

Asia-Pacific	\$770bn	+44%
Europe	\$567bn	+14%
North America	\$523bn	+12%
Latin America	\$37bn	+18%
MENA	\$21bn	+22%
Others	\$25bn	+24%

**Global**  
**\$1,943bn +24%**  
 Total B2C E-sales of Goods and Services 2014

### Cross-border B2C E-commerce

Most popular countries:

	USA	47%
	UK	38%
	China / HK	31%
	Canada	17%
	Australia	16%
	Germany	13%



**\$328bn**

**"309 million consumers bought cross-border last year and this number is expected to grow in 2015"**

### Top 10 e-commerce countries in turnover (in billions of dollars)

	China	\$538*
	USA	\$483
	UK	\$169
	Japan	\$136
	Germany	\$95
	France	\$75
	Canada	\$28
	Russia	\$27
	Spain	\$22
	Australia	\$21

*USA, China and UK account for 61% of total B2C e-commerce sales in the world*

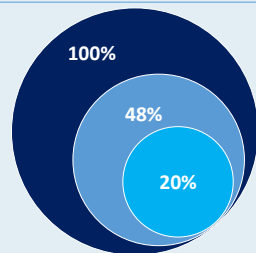
\* B2C & C2C goods & services, excluding insurances

### Average spending per e-shopper



**Share of Internet users accessing the web through a mobile device worldwide**

**72%**



### GOMSEC

Global Online Measurement Standard B2C E-Commerce

**7,223 million** people live in the world  
**2,737 million\*** people use the Internet  
**1,139 million\*** people are e-shoppers  
\*excluding people aged 0-14

### Forecast 2015

**\$2,251 bn**  
 Turnover E-commerce Goods & Services

**Estimated share of online goods in total retail of goods**

**5.9%**

"2.1 billion active social media accounts worldwide"

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Info: [info@ecommercefoundation.org](mailto:info@ecommercefoundation.org)

For reports: [info@ecommercefoundation.org](mailto:info@ecommercefoundation.org)

Raadhuisstraat 22 | 1016 DE | Amsterdam | Netherlands

Twitter: @Ecomfound

Free download at: <https://www.ecommercefoundation.org/reports>