

# Global Online Retail Spending

Online retail spending is growing both in value and as a percentage of all retail sales. Here are the latest statistics and trends



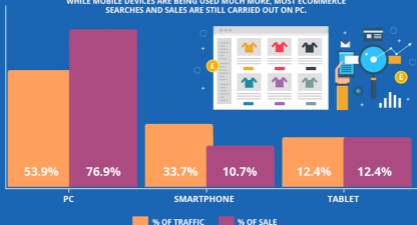
## TOP 10 COUNTRIES SHOWING ECOMMERCE SALES AS A PERCENTAGE OF ALL RETAIL SALES.

THE UK LEADS THE WORLD FOR THE PERCENTAGE OF SALES DONE ONLINE, SPENDING TWICE AS MUCH (18%) AS THE US (8.9%)



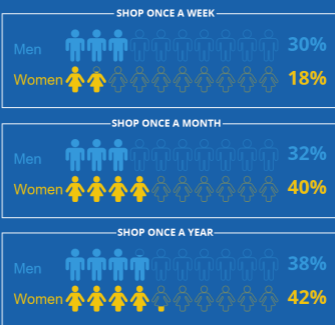
## PERCENTAGE OF ECOMMERCE TRAFFIC AND SALES BY DEVICE

WHILE MOBILE DEVICES ARE BEING USED MUCH MORE, MOST ECOMMERCE SEARCHES AND SALES ARE STILL CARRIED OUT ON PC.



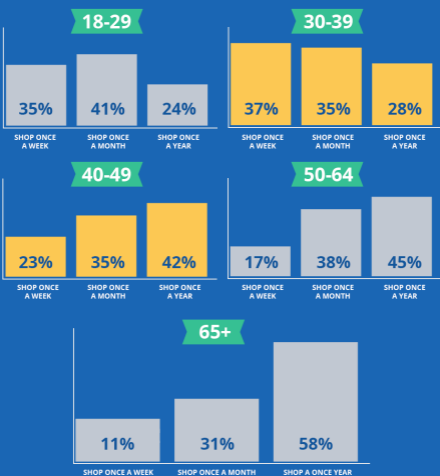
## ONLINE SHOPPING FREQUENCY BY GENDER

MALES ARE MORE FREQUENT ONLINE SHOPPERS.



## ONLINE SHOPPING FREQUENCY BY AGE

MONTHLY SHOPPING FIGURES SHOW SIGNIFICANT NUMBERS OF ALL AGE GROUPS REGULARLY BUY ONLINE.



## TOP COUNTRIES BY AVERAGE ONLINE REVENUE PER CONSUMER

US AND UK SHOPPERS ARE THE BIGGEST ONLINE RETAIL SPENDERS



Hope we have given you an overview of the options and helped you come to a more informed choice.