Top e-commerce segments

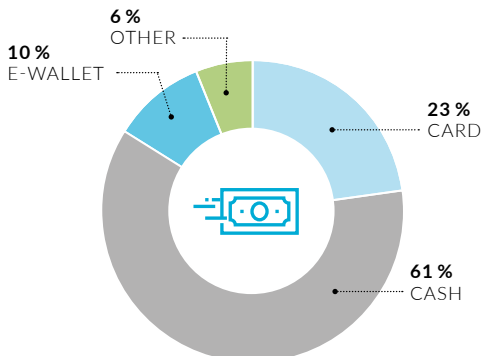
- AIRLINES & HOTELS
- CLOTHING & FOOTWEAR
- INFORMATION TECHNOLOGY

1ST

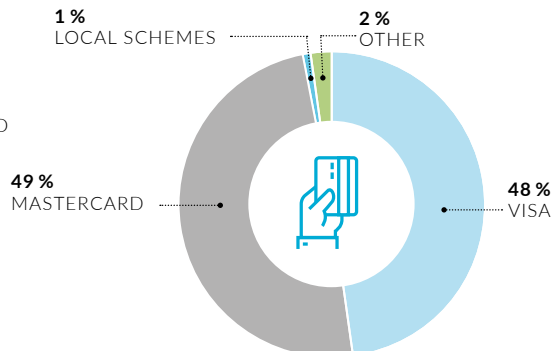
2ND

3RD

Payment split



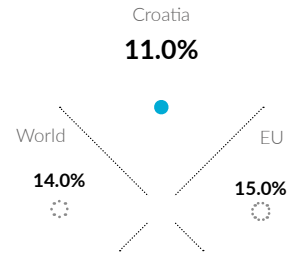
Card scheme breakdown





Croatia

	Croatia	EU	World
Population	4,203,604	508,392,462	7,515,284,153
Population (15+)	3,577,660	429,602,573	5,561,310,273
GDP (\$USD millions)	\$48,732.00	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$11,592.91	\$37,931.30	\$10,112.33
Online population	2,934,246	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.43	\$544.49	\$2,495.70
Average online spend (\$USD)	N/A	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

TRUSTLY



Top e-commerce segments

AIRLINES & HOTELS

CLOTHING & FOOTWEAR

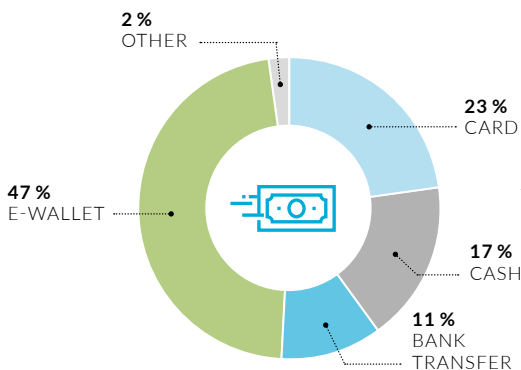
INFORMATION TECHNOLOGY

N/A

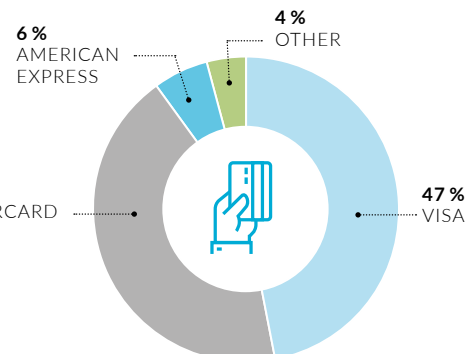
N/A

N/A

Payment split



Card scheme breakdown





Cyprus

	Cyprus	EU	World
Population	1,165,300	508,392,462	7,515,284,153
Population (15+)	972,431	429,602,573	5,561,310,273
GDP (\$USD millions)	\$19,559.94	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$16,785.33	\$37,931.30	\$10,112.33
Online population	835,705	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.22	\$544.49	\$2,495.70
Average online spend (\$USD)	N/A	\$2,497.73	\$1,042.00



Top e-commerce segments

AIRLINES & HOTELS

N/A

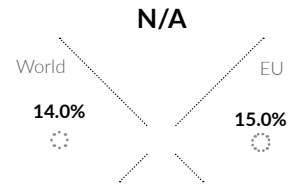
CLOTHING & FOOTWEAR

N/A

INFORMATION TECHNOLOGY

N/A

Cyprus



B2C e-commerce growth



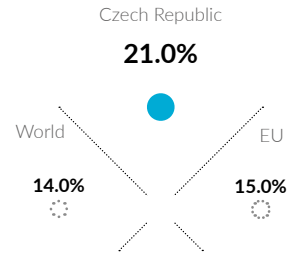
Important local payment methods

TRUSTLY



Czech Republic

	Czech Republic	EU	World
Population	10,546,059	508,392,462	7,515,284,153
Population (15+)	8,959,732	429,602,573	5,561,310,273
GDP (\$USD millions)	\$185,156.36	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$17,556.92	\$37,931.30	\$10,112.33
Online population	8,573,798	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$3.96	\$544.49	\$2,495.70
Average online spend (\$USD)	\$755.88	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

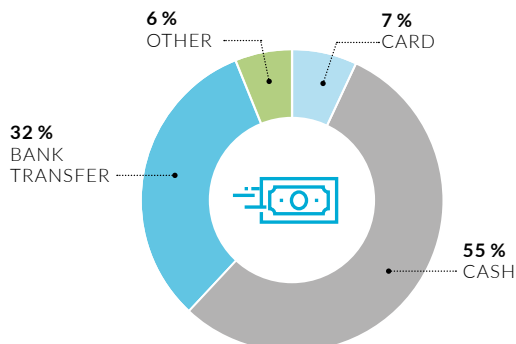
- ENTERCASH
- GOPAY
- PAYU
- TRUSTPAY
- TRUSTLY
- SUPERCASH



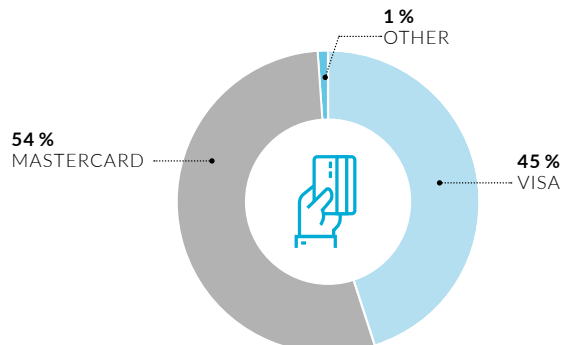
Top e-commerce segments



Payment split



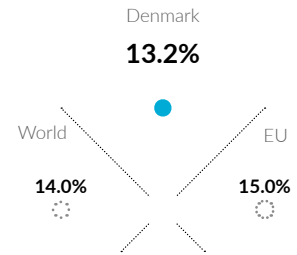
Card scheme breakdown





Denmark

	Denmark	EU	World
Population	5,683,483	508,392,462	7,515,284,153
Population (15+)	4,724,054	429,602,573	5,561,310,273
GDP (\$USD millions)	\$301,307.83	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$53,014.64	\$37,931.30	\$10,112.33
Online population	5,474,928	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$14.28	\$544.49	\$2,495.70
Average online spend (\$USD)	\$3,454.00	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

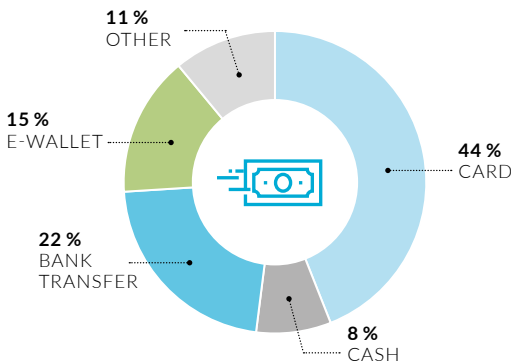
- BIGEWALLET
- DANKORT
- KLARNA PAY LATER
- KLARNA PAY NOW (SOFORT)
- KLARNA SLICE IT
- MOBILEPAY
- SEQR
- TRUSTLY



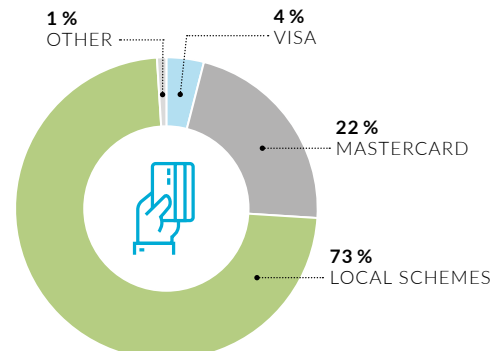
Top e-commerce segments



Payment split



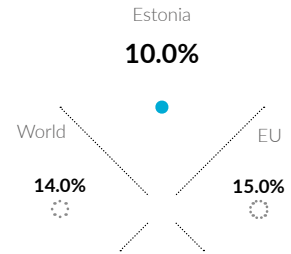
Card scheme breakdown





Estonia

	Estonia	EU	World
Population	1,314,608	508,392,462	7,515,284,153
Population (15+)	1,103,116	429,602,573	5,561,310,273
GDP (\$USD millions)	\$22,459.44	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$17,084.52	\$37,931.30	\$10,112.33
Online population	1,162,200	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.18	\$544.49	\$2,495.70
Average online spend (\$USD)	\$389.00	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ESTONIAN BANK LINKS
- YANDEX.MONEY
- TRUSTLY
- ENTERCASH



Top e-commerce segments

AIRLINES & HOTELS

ENTERTAINMENT

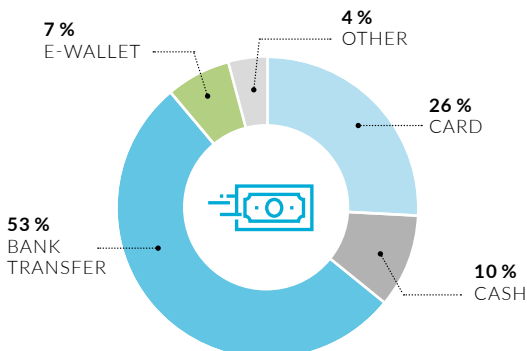
CLOTHING & FOOTWEAR

1ST

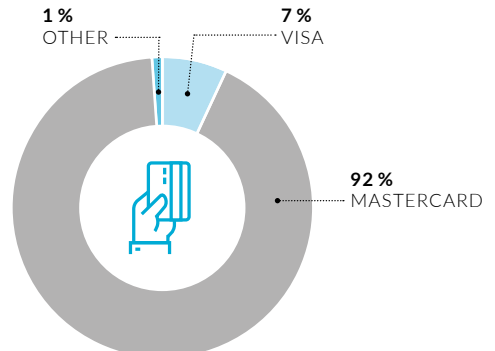
2ND

3RD

Payment split



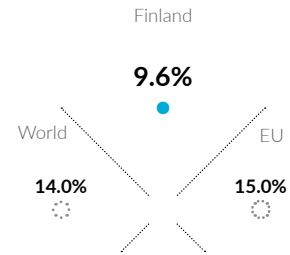
Card scheme breakdown





Finland

	Finland	EU	World
Population	5,479,531	508,392,462	7,515,284,153
Population (15+)	4,584,267	429,602,573	5,561,310,273
GDP (\$USD millions)	\$232,351.11	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$42,403.47	\$37,931.30	\$10,112.33
Online population	5,076,857	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$8.88	\$544.49	\$2,495.70
Average online spend (\$USD)	\$2,408.00	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

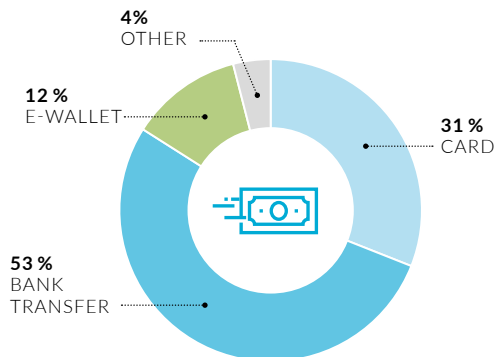
- ENTERCASH
- KLARNA PAY LATER
- KLARNA PAY NOW (SOFORT)
- KLARNA SLICE IT
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT
- SEQR
- TRUSTLY
- VERKKOPANKKI (ONLINE BANKING METHODS)
- ZIMPLER



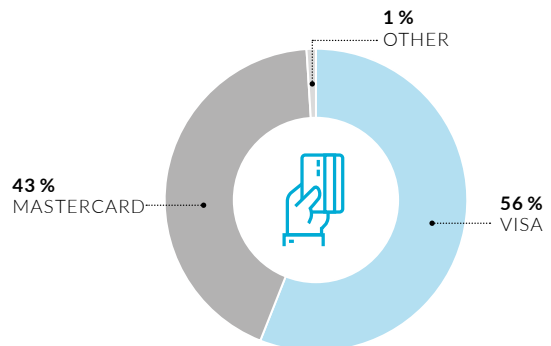
Top e-commerce segments

- 1ST AIRLINES & HOTELS
- 2ND CLOTHING & FOOTWEAR
- 3RD MEDIA & ENTERTAINMENT

Payment split

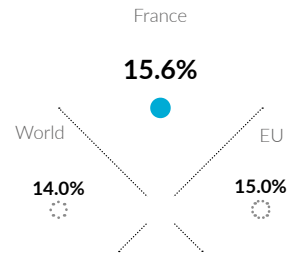


Card scheme breakdown



France

	France	EU	World
Population	66,538,391	508,392,462	7,515,284,153
Population (15+)	54,239,745	429,602,573	5,561,310,273
GDP (\$USD millions)	\$2,418,835.53	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$36,352.48	\$37,931.30	\$10,112.33
Online population	56,354,358	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$75.76	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,975.73	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- CARTE BLEUE
- CASHWAY
- PAYLIB
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT
- SEQR
- TRUSTLY



Top e-commerce segments

AIRLINES & HOTELS

16%

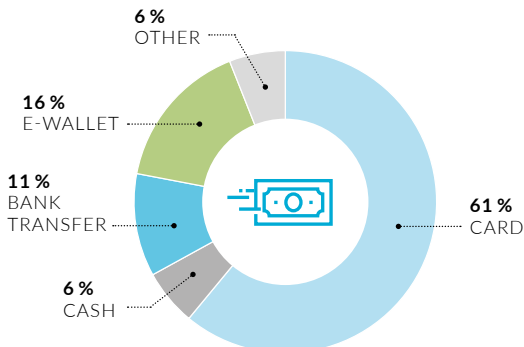
CLOTHING & FOOTWEAR

11.9%

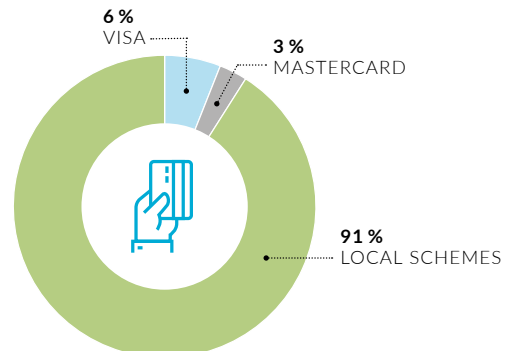
ELECTRICAL GOODS

10.6%

Payment split



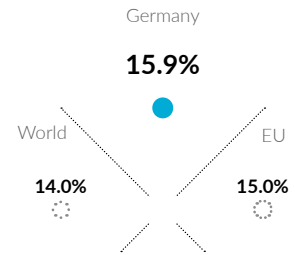
Card scheme breakdown





Germany

	Germany	EU	World
Population	81,679,769	508,392,462	7,515,284,153
Population (15+)	71,154,658	429,602,573	5,561,310,273
GDP (\$USD millions)	\$3,363,446.82	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$41,178.46	\$37,931.30	\$10,112.33
Online population	71,543,146	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$106.90	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,284.22	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- BARZAHLEN
- BILLPAY
- ENTERCASH
- GIROPAY
- KLARNA PAY LATER
- KLARNA PAY NOW (SOFORT)
- KLARNA SLICE IT
- PAYDIREKT
- RATEPAY
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT



Top e-commerce segments

CLOTHING & FOOTWEAR

16.3%

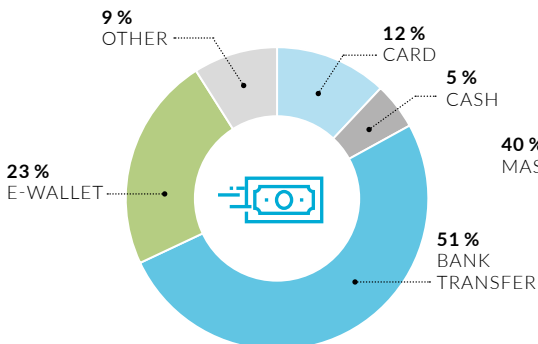
AIRLINES & HOTELS

15.1%

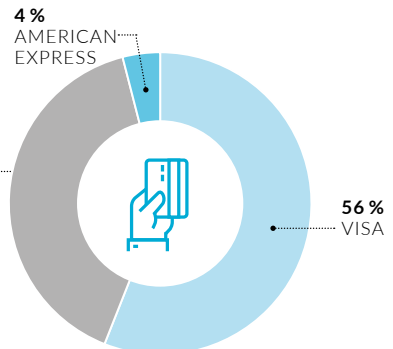
ELECTRICAL GOODS

11.4%

Payment split



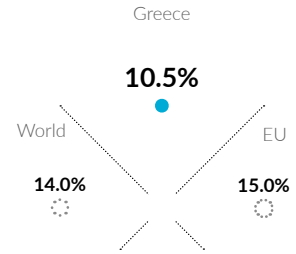
Card scheme breakdown





Greece

	Greece	EU	World
Population	10,820,883	508,392,462	7,515,284,153
Population (15+)	9,240,782	429,602,573	5,561,310,273
GDP (\$USD millions)	\$194,851.32	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$18,006.97	\$37,931.30	\$10,112.33
Online population	7,232,137	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$4.20	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,412.97	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- SEPA DIRECT DEBIT
- SEPA CREDIT TRANSFER



Top e-commerce segments

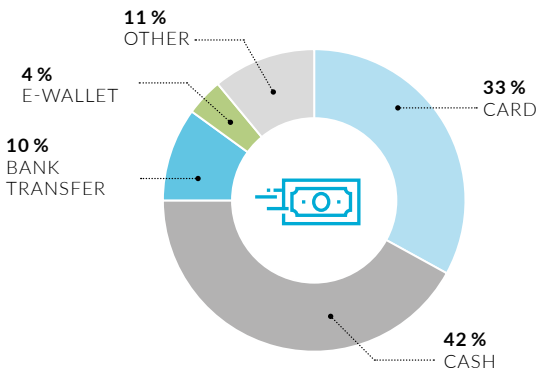
- AIRLINES & HOTELS
- MEDIA & ENTERTAINMENT
- CLOTHING & FOOTWEAR

1ST

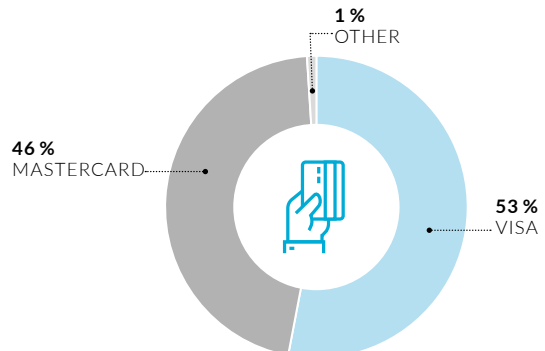
2ND

3RD

Payment split



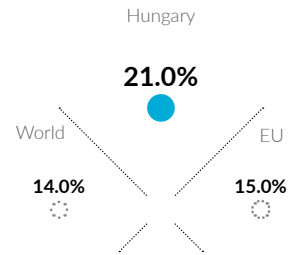
Card scheme breakdown





Hungary

	Hungary	EU	World
Population	9,843,028	508,392,462	7,515,284,153
Population (15+)	8,410,010	429,602,573	5,561,310,273
GDP (\$USD millions)	\$121,715.20	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$12,365.63	\$37,931.30	\$10,112.33
Online population	7,894,108	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.50	\$544.49	\$2,495.70
Average online spend (\$USD)	\$414.01	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

ABAQOOS
OTPAY



Top e-commerce segments

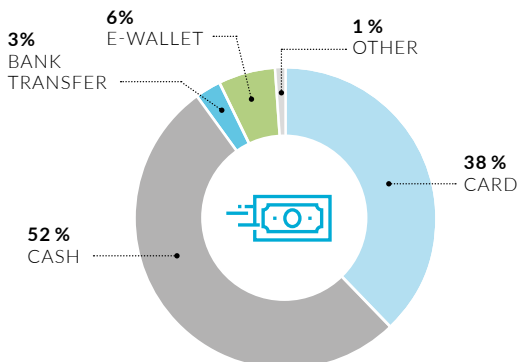
AIRLINES & HOTELS CLOTHING & FOOTWEAR INFORMATION TECHNOLOGY

1ST

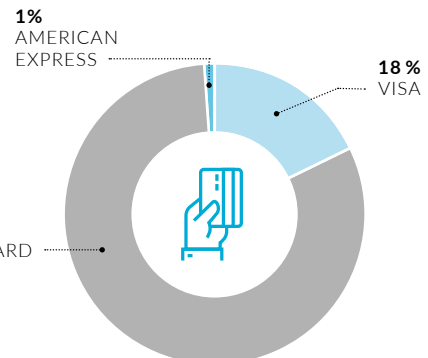
2ND

3RD

Payment split



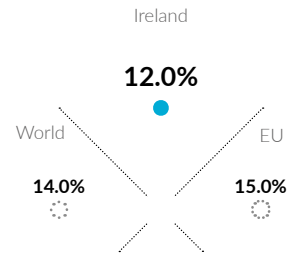
Card scheme breakdown





Ireland

	Ireland	EU	World
Population	4,643,740	508,392,462	7,515,284,153
Population (15+)	3,632,307	429,602,573	5,561,310,273
GDP (\$USD millions)	\$283,703.22	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$61,093.69	\$37,931.30	\$10,112.33
Online population	3,720,676	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$7.85	\$544.49	\$2,495.70
Average online spend (\$USD)	\$3,477.92	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

TRUSTLY
SEQR



Top e-commerce segments

AIRLINES & HOTELS

29.6%

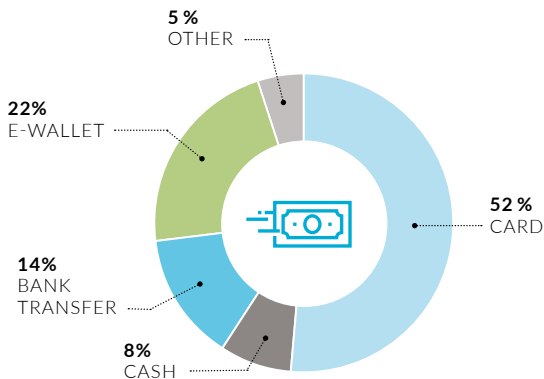
CLOTHING & FOOTWEAR

11.8%

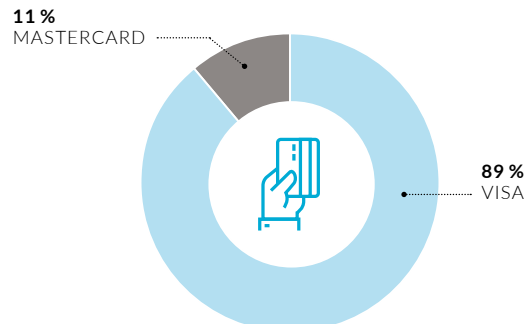
ELECTRICAL GOODS

8.6%

Payment split



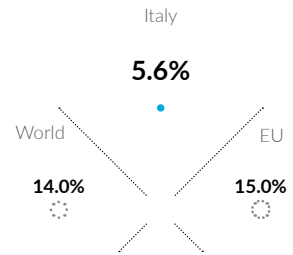
Card scheme breakdown





Italy

	Italy	EU	World
Population	60,730,582	508,392,462	7,515,284,153
Population (15+)	52,404,187	429,602,573	5,561,310,273
GDP (\$USD millions)	\$1,821,496.96	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$29,993.08	\$37,931.30	\$10,112.33
Online population	39,822,014	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$27.00	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,041.00	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- KLARNA PAY NOW (SOFORT)
- MYBANK
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT
- SEQR
- TRUSTLY



Top e-commerce segments

AIRLINES & HOTELS

17.6%

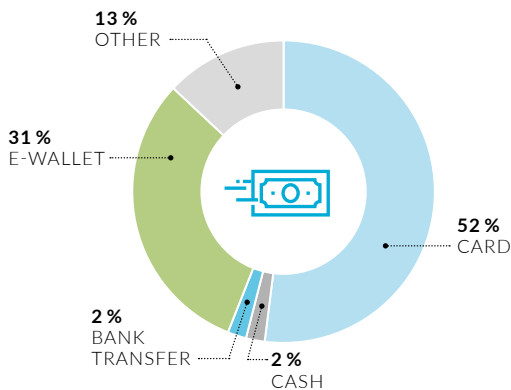
CLOTHING & FOOTWEAR

11.7%

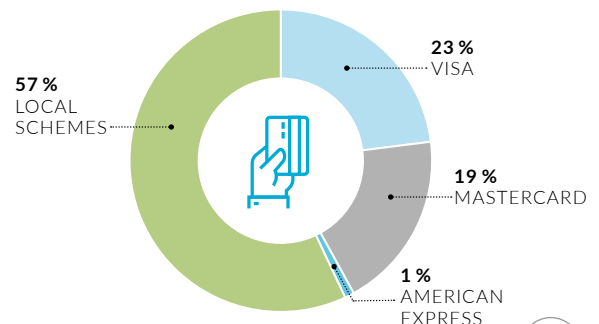
ELECTRICAL GOODS

9.9%

Payment split



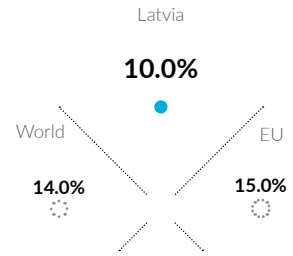
Card scheme breakdown





Latvia

	Latvia	EU	World
Population	1,977,527	508,392,462	7,515,284,153
Population (15+)	1,682,438	429,602,573	5,561,310,273
GDP (\$USD millions)	\$27,002.83	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$13,654.85	\$37,931.30	\$10,112.33
Online population	1,566,213	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.28	\$544.49	\$2,495.70
Average online spend (\$USD)	\$324.00	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

LATVIAN BANK LINKS
YANDEX.MONEY



Top e-commerce segments

ELECTRONIC GOODS

CLOTHING & FOOTWEAR

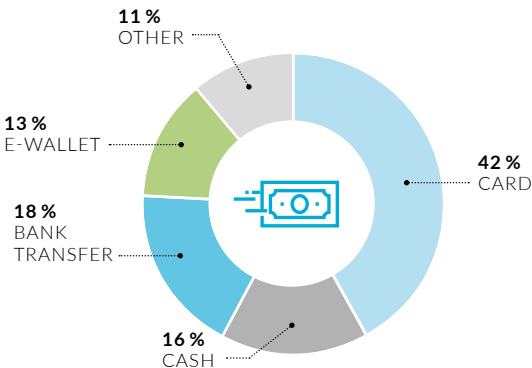
ENTERTAINMENT

1ST

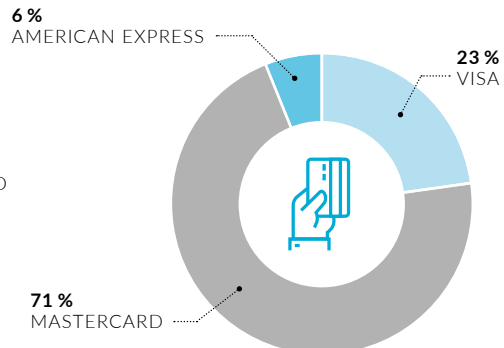
2ND

3RD

Payment split



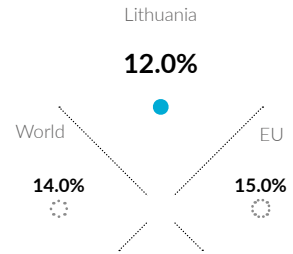
Card scheme breakdown





Lithuania

	Lithuania	EU	World
Population	2,904,910	508,392,462	7,515,284,153
Population (15+)	2,483,266	429,602,573	5,561,310,273
GDP (\$USD millions)	\$41,400.14	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$14,251.78	\$37,931.30	\$10,112.33
Online population	2,073,467	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.52	\$544.49	\$2,495.70
Average online spend (\$USD)	\$392.75	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- LITHUANIAN BANK LINKS
- MAXIMA
- PERLAS TERMINALS
- PAYPOST
- ENTERCASH
- YANDEX.MONEY



Top e-commerce segments

ENTERTAINMENT

ELECTRICAL GOODS

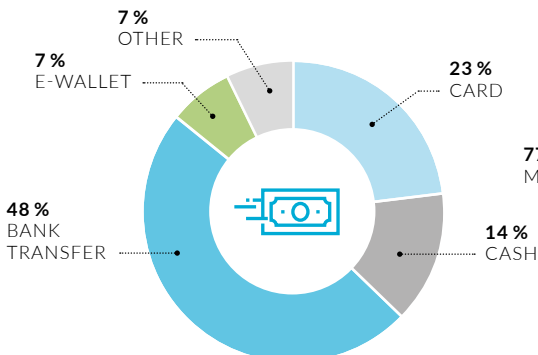
CLOTHING & FOOTWEAR

1ST

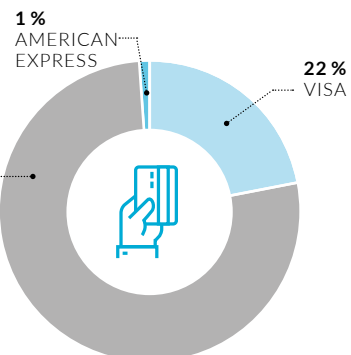
2ND

3RD

Payment split



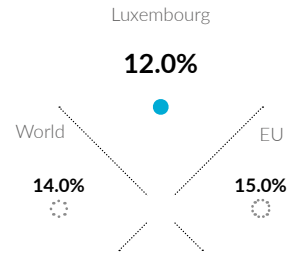
Card scheme breakdown





Luxembourg

	Luxembourg	EU	World
Population	569,604	508,392,462	7,515,284,153
Population (15+)	475,997	429,602,573	5,561,310,273
GDP (\$USD millions)	\$56,799.63	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$99,717.74	\$37,931.30	\$10,112.33
Online population	554,419	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.81	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,741.73	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

SEQR
AFTERPAY



Top e-commerce segments

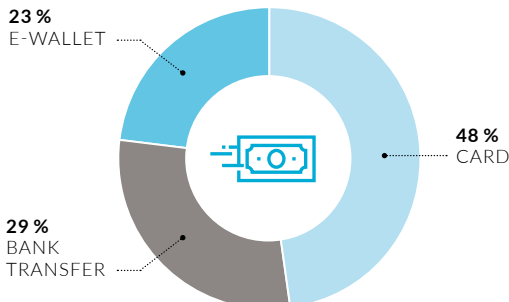
AIRLINES & HOTELS CLOTHING & FOOTWEAR INFORMATION TECHNOLOGY

N/A

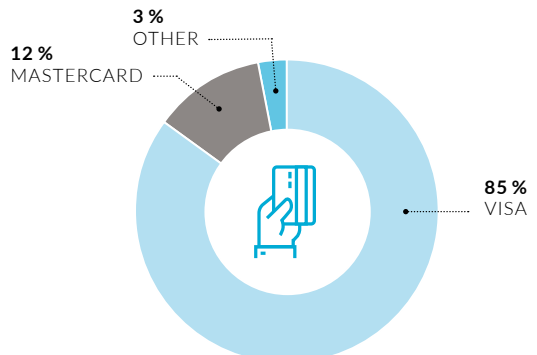
N/A

N/A

Payment split



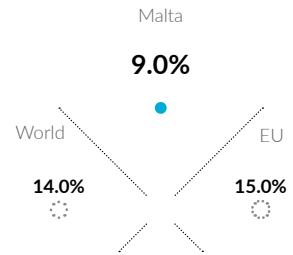
Card scheme breakdown





Malta

	Malta	EU	World
Population	431,874	508,392,462	7,515,284,153
Population (15+)	369,545	429,602,573	5,561,310,273
GDP (\$USD millions)	\$9,746.48	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$22,567.88	\$37,931.30	\$10,112.33
Online population	329,019	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.04	\$544.49	\$2,495.70
Average online spend (\$USD)	N/A	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

TRUSTLY



Top e-commerce segments

AIRLINES & HOTELS

CLOTHING & FOOTWEAR

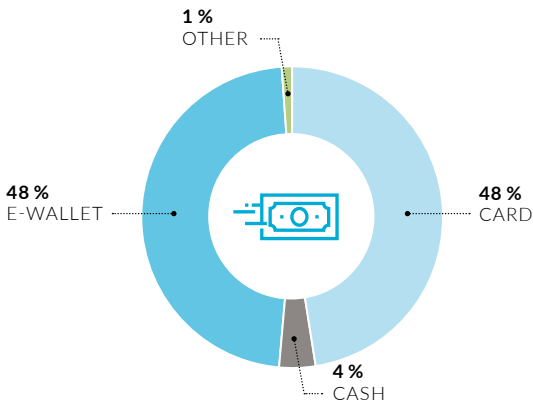
INFORMATION TECHNOLOGY

N/A

N/A

N/A

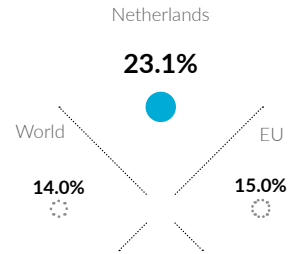
Payment split





Netherlands

	Netherlands	EU	World
Population	16,939,923	508,392,462	7,515,284,153
Population (15+)	14,140,894	429,602,573	5,561,310,273
GDP (\$USD millions)	\$750,283.91	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$44,290.87	\$37,931.30	\$10,112.33
Online population	15,770,475	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$21.22	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,347.49	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- AFTERPAY
- BILLINK
- DAALDER
- IDEAL
- KLARNA PAY LATER
- KLARNA PAY NOW (SOFORT)
- KLARNA SLICE IT
- PAYCONIQ
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT



Top e-commerce segments

AIRLINES & HOTELS

18.1%

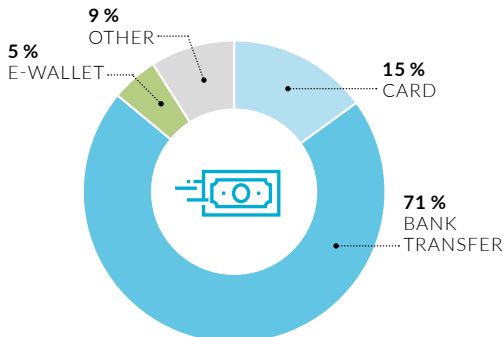
CLOTHING & FOOTWEAR

14.4%

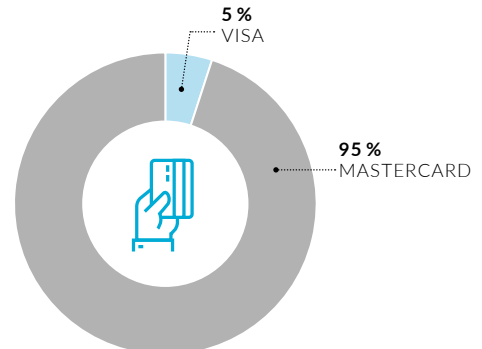
ELECTRICAL GOODS

10.6%

Payment split



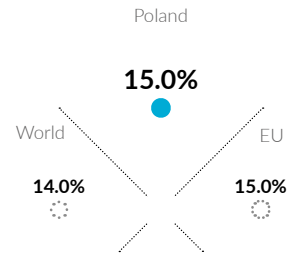
Card scheme breakdown





Poland

	Poland	EU	World
Population	37,986,412	508,392,462	7,515,284,153
Population (15+)	32,308,856	429,602,573	5,561,310,273
GDP (\$USD millions)	\$477,066.45	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$12,558.87	\$37,931.30	\$10,112.33
Online population	25,829,621	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$8.54	\$544.49	\$2,495.70
Average online spend (\$USD)	\$701.49	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- BLIK
- KIR PAYBYNET
- PAYU
- PRZELEWY24
- YETIPAY



Top e-commerce segments

AIRLINES & HOTELS

12.6%

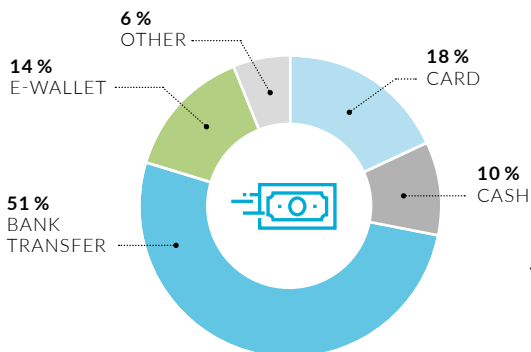
ELECTRICAL GOODS

12.0%

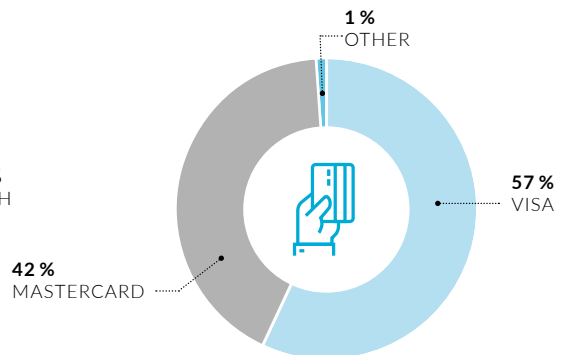
HEALTH & BEAUTY

11.4%

Payment split



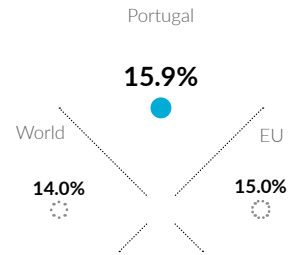
Card scheme breakdown





Portugal

	Portugal	EU	World
Population	10,358,076	508,392,462	7,515,284,153
Population (15+)	8,907,945	429,602,573	5,561,310,273
GDP (\$USD millions)	\$199,112.62	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$19,222.94	\$37,931.30	\$10,112.33
Online population	7,105,640	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$4.60	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,197.65	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- MULTIBANCO
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT



Top e-commerce segments

AIRLINES & HOTELS

CLOTHING & FOOTWEAR

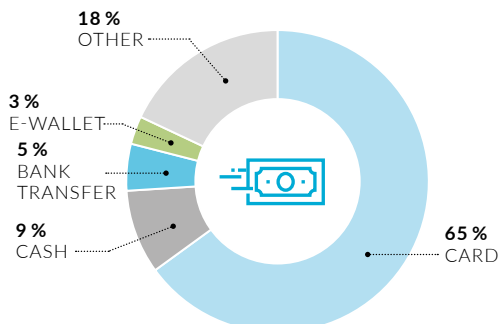
HOME & GARDEN

1ST

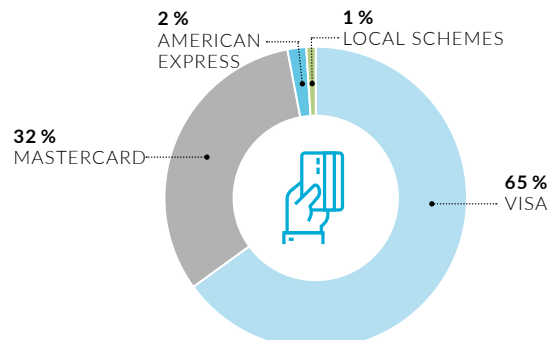
2ND

3RD

Payment split



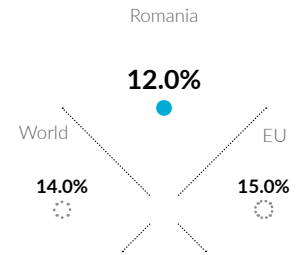
Card scheme breakdown





Romania

	Romania	EU	World
Population	19,815,308	508,392,462	7,515,284,153
Population (15+)	16,739,857	429,602,573	5,561,310,273
GDP (\$USD millions)	\$177,954.49	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$8,980.66	\$37,931.30	\$10,112.33
Online population	11,049,650	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.82	\$544.49	\$2,495.70
Average online spend (\$USD)	\$872.43	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ZEBRAPAY
- ENTERCASH
- QIWI WALLET



Top e-commerce segments

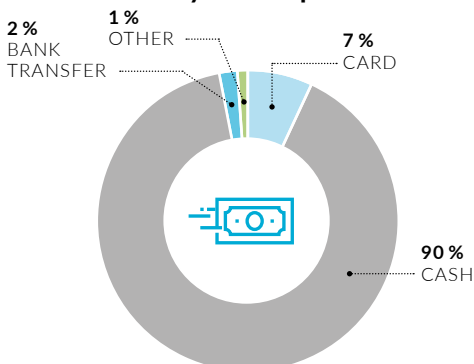
- AIRLINES & HOTELS
- CLOTHING & FOOTWEAR
- INFORMATION TECHNOLOGY

1ST

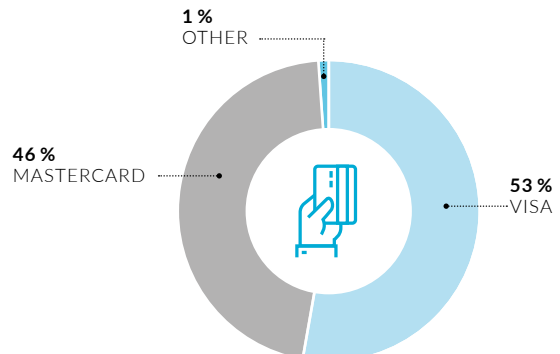
2ND

3RD

Payment split



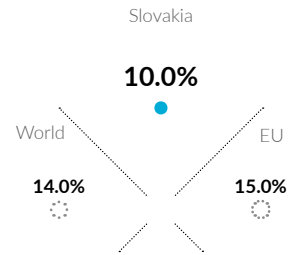
Card scheme breakdown





Slovakia

	Slovakia	EU	World
Population	5,423,801	508,392,462	7,515,284,153
Population (15+)	4,603,525	429,602,573	5,561,310,273
GDP (\$USD millions)	\$87,263.62	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$16,089.02	\$37,931.30	\$10,112.33
Online population	4,474,636	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.00	\$544.49	\$2,495.70
Average online spend (\$USD)	\$231.00	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

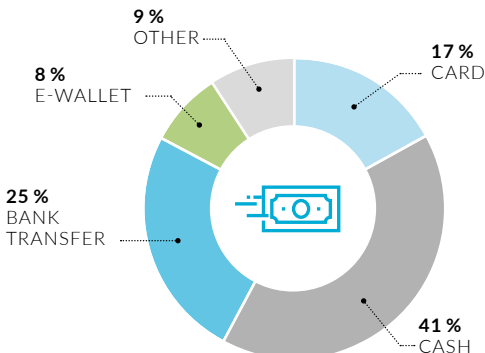
- TRUSTPAY
- TRUSTLY
- VIAMO
- GOPAY
- ENTERCASH



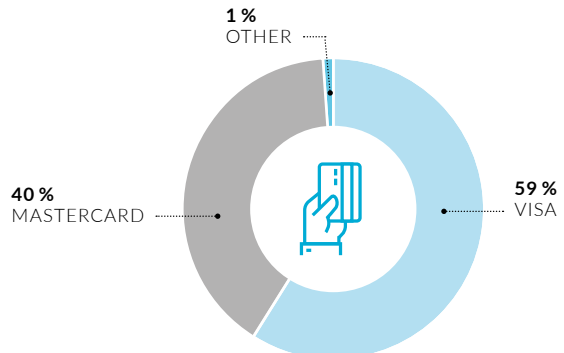
Top e-commerce segments

- 1ST ELECTRONIC GOODS
- 2ND FURNITURE & APPLIANCE
- 3RD CLOTHING & FOOTWEAR

Payment split



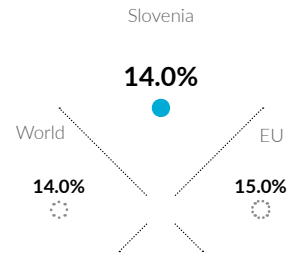
Card scheme breakdown





Slovenia

	Slovenia	EU	World
Population	2,063,531	508,392,462	7,515,284,153
Population (15+)	1,758,450	429,602,573	5,561,310,273
GDP (\$USD millions)	\$42,774.77	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$20,728.92	\$37,931.30	\$10,112.33
Online population	1,508,414	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.36	\$544.49	\$2,495.70
Average online spend (\$USD)	N/A	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- SPOROPAY
- TRUSTLY
- TRUSTPAY



Top e-commerce segments

AIRLINES & HOTELS

CLOTHING & FOOTWEAR

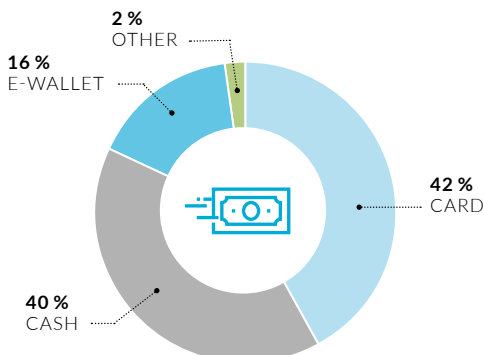
INFORMATION TECHNOLOGY

N/A

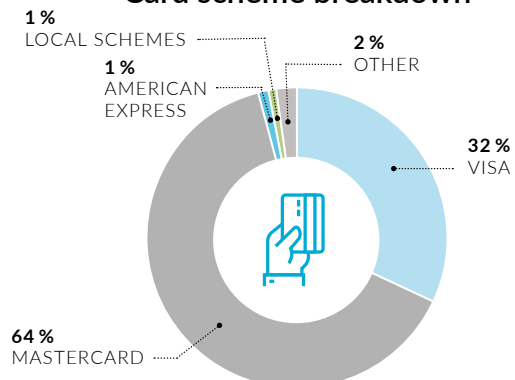
N/A

N/A

Payment split



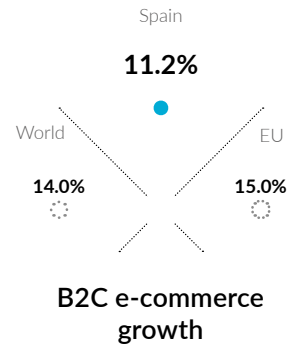
Card scheme breakdown





Spain

	Spain	EU	World
Population	46,443,994	508,392,462	7,515,284,153
Population (15+)	39,532,348	429,602,573	5,561,310,273
GDP (\$USD millions)	\$1,192,901.19	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$25,684.72	\$37,931.30	\$10,112.33
Online population	36,546,593	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$20.89	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,208.75	\$2,497.73	\$1,042.00



Important local payment methods

- IUPAY
- KLARNA PAY NOW (SOFORT)
- SAFETYPAY
- SEPA CREDIT TRANSFER
- SEPA DIRECT DEBIT
- TELEINGRESO
- TRUSTPAY



Top e-commerce segments

AIRLINES & HOTELS

18.2%

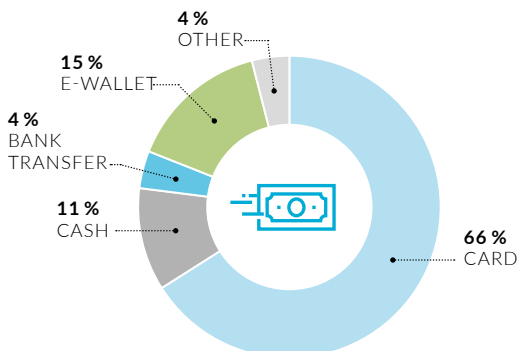
CLOTHING & FOOTWEAR

13.9%

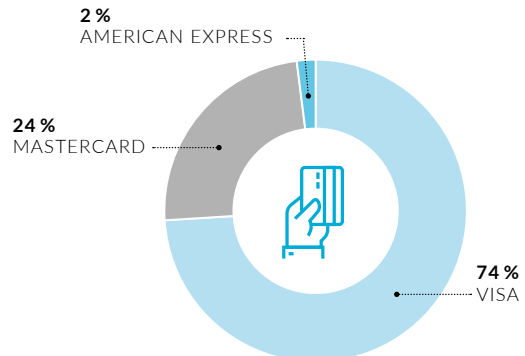
ELECTRICAL GOODS

9%

Payment split



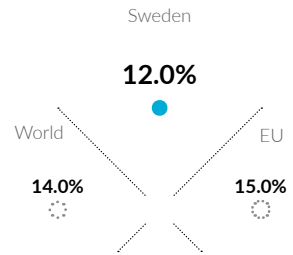
Card scheme breakdown





Sweden

	Sweden	EU	World
Population	9,799,186	508,392,462	7,515,284,153
Population (15+)	8,105,409	429,602,573	5,561,310,273
GDP (\$USD millions)	\$495,694.36	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$50,585.26	\$37,931.30	\$10,112.33
Online population	8,879,062	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$10.99	\$544.49	\$2,495.70
Average online spend (\$USD)	\$1,851.41	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- ENTERCASH
- KLARNA PAY LATER
- KLARNA PAY NOW (SOFORT)
- KLARNA SLICE IT
- SWISH
- TRUSTLY
- ZIMPLER



Top e-commerce segments

AIRLINES & HOTELS

19.6%

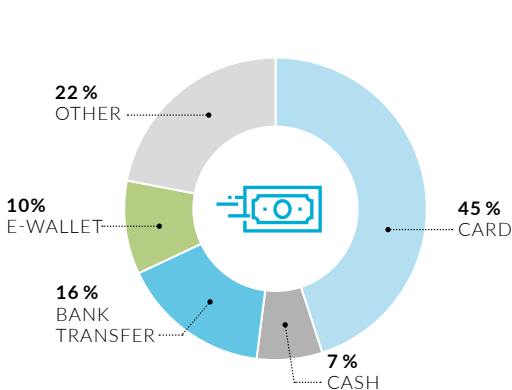
CLOTHING & FOOTWEAR

14.9%

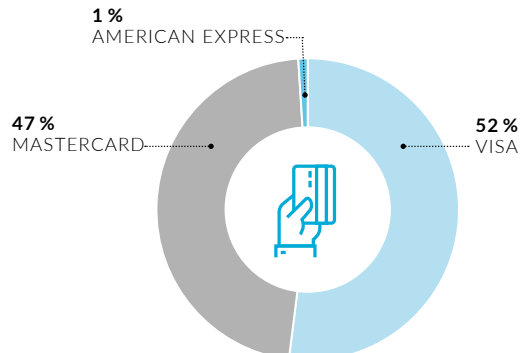
ELECTRICAL GOODS

10.9%

Payment split

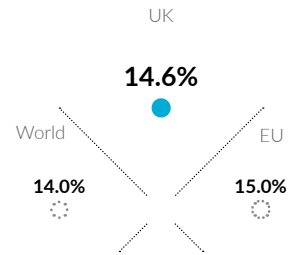


Card scheme breakdown





	UK	EU	World
Population	65,128,861	508,392,462	7,515,284,153
Population (15+)	53,552,713	429,602,573	5,561,310,273
GDP (\$USD millions)	\$2,861,090.73	\$16,295,382.34	\$74,292,303.73
GDP per capita (\$USD)	\$43,929.69	\$37,931.30	\$10,112.33
Online population	59,918,747.50	406,284,327	3,464,545,995
B2C E-commerce (\$USD Billion)	\$203.00	\$544.49	\$2,495.70
Average online spend (\$USD)	\$4,023.61	\$2,497.73	\$1,042.00



B2C e-commerce growth



Important local payment methods

- FASTER PAYMENTS SERVICE (FPS)
- KLARNA PAY LATER
- KLARNA PAY NOW (SOFORT)
- KLARNA SLICE IT
- PAY BY BANK APP
- UK DIRECT DEBIT



Top e-commerce segments

AIRLINES & HOTELS

18.9%

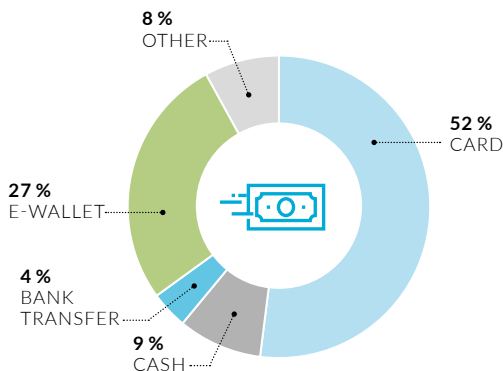
CLOTHING & FOOTWEAR

14.2%

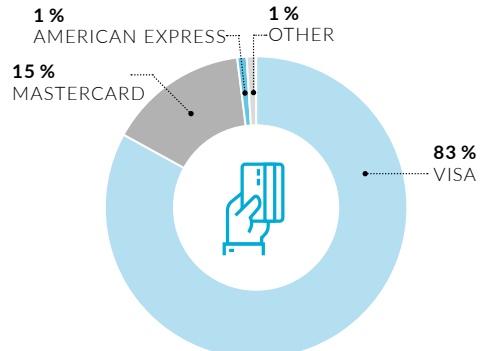
FOOD & DRINK

9.8%

Payment split



Card scheme breakdown





About PPRO


At PPRO we help people pay and get paid. We enable consumers, corporates and our payment industry partners. Everywhere, every minute, every way that people prefer to pay.

PPRO reduces the complexity of international e-commerce payments by acquiring, collecting and processing an extensive range of alternative payment methods for PSPs and financial institutions under one contract, through one platform and one single integration.

As a solution provider selling indirectly through industry partners, the PPRO Group specialises in crossborder e-payments and e-money, working with PSPs and financial institutions such as acquirers to help them offer a vast range of alternative payment options to their merchant customers.

The PPRO Group offers local and international payment methods across more than 100 countries, allowing clients of PSPs and financial institutions to expand their e-commerce reach, arrange hassle-free collection and achieve higher conversion rates.

In addition, the PPRO Group offers e-money accounts that come with products and features such as prepaid cards and IBAN.



The e-commerce market and payment methods develop at a fast pace. We therefore prepare and update our regional and country reports frequently. If you are interested in obtaining updated versions please send an email to:

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subject: reports

We also have comprehensive data on all payment methods worldwide. For global e-commerce and market information that meets your needs, just get in touch with us at the PPRO Group:

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Version 2018.01

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