

RetailX Global Ecommerce Report 2023

The RetailX Ecommerce Report series offers an ecommerce and multichannel retail-focused overview of the state of key countries and regions. The reports blend our own exclusive research with international and government data, information from ecommerce and trade associations, and other sources. The Global Report also explores how the world's ecommerce regions interact.

21%

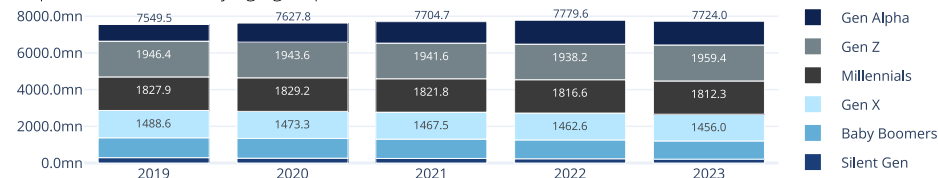
of Brazilian
ecommerce
revenue derives
from e-wallet
payments – up
from 15.5% in
2019

93.8%

of Chinese
e-shoppers
describe
themselves
as regular
online
shoppers

Global: Population analysis

Population structure, by age group (mn)



Age groups (year of birth): Silent Gen (1922-1945), Baby Boomers (1946-1964), Gen X (1965-1980), Millennials (1981-1996), Gen Z (1997-2012), Gen Alpha (2013-present)

Source: RetailX, drawing on data from the UN Population Division

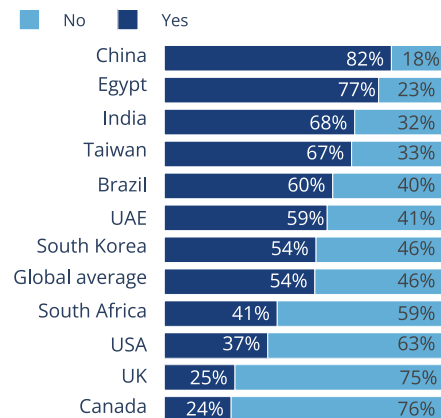
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While conflict, energy prices and inflation have impacted on the global ecommerce and multichannel retail sector, the outlook for the sector remains broadly positive. As we explore in the RetailX Global Ecommerce Report 2023, there are opportunities across the globe, both incremental and in markets where there is scope for faster growth from a lower base, especially as more and more consumers are comfortable with the idea of cross-border ecommerce.

Download the full report at: internetretailing.net/report-hub/global-ecommerce-report-2023/



Social media commerce usage by country, 2023

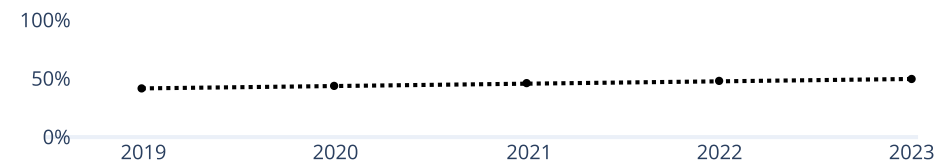


Based on 350-1000 individuals in each of the countries (aged 16-97) who shop online, Aug 2023. Question: "Over the past 12 months, have you purchased items through social media sites?"

Source: ConsumerX

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Percentage of internet users who shop online



Source: RetailX, drawing on data from Statista

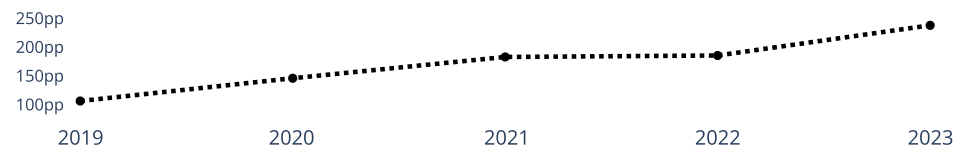
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\$8.8bn

Annual
revenue
from online
sales of
electronics
in Turkey



Ecommerce revenue growth (indexed)



Index 2019=100

Source: RetailX, drawing on data from Statista

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57.8%

of those
online in
Egypt shop via
ecommerce

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