

European Year of Citizens 2013

## Nearly 60% of EU internet users shop online

Clothes, travel & holiday accommodation: most common online purchases

Internet access in the **EU28** is widespread and today people use the internet for a wide range of activities, among others to order goods and services online. In the **EU28** in 2012, 75% of individuals aged 16 to 74 had used the internet in the previous 12 months, and nearly 60% of these internet users<sup>1</sup> reported that they had shopped online. Among the Member States, the highest shares of online shoppers were registered in the **United Kingdom** (82% of internet users), **Denmark** and **Sweden** (both 79%), **Germany** (77%), **Luxembourg** (73%) and **Finland** (72%), and the lowest in **Romania** (11%), **Bulgaria** (17%), **Estonia** and **Italy** (both 29%).

In the context of the European Year of citizens 2013<sup>2</sup>, the week from 14 to 20 October 2013 is dedicated to "Shopping online"<sup>3</sup>. On this occasion, **Eurostat, the statistical office of the European Union**, publishes data on online purchases by individuals coming from its annual survey on Information and Communication Technologies (ICT) usage in households and by individuals<sup>4</sup>.

### Internet users in the United Kingdom lead for online purchases of clothes and food, in Sweden for travel, in Luxembourg for books

In the **EU28**, ordering clothes & sports goods and booking travel & holiday accommodation are the most common online purchases amongst internet users. For both clothes & sports goods and travel & holiday accommodation, one third of internet users purchased online during the previous 12 months (both 32% in 2012 compared with 21% in 2008). Almost one quarter of internet users in the **EU28** reported that they bought books, magazines or e-learning material from the internet (23% in 2012 compared with 19% in 2008), while fewer than one internet user in ten ordered food & groceries online (9% in 2012 compared with 6% in 2008).

Among Member States in 2012, the **United Kingdom** (51%) and **Germany** (49%) had the highest shares of internet users having purchased clothes & sports goods online in the previous 12 months. **Sweden** (60%) had the highest proportion reporting that they booked travel & holiday accommodation online, followed by **Denmark** (56%). Buying books, magazines or e-learning material online was most common in **Luxembourg** (47%) and **Germany** (41%). The **United Kingdom** (21%) was the leading Member State for online food & grocery shopping, while in the majority of Member States this share was 10% or less.

## Online purchases by internet users

	% of internet users having used internet in the previous 12 months for purchasing:								
	Total	clothes & sports goods		travel & holiday accommodation		books/magazines/e-learning material		food & groceries	
	2012	2008	2012	2008	2012	2008	2012	2008	2012
<b>EU28</b>	<b>59</b>	<b>21</b>	<b>32</b>	<b>21</b>	<b>32</b>	<b>19</b>	<b>23</b>	<b>6</b>	<b>9</b>
Belgium	55	7	20	11	28	6	15	1	5
Bulgaria	17	2	11	1	5	2	4	1	2
Czech Republic	43	14	13	5	6	9	5	1	1
Denmark	79	28	40	35	56	20	28	6	9
Germany	77	33	49	29	39	35	41	7	11
Estonia	29	4	12	4	12	3	7	u	3
Ireland	57	11	26	32	43	14	21	3	6
Greece	36	4	15	6	15	5	7	1	(2)
Spain	43	6	14	20	28	7	11	3	6
France	69	27	38	25	39	19	23	6	8
Croatia	36	5	12	2	9	4	12	1	(2)
Italy	29	6	8	9	14	7	8	1	2
Cyprus	35	6	18	7	20	6	8	1	(1)
Latvia	37	9	14	4	11	2	4	0	1
Lithuania	30	1	12	3	6	2	5	1	3
Luxembourg	73	18	32	33	52	35	47	3	10
Hungary	35	5	14	5	13	10	15	1	3
Malta	63	13	36	8	21	13	20	0	u
Netherlands	69	25	37	30	42	24	30	5	9
Austria	60	20	34	15	33	22	29	4	7
Poland	47	15	25	3	8	10	14	6	10
Portugal	35	6	13	9	17	8	10	4	7
Romania	11	2	6	2	4	7	4	0	1
Slovenia	49	9	22	8	20	8	13	4	9
Slovakia	56	13	31	6	15	7	17	1	4
Finland	72	32	41	37	50	24	28	2	4
Sweden	79	20	43	31	60	21	38	3	7
United Kingdom	82	30	51	35	51	27	36	14	21
Iceland	56	14	26	41	40	23	28	3	5
Norway	80	25	36	49	58	25	31	3	(5)

( ) Data with reduced reliability due to small number of respondents.

u Data not reliable due to small number of respondents.

1. Internet users: individuals aged 16 to 74 having used the internet within the 12 months prior to the survey.
2. For more information on the European Year of citizens 2013 see: <http://europa.eu/citizens-2013/>
3. On the initiative of the General Directorate Internal Market and Services of the European Commission, individuals and stakeholders are invited to give their views on the future of the EU's e-commerce policy, and debate it live with experts, EU policy-makers, and other individuals across Europe, on the web platform <http://yourideasforeurope.eu>
4. The survey covers households with at least one person aged 16-74 and individuals aged 16-74. Among other subjects, individuals were asked if they had bought or ordered goods or services over the internet in the last 12 months at home or at any other location for private purposes. For further information see: [http://epp.eurostat.ec.europa.eu/portal/page/portal/information\\_society/introduction](http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/introduction)

Issued by: **Eurostat Press Office**

**Julia URHAUSEN**  
**Tel: +352-4301-33 444**  
[eurostat-pressoffice@ec.europa.eu](mailto:eurostat-pressoffice@ec.europa.eu)

For further information on data:

**Heidi SEYBERT**  
**Tel: +352-4301- 37 416**  
[heidi.seybert@ec.europa.eu](mailto:heidi.seybert@ec.europa.eu)

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