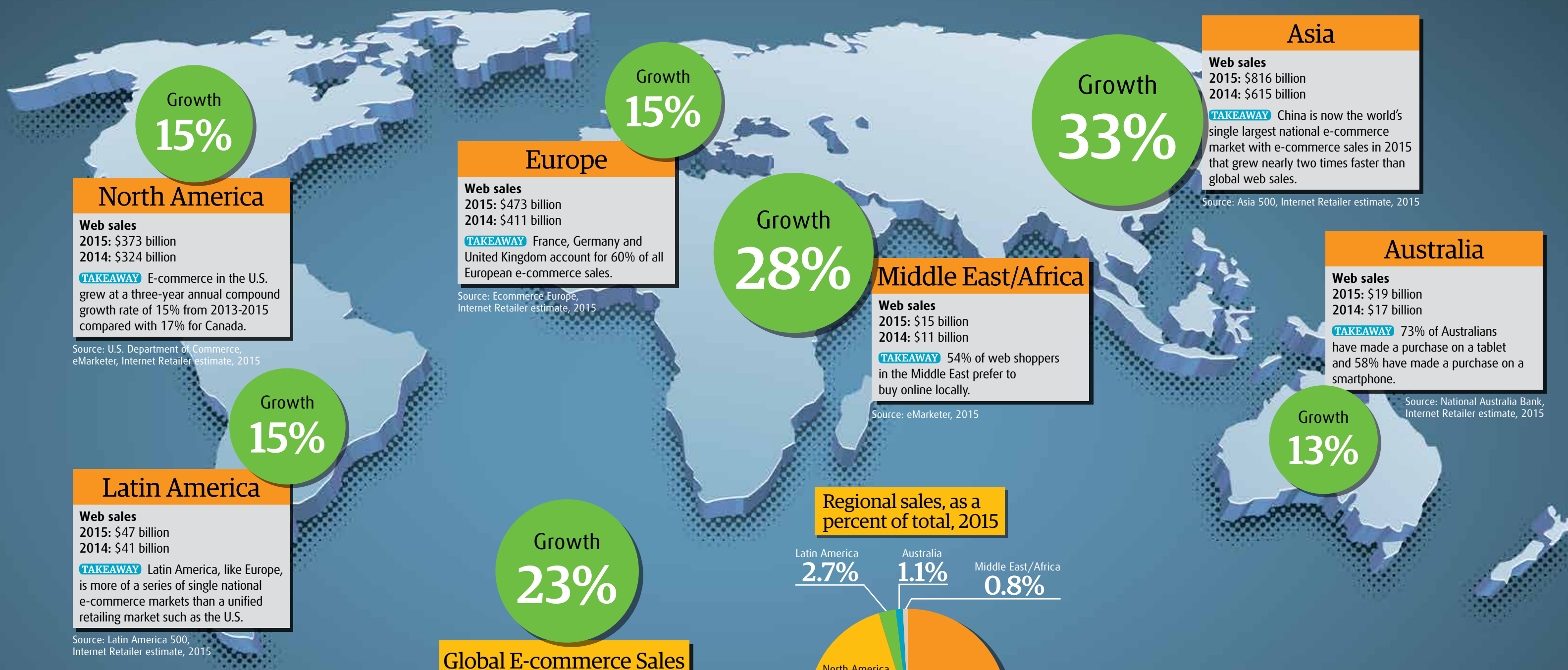


# A global view of e-commerce growth



### North America

**Growth 15%**

**Web sales**  
2015: \$373 billion  
2014: \$324 billion

**TAKEAWAY** E-commerce in the U.S. grew at a three-year annual compound growth rate of 15% from 2013-2015 compared with 17% for Canada.

Source: U.S. Department of Commerce, eMarketer, Internet Retailer estimate, 2015

### Europe

**Growth 15%**

**Web sales**  
2015: \$473 billion  
2014: \$411 billion

**TAKEAWAY** France, Germany and United Kingdom account for 60% of all European e-commerce sales.

Source: Ecommerce Europe, Internet Retailer estimate, 2015

### Asia

**Growth 33%**

**Web sales**  
2015: \$816 billion  
2014: \$615 billion

**TAKEAWAY** China is now the world's single largest national e-commerce market with e-commerce sales in 2015 that grew nearly two times faster than global web sales.

Source: Asia 500, Internet Retailer estimate, 2015

### Latin America

**Growth 15%**

**Web sales**  
2015: \$47 billion  
2014: \$41 billion

**TAKEAWAY** Latin America, like Europe, is more of a series of single national e-commerce markets than a unified retailing market such as the U.S.

Source: Latin America 500, Internet Retailer estimate, 2015

### Middle East/Africa

**Growth 28%**

**Web sales**  
2015: \$15 billion  
2014: \$11 billion

**TAKEAWAY** 54% of web shoppers in the Middle East prefer to buy online locally.

Source: eMarketer, 2015

### Australia

**Growth 13%**

**Web sales**  
2015: \$19 billion  
2014: \$17 billion

**TAKEAWAY** 73% of Australians have made a purchase on a tablet and 58% have made a purchase on a smartphone.

Source: National Australia Bank, Internet Retailer estimate, 2015

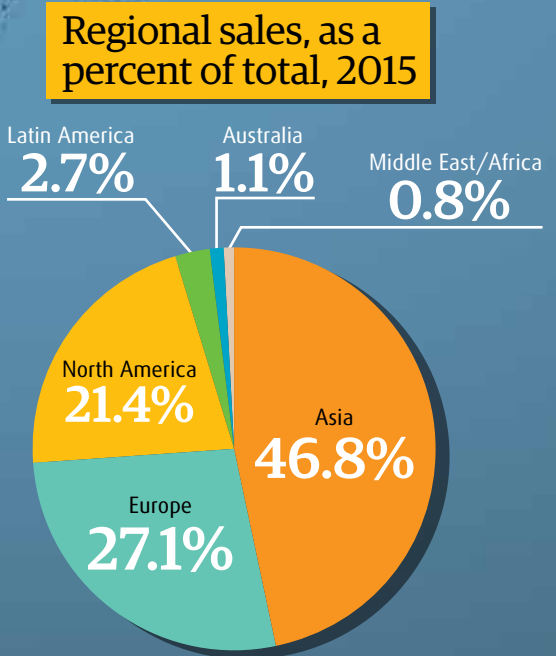
### Global E-commerce Sales

**Growth 23%**

**Web sales**  
2015: \$1.7 trillion  
2014: \$1.4 trillion

**TAKEAWAY** Cross-border e-commerce is growing 1.5 times faster than in North America and Europe.

Source: Internet Retailer estimate, 2015



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