E-shopping key trends between 2016 & 2018

- Share of online shopping remains steady: 11.5%
- Fresh food & beverages are growing: +16%
- Books are decreasing: -37%
- Fashion holds a solid position: 47%
  - 10% of e-shoppers always shop on the same website
  - 54% still return their last purchase
  - +5 pts
  - +10 pts

- As e-shopping on desktops and laptops decreases, m-commerce is on the rise: +10 pts
  - 54% of European e-shoppers have bought from a foreign website
  - +6 pts

- Alternative locations to home delivery are on the rise: +5 pts
  - 79% Home
  - 17% Parcel shops
  - 11% Work
  - 10% Retailer stores
  - 10% Parcel lockers

- 58% of European e-shoppers have bought from a foreign website

Cross-border purchases made from outside Europe:

- 67% of cross-border purchases made from outside Europe
- 31% from the USA
- 47% from China

65% of European cross-border e-shoppers have already bought from foreign websites located in Europe

www.dpdgroup.com