

2019-2020



Payments and e-commerce report

Western and Central Europe

European shoppers spend \$388 billion online using local payment methods.

Dear reader,

As e-commerce continues to grow, it injects new dynamism into our economies and gives people – who wouldn't otherwise have it – access to goods and services that improve their lives.

At PPRO, we're proud to help make possible the payments revolution that underpins the explosive growth of the e-commerce industry. Today, local payment methods account for 77% of e-commerce spend; by 2024, it is forecast that this share will increase to 82%.

But we're even prouder to have helped our partners and their merchants grow and succeed in more markets every year, and these reports are just a small piece of that. They are tools designed to give you the knowledge you need to open new markets. We hope you find them useful and we wish you every success.

Yours sincerely,

Simon Black
CEO, PPRO

Western and Central Europe

With a population of over 480 million, over 420 million Internet users and an average GDP per capita of almost \$43,000, Western and Central Europe is one of the most lucrative retail markets in the world¹.

Inevitably, the policies and health of the EU have a huge influence on the economy and business climate in the whole of the region. This has undeniably been a challenging year for the EU and region in general. Neither inflation nor the economic growth rates hit the targets set by policymakers. But despite this, the finance industry registered rising confidence for much of the year².

This culminated in a mood of cautious optimism at the news that former IMF head Christine Lagarde was to take over at the European Central Bank (ECB). Hopes are high that Lagarde can persuade member states to engage in fiscal stimulus to kick-start the economy.

At almost the same time, the European Council of Ministers agreed to create the Budgetary Instrument for Convergence and Competitiveness (BICC). This gives the eurozone at least the beginnings of a common budget, something it has very clearly needed.

Economic indicators might not be hitting official targets but consumers still have money to spend and are well connected. And with new leaders, with new approaches, in both the ECB and the commission, there's reason to be cautiously optimistic.

The e-commerce market

The value of goods sold online in Europe by the end of 2019 is forecast to reach more than \$680 billion¹. Analysts expect more and more Western Europeans to start looking online for bargains, rather than on the high street.

According to PPRO's own research, 14% of all retail purchases in this region are already made online¹. One recent analysis of the region's shopping habits predicted a 66% growth in online grocery shopping between now and 2023, adding \$21 billion worth of market share³. At the same time, the value of e-commerce as a whole is set to grow by 38%⁴.

In December 2018, the EU released new rules for e-commerce. These were designed to prevent what the Commission describes as "geo-blocking" — practices which prevent consumers in one EU country from using an e-commerce site in another member state⁵.

The local payment culture

The most popular way of paying for online purchases in Western Europe is with a credit or debit card. They have 43% of the online payments market¹. Bank transfer comes in at 24% and e-wallets have 21%. Various smaller payment methods have a 7% share of the online market. And cash has a 6% share.

Be warned, however, that these averages contain sharp differences between national markets. Even neighbouring countries have widely divergent payment cultures. In France, consumers pay for 50% of online purchases with credit card. In Germany, it's just 11%¹.

Enabling and limiting factors

As you'd expect in a highly developed region such as Western and Central Europe, almost the entire population — more than 94% — is banked¹. 45% also have a credit card. Relevant indicators are good almost regardless of socio-economic status.

Internet penetration is 87%. And 77% of the population has an Internet-enabled smartphone¹. Between 2014 and 2020, the EU made some €15 billion available to member states for the purpose of making fast broadband accessible to all Europeans by 2020. This has delivered an improvement in coverage but isn't going to hit the target — particularly in rural areas⁶.

Conclusion

This has been a year of high drama in Western and Central Europe. Next year promises to be no different. But whatever the political weather, the business climate in the region is benign. The GDP per capita in the EU is over \$43,000¹. This compares to a global average of just

\$11,000⁷. Whatever today's complications, the people of Western and Central Europe are affluent, blessed with good Internet connections, and ready to shop.

1. Original PPRO research

2. Business and Consumer Survey Results: October 2019, European Commission

3. IGD: Online global growth of 163% predicted by 2023, adding \$257BN to food and consumer goods industry, 5 June 2019, IGD

4. eCommerce Europe, Statista.com

5. New EU rules on e-commerce, 30 September 2019, EU Commission

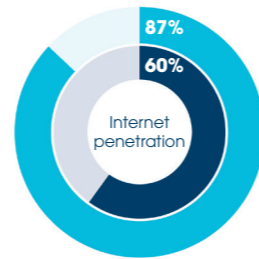
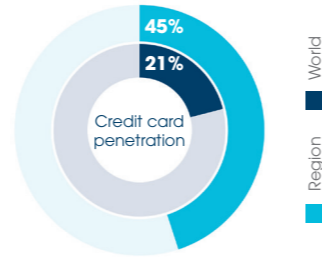
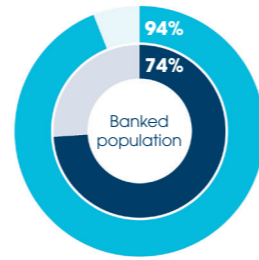
6. Special Report: Broadband in the EU Member States: despite progress, not all the Europe 2020 targets will be met, 2018, European Union.

7. GDP per capita (current US\$) — World, The World Bank

Regional Payment Trends

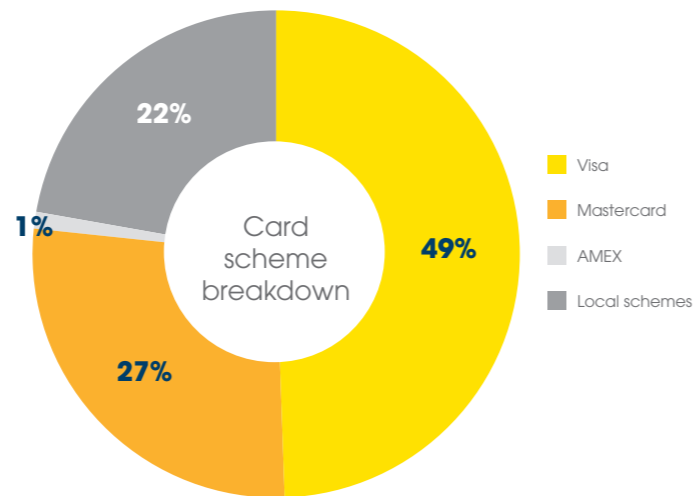
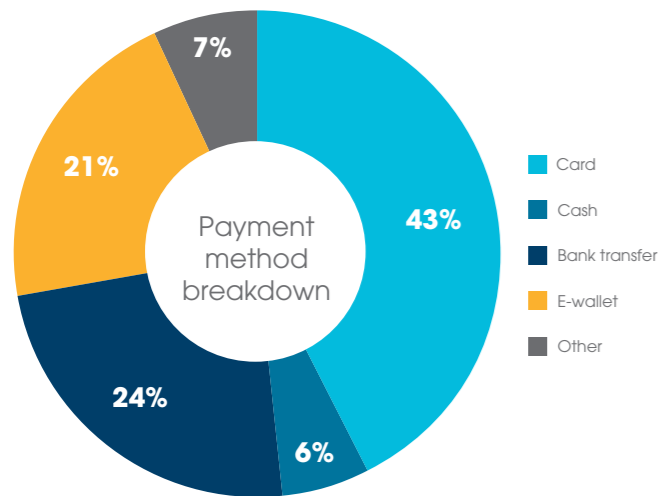
	Region	World
Population	481.2 million	7.6 billion
Population (15+)	407.2 million	5.6 billion
GDP (millions)	18,866,310	85,804,400
GDP per capita (\$)	43,844	11,299
B2C e-commerce	680.30	3,427.67
B2C e-commerce growth	12%	18%
Online population	420.5 million	4.5 billion
Smartphone penetration	77%	58%
Mobile e-commerce	48%	50%
Average online spend (\$)	2,884	2,594
E-commerce % of total retail	14%	16%

Currencies in this report are always depicted in \$USD



Region World

Austria	8
Belgium	10
Czech Republic	12
Denmark	14
Finland	16
France	18
Germany	20
Greece	22
Hungary	24
Italy	26
Netherlands	28
Norway	30
Poland	32
Portugal	34
Slovakia	36
Spain	38
Sweden	40
Switzerland	42
United Kingdom	44



Austria

9%
e-commerce growth

	Austria	Region	World
Population	8.8 million	481.2 million	7.6 billion
Population (15+)	7.6 million	407.2 million	5.6 billion
GDP (millions)	455,737	18,866,310	85,804,400
GDP per capita (\$)	51,513	43,844	11,299
Online population	7.7 million	420.5 million	4.5 billion
Smartphone penetration	94%	77%	58%
Average online spend (\$)	2,231	2,884	2,594
E-commerce % of total retail	8%	14%	16%

Top e-comm segments



Airlines & Hotels



Clothing & Footwear



Media & Entertainment

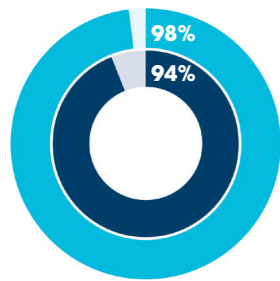


Homeware & Furniture

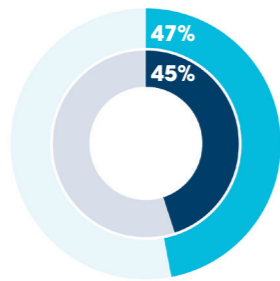


Food & Drink

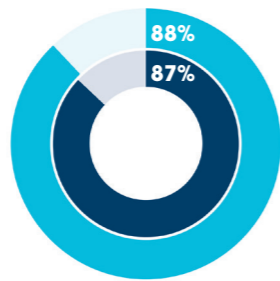
Banked population



Credit card penetration



Internet penetration



■ Austria ■ Region



B2C e-comm.
11.8 billion USD

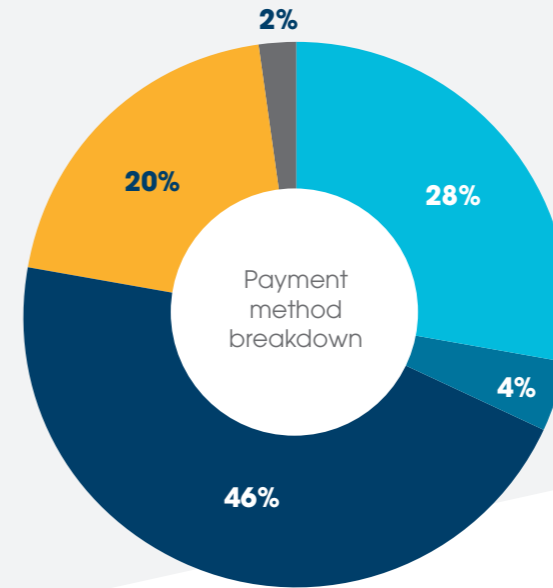


Mobile e-comm.
44% of total



Cross-border e-comm.
21% of total

- Card
- Cash
- Bank transfer
- E-wallet
- Other



46% - Bank transfer total

30% Open Invoice
10% EPS
6% Direct Debit

20% - E-wallet total

12% PayPal
8% Other

2.5 billion USD
Cross-border e-commerce value

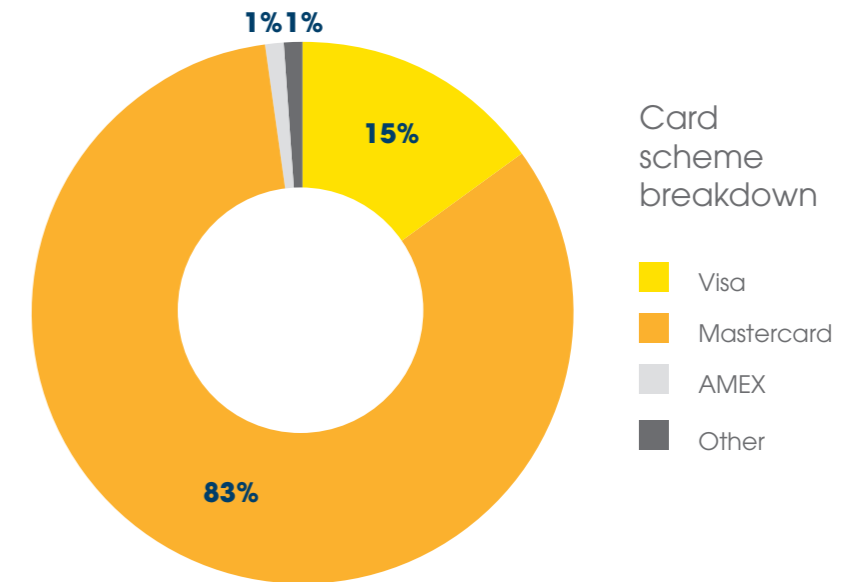
83% shop cross-border

Germany: **70%**

China: **15%**

UK: **3%**

Card scheme breakdown



BILLPAY

eps

Klarna. Pay later

Klarna. Slice it

Klarna. Sofort

SEPA Credit Transfer

SEPA Direct Debit

Belgium

	Belgium	Region	World
Population	11.4 million	481.2 million	7.6 billion
Population (15+)	9.4 million	407.2 million	5.6 billion
GDP (millions)	531,767	18,866,310	85,804,400
GDP per capita (\$)	46,556	43,844	11,299
Online population	10 million	420.5 million	4.5 billion
Smartphone penetration	77%	77%	58%
Average online spend (\$)	1,829	2,884	2,594
E-commerce % of total retail	15%	14%	16%

6%
e-commerce growth

Top e-comm segments



Airlines & Hotels: 30%



Clothing & Footwear: 16%



Electrical Goods: 10%

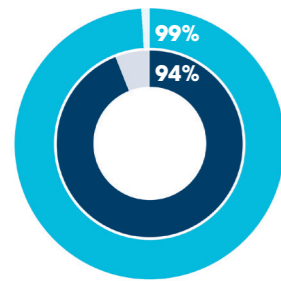


Food & Drink: 8%

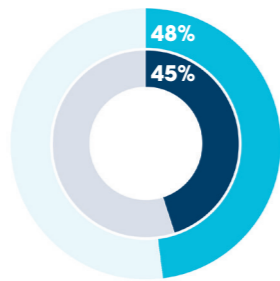


Homeware & Furniture: 6%

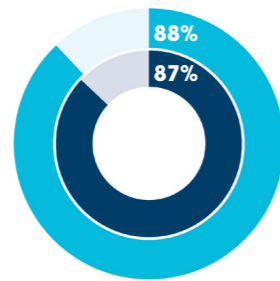
Banked population



Credit card penetration

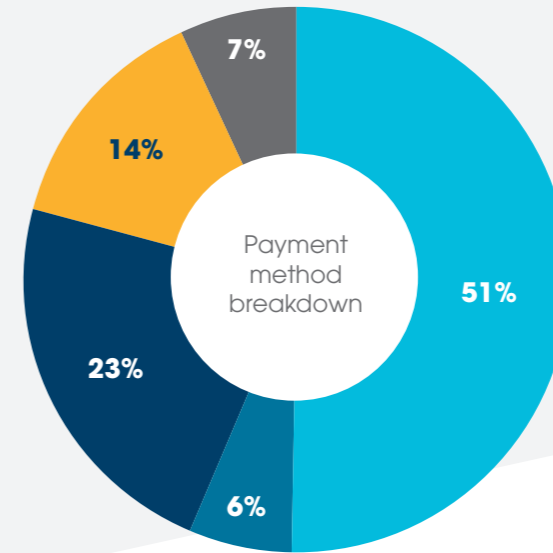


Internet penetration



■ Belgium ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



51% - Card total

41% Bancontact
10% ICS

14% - E-wallet total

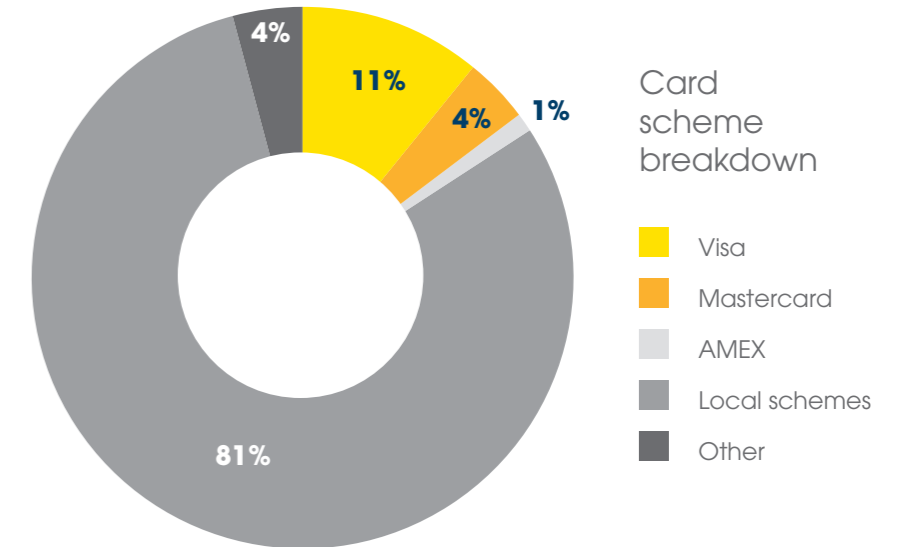
11% PayPal
3% Other

2.3 billion USD
Cross-border e-commerce value

69% shop cross-border

- Netherlands: **33%**
- China: **25%**
- France: **21%**

Card scheme breakdown



- Visa
- Mastercard
- AMEX
- Local schemes
- Other

B2C e-comm.
12.7 billion USD

Mobile e-comm.
38% of total

Cross-border e-comm.
18% of total

AfterPay



ING HomePay

Klarna. Pay now



Payconiq



SEPA Direct Debit



Czech Rep.

	Czech Rep.	Region	World
Population	10.6 million	481.2 million	7.6 billion
Population (15+)	8.9 million	407.2 million	5.6 billion
GDP (millions)	244,105	18,866,310	85,804,400
GDP per capita (\$)	22,973	43,844	11,299
Online population	9.3 million	420.5 million	4.5 billion
Smartphone penetration	66%	77%	58%
Average online spend (\$)	889	2,884	2,594
E-commerce % of total retail	10%	14%	16%

17%
e-commerce growth

Top e-comm segments



Airlines & Hotels



Clothing & Footwear



Electrical Goods

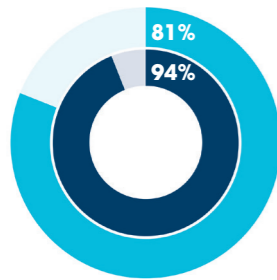


Homeware & Furniture

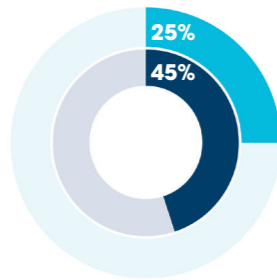


Food & Drink

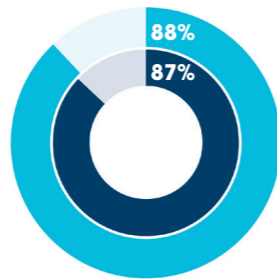
Banked population



Credit card penetration

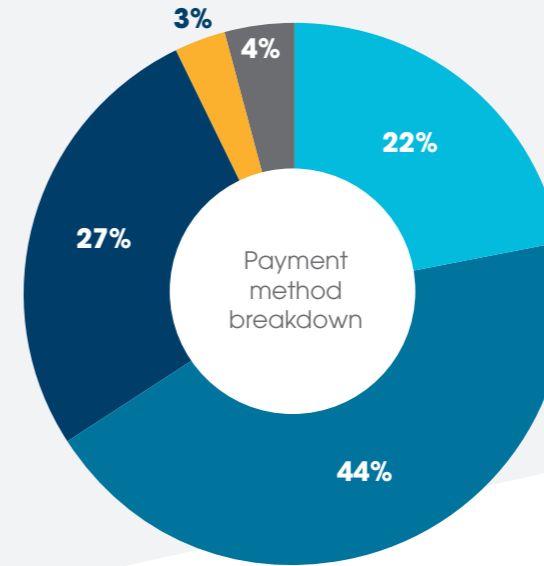


Internet penetration



■ Czech Republic ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other

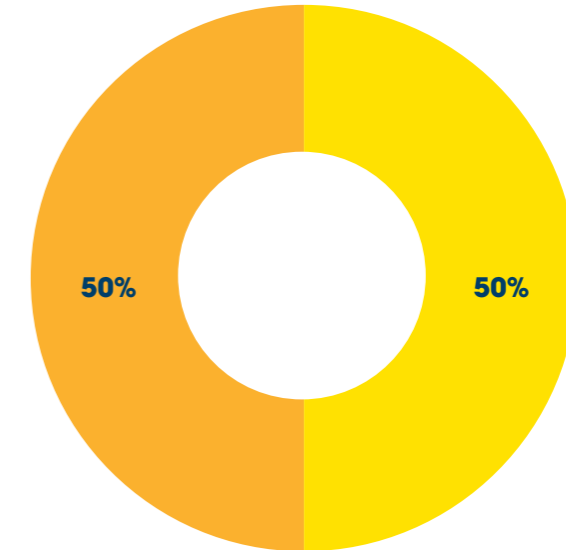


0.4 billion USD
Cross-border e-commerce value

23% shop cross-border

- Germany
- Poland
- Slovakia

Card scheme breakdown



■ Visa ■ Mastercard



B2C e-comm.
5.6 billion USD



Mobile e-comm.
54% of total



Cross-border e-comm.
7% of total

Denmark

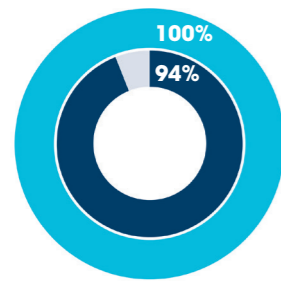
	Denmark	Region	World
Population	5.8 million	481.2 million	7.6 billion
Population (15+)	4.8 million	407.2 million	5.6 billion
GDP (millions)	351,300	18,866,310	85,804,400
GDP per capita (\$)	60,596	43,844	11,299
Online population	5.6 million	420.5 million	4.5 billion
Smartphone penetration	88%	77%	58%
Average online spend (\$)	4,085	2,884	2,594
E-commerce % of total retail	13%	14%	16%

13%
e-commerce growth

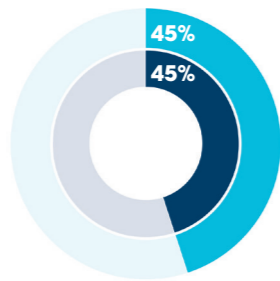
Top e-comm segments

- Airlines & Hotels: 32%
- Clothing & Footwear: 12%
- Electrical Goods: 10%
- Homeware & Furniture: 9%
- Food & Drink: 7%

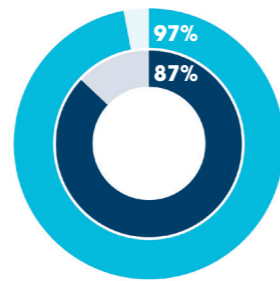
Banked population



Credit card penetration

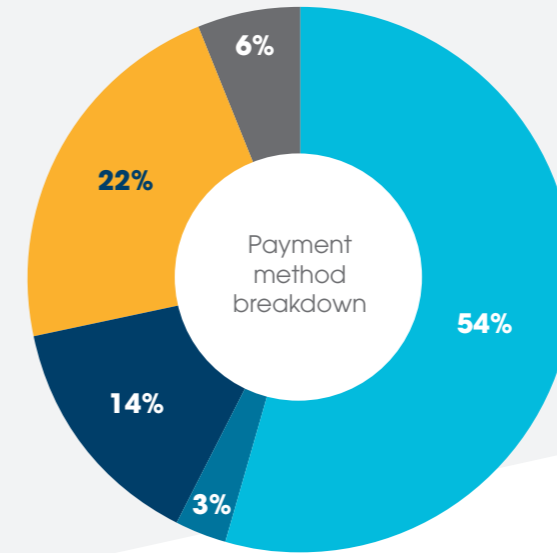


Internet penetration



■ Denmark ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



54% - Card total

- 34% Dankort
- 20% ICS

22% - E-wallet total

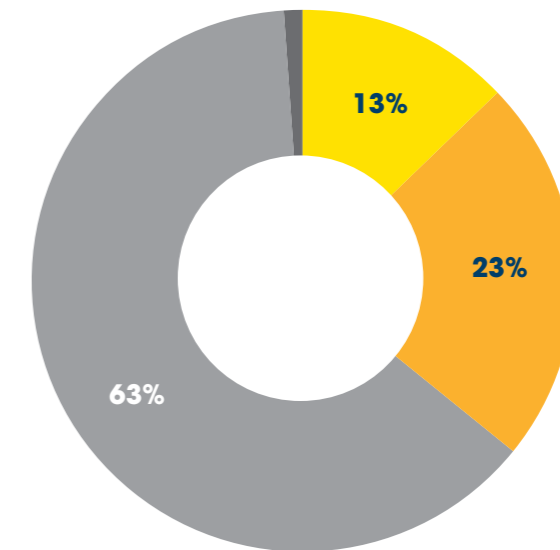
- 11% MobilePay
- 9% PayPal
- 3% Other

4.3 billion USD
Cross-border e-commerce value

55% shop cross-border

- China: 31%
- UK: 18%
- Germany: 18%

1%



Card scheme breakdown

- Visa
- Mastercard
- Local schemes
- Other



B2C e-comm.
19.9 billion USD



Mobile e-comm.
51% of total



Cross-border e-comm.
22% of total

- Dankort
- Klarna. Pay later
- Klarna. Slice it
- Trustly

Finland

	Finland	Region	World
Population	5.5 million	481.2 million	7.6 billion
Population (15+)	4.6 million	407.2 million	5.6 billion
GDP (millions)	275,683	18,866,310	85,804,400
GDP per capita (\$)	49,960	43,844	11,299
Online population	5.3 million	420.5 million	4.5 billion
Smartphone penetration	82%	77%	58%
Average online spend (\$)	3,246	2,884	2,594
E-commerce % of total retail	12%	14%	16%

13%
e-commerce growth

Top e-comm segments



Airlines & Hotels



Clothing & Footwear



Media & Entertainment

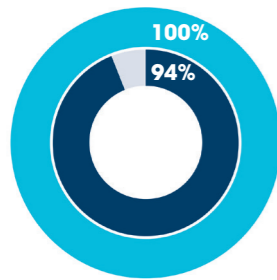


Electrical Goods

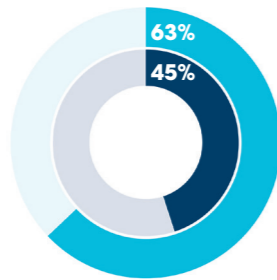


Health & Beauty

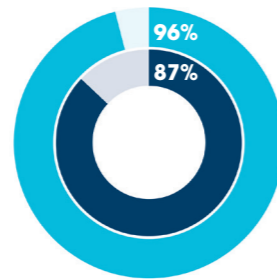
Banked population



Credit card penetration

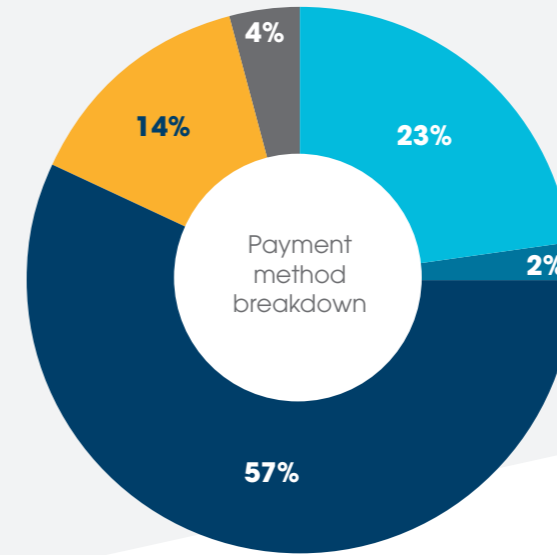


Internet penetration



■ Finland ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



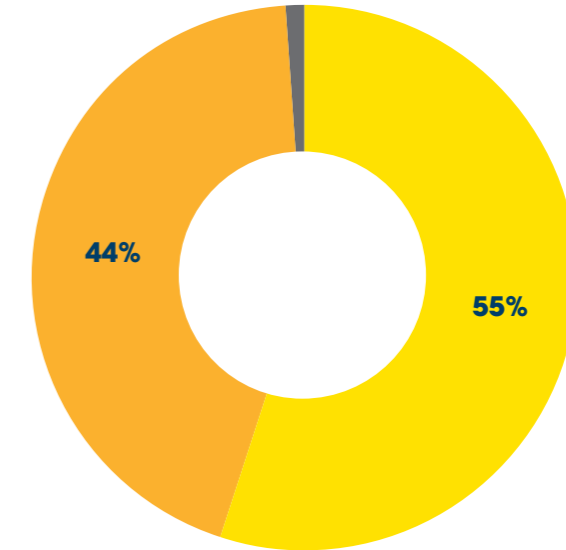
2.8 billion USD

Cross-border e-commerce value

61% shop cross-border

- China: 35%
- Germany: 20%
- UK: 11%

1%



Card scheme breakdown

- Visa
- Mastercard
- Other



B2C e-comm.
12.5 billion USD



Mobile e-comm.
49% of total



Cross-border e-comm.
22% of total

Klarna. Pay later

Klarna. Pay now

Klarna. Slice it



SIRU Siru Mobile



Verkkopankki

zimpler

France

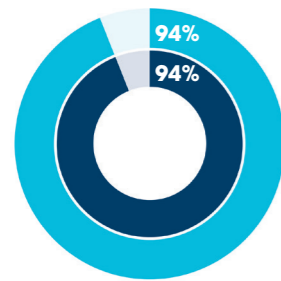
	France	Region	World
Population	67 million	481.2 million	7.6 billion
Population (15+)	54.9 million	407.2 million	5.6 billion
GDP (millions)	2,777,535	18,866,310	85,804,400
GDP per capita (\$)	41,464	43,844	11,299
Online population	60.3 million	420.5 million	4.5 billion
Smartphone penetration	76%	77%	58%
Average online spend (\$)	2,147	2,884	2,594
E-commerce % of total retail	11%	14%	16%

13%
e-commerce growth

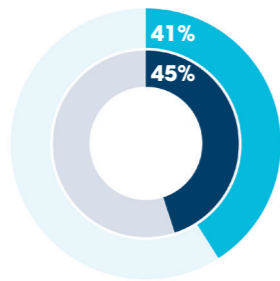
Top e-comm segments

- Airlines & Hotels: 23%
- Clothing & Footwear: 15%
- Food & Drink: 11%
- Homeware & Furniture: 10%
- Electrical Goods: 10%

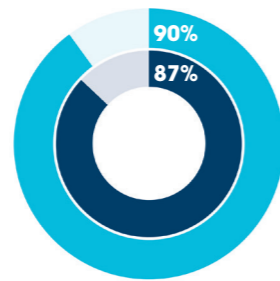
Banked population



Credit card penetration

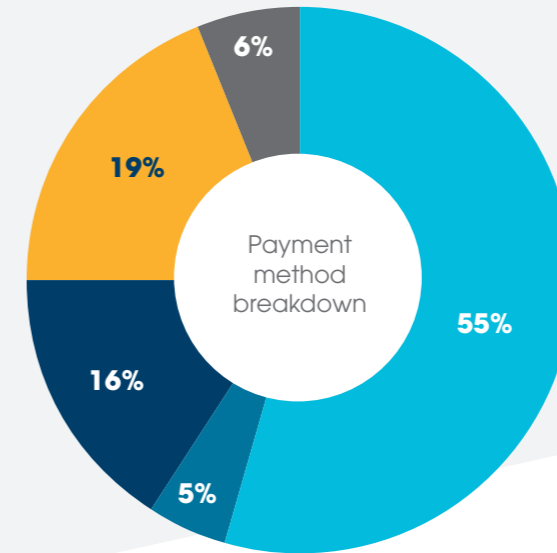


Internet penetration



■ France ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



55% - Card total

50% Cartes Bancaires
5% ICS

19% - E-wallet total

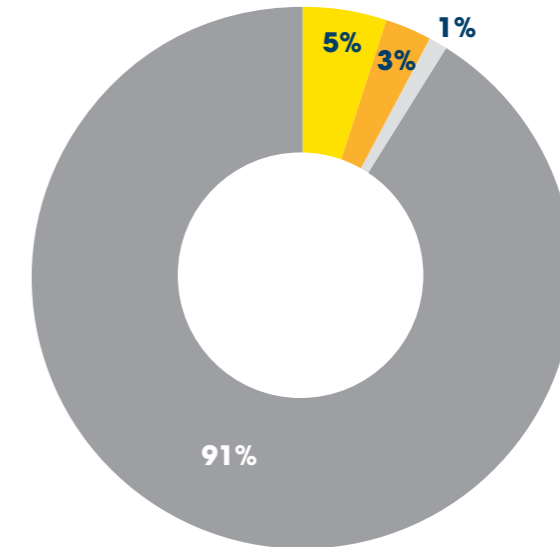
15% PayPal
4% Other

11 billion USD
Cross-border e-commerce value

50% shop cross-border

- China: **43%**
- Germany: **14%**
- UK: **11%**

Card scheme breakdown



- Visa
- Mastercard
- AMEX
- Local schemes



B2C e-comm.
106.2 billion USD

Mobile e-comm.
39% of total

Cross-border e-comm.
11% of total



Germany

	Germany	Region	World
Population	82.9 million	481.2 million	7.6 billion
Population (15+)	72.1 million	407.2 million	5.6 billion
GDP (millions)	3,996,759	18,866,310	85,804,400
GDP per capita (\$)	48,196	43,844	11,299
Online population	77.1 million	420.5 million	4.5 billion
Smartphone penetration	79%	77%	58%
Average online spend (\$)	1,824	2,884	2,594
E-commerce % of total retail	16%	14%	16%

11%
e-commerce growth

Top e-comm segments



Airlines & Hotels: 17%



Clothing & Footwear: 15%



Electrical Goods: 14%

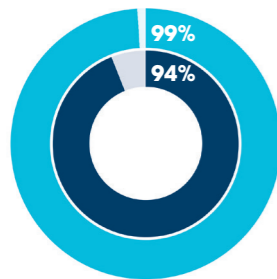


Homeware & Furniture: 9%

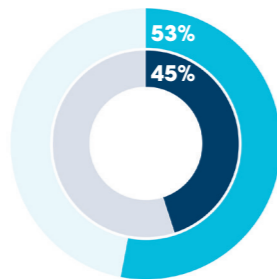


Food & Drink: 7%

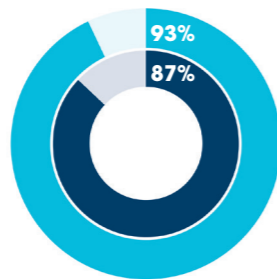
Banked population



Credit card penetration

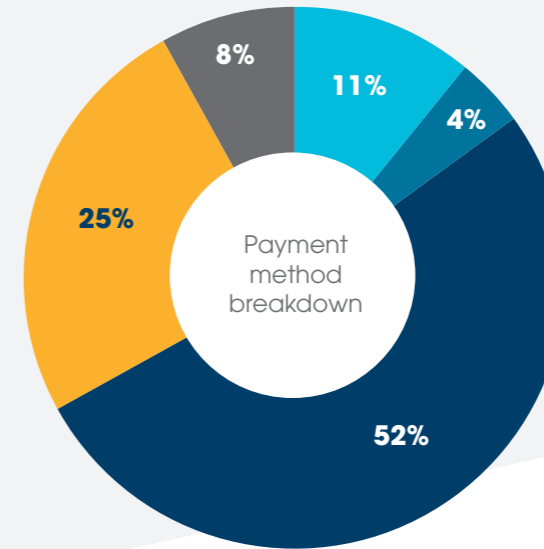


Internet penetration



■ Germany ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



52% - Bank transfer total

27% Open Invoice
20% Direct Debit
5% PayDirekt

25% - E-wallet total

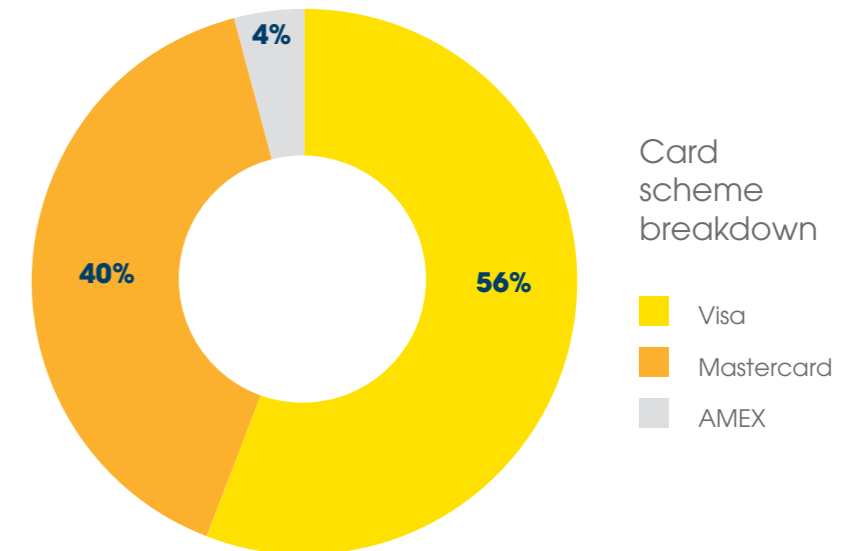
21% PayPal
4% Other

13.7 billion USD
Cross-border e-commerce value

35% shop cross-border

- China: **43%**
- UK: **12%**
- USA: **7%**

Card scheme breakdown



- Visa
- Mastercard
- AMEX



B2C e-comm.
108.2 billion USD



Mobile e-comm.
50% of total



Cross-border e-comm.
12% of total



SEPA Credit Transfer



SEPA Direct Debit

Greece

	Greece	Region	World
Population	10.7 million	481.2 million	7.6 billion
Population (15+)	9.2 million	407.2 million	5.6 billion
GDP (millions)	218,032	18,866,310	85,804,400
GDP per capita (\$)	20,324	43,844	11,299
Online population	7.5 million	420.5 million	4.5 billion
Smartphone penetration	66%	77%	58%
Average online spend (\$)	1,453	2,884	2,594
E-commerce % of total retail	N/A	14%	16%

13%
e-commerce growth

Top e-comm segments



Airlines & Hotels



Electrical Goods



Media & Entertainment

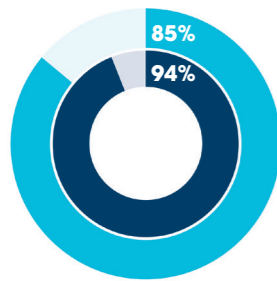


Homeware & Furniture

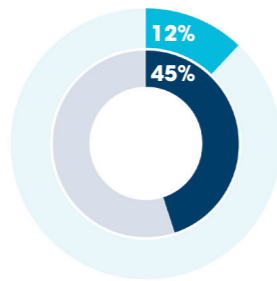


Food & Drink

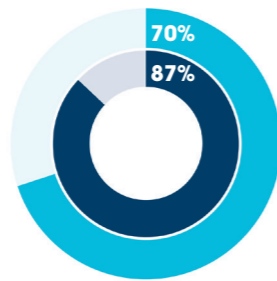
Banked population



Credit card penetration

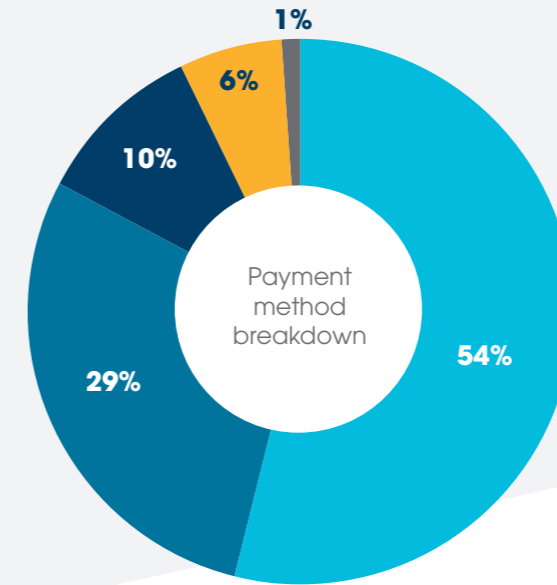


Internet penetration



■ Greece ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



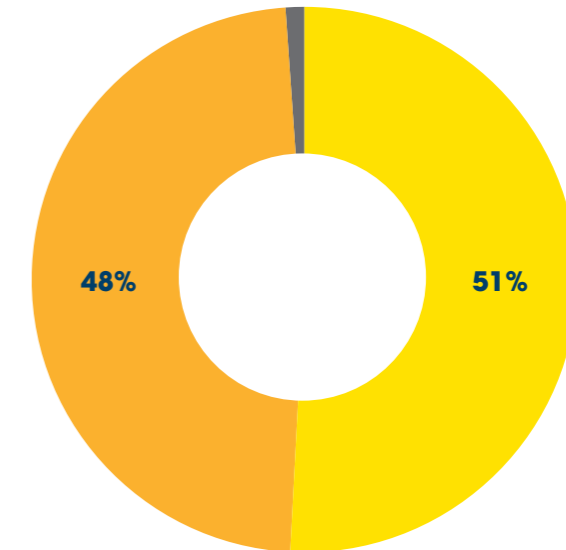
1.1 billion USD

Cross-border e-commerce value

41% shop cross-border

- China: 39%
- UK: 17%
- USA: 11%

1%



Card scheme breakdown

- Visa
- Mastercard
- Other



B2C e-comm.
5.6 billion USD



Mobile e-comm.
25% of total



Cross-border e-comm.
20% of total



Hungary

	Hungary	Region	World
Population	9.7 million	481.2 million	7.6 billion
Population (15+)	8.3 million	407.2 million	5.6 billion
GDP (millions)	155,703	18,866,310	85,804,400
GDP per capita (\$)	15,939	43,844	11,299
Online population	7.5 million	420.5 million	4.5 billion
Smartphone penetration	65%	77%	58%
Average online spend (\$)	525	2,884	2,594
E-commerce % of total retail	5%	14%	16%

16%
e-commerce growth

Top e-comm segments



Airlines & Hotels



Media & Entertainment



Clothing & Footwear

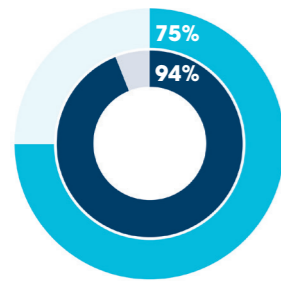


Food & Drink

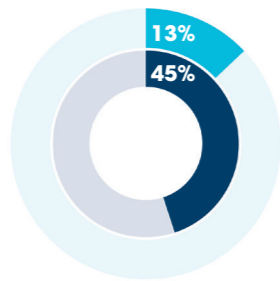


Homeware & Furniture

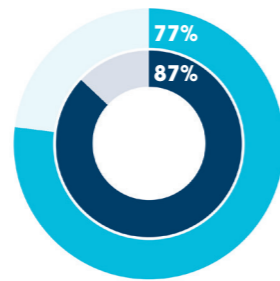
Banked population



Credit card penetration

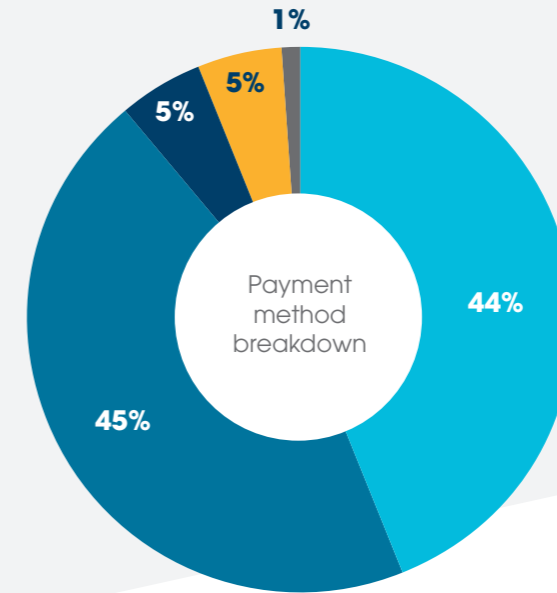


Internet penetration



■ Hungary ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other

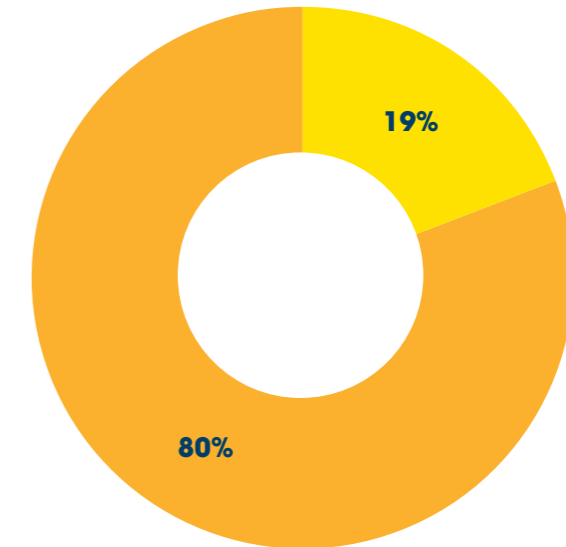


0.5 billion USD
Cross-border e-commerce value

50% shop cross-border

- China: 61%
- Hong Kong: 6%
- Germany: 6%

Card scheme breakdown



■ Visa ■ Mastercard

B2C e-comm.
2.1 billion USD

Mobile e-comm.
13% of total

Cross-border e-comm.
24% of total

abacoo



OTPay

Paysafe:cash



Trustly

Italy

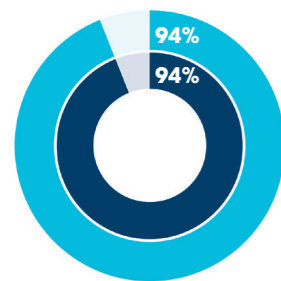
	Italy	Region	World
Population	60.4 million	481.2 million	7.6 billion
Population (15+)	52.3 million	407.2 million	5.6 billion
GDP (millions)	2,073,902	18,866,310	85,804,400
GDP per capita (\$)	34,318	43,844	11,299
Online population	47.7 million	420.5 million	4.5 billion
Smartphone penetration	76%	77%	58%
Average online spend (\$)	1,510	2,884	2,594
E-commerce % of total retail	4%	14%	16%

16%
e-commerce growth

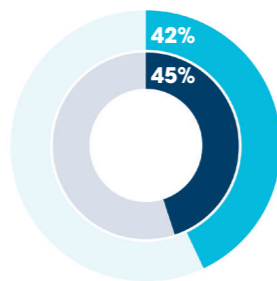
Top e-comm segments

- Airlines & Hotels: 19%
- Clothing & Footwear: 15%
- Electrical Goods: 12%
- Homeware & Furniture: 8%
- Health & Beauty: 7%

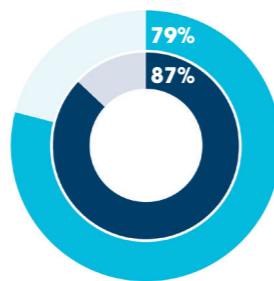
Banked population



Credit card penetration

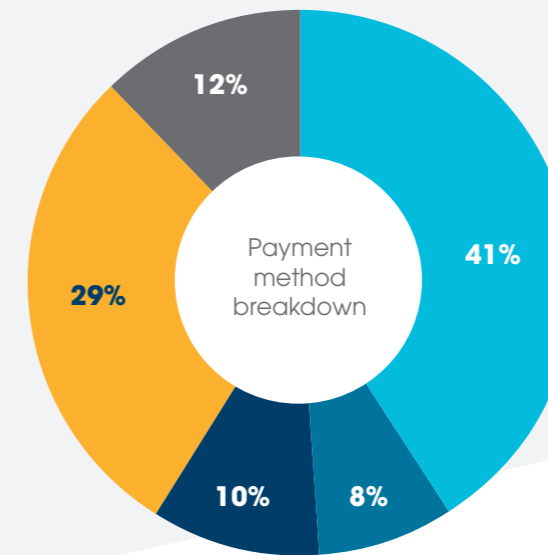


Internet penetration



■ Italy ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



41% - Card total

24% PagoBancomat

17% ICS

29% - E-wallet total

26% PayPal

3% Other

6.6 billion USD
Cross-border e-commerce value

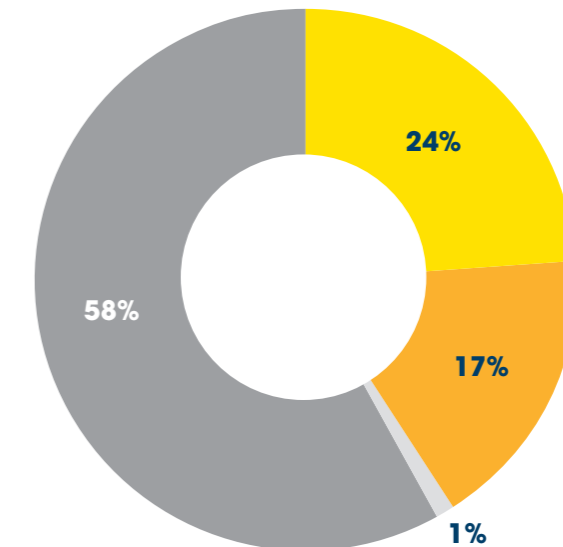
51% shop cross-border

China: **35%**

UK: **19%**

Germany: **19%**

Card scheme breakdown



- Visa
- Mastercard
- AMEX
- Local schemes



B2C e-comm.
32.9 billion USD



Mobile e-comm.
41% of total



Cross-border e-comm.
20% of total



Klarna. Pay now

SEPA Credit Transfer

SEPA Direct Debit



Trustly

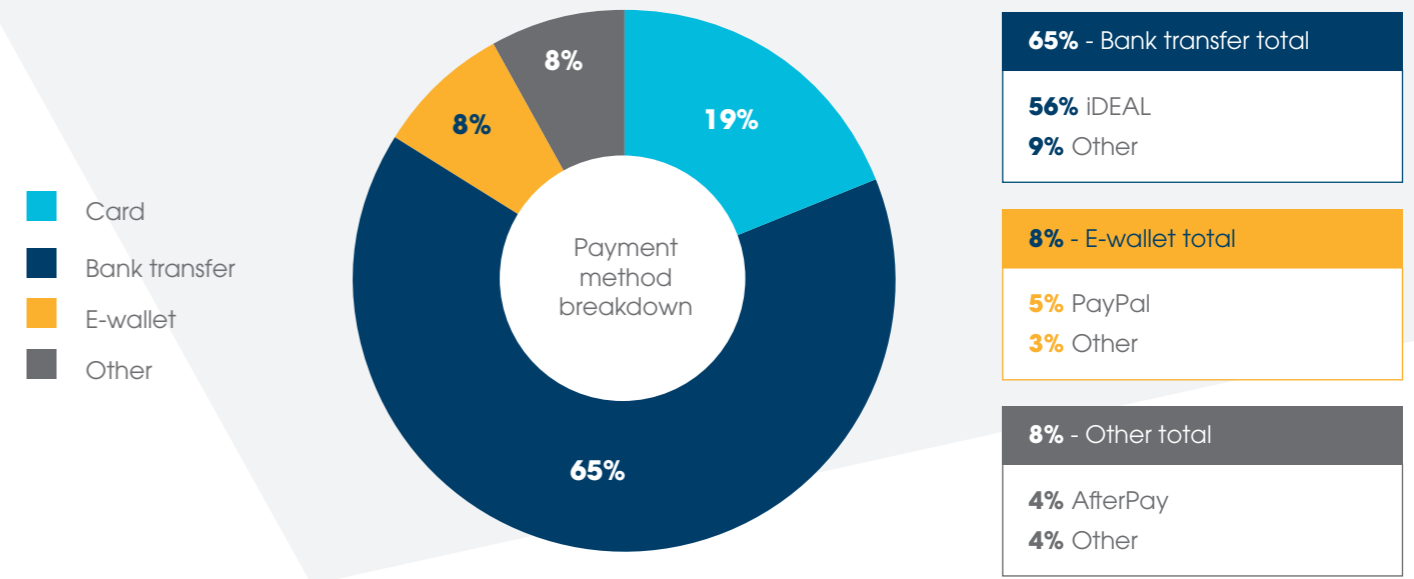
Netherlands

7%
e-commerce growth

	Netherlands	Region	World
Population	17.2 million	481.2 million	7.6 billion
Population (15+)	14.4 million	407.2 million	5.6 billion
GDP (millions)	912,872	18,866,310	85,804,400
GDP per capita (\$)	52,978	43,844	11,299
Online population	16.1 million	420.5 million	4.5 billion
Smartphone penetration	88%	77%	58%
Average online spend (\$)	2,098	2,884	2,594
E-commerce % of total retail	10%	14%	16%

Top e-comm segments

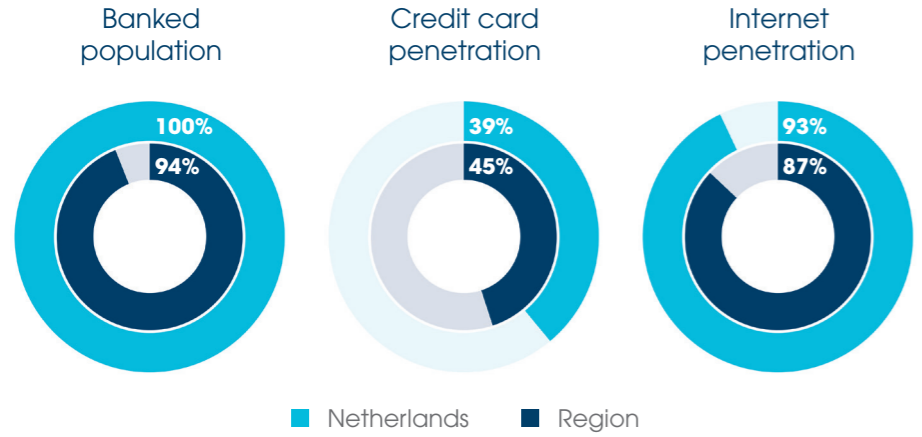
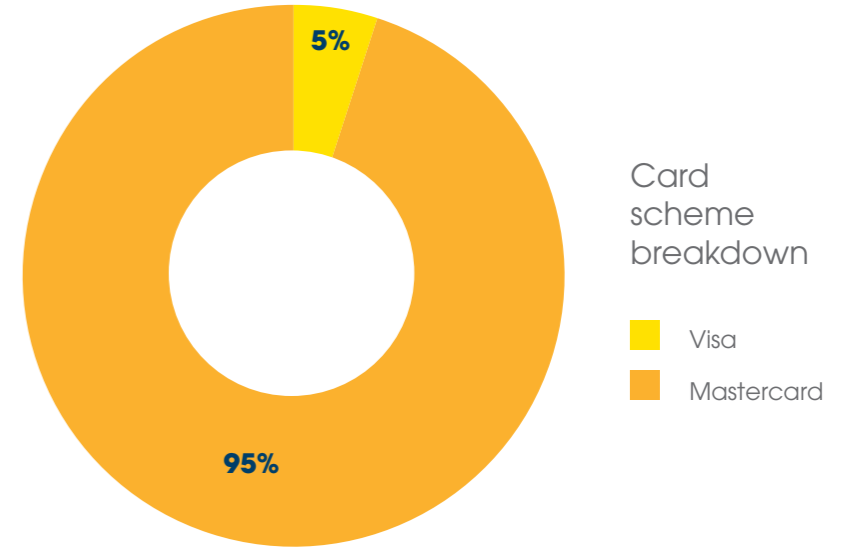
- Airlines & Hotels: 21%
- Clothing & Footwear: 18%
- Electrical Goods: 13%
- Food & Drink: 9%
- Homeware & Furniture: 7%



4.4 billion USD
Cross-border e-commerce value

52% shop cross-border

- China: 52%
- Germany: 19%
- UK: 7%



- B2C e-comm. 28.9 billion USD**
- Mobile e-comm. 49% of total**
- Cross-border e-comm. 15% of total**

billink, iDEAL, Payconiq, Klarna Pay later, Klarna Pay now, SEPA Credit Transfer, SEPA Direct Debit

Norway

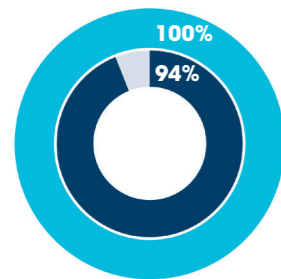
	Norway	Region	World
Population	5.3 million	481.2 million	7.6 billion
Population (15+)	4.3 million	407.2 million	5.6 billion
GDP (millions)	434,751	18,866,310	85,804,400
GDP per capita (\$)	81,807	43,844	11,299
Online population	5.1 million	420.5 million	4.5 billion
Smartphone penetration	85%	77%	58%
Average online spend (\$)	3,408	2,884	2,594
E-commerce % of total retail	13%	14%	16%

15%
e-commerce growth

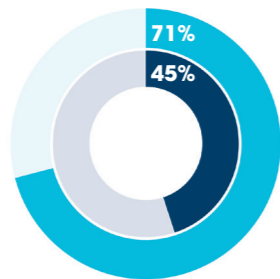
Top e-comm segments

-  Airlines & Hotels: 32%
-  Clothing & Footwear: 10%
-  Food & Drink: 8%
-  Electrical Goods: 8%
-  Homeware & Furniture: 6%

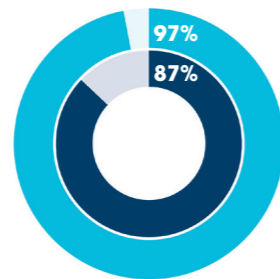
Banked population



Credit card penetration



Internet penetration



■ Norway ■ Region



B2C e-comm.
14.3 billion USD

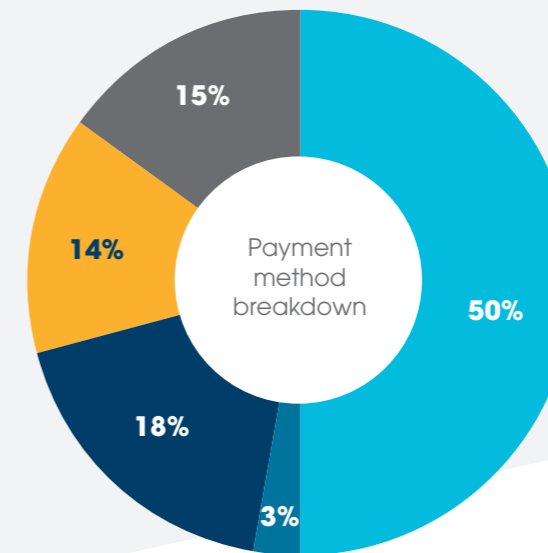


Mobile e-comm.
57% of total



Cross-border e-comm.
25% of total

- Card
- Cash
- Bank transfer
- E-wallet
- Other



50% - Card total




- 41% BankAxept
- 9% ICS

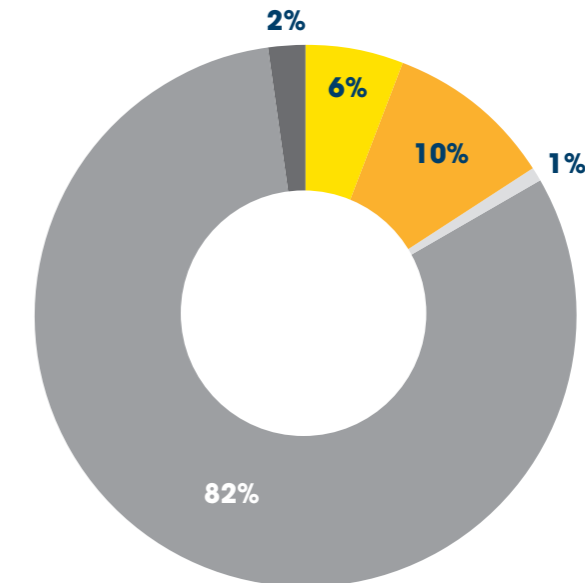
14% - E-wallet total

- 8% PayPal
- 6% Vipps
- 6% Klarna
- 9% Other

3.6 billion USD
Cross-border e-commerce value

61% shop cross-border

-  China: 37%
-  USA: 14%
-  UK: 14%



Card scheme breakdown

- Visa
- Mastercard
- AMEX
- Local schemes
- Other

Paylevo

Klarna Pay later

Klarna Slice it

Trustly

Vipps Vipps

Poland

	Poland	Region	World
Population	38 million	481.2 million	7.6 billion
Population (15+)	32.3 million	407.2 million	5.6 billion
GDP (millions)	585,783	18,866,310	85,804,400
GDP per capita (\$)	15,424	43,844	11,299
Online population	28.9 million	420.5 million	4.5 billion
Smartphone penetration	64%	77%	58%
Average online spend (\$)	645	2,884	2,594
E-commerce % of total retail	5%	14%	16%

11%
e-commerce growth

Top e-comm segments



Clothing & Footwear: 18%



Homeware & Furniture: 13%



Airlines & Hotels: 12%

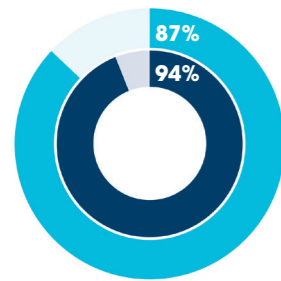


Electrical Goods: 11%

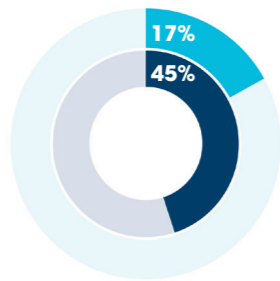


Food & Drink: 11%

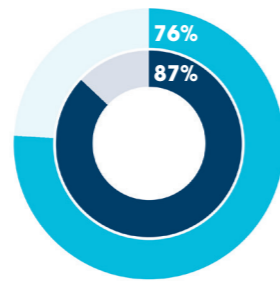
Banked population



Credit card penetration

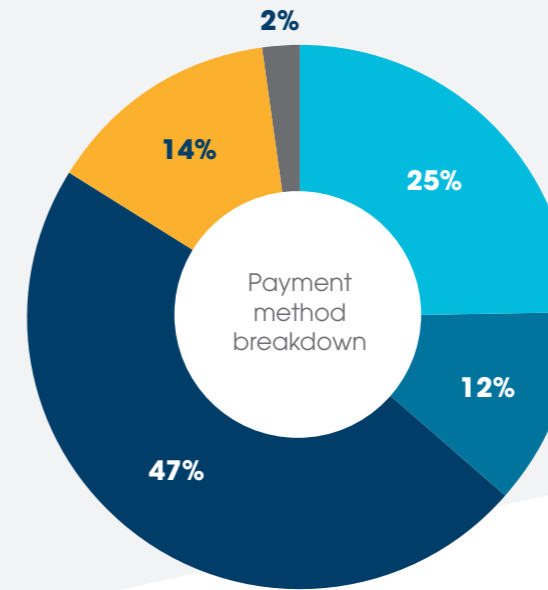


Internet penetration



■ Poland ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



48% - Bank transfer total

43% Other
5% Przelewy24

14% - E-wallet total

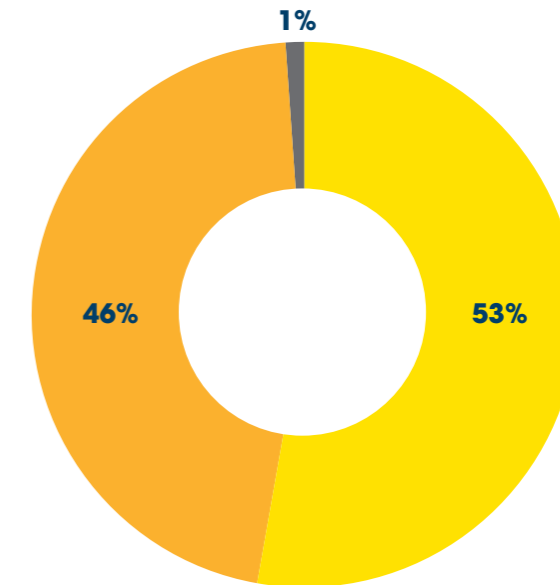
11% PayPal
2% Other

0.7 billion USD
Cross-border e-commerce value

16% shop cross-border

- China: **18%**
- Germany: **14%**
- UK: **10%**

Card scheme breakdown



- Visa
- Mastercard
- Other

B2C e-comm.
11.8 billion USD

Mobile e-comm.
39% of total

Cross-border e-comm.
6% of total



Portugal

	Portugal	Region	World
Population	10.3 million	481.2 million	7.6 billion
Population (15+)	8.9 million	407.2 million	5.6 billion
GDP (millions)	237,979	18,866,310	85,804,400
GDP per capita (\$)	23,146	43,844	11,299
Online population	7.5 million	420.5 million	4.5 billion
Smartphone penetration	67%	77%	58%
Average online spend (\$)	1,555	2,884	2,594
E-commerce % of total retail	4%	14%	16%

11%
e-commerce growth

Top e-comm segments



Airlines & Hotels



Clothing & Footwear



Electrical Goods

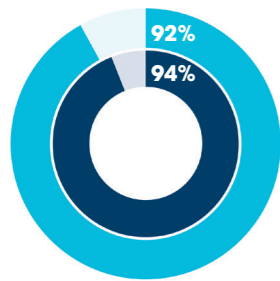


Media & Entertainment

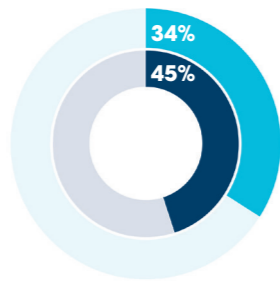


Homeware & Furniture

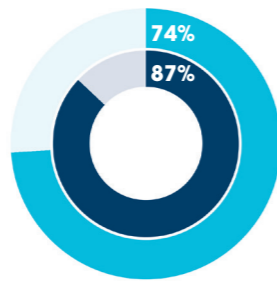
Banked population



Credit card penetration

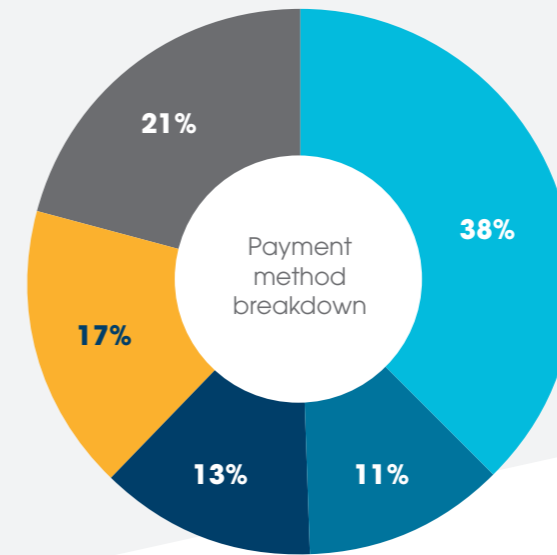


Internet penetration



■ Portugal ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



17% - E-wallet total

- 10% PayPal
- 6% MBWay
- 1% Other

21% - Other total

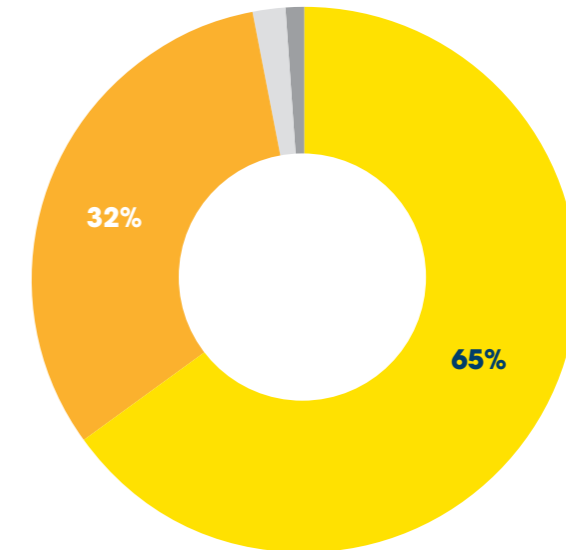
- 20% Multibanco
- 1% Other

1.4 billion USD
Cross-border e-commerce value

64% shop cross-border

- China: 45%
- Spain: 16%
- UK: 11%

2% 1%



Card scheme breakdown

- Visa
- Mastercard
- AMEX
- Local schemes



B2C e-comm.
5.9 billion USD

Mobile e-comm.
10% of total

Cross-border e-comm.
23% of total

- MB WAY
- MEO MEO Wallet
- MB Multibanco
- Paysafe:cash
- SEPA SEPA Credit Transfer
- SEPA SEPA Direct Debit

Slovakia

9%
e-commerce growth

	Slovakia	Region	World
Population	5.4 million	481.2 million	7.6 billion
Population (15+)	4.6 million	407.2 million	5.6 billion
GDP (millions)	106,472	18,866,310	85,804,400
GDP per capita (\$)	19,547	43,844	11,299
Online population	4.4 million	420.5 million	4.5 billion
Smartphone penetration	70%	77%	58%
Average online spend (\$)	411	2,884	2,594
E-commerce % of total retail	8%	14%	16%

Top e-comm segments



Airlines & Hotels



Electrical Goods



Media & Entertainment

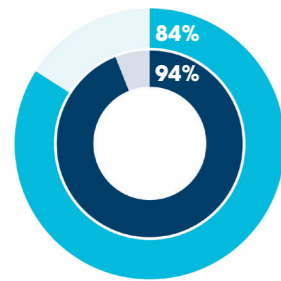


Clothing & Footwear

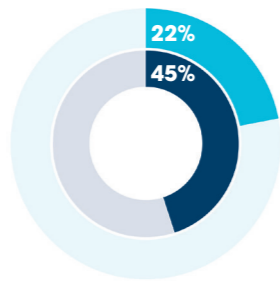


Homeware & Furniture

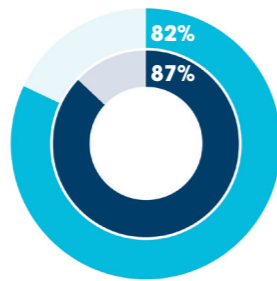
Banked population



Credit card penetration

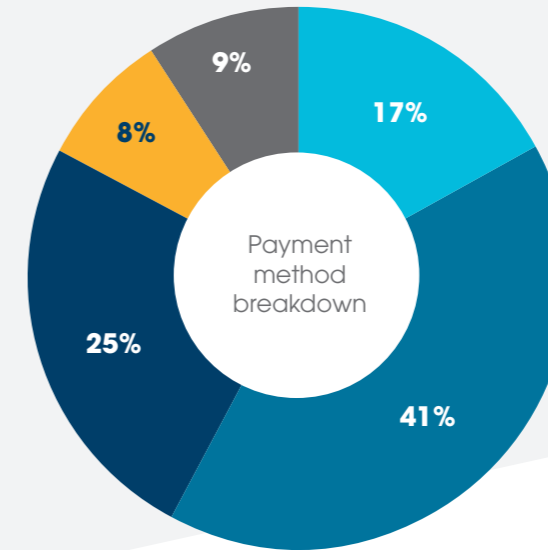


Internet penetration



■ Slovakia ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



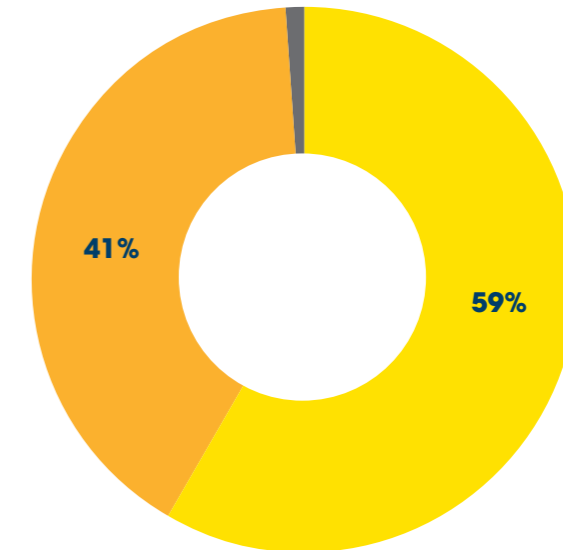
0.3 billion USD

Cross-border e-commerce value

46% shop cross-border

- Germany
- Czech Rep.
- China

1%



Card scheme breakdown

- Visa
- Mastercard
- Other



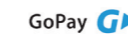
B2C e-comm.
1.3 billion USD



Mobile e-comm.
10% of total



Cross-border e-comm.
22% of total



Spain

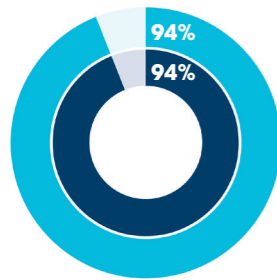
	Spain	Region	World
Population	46.7 million	481.2 million	7.6 billion
Population (15+)	39.9 million	407.2 million	5.6 billion
GDP (millions)	1,426,189	18,866,310	85,804,400
GDP per capita (\$)	30,524	43,844	11,299
Online population	39.5 million	420.5 million	4.5 billion
Smartphone penetration	73%	77%	58%
Average online spend (\$)	1,447	2,884	2,594
E-commerce % of total retail	7%	14%	16%

19%
e-commerce growth

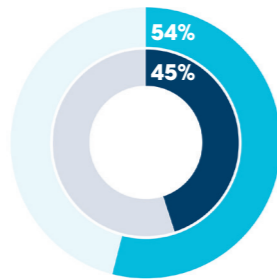
Top e-comm segments

- Airlines & Hotels: 23%
- Clothing & Footwear: 14%
- Electrical Goods: 11%
- Food & Drink: 10%
- Health & Beauty: 7%

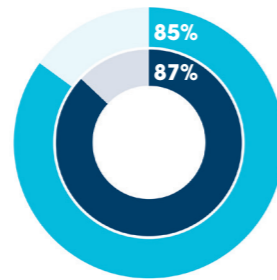
Banked population



Credit card penetration

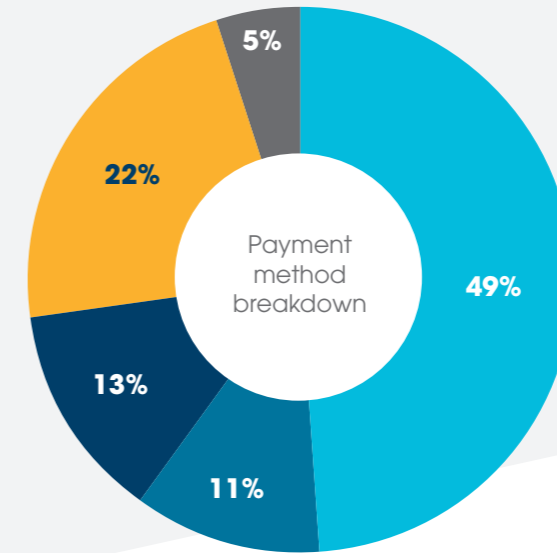


Internet penetration



■ Spain ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



22% - E-wallet total

18% PayPal
5% Other

5% - Other total

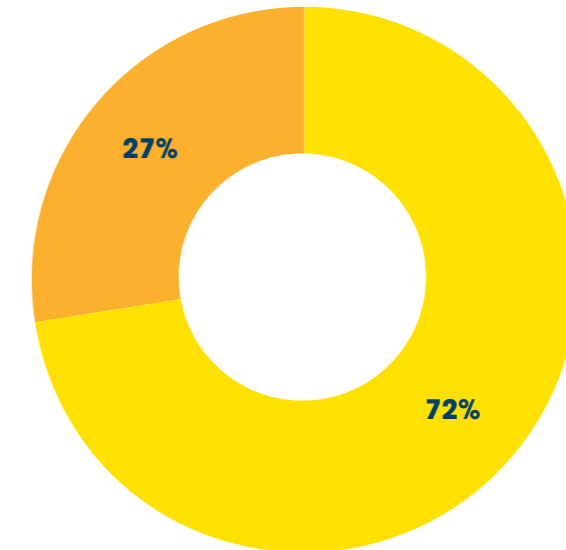
4% Prepaid
1% Other

7.2 billion USD
Cross-border e-commerce value

57% shop cross-border

- China: **43%**
- UK: **12%**
- Germany: **8%**

Card scheme breakdown



■ Visa
■ Mastercard



B2C e-comm.
35.8 billion USD



Mobile e-comm.
48% of total



Cross-border e-comm.
20% of total

iupay!

Klarna

Pay now

SEPA

SEPA Credit Transfer

SEPA

SEPA Direct Debit

teleingreso

TrustPay

Sweden

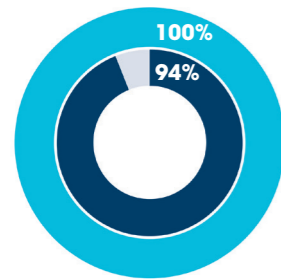
	Sweden	Region	World
Population	10.2 million	481.2 million	7.6 billion
Population (15+)	8.3 million	407.2 million	5.6 billion
GDP (millions)	551,032	18,866,310	85,804,400
GDP per capita (\$)	54,112	43,844	11,299
Online population	9.8 million	420.5 million	4.5 billion
Smartphone penetration	85%	77%	58%
Average online spend (\$)	1,893	2,884	2,594
E-commerce % of total retail	10%	14%	16%

11%
e-commerce growth

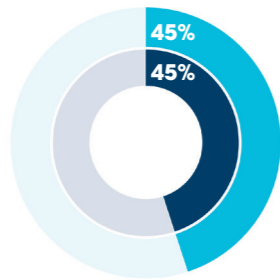
Top e-comm segments

-  Airlines & Hotels: 24%
-  Clothing & Footwear: 14%
-  Homeware & Furniture: 12%
-  Electrical Goods: 11%
-  Food & Drink: 7%

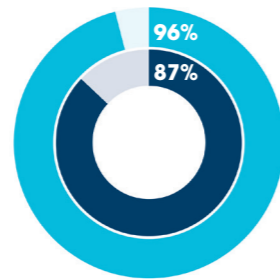
Banked population



Credit card penetration

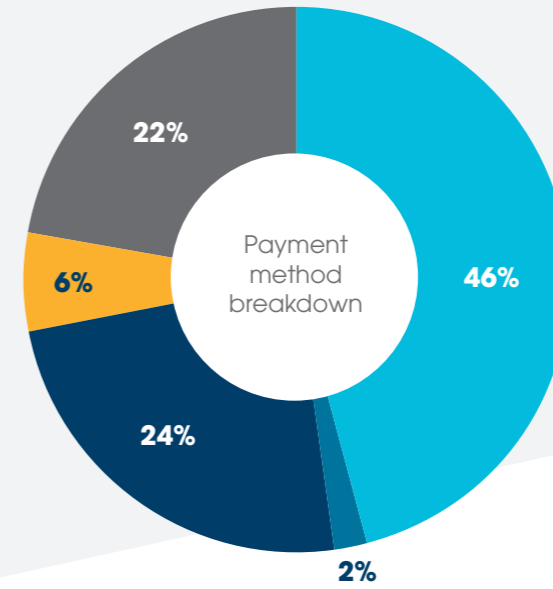


Internet penetration



■ Sweden ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



6% - E-wallet total

- 4% PayPal
- 2% Other




22% - Other total

- 11% Klarna
- 11% Other

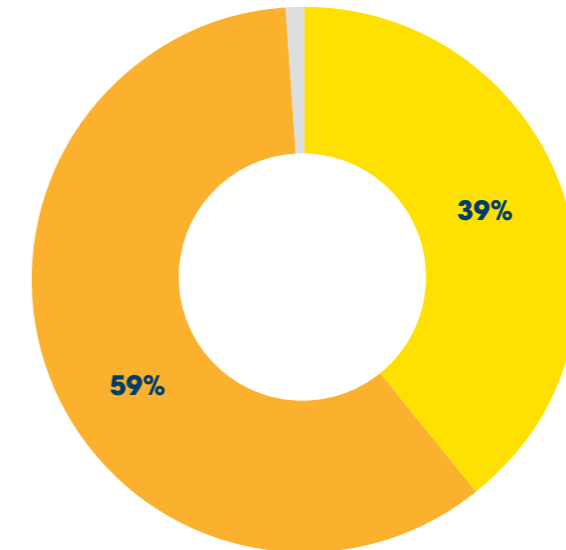
3 billion USD

Cross-border e-commerce value

49% shop cross-border


-  China: 32%
-  Germany: 18%
-  UK: 15%

1%



Card scheme breakdown

- Visa
- Mastercard
- AMEX


B2C e-comm.
17.1 billion USD


Mobile e-comm.
60% of total


Cross-border e-comm.
20% of total

 entercash

 Klarna. Pay later

 Klarna. Pay now

 Klarna. Slice it

 swish*

 zimpler

Switzerland

	Switzerland	Region	World
Population	8.5 million	481.2 million	7.6 billion
Population (15+)	7.2 million	407.2 million	5.6 billion
GDP (millions)	705,501	18,866,310	85,804,400
GDP per capita (\$)	82,839	43,844	11,299
Online population	7.9 million	420.5 million	4.5 billion
Smartphone penetration	80%	77%	58%
Average online spend (\$)	2,623	2,884	2,594
E-commerce % of total retail	10%	14%	16%

13%
e-commerce growth

Top e-comm segments



Airlines & Hotels



Electrical Goods



Clothing & Footwear

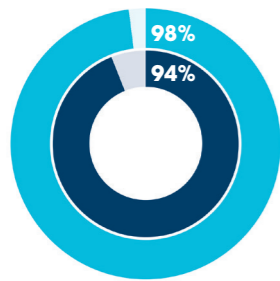


Food & Drink

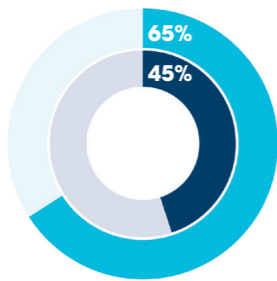


Homeware & Furniture

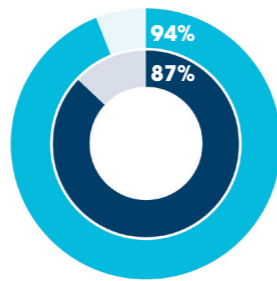
Banked population



Credit card penetration

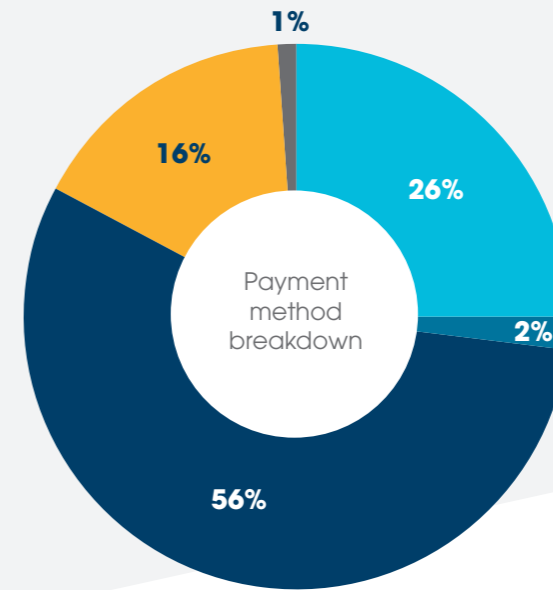


Internet penetration



■ Switzerland ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



26% - Card total

5% PostFinance
21% ICS

56% - Bank transfer total

45% e-PostFinance
11% Other

16% - E-wallet total

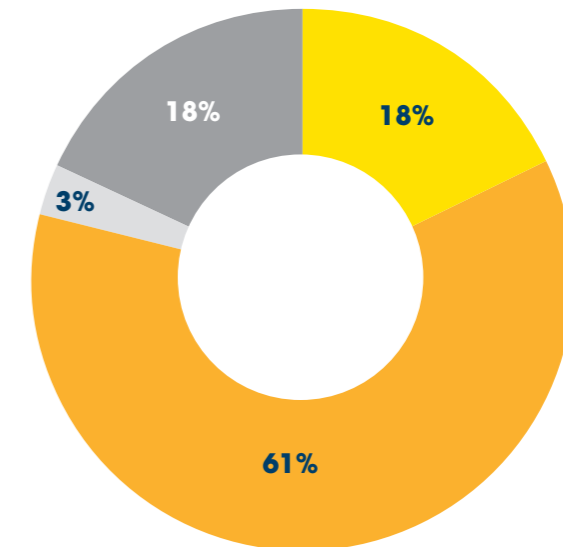
12% PayPal
4% Other

2.2 billion USD
Cross-border e-commerce value

65% shop cross-border

- Germany: 40%
- China: 26%
- USA: 7%

Card scheme breakdown



- Visa
- Mastercard
- AMEX
- Local schemes



B2C e-comm.
14.5 billion USD



Mobile e-comm.
43% of total



Cross-border e-comm.
15% of total

BILLPAY



Klarna. Pay now

POWERPAY

TWINT

PostFinance

UK

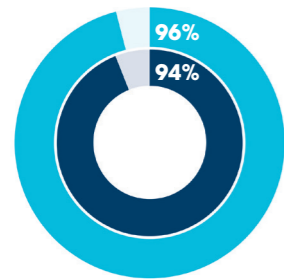
	UK	Region	World
Population	66.5 million	481.2 million	7.6 billion
Population (15+)	54.6 million	407.2 million	5.6 billion
GDP (millions)	2,825,208	18,866,310	85,804,400
GDP per capita (\$)	42,491	43,844	11,299
Online population	62.9 million	420.5 million	4.5 billion
Smartphone penetration	85%	77%	58%
Average online spend (\$)	4,516	2,884	2,594
E-commerce % of total retail	19%	14%	16%

11%
e-commerce growth

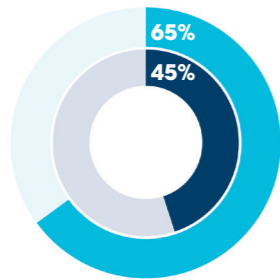
Top e-comm segments

- Airlines & Hotels: 20%
- Food & Drink: 15%
- Clothing & Footwear: 13%
- Electrical Goods: 11%
- Homeware & Furniture: 7%

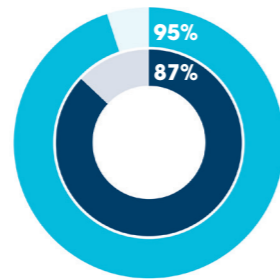
Banked population



Credit card penetration

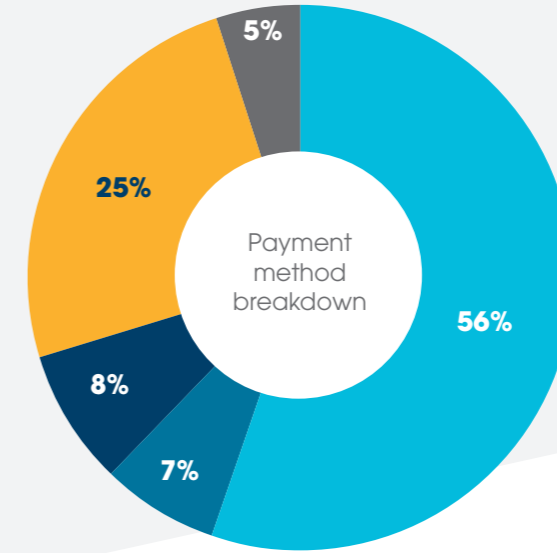


Internet penetration



■ UK ■ Region

- Card
- Cash
- Bank transfer
- E-wallet
- Other



25% - E-wallet total
17% PayPal
7% Other

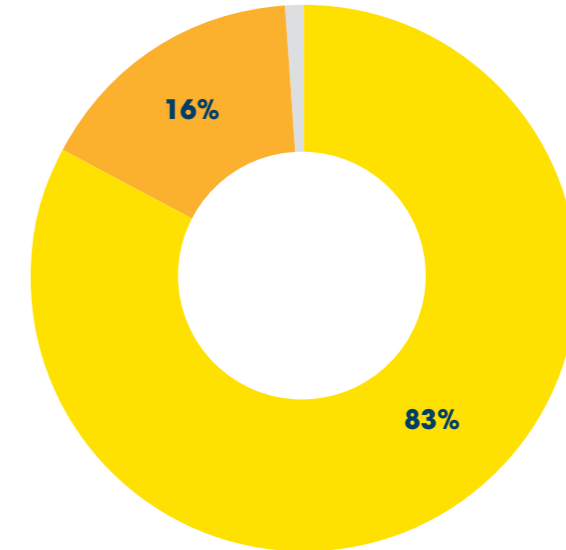
46.4 billion USD

Cross-border e-commerce value

49% shop cross-border

- China: 50%
- USA: 19%
- Germany: 7%

1%



Card scheme breakdown

- Visa
- Mastercard
- AMEX



B2C e-comm.
233 billion USD

Mobile e-comm.
55% of total

Cross-border e-comm.
19% of total

Faster Payments Service

Pay by Bank app

Klarna. Pay later

Klarna. Slice it

DIRECT DeBIT UK Direct Debit

Local Payments. Worldwide.

PPRO reduces the complexity of international e-commerce by acquiring, collecting and processing hundreds of local payment methods for payment service providers and financial institutions.

Through one integration and one contract.

By partnering with PPRO, payment service providers can offer merchants the ability to accept local and international payment methods in more than 175 countries across the globe, as well as expand their e-commerce reach, arrange hassle-free collection and achieve higher conversion rates.

The Online Almanac

PPRO's new and improved Online Almanac puts hundreds of hours of research at the tips of your fingers.



Visit www.ppro.com/almanac or scan the QR code to enjoy a 30-day trial of market insights and global trends.



Data Methodology

Edgar, Dunn & Company (EDC) uses a combination of sources and methods to support the PPRO Database. Where possible consistent sources are used for all markets to maintain the highest level of data integrity. EDC data sources can be split into three main areas:

1. Globally recognized, publicly available databases & resources
2. Central banks / national e-commerce associations / national internet associations
3. EDC proprietary data and models

Using a combination of these data sources allows EDC to best build a complete picture of the market.

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 contact us. 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 PPRO.

PPRO Financial Ltd
20 Balderton Street, London, W1K 6TL, UK

relationship@ppro.com | sales@ppro.com.



Version 2020.01

Sources:

Edgar, Dunn & Company; Commissioned work

Publicly available online information

This report is provided for your information and publication, and is based on data and information collected from publicly available sources commissioned from Edgar, Dunn & Company by PPRO. The e-commerce market and payment methods develop at a fast pace, so all content, data, statements and other information contained within this report is subject to change. PPRO is not responsible or liable for the quality or accuracy of the information in this report nor how this report is subsequently used or published.