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Light Version
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Our Report Partners

This report is created with help from the following partners

Executed by:
The Ecommerce Foundation is a non-profit organization founded by Ecommerce Europe. It conducts research and studies in the field of e-commerce and provides for benchmarking and reports on e-commerce facts and figures. It also serves as Ecommerce Europe’s research institute. In this role, the Ecommerce Foundation was commissioned by Ecommerce Europe to develop the European B2C E-commerce Report and more than forty national e-commerce reports.

Commissioned by:
Ecommerce Europe is the association representing 25,000+ companies selling goods and/or services online to consumers in Europe. Founded by leading national e-commerce associations, Ecommerce Europe is the voice of the e-commerce sector in Europe. Its mission is to stimulate cross-border e-commerce through lobbying for better or desired policy, by offering a European platform bringing the European e-commerce sector and other stakeholders together, and by providing in-depth research data about European markets.

In cooperation with:
GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s 80 years of data science experience. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

Powered by:
Asendia is one of the world’s top three international mail, shipping and distribution organizations, delivering your packages, parcels and documents to more than 200 destinations across the globe. Formed as a partnership between La Poste and Swiss Post in 2012, the Asendia business employs more than 1,000 people worldwide, has offices in 15 countries and a global network of delivery partners to get your package where it needs to be, when it needs to get there.
Our Report Partners

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**Ingenico**

Ingenico is the most knowledgeable global Payment Service Provider in the world, processing international e-commerce payments for more than 600 of the world’s most recognized e-commerce brands in the digital goods and services, travel, retail and video gaming industries, among many others. Ingenico’s business intelligence tools, Managed Fraud Services and more than 400 payments experts help our clients elevate their payment strategies to become a strategic asset to their companies.

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**Webhelp**

Webhelp is a global business process outsourcer (BPO), specializing in customer experience and payment management in addition to sales and marketing services across voice, social and digital channels. From 21 countries with a 30,000-strong team, our focus is on engineering performance improvements and delivering a real and lasting transformation in our clients’ operating models to generate financial advantage. We partner with some of the world’s most progressive brands.

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**aDAM**

The customer experience is at the center of everything we do. Our Smart Content Hub™ combines digital asset and product content management to help organizations create, manage and distribute marketing material, that engages customers at every touch point in a product’s lifecycle. The Hub significantly reduces go-to-market cycles, keeping brand experiences alive and relevant. Available in the cloud or on premise, it is scalable for enterprises of all sizes. Our customers include IKEA, LEGO, Pandora, Home Depot, Nordstrom, Luxottica, Metro and more.
At the Ecommerce Foundation, we believe that sharing knowledge is essential for the continuous growth of the e-commerce industry. For this reason we have recently developed two initiatives with the aim of helping e-commerce companies improve. The EcommerceWiki is an international platform on which we strive to gather as much relevant e-commerce content as possible, with the help of many experts worldwide. In addition, we have set up the Ecommerce Benchmark, a useful tool for companies to compare their e-commerce performance with their direct competitors in a safe and anonymous way.

Through this report we want to share our knowledge on B2C e-commerce in the United States. We have gathered these facts, figures and insights through thorough desk research and with the help of various partners. This results in an elaborate report which will definitely offer valuable information to parties that trade cross-border in the United States or have intentions to do so.

Naturally, we could not have realized these reports without the help of others. Therefore we want to use this opportunity to express our gratitude to Asendia, Ingenico and Webhelp, who have enabled us to make our reports widely available and to GfK for their close cooperation and involvement.

For any additional information about the Ecommerce Foundation and its products, please contact us through our website www.ecommercefoundation.org or send us an email at info@ecommercefoundation.org.

Director of Ecommerce Foundation
Jorij Abraham

Chief Editor at Ecommerce Foundation
Richard van Welie
United States

2015 Key E-commerce Facts at a Glance

- **260.3mn** people are over the age of 15
- **229.6mn** people use the Internet (88%)
- **173.6mn** people shop online (67%)

Country report sponsored by: [Webhelp](#), [Ingenico](#), [ADAM](#), [Asendia](#), [GfK](#)

Country report in cooperation with: [ePayments](#), [ADAM](#), [Asendia](#), [GfK](#)

**Total GDP of $17,947bn**

**E-commerce GDP of 3.32%**

**59% of the population uses a smartphone**

**Share of mobile in online sales: 20%**

**B2C e-commerce revenue and average spending per e-shopper**

- 2013: $2,986
- 2014: $3,160
- 2015: $3,428

**$470.0bn**

**$530.7bn**

**$595.1bn**

260.3mn people are over the age of 15
Demographic indicators
Country Report United States

Total population: 321,418,800
Median age:
Male: 37.8 years
Female: 39.2 years

Population growth
0.80%

Area: 9,629,091 km²
Capital: Washington DC
Currency: Dollar (USD)

Institution: Constitution-based federal republic
Internet access: 88%
URL country code: .us
Official languages: English
Widely spoken foreign language(s): Spanish
Dialing Code: +1

Institution: World Factbook, 2015

Source: United States Census Bureau and Worldfactbook, 2015

AGE STRUCTURE
Population by age category, 2015

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>19.0%</td>
</tr>
<tr>
<td>15-24</td>
<td>13.6%</td>
</tr>
<tr>
<td>25-54</td>
<td>39.8%</td>
</tr>
<tr>
<td>55-64</td>
<td>12.7%</td>
</tr>
<tr>
<td>65+</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

The United States has one of the highest eGDP shares in the world

Country Report United States

### TOTAL GROSS DOMESTIC PRODUCT

GDP at market prices, 2011-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP (in millions of dollars)</th>
<th>GDP per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$17,947,000</td>
<td>$55,904</td>
</tr>
<tr>
<td>2014</td>
<td>$17,419,000</td>
<td>$54,370</td>
</tr>
<tr>
<td>2013</td>
<td>$16,768,053</td>
<td>$52,980</td>
</tr>
<tr>
<td>2012</td>
<td>$16,163,158</td>
<td>$51,457</td>
</tr>
<tr>
<td>2011</td>
<td>$15,517,926</td>
<td>$49,781</td>
</tr>
</tbody>
</table>

Source: Bureau of Economic Analysis and Worldbank, 2016

### GROSS DOMESTIC PRODUCT REAL GROWTH RATE

Percentage change of GDP, 2011 - 2015

- 2011: 1.6%
- 2012: 2.3%
- 2013: 2.2%
- 2014: 2.4%
- 2015: 2.5%

Source: IMF, 2016

**Explanation**

The US GDP grew by 2.5% in 2015. This real growth rate takes the inflation rate into account.
The unemployment rate continued to drop last year.

**Country Report United States**

---

**UNEMPLOYMENT RATE**
Percentage of the total labor force, 2011-2015

- 2011: 8.9%
- 2012: 8.1%
- 2013: 7.4%
- 2014: 6.2%
- 2015: 5.3%


---

**INFLATION RATE**
Annual change on Consumer Price Index (CPI), 2011-2015

- 2011: 3.2%
- 2012: 2.1%
- 2013: 1.5%
- 2014: 1.6%
- 2015: 0.1%


---

**CONSUMER CONFIDENCE INDEX**
CCI on a three-month basis, 2014-2015

- Jan-14: -18.8
- Apr-14: -15.9
- Jul-14: -13.1
- Oct-14: -18.2
- Jan-15: -1.9
- Apr-15: -4.1
- Jul-15: -6.9
- Oct-15: -10.0

Source: Tradingeconomics, 2016

---

The unemployment rate continued to drop last year.
The United States is ranked in the top 10 in all three indexes

Country Report United States

**Logistical Performance Index**
The LPI overall score reflects perceptions of a country's logistics based on, among other things, efficiency of customs clearance process, quality of trade- and transport-related infrastructure and ease quality of logistics services.

**Ease of Doing Business Index**
A high ease of doing business ranking means the regulatory environment is more favorable for the starting and operation of a local firm. The rankings are determined by sorting the aggregate distance to frontier scores on 10 equal topics.

**E-government Index**
The UN’s E-Government Index provides a comparative assessment of the e-government development of UN Member States. Important factors contributing to a high level of e-government development are concurrent past and present investments in telecommunication, human capital and provision of online services.

The United States is ranked 9th in the Logistics Performance Index, 7th in the Ease of Doing Business Index, and 7th in the E-government Index.
The number of US e-shoppers is growing steadily

**Country Report United States**

Source: United States Census Bureau, Internetlivestats, Statista and Ecommerce Foundation, 2016

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>312,800,000</td>
<td>315,100,000</td>
<td>318,857,100</td>
<td>321,418,800</td>
</tr>
<tr>
<td><strong>Population online (15+)</strong></td>
<td>205,304,090</td>
<td>214,904,502</td>
<td>225,731,664</td>
<td>229,628,033</td>
</tr>
<tr>
<td><strong>Number of e-shoppers (15+)</strong></td>
<td>149,040,000</td>
<td>157,408,450</td>
<td>167,944,358</td>
<td>173,598,793</td>
</tr>
</tbody>
</table>
1. In what area should logistics & e-commerce in the US improve in the short and the long term?
High-rise residences and neighborhoods that lack mailboxes are a challenge for delivery. Online shoppers are increasingly requesting carriers that have reliable delivery and alternate pick-up options in the neighborhood.
In addition, the drop box or locker system is a popular logistics trend. This system involves delivering the parcel to a private address specified by the recipient where the package will be placed within a secure bank of lockers. The recipient will then be notified when their package has been delivered and provided with a pin number which they will be able to use to open the locker and retrieve their parcel. Via this process, the recipient does not need to worry about being at a certain location at a certain time and can therefore collect the parcel at their convenience.

2. What are the greatest challenges for foreign companies when they want to enter the US?
U.S. shoppers have a number of expectations when they shop online which non-U.S. online traders should take into account. For instance, they find it very important that products are offered in their own language, sizes and currency. In addition, they expect delivery to be inexpensive – if not free – and convenient, and the same applies to returns. Finally, online payment methods must be secure, with credit cards being the most popular method in this regard.

3. What are the latest e-commerce developments in the US?
Technology means that consumers now have exposure to better prices, product availability and choice from outside of their country of residence. This has resulted in more cross-border purchases, marketplace shopping and the popularity of free shipping and returns. Other interesting developments include:

Social commerce: Driving more traffic than any other online channel, social commerce is on the rise for everything from small businesses to major retail brands. In order to remain at the top of their target customers’ minds, retailers must incorporate a diversified approach to social commerce that incorporates Facebook, Twitter, Instagram and Pinterest.

Subscription box selling: The subscription box trend started in 2010 and has since grown to a market that includes boxes for nearly any item you could imagine. A good example is the launch of Birchbox, a beauty sample subscription service through which subscribers receive 4-5 new beauty samples each month.

“US shoppers expect to be able to track their packages on any device, including their laptop, tablet and phone”

Mark B. Feinstein
Sr. VP Business Development
at Asendia USA
The B2C e-commerce revenue growth is stabilizing in the US

Country Report United States

**B2C E-COMMERCE REVENUE**
Total online sales of goods and services, in millions of dollars, 2012-2016 (f)

- 2012: $400,000
- 2013: $470,000
- 2014: $530,654
- 2015: $595,076
- 2016 (f): $648,633

**B2C E-COMMERCE GROWTH RATE**
Percentage change in B2C e-commerce revenue, 2012-2016 (f)

- 2012: 15.2%
- 2013: 17.5%
- 2014: 12.9%
- 2015: 12.1%
- 2016 (f): 9.0%

Unlike in many other countries, Media & Entertainment is the most popular product group.
Travel is by far the most popular online service group.

Country Report United States

OVERVIEW OF POPULAR SERVICE GROUPS
Estimated online sales of popular service groups, 2014-2015

For the complete overview of the service groups, please order your full report here (€95)

MARKET SHARE
Market share of the most popular product categories in 2015

- Travel: Flight Tickets and Hotels
- Travel: Package Travel and Private Transport
- Insurances
- Event Tickets
- Others

NUMBER OF E-SHoppers AND AVERAGE SPENDING PER E-SHopper
2013-2015


Source: Ecommerce Foundation and Statista, 2016

Estimated online sales of popular service groups, 2014-2015

Travel: Flight Tickets and Hotels
$48.6bn

157.4mn
$2,986

Source: Ecommerce Foundation, 2016

Travel: Package Travel and Private Transport

167.9mn
$3,160

2014

Insurances

Source: Ecommerce Foundation and Statista, 2016

Event Tickets

173.6mn
$3,428

2015

Others

Source: Ecommerce Foundation, 2016

Travel is by far the most popular online service group. For the complete overview of the service groups, please order your full report here (€95).

Source:

Ecommerce Foundation, U.S. Department of Commerce and Statista, 2016

2013
157.4mn
$2,986

2014
167.9mn
$3,160

2015
173.6mn
$3,428

Source: Ecommerce Foundation, 2016

Market share of the most popular product categories in 2015

- Travel: Flight Tickets and Hotels
- Travel: Package Travel and Private Transport
- Insurances
- Event Tickets
- Others
Leisure flights are mostly sold online in the United States

Country Report United States

ONLINE B2C SALES PER SERVICE/PRODUCT GROUP
The percentage of online B2C sales in each service/product group, 2014-2015

<table>
<thead>
<tr>
<th>Service/Product Group</th>
<th>2014-2015 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel: Leisure Flights</td>
<td>83%</td>
</tr>
<tr>
<td>Music</td>
<td>81%</td>
</tr>
<tr>
<td>Travel: Hotel Stays</td>
<td>61%</td>
</tr>
<tr>
<td>Laptop/Tablet</td>
<td>32%</td>
</tr>
<tr>
<td>Clothing &amp; Footwear</td>
<td>31%</td>
</tr>
<tr>
<td>Car Insurance</td>
<td>28%</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>28%</td>
</tr>
<tr>
<td>Mobile Phones</td>
<td>24%</td>
</tr>
<tr>
<td>Cinema Tickets</td>
<td>18%</td>
</tr>
<tr>
<td>Home Appliances</td>
<td>17%</td>
</tr>
<tr>
<td>Make-Up</td>
<td>15%</td>
</tr>
<tr>
<td>TV Sets</td>
<td>15%</td>
</tr>
</tbody>
</table>

Explanation
Of all purchases in the Clothing & Footwear category, 31% were made online in the United States

Source: Consumer Barometer Survey, 2014-2015
Whether their business is online, in physical stores or both, all retailers face similar challenges. They have to deliver a seamless customer experience at every touchpoint, maximize sales across every channel and device, and live up to their promises regarding product availability and delivery. In order to create a strong retail brand to which consumers will return, they must turn shopping into retail therapy – effortless, relaxing and ultimately enjoyable.

Customer experiences should not happen by accident, but must be engineered. This means that one should really understand his customer’s journey and its moments of truth, and base his next best actions on smart and predictive data analytics. An omni-channel approach to service and sales is powering the retailers’ ability to win hearts, minds and revenue share.

An omni-channel approach is insuperable

Gert-Jan Morsink
Member Executive Board at Webhelp Group
eBay is the most popular online marketplace

Country Report United States

MOST POPULAR ONLINE MARKETPLACES
Research into popularity of online market places in the United States, January 2016

<table>
<thead>
<tr>
<th>Platform</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBay</td>
<td>6.21</td>
</tr>
<tr>
<td>Etsy</td>
<td>6.19</td>
</tr>
<tr>
<td>Amazon</td>
<td>6.16</td>
</tr>
<tr>
<td>Ruby Lane</td>
<td>6.12</td>
</tr>
<tr>
<td>Bonanza</td>
<td>6.04</td>
</tr>
<tr>
<td>eCrater</td>
<td>5.24</td>
</tr>
<tr>
<td>eBid</td>
<td>4.85</td>
</tr>
<tr>
<td>Pinterest</td>
<td>4.72</td>
</tr>
<tr>
<td>Craigslist</td>
<td>4.64</td>
</tr>
<tr>
<td>Facebook</td>
<td>4.47</td>
</tr>
</tbody>
</table>

Explanation
US online sellers reward Bonanza with a 6.04 (out of 10) with regard to profitability, customer service, communication and ease of use. This research involved 12,000 respondents.

Source: EcommerceBytes, 2016
Market leaders in the US in several industries

**MARKET SHARE OF LEADING TOYS AND HOBBIES E-RETAILERS**
Top 5, 2014

Toys ‘R’ Us: 38.6%
GameStop: 25.5%
American Girl: 8.6%
Lego Brand Retail: 6.8%
Big Fish Games: 5.5%

Source: Statista, 2015

**MARKET SHARE OF LEADING COMPUTER AND CONSUMER ELECTRONICS E-RETAILERS**
Top 5, 2014

CDW: 14.8%
Dell: 14.2%
Best Buy Co: 13.8%
Newegg: 11.0%
Sony: 8.6%

Source: Statista, 2015

**MARKET SHARE OF LEADING HARDWARE AND HOME IMPROVEMENT E-RETAILERS**
Top 5, 2014

The Home Depot: 43.4%
Lowe's Cos: 14.6%
MSC Industrial Supply: 13.8%
Build.com: 6.1%
Interline Brands: 5.0%

Source: Statista, 2015

**MARKET SHARE OF LEADING SPECIALTY RETAIL E-RETAILERS**
Top 5, 2014

APMEX: 15.5%
Shutterfly: 13.6%
Musician’s Friend: 10.0%
Ancestry: 9.1%
Disney Store: 6.8%

Source: Statista, 2015
1. What are the first steps a company has to take to create a proper customer experience?
In order to be able to provide relevant experiences, companies need an accurate and consistent understanding of their customer buying behavior and their needs and expectations.

2. How can you optimize your customer experience?
From our point of view, delivering outstanding customer experiences is primarily about providing engaging content that is useful, informative and/or entertaining. More specifically, the key requirement is to provide information that the customer (or potential customer) wants or needs, when he or she wants or needs it, via the touchpoint he or she prefers to use for each interaction.

3. How important is customer experience in the US?
As we are living in a globally connected world, we believe the importance of customer experience is equal in all regions and countries. In the end, the company that provides the best relationship with the customer will win – not through product, but through the best experience.

4. What should one take into account in terms of customer experience when going cross-border?
Whether it is purely local or on a global scale, customers will expect to experience the same consistent interactions everywhere. Obviously localization and adaptation to local markets is crucial to drive customer engagement.

5. Do you have any tips for (online) merchants in terms of customer experience? What developments and aspects should they take into account in the US?
Merchants need to ensure that they publish accurate product content on their website, e-commerce sites, mobile apps, and across social media, email, printed materials and anywhere else their brand is present. If consumers find inconsistent information about your products/services, it creates confusion and mistrust, directly impacting brand loyalty.

Engaging in-store shoppers with digital signage, augmented reality, 360° videos and other emerging formats will help retailers provide innovative and exciting experiences. Since customers now shop across multiple channels, attracting mobile consumers with engaging in-store micro-moments helps set your retail experience apart.

“Customer Experience is all about creating personalized and relevant experiences with customers during all points of contact, across all channels”

Jan Dejosse
CMO
at ADAM Software
Mobile accounts for 60% of time spent on shopping online, but only for 16% of all actual retail dollars spent. This is due to factors such as security concerns and smaller screen size.

Source: ComScore US Cross Platform Future in Focus, 2016

**SHARE OF MOBILE COMMERCE OF TOTAL RETAIL E-COMMERCE**
2012-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Mobile Commerce %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>9.6%</td>
</tr>
<tr>
<td>2013</td>
<td>10.4%</td>
</tr>
<tr>
<td>2014</td>
<td>11.7%</td>
</tr>
<tr>
<td>2015</td>
<td>16.0%</td>
</tr>
</tbody>
</table>

Source: ComScore US Cross Platform Future in Focus, 2016

**OVERVIEW OF SMARTPHONE USAGE**
Percentage of population that uses a smartphone, 2012-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Smartphone Usage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>38.8%</td>
</tr>
<tr>
<td>2013</td>
<td>45.7%</td>
</tr>
<tr>
<td>2014</td>
<td>53.6%</td>
</tr>
<tr>
<td>2015</td>
<td>59.3%</td>
</tr>
</tbody>
</table>

Source: United States Census Bureau, 2016

Mobile sales are growing rapidly
Country Report United States

Total mobile sales of $117.8bn
**Country Report United States**

**REASONS FOR NOT BUYING ABROAD**
Reasons why US e-shoppers are hesitant to buy cross-border

- Not trusting foreign sites: 23%
- Assuming delivery takes longer: 24%
- Assuming returning is difficult/costly: 25%
- Never occurred: 28%
- Own country meet my needs: 38%

*Source: Consumer Barometer Survey, 2014-2015*

**MOTIVATIONS FOR BUYING ABROAD**
Reasons why US e-shoppers buy cross-border

- Trustworthiness: 11%
- Broader range of products: 12%
- Better quality: 13%
- Better conditions: 21%
- Better availability: 29%
- Appealing offer: 30%

*Source: Consumer Barometer Survey, 2014-2015*

**MOST POPULAR PURCHASES FROM FOREIGN COUNTRIES**
Most popular products for cross-border shopping, 2015

- Clothing and Footwear: 31%
- Books, CDs, DVDs or video games: 22%
- Digital Cameras: 16%
- Household Goods: 15%
- Cosmetics: 14%
- Mobile Phones: 13%

**Explanation**
22% of US e-shoppers have bought books, CDs, DVDs or video games in a foreign online shop at least once

*Source: Consumer Barometer Survey, 2014-2015*
Credit cards are the most popular online payment method

Country Report United States

SALES TAX RATE OVERVIEW
Information on US Sales Tax Rate

<table>
<thead>
<tr>
<th>VAT overview</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales tax rate</td>
<td>Sales tax rates differ by state, but sales tax bases also impact how much revenue is collected from a tax and how the tax affects the economy. Local jurisdictions, including cities, counties and special districts, can have their own rates and tax bases in some states.</td>
</tr>
<tr>
<td>Where to register</td>
<td>Each individual state has its own tax department and must be contacted individually</td>
</tr>
</tbody>
</table>

Source: PwC, 2016

TOP ONLINE PAYMENT METHODS
In percentage of total online purchases

- Credit Cards: 38%
- Debit Cards: 27%
- eWallet (PayPal, Google Wallet, Apple Pay): 15%
- Bank Transfers: 7%
- Pre-paid: 5%
- Cash on Delivery: 4%
- Others: 4%

Explanation
27% of US online purchases are made through Debit Cards

Source: Global Payments Report Worldpay, 2015
Unsurprisingly, the US payments market is dominated by cards. Together, credit, debit, prepaid and charge cards represent around 72% of all online payments in the US. Visa is the card payments market leader with just over 50%, followed by MasterCard (~25%) and American Express (~15%).

Still, eWallets are on the rise, riding on the back of growing mobile commerce. PayPal is still the most popular eWallet, but is threatened by new digital wallets, such as Apple Pay, Google Wallet and Android Pay.

Apple Pay is currently only eligible for contactless and in-app purchases. However, it might become available for purchases on mobile websites later this year. As the Apple Pay checkout provides a slightly cleaner express checkout option, this will probably have its impact on the market share of eWallets like PayPal and Google Wallet.
iOS is the most-used operating system on mobile devices

INTERNET BROWSERS DESKTOP
Share of Internet browsers visiting Statcounter sites, 2015

INTERNET BROWSERS MOBILE
Share of Internet browsers visiting Statcounter sites, 2015

OPERATING SYSTEMS DESKTOP
Share of operating systems visiting Statcounter sites, 2015

OPERATING SYSTEMS MOBILE
Share of operating systems visiting Statcounter sites, 2015

Source: Statcounter, 2016
See the Definitions page for Statcounter’s research method

www.ecommercefoundation.org
Facebook is the most popular social media platform in the US

Country Report United States

**SOCIAL MEDIA USAGE**
Share of the total population, Q4 2015

- Facebook: 41%
- Twitter: 18%
- Instagram: 15%
- Pinterest: 15%
- Google+: 12%
- LinkedIn: 11%
- Snapchat: 11%

**NUMBER OF SOCIAL MEDIA USERS**
Number of social media users in millions, 2014-2020

- 2014: 173.6
- 2015: 180.0
- 2016(f): 185.6
- 2017(f): 190.7
- 2018(f): 195.3
- 2019(f): 199.4
- 2020(f): 202.8


Source: Statista, 2016
## LEADING E-RETAILERS

** Ranked by Facebook engagement, 2014**

<table>
<thead>
<tr>
<th>Brand</th>
<th>2014 likes (in millions)</th>
<th>Average likes per post</th>
<th>Average comments per post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starbucks</td>
<td>37.73</td>
<td>52,264</td>
<td>817.8</td>
</tr>
<tr>
<td>Walmart.com</td>
<td>34.82</td>
<td>1,307.9</td>
<td>141.8</td>
</tr>
<tr>
<td>Apple</td>
<td>32.83</td>
<td>1,219.1</td>
<td>35.8</td>
</tr>
<tr>
<td>Victoria’s Secret</td>
<td>26.42</td>
<td>11,212.8</td>
<td>126.1</td>
</tr>
<tr>
<td>Adidas</td>
<td>25.73</td>
<td>2,567.5</td>
<td>26.1</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>25.55</td>
<td>1,587.2</td>
<td>2,045</td>
</tr>
<tr>
<td>Target</td>
<td>23.32</td>
<td>3,582.7</td>
<td>196.7</td>
</tr>
<tr>
<td>Levi Strauss &amp; Co</td>
<td>22.18</td>
<td>3,328.2</td>
<td>47.8</td>
</tr>
<tr>
<td>Nike</td>
<td>22.09</td>
<td>8,657.2</td>
<td>649.5</td>
</tr>
<tr>
<td>H&amp;M</td>
<td>21.25</td>
<td>1,368.6</td>
<td>11.3</td>
</tr>
</tbody>
</table>

**LEADING E-RETAILERS**

** Ranked by Twitter engagement, 2014**

<table>
<thead>
<tr>
<th>Brand</th>
<th>2014 followers (in millions)</th>
<th>Total tweets</th>
<th>Retweets per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starbucks</td>
<td>6.83</td>
<td>37,119</td>
<td>3,623</td>
</tr>
<tr>
<td>Apple</td>
<td>6.35</td>
<td>19,677</td>
<td>117,959</td>
</tr>
<tr>
<td>Victoria’s Secret</td>
<td>4.82</td>
<td>80,128</td>
<td>27,717</td>
</tr>
<tr>
<td>Major League Basketball</td>
<td>3.95</td>
<td>79,667</td>
<td>317,175</td>
</tr>
<tr>
<td>Louis Vuitton</td>
<td>3.91</td>
<td>2,150</td>
<td>266,331</td>
</tr>
<tr>
<td>Burberry</td>
<td>3.3</td>
<td>6,910</td>
<td>213,409</td>
</tr>
<tr>
<td>Nike</td>
<td>3.05</td>
<td>190,695</td>
<td>13,095</td>
</tr>
<tr>
<td>Sony</td>
<td>2.92</td>
<td>9,351</td>
<td>19,330</td>
</tr>
<tr>
<td>Adidas</td>
<td>2.23</td>
<td>10,566</td>
<td>28,796</td>
</tr>
<tr>
<td>Threadless.com</td>
<td>2.18</td>
<td>19,802</td>
<td>8,221</td>
</tr>
</tbody>
</table>

Source: Statista, 2015

Starbucks is the most popular e-retailer on Facebook and Twitter.
Every country has its own social habits and rules. Therefore, when doing business in a foreign country, you should be aware of the DOs and DON’Ts of that particular nation.

Below, you will find some tips and tricks that might help you when doing business in the United States.

- The Internet is vital in doing business in the United States; it is used for everything, from appointments to presentations and invoicing. Make sure you are up-to-date.
- 12.9% of the US population speaks Spanish as their primary language. Take this into account when setting up your online shop.
- Do not use metrics, such as liters, meters, Celsius and Euros, in your presentation.
- Go to network events, as there are plenty and you will make yourself known to other people.
- Prepare to make long hours, it is the standard in the United States.
- Make sure you know your product or service very well and be proud of it.
- Americans are direct in the way they communicate.
- Arrive on time for meetings since time and punctuality are important. In the Northeast and Midwest, people are extremely punctual and view it as a sign of disrespect for someone to be late for a meeting or appointment.
- If there is an agenda, it will be followed. At the conclusion of the meeting, there will be a summary of what was decided, a list of who will implement what facets, and a list of the next steps to be taken and by whom.
- It is common to attempt to reach an oral agreement at the first meeting. The emphasis is on getting a contract signed rather than building a relationship. The relationship may develop once the first contract has been signed.
Below, you will find some **practical tips** for online merchants that want to sell products and/or services in the United States.

### Tips for online merchants

- 29% of young US shoppers (aged 16-21) browse online stores, even when they do not have a product in mind. For adult shoppers (aged 22-65), this is 18%.
- US consumers are very open to buying foreign products.
- US consumers are more and more aware of the problems of the environment and overconsumption. They look more closely at the quality of a product, its origin, its composition and its price.
- If your business sells automobiles, fuel or related products, take special note of the rules and laws that could affect your company. The FTC has resources discussing the Used Car Rule, labeling guidelines for alternative fueled vehicles and alternatives fuels, how the FTC’s Privacy Rule applies to auto dealers – and other topics of interest to the automotive industry.
- Shoppers are sensitive for making “good deals”. Creating a special experience for a potential customer could be the last push towards a sale.
- If a customer finds a product he wants then he wants it right now. If he has questions, he wants them answered as soon as possible (24/7 hotlines, live chats and social media are common tools).
- If you have a US subsidiary, do not assume that the US subsidiary can perform services on behalf of the foreign entity without creating nexus for the foreign entity. Make sure you understand your marketing agreements and strategies. Online marketing can sometimes trigger nexus for a foreign entity.

Source: Ecommerce Foundation, Businessinsider, PwC, LegalICT and Santander, 2016
Every country has its own rules and legislation. Therefore, when doing business in a foreign country, you should be aware of these.

On this slide, you will find an overview of United States' most important laws and regulations, as well as some practical tips.

- **DON'T**: email additional contract terms later, they are not enforceable;
- **DON'T**: give false information or spread false advertisements (penalty: $5,000 / 6 months);
- **DON'T** forget the extra rules in the Gramm Leach Bliley Act (GLBA), the Fair Credit Reporting Act (FCRA), the Fair and Accurate Credit Transaction Act (FACTA) and the Red Flags Rules when you provide financial information;
- **DON'T** forget that every state in the US has is own additional privacy rules;

**DO**: take care of a proper information amenity. The information on your web shop must contain:
- the opportunity for consumers to keep a record of the transaction;
- any warranties or guarantees associated with the sale;
- any promises or statements about the qualities of a good creates a warranty;
- claims must be substantiated, especially when they concern health, safety, or performance.
**DO**: disclose privacy policies or information practice statements prominently on your website;
**DO**: pay attention to the special privacy rules of COPPA when your audience is 13 years old or younger;
**DO**: give information about easy-to-use and affordable dispute resolution programs you participate in;
**DO**: give consumers the opportunity to refuse having their personal data shared with others or used for promotional purposes;
**DO**: remember that buyers have the right to inspect the goods before payment is due, unless the contract decides differently;
**DO**: make sure that you have a reasonable basis for believing that you can ship within 30 days;
**DO**: keep an eye on the requirements for electronic contracts, for example if there is a valid electronic signature;
**DO**: obtain affirmative express consent if you want to use cookies;
February 14 – Valentine’s Day
US people celebrate Valentine’s Day. On this day people like to buy flowers, plush toys and gifts for their lovers.

Second Sunday in May – Mother’s Day (May 8 in 2016)
On the second Sunday in May (Mother’s Day) people in the United States honor their mothers and give them presents.

Third Sunday in June – Father’s Day (June 19 in 2016)
On the third Sunday in June (Father’s Day) people in the United States honor their fathers and give them presents.

October 31 – Halloween
Halloween is a very popular holiday in the US and this is also noticeable in online sales. People also use the Internet to order their costumes and candy.

Fourth Friday in November – Black Friday (November 25 in 2016)
Black Friday is the day following Thanksgiving Day. It is regarded as the beginning of the Christmas shopping season and most major retailers have longer opening hours and offer lots of promotional sales. It has been the busiest shopping day of the year since 2005.

Monday after Thanksgiving – Cyber Monday (November 28 in 2016)
Cyber Monday is the Monday after Thanksgiving and is a day on which people tend to purchase a lot of products online. Especially smaller retailers that cannot compete with the bigger retailers offer online only deals this day.

December 24-26 – Christmas
Consumers like to shop for items such as food and presents for Christmas. Online shops should therefore take a shopping frenzy in the months of November and December into account.
Opportunities and Threats

Country Report United States

Opportunities and barriers
Naturally, the United States offers both opportunities and threats for e-commerce companies. Below, we provide a short overview of some important opportunities and threats that you have to take into account when you are thinking about opening an online shop in the United States.

Opportunities:

• The US population is relatively young. In general, younger people shop online more often.

• Travel is an extremely popular online category in the United States.

Threats:

• The e-commerce revenue growth rate is steadily declining and stabilizing. The US online market is becoming increasingly mature.

• There is relatively low smartphone penetration rate in the United States. On the other hand, there is enough space to grow in this area.
About Ecommerce Foundation

Information about the Ecommerce Foundation and its Reports
Ecommerce Foundation

The Ecommerce Foundation is an independent non-profit organization, co-founded by Ecommerce Europe and working in partnership with national e-commerce associations worldwide. In addition, the Ecommerce Foundation cooperates with online and omnichannel selling companies from industries such as retail, travel & finance. Its mission is to facilitate the development of practical knowledge, insights and learnings for which individual institutions, associations and B2C selling companies do not have the (financial) resources and/or capabilities.

By combining collective goals and efforts, the Ecommerce Foundation is able to realize e-commerce research, reports, benchmarks and studies that could not have been possible on an individual basis.
Ecommerce Foundation’s Research Services

About Ecommerce Foundation

The **Ecommerce Benchmark** allows companies to compare & improve their e-commerce activities. Compare your performance with that of others in your industry at [www.ecommercebenchmark.org](http://www.ecommercebenchmark.org)

The **EcommerceWiki** is *the* online e-commerce guide for online retailers, corporate digital experts and students. Read all about e-commerce-related topic at [www.ecommercewiki.org](http://www.ecommercewiki.org)

**Custom research** is performed for a diverse set of companies, both co-branded and white-labeled. For more information, please go to [www.ecommercefoundation.org](http://www.ecommercefoundation.org)

Our **E-commerce Reports** provide facts & figures on the most important e-commerce markets in the world. Download the light version or order the full versions through [www.ecommercewiki.org](http://www.ecommercewiki.org)
About the reports

The B2C E-commerce Reports are published by the Ecommerce Foundation. They provide overviews of the mature and emerging markets and of the major European and global statistics in the field of e-commerce.

In total, the Ecommerce Foundation will publish 12 country reports, covering the most important e-commerce markets worldwide. These include the United States of America, the United Kingdom, China and Brazil. In addition, it will publish a European and global overall report. For publication dates and prices, please see the table on the right.

Personalized report
It is also possible to have a tailor-made e-commerce report made, completely based on your wishes and requirements. This can be ordered through info@ecommercefoundation.org.

Light reports
Ecommerce Europe also publishes light reports, which contain a summary of the full reports. These light reports can be downloaded for free through www.ecommercewiki.org.
Global Online Measurement Standard for B2C E-commerce (GOMSEC)

About Ecommerce Foundation

GOMSEC aims to provide guidelines for measuring and monitoring B2C e-commerce. As a result, all countries worldwide are able to provide data with respect to the penetration of B2C e-commerce in a standardized way. All Ecommerce Foundation figures and estimates are based on GOMSEC, unless stated otherwise. The data and research by GfK is also in accordance with GOMSEC.

The GOMSEC reports on sales figures for the total B2C e-commerce worldwide and for each country separate in the country profiles, based on total sales of goods and services.

These total sales of goods and services are based on the areas/sectors/classification of areas and sectors, as stated on the next few pages.

All data reported in the national currency of the country involved is converted into euros according to the average (annual) rate of exchange as provided by, preferably, the European Central Bank (ECB) or the national bank of the particular country. The reference period that is used for this was from 1 January 2015 to 31 December 2015. Growth rates are calculated and measured by the B2C e-commerce sales in the national currency.

Definition of B2C e-commerce sales

“Any B2C contract regarding the sale of goods and/or services, fully or partly concluded by a technique for distance communication.”

Technique for distance communication: means that can be used for communication regarding the offer made by the trader and the conclusion of a contract, without the necessity of the consumer and trader being in the same place at the same time.

Contract: a contract whereby use is made, either solely or in part, of one or more techniques for distance communication within the framework of a system organized by the trader for the distance sale of goods and/or services, up to and including the moment that the contract is concluded;

Classification of B2C e-commerce

The following classification on the next few pages provides an overview of areas and sectors included in GOMSEC.

Online purchases of the following items are excluded from GOMSEC:

• Transactions between private individuals/consumers (C2C), such as auctions and marketplaces, and between businesses (B2B)
• Online gambling and gaming
• Cars and other motor vehicles
• Houses and real estate
• Utilities (e.g. water, heating and electricity)
• Mortgages, loans, credit cards and overdrafts
• Savings accounts, funds, stocks&shares and bonds

B2C e-commerce therefore includes all online transactions between businesses and consumers using desktop computers, laptops, tablets, smartphones, point-of-sales and smart-wearables, for instance through online shops, physical stores (“online instore”), email, QR codes, catalogs, etc. B2C e-commerce includes Value Added Tax (VAT) or other sales tax, delivery costs and apps, but excludes returns.
### Media & Entertainment
- Music (physical, download & streaming)/Spotify based on new subscriptions
- Video (DVD, Blu-ray, downloads)
- Games hardware & games software
- Books & e-books
- Apps
- New subscriptions newspapers and magazines (no single copy sales)

### Fashion
<table>
<thead>
<tr>
<th>Clothing</th>
<th>Shoes &amp; Personal lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underwear &amp; Upperwear</td>
<td>Shoes</td>
</tr>
<tr>
<td>Children's wear</td>
<td></td>
</tr>
<tr>
<td>Swimwear &amp; Sportswear</td>
<td>Jewelery, Bijoux, Watches &amp; others fashion accessories (e.g. sunglasses)</td>
</tr>
<tr>
<td>Nightwear &amp; legwear</td>
<td>Bags, wallets, suitcases</td>
</tr>
</tbody>
</table>

### Electronics

<table>
<thead>
<tr>
<th>Consumer Electronics</th>
<th>Information Technology (IT)</th>
<th>Household Electronics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo equipment</td>
<td>IT hardware (PCs, laptops, tablets, etc.)</td>
<td>MDA: air-conditioning, dishwashers, wash machines and other white goods</td>
</tr>
<tr>
<td>Audio equipment</td>
<td>Computer Software</td>
<td></td>
</tr>
<tr>
<td>TV/video equipment</td>
<td>Music instruments</td>
<td>SDA: equipment for personal care, home comfort, kitchen appliances</td>
</tr>
<tr>
<td>Car electronics</td>
<td>USB sticks, DVD/CD-recordable, ink cartridges, computer accessories</td>
<td></td>
</tr>
</tbody>
</table>

### Sports & Recreation
- Sports hardware (e.g. soccer shoes, tennis rackets)
- Bicycles & accessories
- Articles for camping and recreation

---

**About Ecommerce Foundation**

Global Online Measurement Standard for B2C E-commerce (GOMSEC)

[www.ecommercefoundation.org](http://www.ecommercefoundation.org)
### Home & Garden
- Furniture and kitchens
- Floor and window coverings (e.g. curtains and blinds)
- Home textiles
- Cookware (sets), kettles and oven equipment
- Table and kitchen articles
- Articles for cleaning, wash and store
- Decoration
- Lamps and fixtures
- DIY-articles
- Garden articles
- Flowers and plants (in home)

### Food/Nearfood/Health

<table>
<thead>
<tr>
<th>Food/Nearfood</th>
<th>Health &amp; Beauty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverages</td>
<td>Personal care &amp; Hygiene</td>
</tr>
<tr>
<td>Fresh produce</td>
<td>Baby care</td>
</tr>
<tr>
<td>Packaged consumer goods</td>
<td>Perfume</td>
</tr>
<tr>
<td>Detergents/household cleaning</td>
<td>OTC</td>
</tr>
<tr>
<td>Animal feed</td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td></td>
</tr>
</tbody>
</table>

### Telecom
- Smartphones, mobile phones & mobile devices
- Telefax and answering machines
- Headsets & Accessories (mobile) phones
- Prepaid cards and tariffs of new phone subscriptions

### Other: Products
- Cars components
- Glasses and contact lenses
- Stationery
- Pictures and photo albums
- Pet supplies
- Erotica
### Insurance

<table>
<thead>
<tr>
<th>New indemnity, Life and Health Insurances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liability insurance</td>
</tr>
<tr>
<td>Car insurance</td>
</tr>
<tr>
<td>Fire and theft insurance</td>
</tr>
<tr>
<td>Bike/caravan/motorbike/Scooter insurance</td>
</tr>
<tr>
<td>Accident insurance</td>
</tr>
<tr>
<td>Boat insurance</td>
</tr>
<tr>
<td>Legal assistance insurance</td>
</tr>
<tr>
<td>Home insurance</td>
</tr>
<tr>
<td>Travel insurance (continuous/annual + short term)</td>
</tr>
<tr>
<td>Insurance package</td>
</tr>
</tbody>
</table>

### Travel

<table>
<thead>
<tr>
<th>Package Travel</th>
<th>Flight Tickets &amp; Accommodations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package travel</td>
<td>Flight Tickets</td>
</tr>
<tr>
<td>Private transport if booked through a tour operator</td>
<td>Hotel stays</td>
</tr>
<tr>
<td>-&gt; all of the above not booked in combination with other travel-parts</td>
<td></td>
</tr>
</tbody>
</table>

### Event Tickets

- Tickets for concerts and festivals
- Tickets for (movie) theaters
- Tickets for zoos and amusement parks
- Tickets for museums
- Tickets for sports games

### Other: Services

- New subscriptions to dating service
- Other services
### Definitions related to the Internet, E-commerce and Online Retailing

**About Ecommerce Foundation**

<table>
<thead>
<tr>
<th><strong>Term</strong></th>
<th><strong>Definition</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadband access</strong>:</td>
<td>the availability of broadband is measured by the percentage of households that are connectable to an exchange that has been converted to support DSL technology, to a cable network upgraded for Internet traffic, or to other broadband technologies. It includes fixed and mobile connections (source: Eurostat)</td>
</tr>
<tr>
<td><strong>Cross-border e-commerce</strong>:</td>
<td>percentage of e-commerce purchased at foreign sites</td>
</tr>
<tr>
<td><strong>Ease of Doing Business Index</strong>:</td>
<td>The Ease of Doing Business Index is developed by the World Bank, and averages the country's percentile rankings on nine topics. It is made up of a variety of indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to June 2010. The Index covers 185 countries.</td>
</tr>
<tr>
<td><strong>E-commerce (or electronic commerce), a subset of e-business</strong>:</td>
<td>any B2C contract on the sale of products or services fully or partly concluded by a technique for distance communication.</td>
</tr>
<tr>
<td><strong>E-commerce GDP</strong>:</td>
<td>total amount of goods and services online divided by the total Gross Domestic Product (GDP).</td>
</tr>
<tr>
<td><strong>Economic Freedom Index</strong>:</td>
<td>the Index of Economic Freedom is an annual guide published by The Wall Street Journal and The Heritage Foundation, Washington's No. 1 think tank. For over a decade, the Wall Street Journal and The Heritage Foundation have tracked the march of economic freedom around the world with the influential Index of Economic Freedom. There are 5 categories, ranking from Free (with a score between 80 and 100) to Repressed (between 40 and 49.9).</td>
</tr>
<tr>
<td><strong>E-households</strong>:</td>
<td>number of households that use the Internet for personal gain.</td>
</tr>
<tr>
<td><strong>E-household expenditure</strong>:</td>
<td>expenditure per household that bought goods or services in the past year.</td>
</tr>
<tr>
<td><strong>Global Online Measurement Standard for B2C E-commerce (GOMSEC)</strong>:</td>
<td>aims to provide guidelines to measure and monitor B2C e-commerce in order to enable all European countries to provide data with respect to the penetration of B2C e-commerce in a standardized way.</td>
</tr>
<tr>
<td><strong>E-Government Index</strong>:</td>
<td>The UN’s E-Government Index provides a comparative assessment of the e-government development of UN Member States. One of the primary factors contributing to a high level of e-government development is concurrent past and present investment in telecommunication, human capital and provision of online services.</td>
</tr>
<tr>
<td><strong>Gross Merchandise Volume</strong>:</td>
<td>the total sales facilitated by a third party, such as a market place.</td>
</tr>
<tr>
<td><strong>E-services or electronic services</strong>:</td>
<td>“Deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-retailing, customer support, and service delivery.” This definition reflects three main components: service providers, service receivers and the channels of service delivery (i.e. technology). (Jennifer Rowley, Professor Information and Communications, Manchester Metropolitan University, UK)</td>
</tr>
<tr>
<td><strong>Inactive online population</strong>:</td>
<td>users that have access to the Internet but have not (yet) purchased goods or services online in the past year.</td>
</tr>
</tbody>
</table>
Definitions related to the Internet, E-commerce and Online Retailing

**Market place:** online platform on which companies (and consumers) sell goods and/or services.

**Logistics Performance Index (LPI):** The Logistics Performance Index (LPI) measures the “logistics friendliness” of 155 countries. It helps countries identify the challenges and opportunities they face in their trade logistics performance and what they can do to improve this. The Index is developed by the World Bank and is based on a worldwide survey of operators, such as global freight forwarders and express carriers.

**Mobile commerce (or m-commerce):** the ability to conduct commerce using a mobile device e.g. a mobile phone, a PDA, a smartphone, a tablet or other (emerging) mobile equipment.

**Mobile subscriptions:** mobile cellular telephone subscriptions are subscriptions to a public mobile telephone service using cellular technology, which provide access to the public switched telephone network. Post-paid and prepaid subscriptions are included (source: Eurostat).

**Networked Readiness Index (NRI):** The NRI measures the tendency for countries to exploit the opportunities offered by information and communications technology (IT). The NRI comprises three components: the environment for IT offered by a given country or community, the readiness of the country’s key stakeholders to use IT, and the usage of IT among these stakeholders.

**Online buyer (or e-shopper, e-buyer):** an individual who regularly bought or ordered goods or services through the Internet.

**Online expenditure:** spending per user who purchased goods or services online.

**Online Retail (or e-retail, electronic retail orretailing or even e-tailing):** the selling of retail goods and services on the Internet. In the limited sense of the word, sectors such as online leisure travel, event tickets, downloading music or software are not included. Online-only retail shops are often referred to as pure players.

**Penetration levels:** the percentage of a population using the Internet, mobile phones, smartphones or tablet devices.

**Real economic growth rate:** a measure of economic growth from one period to another expressed as a percentage and adjusted for inflation. The real economic growth rate is a measure of the rate of change that a nation’s gross domestic product (GDP) experiences from one year to another.

**Retail sales:** the selling of mainly goods from businesses to individuals from a traditional or so-called bricks-and-mortar shop.

**Statcounter research method:** Statcounter is a web analytics service and their tracking code is installed on more than three million sites globally. These sites cover various activities and geographic locations. Every month, Statcounter records billions of page views to these sites. For each page view, they analyze the browser/operating system/screen resolution used and they establish if the page view is from a mobile device. They calculate their Global Stats on the basis of more than fifteen billion page views per month, by people from all over the world onto more than three million member sites.
The sources consulted for the creation of this report include:

- Bureau of Economic Analysis
- Bureau of Labor Statistics
- Businessinsider
- CIA Worldfactbook
- Comscore
- Doingbusiness
- EcommerceBytes
- GfK
- Google Barometer
- IMF
- Internetlivestats
- LegalICT
- PwC
- Santander
- Statcounter
- Statista
- Tradingeconomics
- United States Census Bureau
- United States Department of Commerce
- Wearesocial
- Worldbank
- Worldpay

Sources

This report could only be realized by consulting a great number of valuable sources. These were available in various countries and regions in Europe and around the globe. The wide variety of sources include public domain publications, blogs, websites, industry and financial specialist publications, regional and local news, annual reports, and press releases.

Sometimes the information sources are contradictory and sometimes different figures and data were given by varying sources within the same country, for example due to different definitions. In our reports we have mentioned the different sources, definitions and outcomes of such reports, studies and interpretations.

This report is based on information that we consider reliable, but we cannot vouch for it being completely accurate or complete, nor should it be relied upon as such. Opinions expressed are our current opinions as of the date of this report.
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