



Brussels, 27 October 2025
(OR. en)

14468/25

COMPET 1063
MI 821
IND 456
INTER-REP 103

NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation by EuroCommerce (agenda item 2) at the Working Party on Competitiveness and Growth (Internal Market) on 27 October 2025

Delegations will find attached a presentation by EuroCommerce, with a view to the discussion by the Working Party on Competitiveness and Growth (Internal Market) at its meeting on 27 October 2025.

This document contains a presentation by an external stakeholder and the views expressed therein are solely those of the third party it originates from. This document cannot be regarded as stating an official position of the Council. It does not reflect the views of the Council or of its members.



European E-commerce in 2024: figures, trends, opportunities and challenges



Introduction



Ilya Bruggeman

*Director Digital, Single Market
& Consumer Policy,
EuroCommerce*



Margherita Corsaro

*Policy Advisor,
Ecommerce Europe*

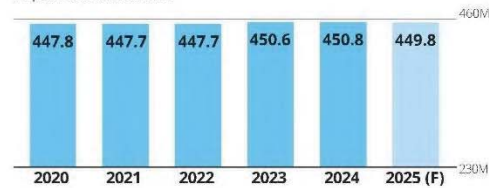
Agenda

- Main findings European E-commerce report
- Policy priorities EuroCommerce
- Policy priorities Ecommerce Europe
- Q&A

Market Overview: EU-27

Population of the EU-27

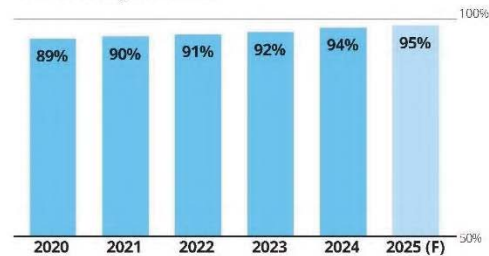
Population in millions



SOURCE: WORLD BANK, UNITED NATIONS

Internet users

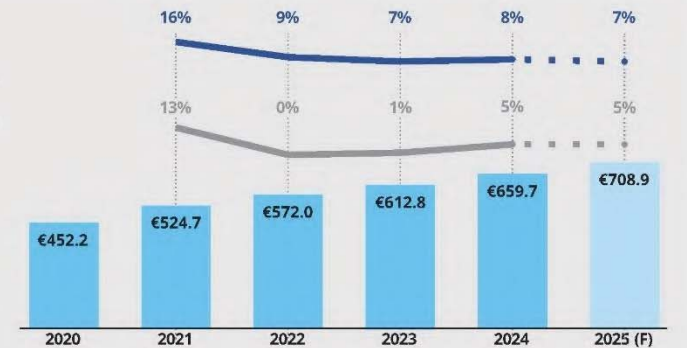
Percentage of the population aged 16-74 accessing the internet



SOURCE: EUROSTAT, DATA REPORTAL, STATISTA, NATIONAL STATISTICAL OFFICES

B2C e-commerce turnover (€bn)*

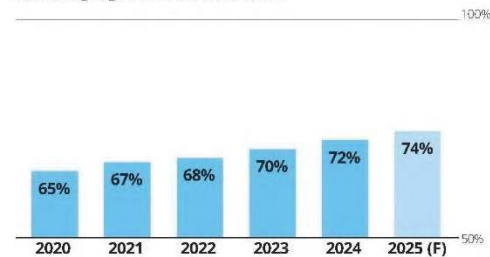
— Growth rate
— Inflation-adjusted growth rate



SOURCE: IMF, NATIONAL E-COMMERCE ASSOCIATIONS, STATISTA

E-Shoppers

Percentage of the population aged 16-74 who bought goods or services online



SOURCE: EUROSTAT, STATISTA, NATIONAL STATISTICAL OFFICES

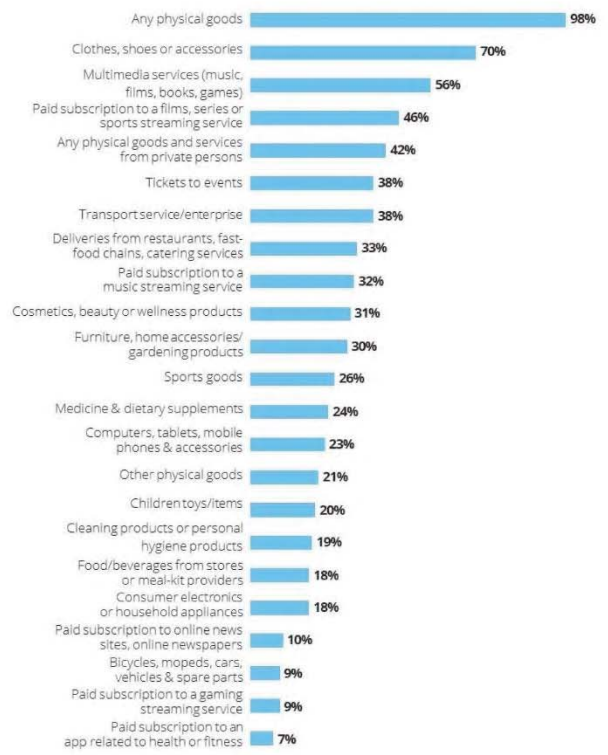
GDP and E-GDP (€bn)

The Gross Domestic Product (GDP) in €bn and the percentage of GDP comprised of e-commerce sales (E-GDP)



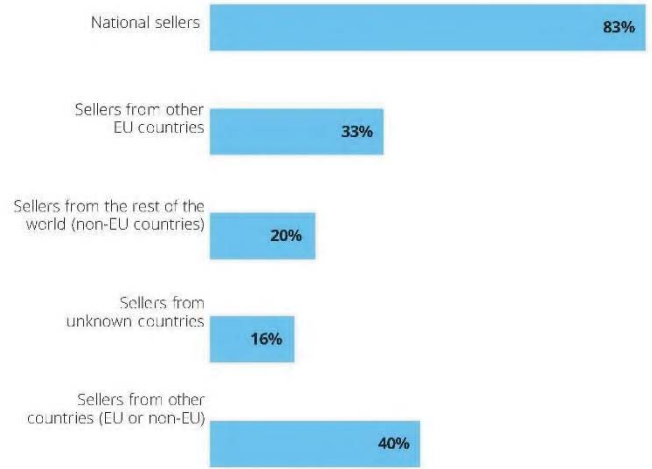
SOURCE: IMF, NATIONAL E-COMMERCE ASSOCIATIONS, STATISTA

EU-27 product category purchasing, 2024



SOURCE: EUROSTAT (2024). PERCENTAGE OF INDIVIDUALS WHO PURCHASED ONLINE IN THE LAST 3 MONTHS

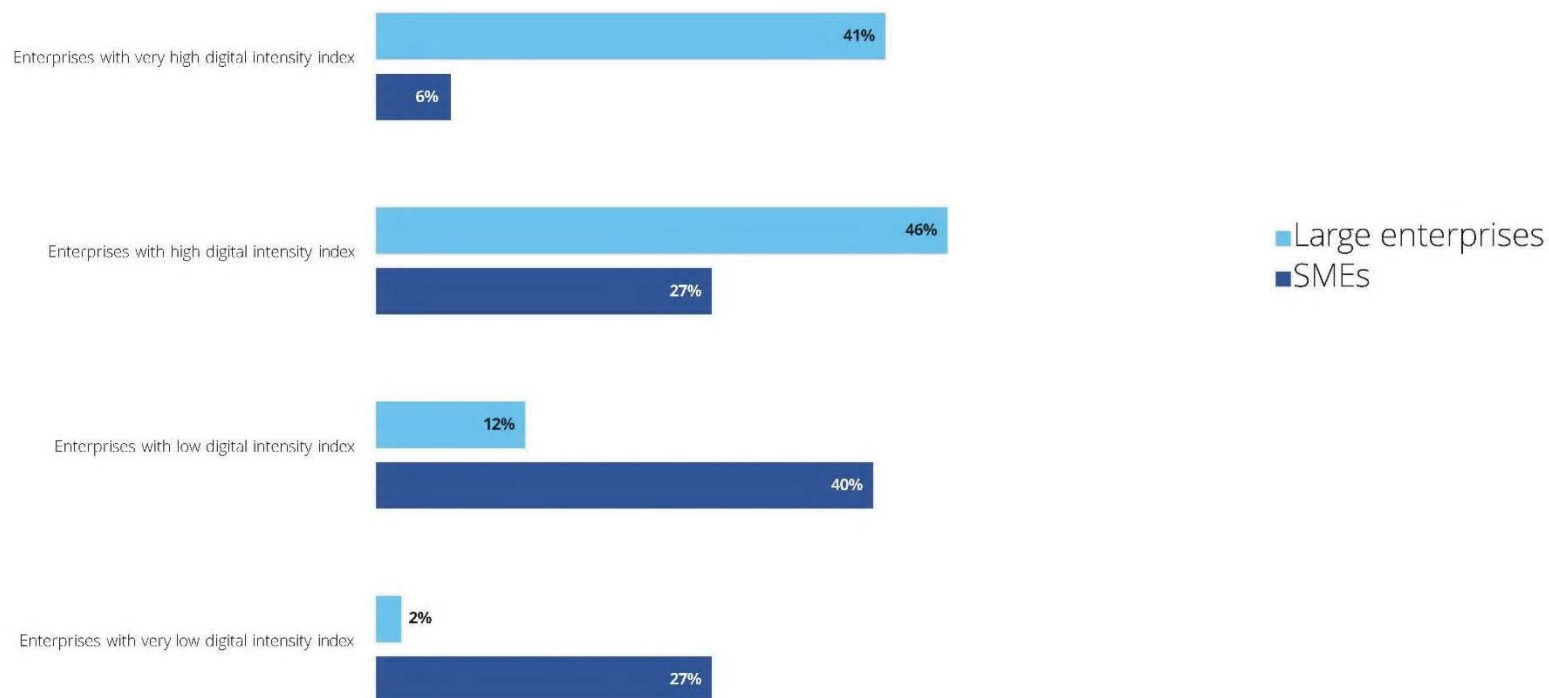
EU-27 cross-border online purchase, 2024



EUROSTAT (2024). PERCENTAGE OF INDIVIDUALS WHO PURCHASED ONLINE IN THE LAST 3 MONTHS

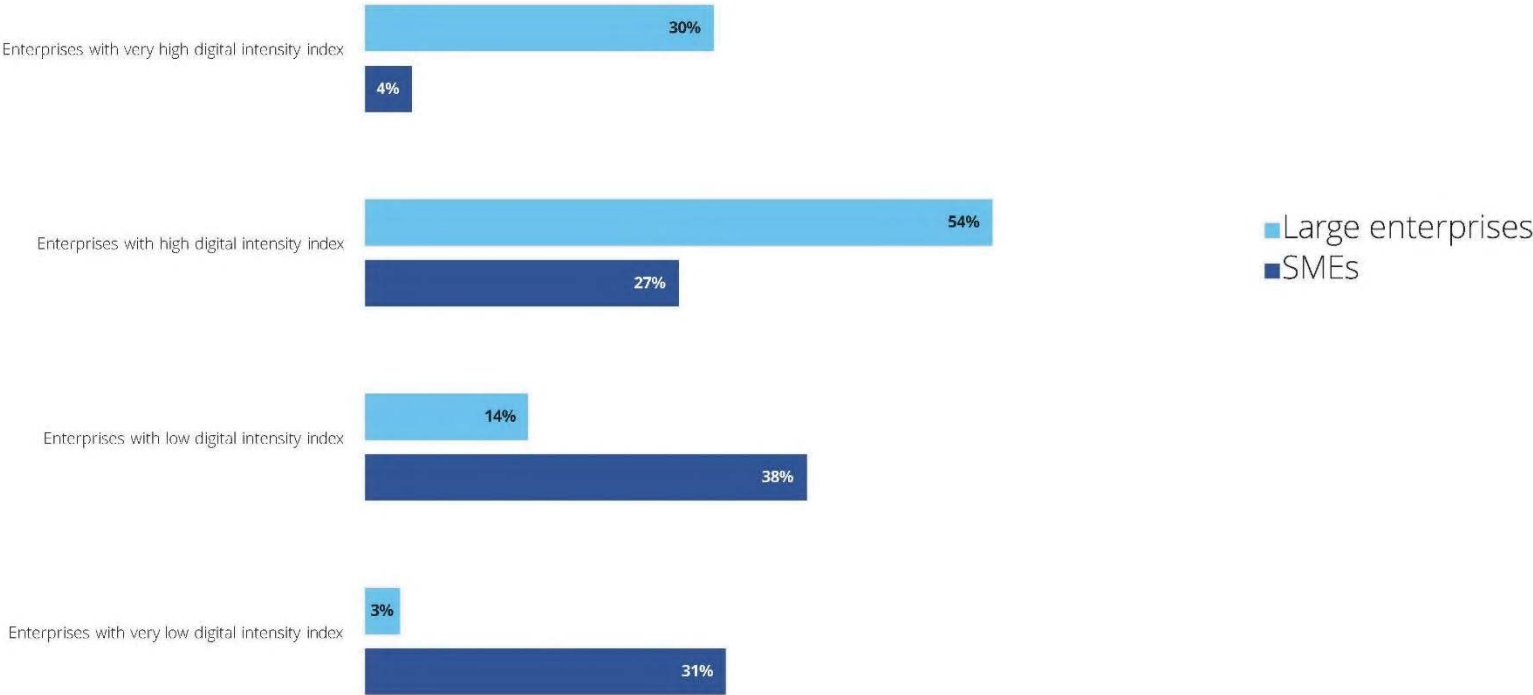


EU-27 digital intensity, 2024



SOURCE: EUROSTAT

EU-27 digital intensity, 2023



SOURCE: EUROSTAT



Infrastructure, Logistics & Sustainability Rankings

	Logistics Performance Index (2023)	E-Government Development Index (2024)	Inclusive Internet Index (2022)	Environmental Performance Index Ranking (2024)	SDG Index Ranking (2025)
Belgium	7	56	24	14	18
France	13	34	4	13	5
Germany	3	12	14	3	4
Ireland	26	20	34	16	31
Luxembourg	26	45	-	2	39
Netherlands	3	10	8	12	23
Denmark	3	1	19	10	3
Estonia	26	2	25	1	17
Finland	2	9	-	4	1
Latvia	34	29	-	31	13
Lithuania	38	21	15	22	29
Sweden	7	14	11	6	2

Logistics Performance Index (LPI):
LPI measures performance along the logistics supply chain within a country.

E-Government Development Index:
The E-government Development Index measures the willingness and capacity of national administrations to use information and communication technologies in order to deliver public services.

Inclusive Internet Index:
Benchmark based on internet availability, affordability, relevance and the readiness of people to use it.

Environmental Performance Index:
This index provides a data-driven summary of the state of sustainability using 32 performance indicators across 11 issue categories, the EPI ranks countries on environmental health and ecosystem vitality.

SDG Index Ranking:
This index provides an assessment of progress made towards the SDGs by all UN Member States. The SDG Index, in which scores are presented on a scale of 0 to 100 and can be interpreted as a percentage towards optimal SDG performance.

	Logistics Performance Index (2023)	E-Government Development Index (2024)	Inclusive Internet Index (2022)	Environmental Performance Index Ranking (2024)	SDG Index Ranking (2025)
Austria	7	22	32	8	6
Czech Republic	43	54	-	17	10
Hungary	51	59	44	30	21
Poland	26	37	16	19	9
Slovak Republic	43	60	-	18	16
Slovenia	43	33	-	25	12

	Logistics Performance Index (2023)	E-Government Development Index (2024)	Inclusive Internet Index (2022)	Environmental Performance Index Ranking (2024)	SDG Index Ranking (2025)
Bulgaria	51	55	28	37	41
Croatia	43	32	-	24	8
Romania	51	72	30	35	37
Cyprus	51	38	-	43	56
Greece	19	36	18	11	27
Italy	19	51	20	29	22
Malta	43	28	-	15	24
Portugal	38	49	28	26	20
Spain	13	17	7	21	14

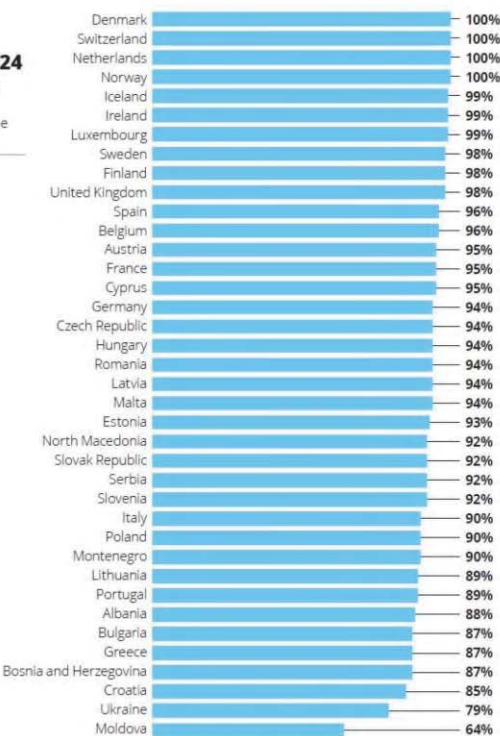
SOURCES: UNITED NATIONS E-GOVERNMENT DEVELOPMENT INDEX REPORT 2024, THE ECONOMIST INTELLIGENCE UNIT INCLUSIVE INTERNET INDEX 2022, YALE UNIVERSITY ENVIRONMENTAL PERFORMANCE INDEX REPORT 2024, SUSTAINABLE DEVELOPMENT REPORT 2025 EMPHATICALLY THE SDG STIMULUS



E-commerce Overview: By Country

Internet users per country, 2024

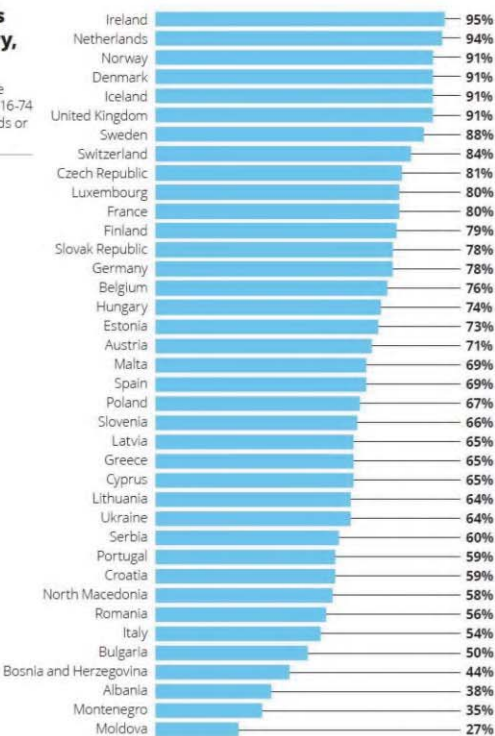
Percentage of the population aged 16-74 accessing the Internet



SOURCE: EUROSTAT, DATAREPORTAL, NATIONAL STATISTICAL OFFICES, STATISTA

E-shoppers per country, 2024

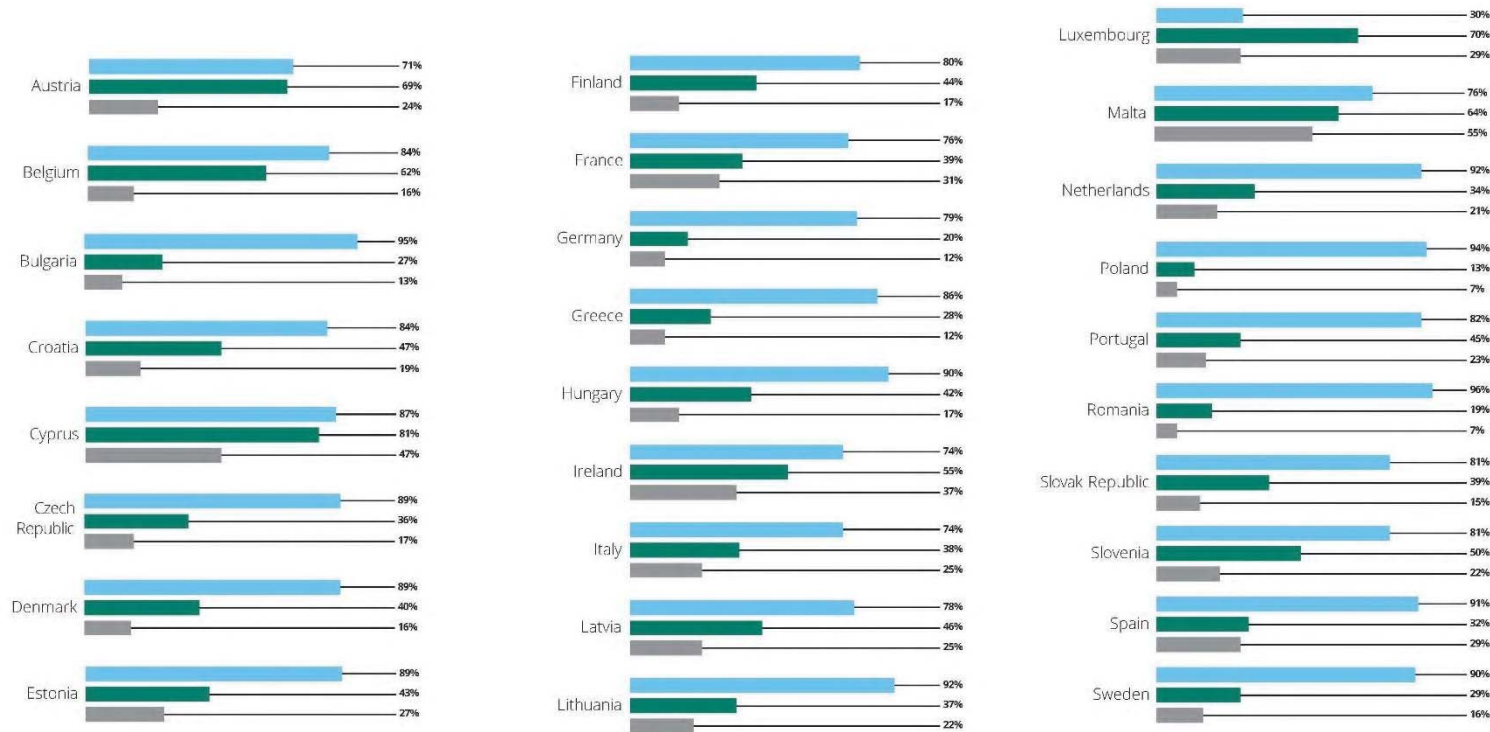
Percentage of the population aged 16-74 who bought goods or services online



SOURCE: EUROSTAT, DATAREPORTAL, NATIONAL STATISTICAL OFFICES, STATISTA

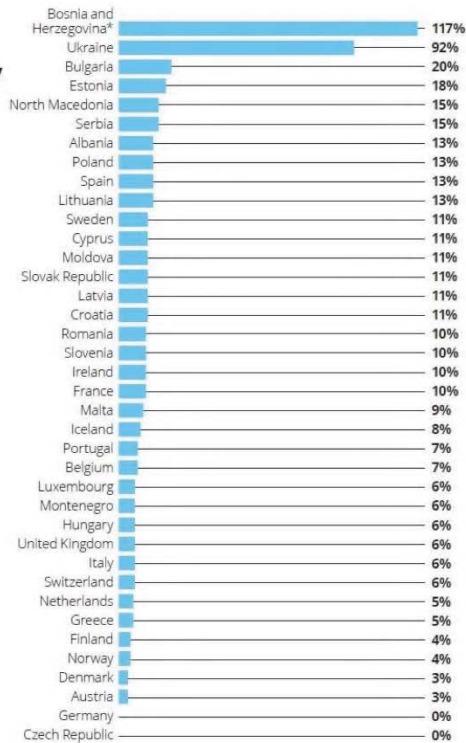
Online purchasing nationally and cross-border, 2024

■ From national sellers ■ From sellers from other EU countries ■ From sellers of the rest of the world (non-EU countries)



E-commerce Overview: By Country

B2C e-commerce growth rate by country, 2024¹

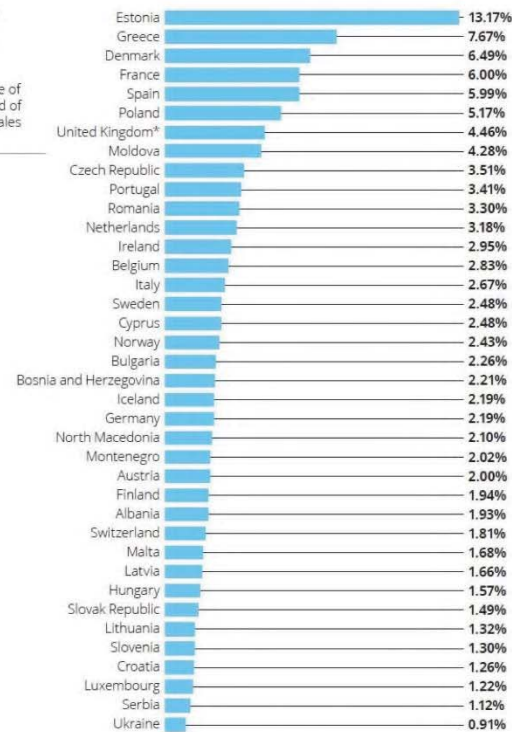


SOURCE: NATIONAL E-COMMERCE ASSOCIATIONS, STATISTA

* Bosnia and Herzegovina reported a significant increase from 2024 and onwards due to improved data coverage and updated market measurement methodology.

E-GDP by country, 2024¹

The percentage of GDP comprised of e-commerce sales (E-GDP)



SOURCE: IMF

* Due to a change in the data source, the reported E-GDP share for the United Kingdom is significantly lower than previous figures.

¹ Figures affected by the corrigendum

E-commerce trends, opportunities and challenges

- **Growing and diversified consumer** demand. Convenience, sustainability, personalisation
- **Simplification** through digitalisation, competitive circular economy, funding and support programmes
- **Opportunities for businesses**. Process optimisation, digital uptake, new markets (circular economy)
- **Challenges for businesses**. Level playing field issues, lack of scalability, compliance journey

Policy priorities EuroCommerce & Ecommerce Europe

More effective and efficient enforcement of EU rules!



www.eurocommerce.eu/compliance4all

#Compliance4All



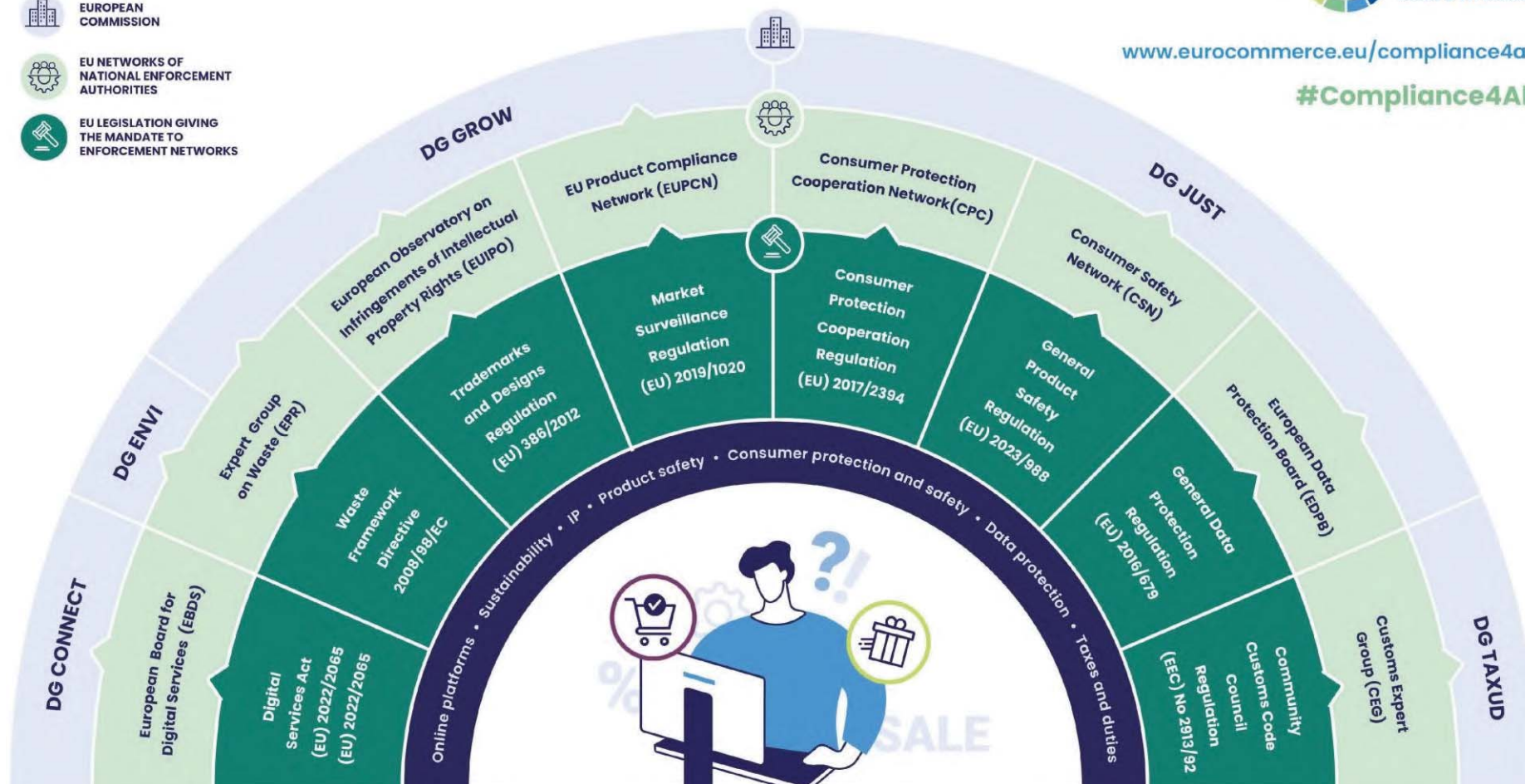
EUROPEAN COMMISSION



EU NETWORKS OF NATIONAL ENFORCEMENT AUTHORITIES



EU LEGISLATION GIVING THE MANDATE TO ENFORCEMENT NETWORKS



Restoring the level playing field in retail

10 Key Recommendations



Establish an EU Enforcement Collaboration Framework



Create a Commission Task Force on Unfair Competition



Include Enforceability in EU Impact Assessments



Expand Commission Investigative Powers



Review the Consumer Protection Cooperation (CPC) Regulation



Introduce EU-Level Market Access Restriction Instrument



Certify Authorised Representatives



Accelerate EU Customs Reform



Implement an EPR Digital One-Stop Shop



Deploy the Digital Product Passport (DPP) for Compliance

#compliance4all



www.eurocommerce.eu

Ecommerce Europe Policy priorities

- MSR and NLF not fit for current e-commerce challenges
- Revise framework to make compliance a business incentive and a tool facilitating enforcement
- Rationalise and prioritise product requirements for *all* involved actors
- Harmonise enforcement actions with a focus on EU REO
- Address grey areas between compliance of online content and compliance of products
- Adapt concept of (first) making available on the market in e-commerce

Questions?





Thank you

Ecommerce Europe

Rue du Commerce 31
1000 Brussels, Belgium

www.ecommerce-europe.eu
info@ecommerce-europe.eu
+32 (0) 496 273 060

EuroCommerce

Avenue des Nerviens 85
1040 Brussels, Belgium

www.eurocommerce.eu
eurocommerce@eurocommerce.eu
+32 2 737 05 98



SCAN TO DOWNLOAD

