

# E-shopping key figures

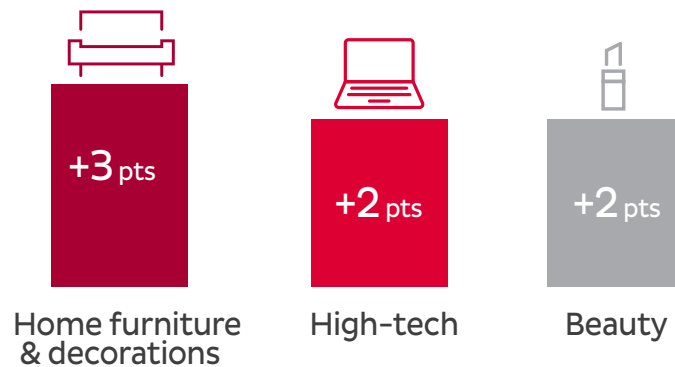
**47%**  **NEW**  
of new buyers are heavy buyers

Heavy buyers receive

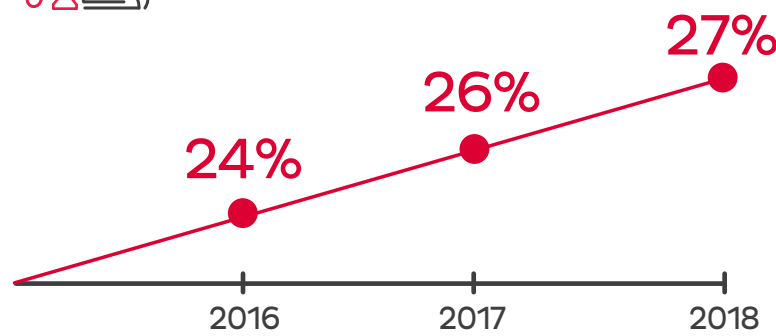
**32**   
parcels per year

**62%**  **+13 pts**  
of millennials use their smartphone to shop online vs 2016

## Top 3 developing categories



## Guilty-pleasure\* purchases



\*Enjoyable but unnecessary

## Fresh food is dynamic in



## Cross-border snapshot

**58%**  **+5 pts**  
of European e-shoppers have bought from foreign websites

**44%**  **+4 pts**  
have done so several times

**45%** of millennials (18-34 years old) are purchasing cross-border vs 40% on average



## Cross-border potential

 **33%** of European e-shoppers who have never bought online from foreign websites think they might start in the future

in 2018 vs 2017