




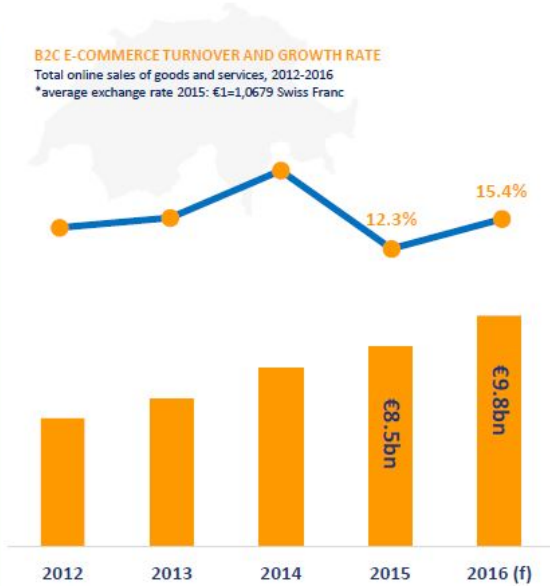
# Switzerland


  
Population 15+
   
**7.0mn**


  
Internet users
   
**6.4mn (92%)**


  
Number of e-shoppers
   
**4.7mn (67%)**

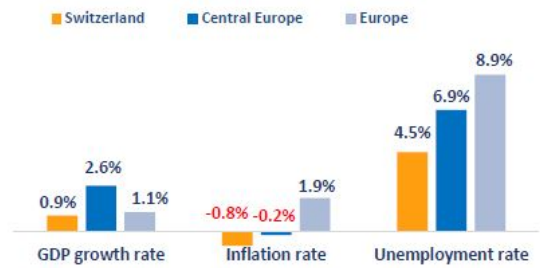
**B2C E-COMMERCE TURNOVER AND GROWTH RATE**  
Total online sales of goods and services, 2012-2016  
\*average exchange rate 2015: €1=1,0679 Swiss Franc



Source: Observatory Netcomm Suisse and Ecommerce Foundation, 2016

# E-commerce Markets Central Europe

**SWITZERLAND VS REGIONAL AND EUROPEAN AVERAGES**



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

**EUROPEAN RANKING**

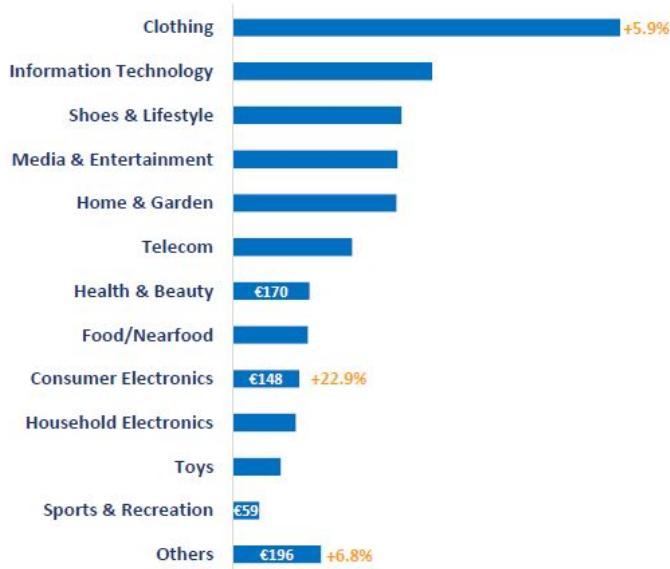


Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

# Switzerland

## OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of euros, 2015

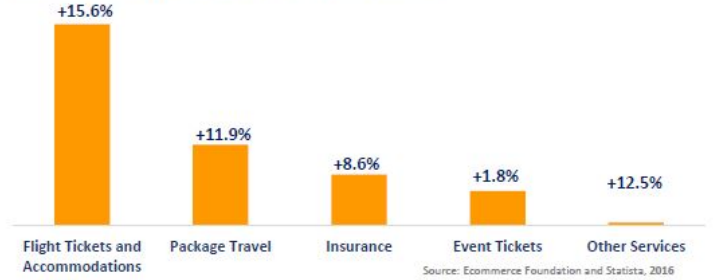


Source: Ecommerce Foundation and Statista, 2016

# E-commerce Markets Central Europe

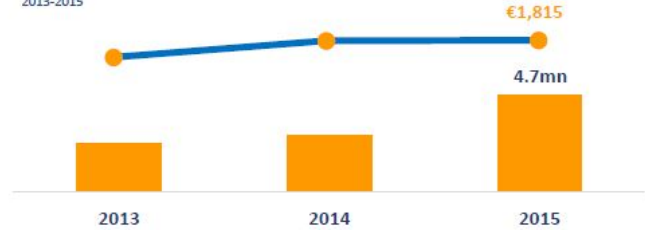
## OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

## NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: Ecommerce Foundation and Eurostat, 2016