
7% of EU business turnover is through web sales

2019/02/28 16:50 στην κατηγορία INTERNATIONAL

In 2017, one out of every five EU enterprises made sales using computer networks such as the Internet or other forms of electronic data exchange.

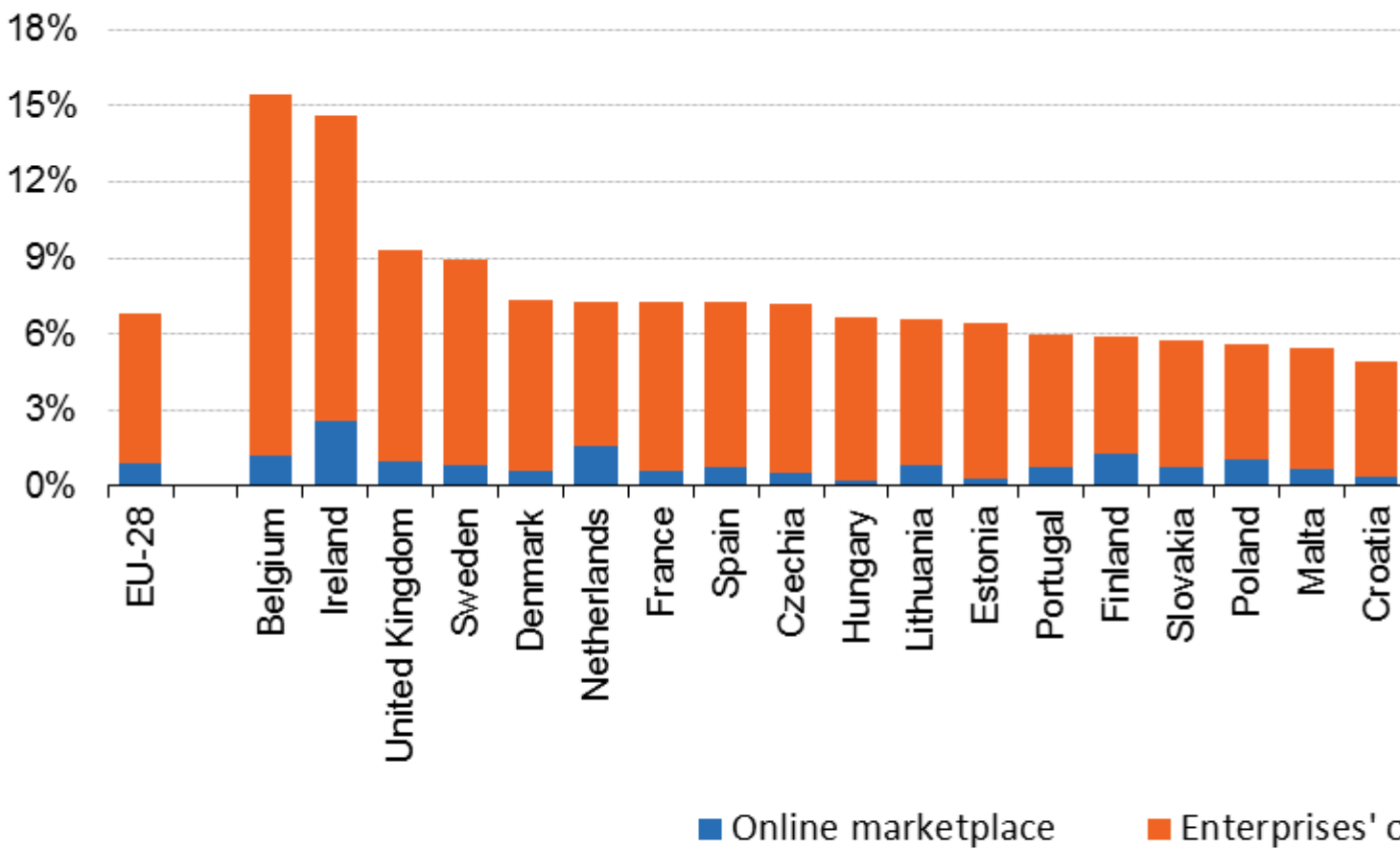
These electronic sales accounted for 17% of total turnover. Within the electronic sales, 7% of total turnover came from web sales.

Most of these web sales were made through the enterprises' own websites or apps (6% of total turnover) and the remaining web sales (1% of total turnover) were via e-commerce marketplaces available on external websites or apps.

Among the EU Member States, the highest percentages of turnover realized through web sales were in Belgium and Ireland (both 15%). The Member States with the lowest proportion of total turnover from web sales were Bulgaria and Slovenia (both 2%).

Ireland had the highest proportion of web sales via e-commerce marketplaces (3%).

Turnover from web sales broken down by online marketplaces (% of total turnover)



Note: Only countries with results available for both indicators are displayed.
Data for Luxembourg are not available.

(Eurostat)