

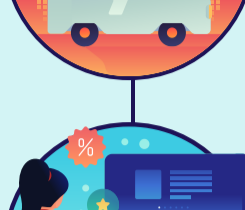



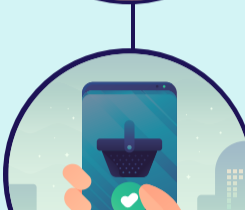

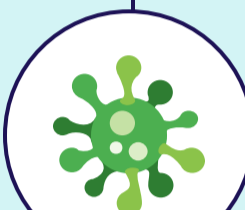




DISCOVER THE PAST, PRESENT AND FUTURE OF UK ECOMMERCE

INTRODUCTION

The History of UK eCommerce

- 
1997
 Tesco Direct launches, allowing consumers to order groceries online
- 
1999
 Amazon & eBay launch in the UK
- 
2005
 £6bn-a-year postal market sees 14 companies take on Royal Mail's 350-year-old monopoly
- 
2005
 50%+ of the UK population did part of their Christmas shopping online
- 
2009
 123,000 British Businesses trading on eBay.co.uk
- 
2010
 Amazon launches Black Friday UK
- 
2015
 Black Friday is the UK's first £1 billion Online Shopping Day
- 
2019
 53% of SMEs are reported to be trading online
- 
2020
 80% of online UK purchases came from domestic retailers
- 
2020
 17.2m UK consumers expected to permanently change their shopping habits due to COVID-19
- 
2021
 32% of all payments made by digital wallets - the most popular form of payment that year

(Sources: IPC, The Guardian, Elavon, Statista, Charged Retail, Retail Gazette)

UK VS THE WORLD

The United Kingdom has become the biggest eCommerce market in Europe, but its global presence is even more impressive.



The UK is the third biggest eCommerce market in the world

...the third highest eCommerce conversion rate in the world

1.88%

(Sources: Charged Retail, Growcode)

WHICH ECOMMERCE CARTS ARE MOST POPULAR WITH UK MERCHANTS?

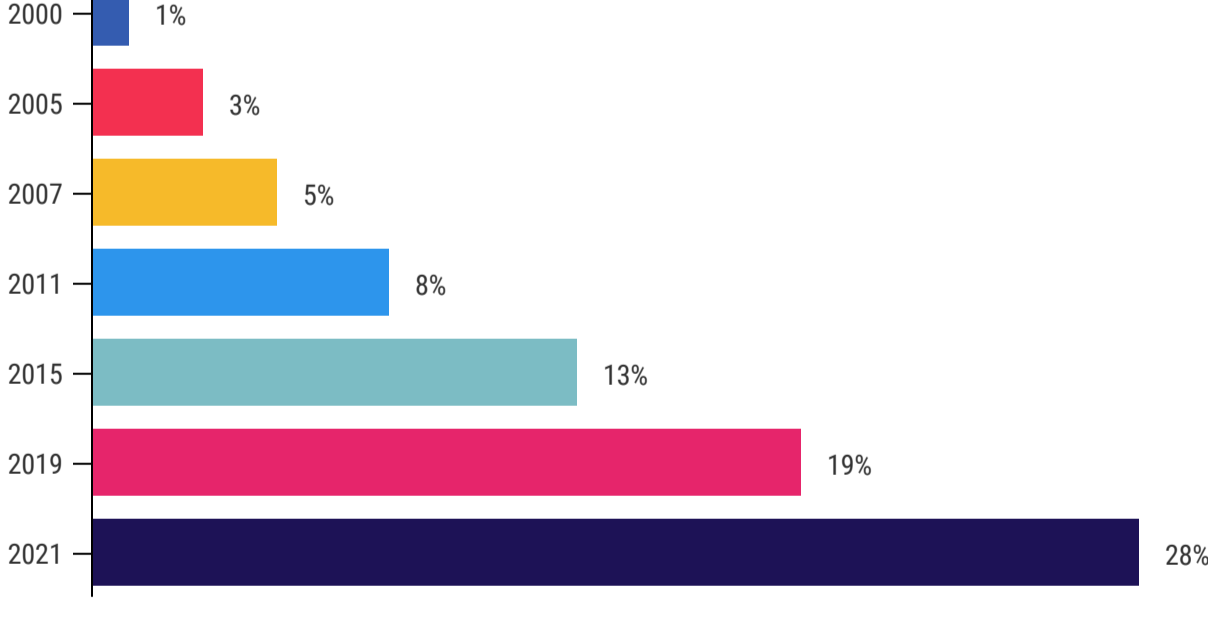
When it comes to the most commonly used eCommerce cart solutions, most UK merchants are using the following:



(Source: Statista)

21 YEARS OF GROWTH FOR UK ONLINE SHOPPING

Online shopping has come a long way since it's modest share of 1% of retail sales more than 20 years ago.

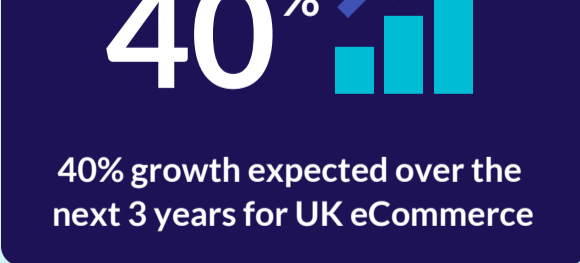



(Source: Statista)

A BRIGHT FUTURE AHEAD




There are potential major opportunities for UK merchants:

Online Vs In-Store Shopping:

- 
40%
 40% growth expected over the next 3 years for UK eCommerce
- 
 By 2028, eCommerce in the UK is expected to account for 53% of the country's total retail sales

(Sources: Charged Retail, B2C Europe)

UK Mobile Commerce in 2024:

- 
22.2%
 of all retail sales
- 
63%
 of eCommerce sales
- 
53.9%
 increase in sales from 2021 to 2024

(Sources: eMarketer)

GROW YOUR UK ECOMMERCE BUSINESS WITH PIXXLES

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