

# The Booming World of Global eCommerce

## The Global eCommerce Market



**1.6 TRILLION**  
size of market in 2015



**\$300 Billion**  
eCommerce Sales



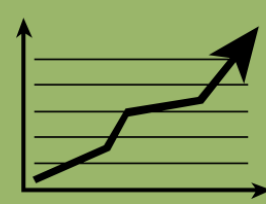
**U.S. eCommerce in 2014**



520 million packages  
delivered by US  
postal services



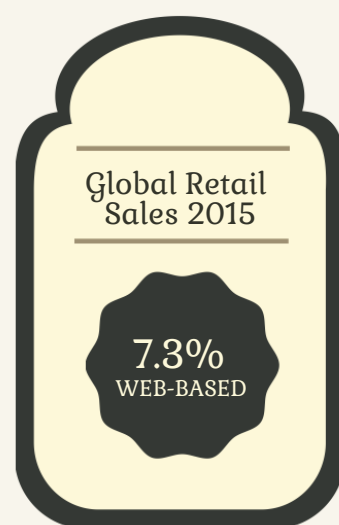
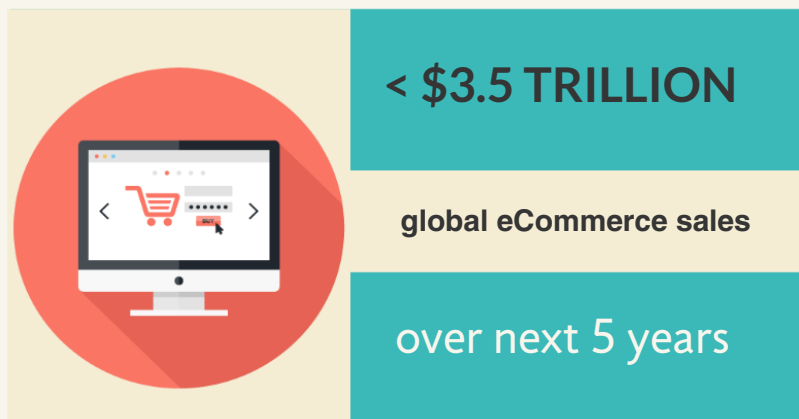
\$72 billion spent  
shipping packages  
domestically



\$500 billion projected  
spend on eCommerce  
by 2018

Sources: U.S. Census Bureau, February 2015, U.S. Postal Service January 2015, UPS 2014, FedEx 2014.

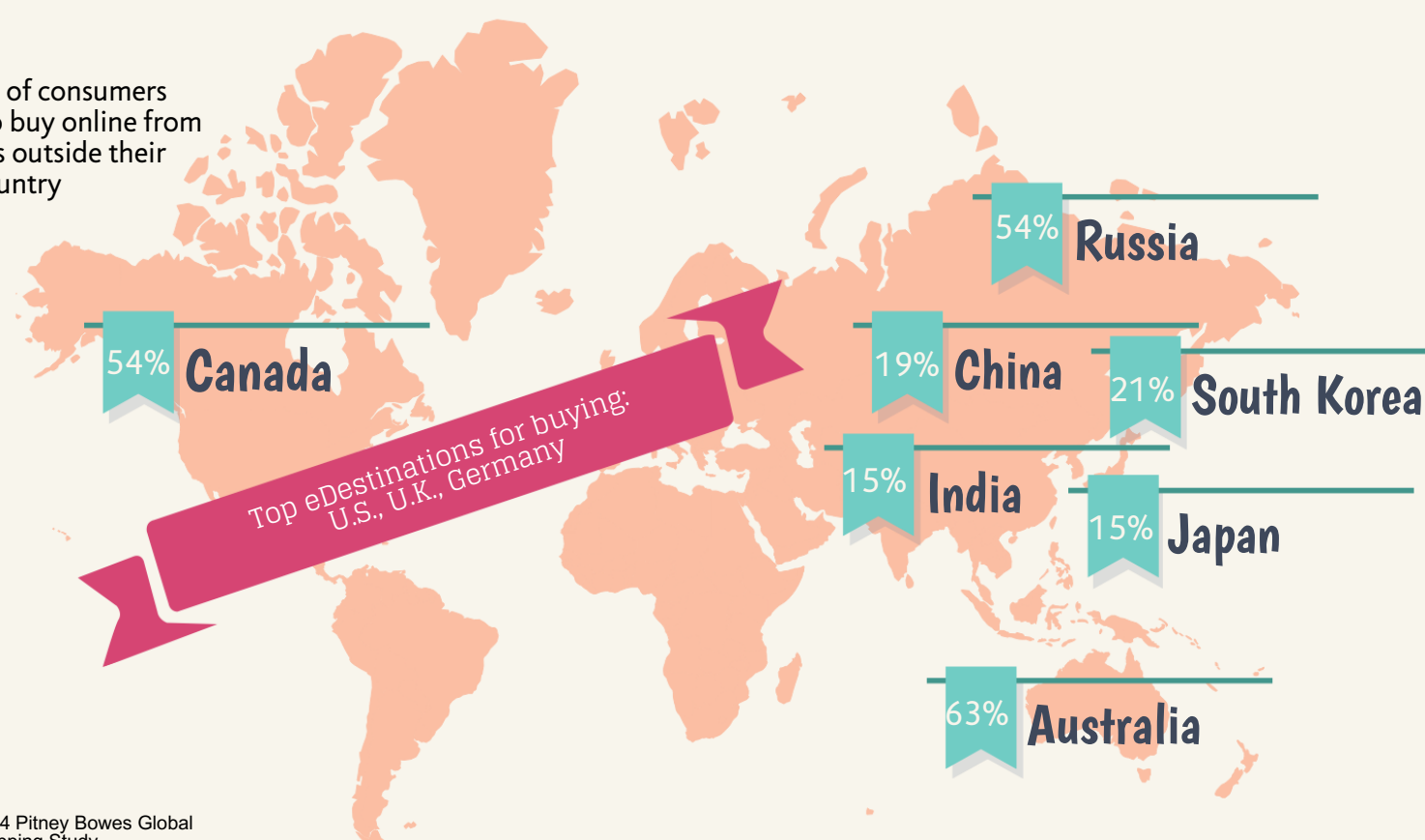
With countries like China, India and Brazil experiencing growing middle classes who are interested in buying international products, the growth in global eCommerce is expected to boom.



Source: eMarketer 2015.

Cross-border eCommerce gaining traction with nearly 40 percent of consumers buying goods online from another country.

Percent of consumers likely to buy online from retailers outside their own country



Source: 2014 Pitney Bowes Global Online Shopping Study.

## Europe eCommerce in 2014

**€ 424 Billion**

Total eCommerce sales with 87% from EU countries

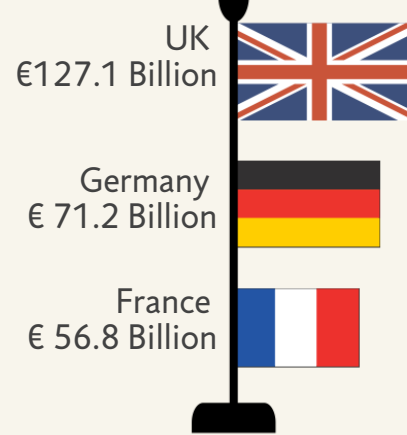


715,000 B2C websites



4 billion parcels sent in Europe

### TOP EUROPE ECOMMERCE COUNTRIES



Source: ECommerce Europe, 2014 European B2C E-commerce Report 2015

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