

UK e-Commerce Market Insights

asendia



REVENUE GROWTH

- Revenue is projected to reach US \$124.00bn in 2024.
- Annual growth rate of 6.83%
- Projected market volume of US \$161.50bn by 2028



FUTURE OUTLOOK

- Projected market volume of US \$161.50bn by 2028
- Number of total online users is expected to rise to 62.7m by 2028.



DOMINANT MARKET SEGMENTS

- Fashion - 28.7%
- Electronics - 16.8 %
- Hobby & Leisure - 15.9%



LANGUAGE FACTOR

- 91.11% in England & Wales speak English (including Welsh in Wales).
- English is spoken by 98.56% in Scotland & 95.37% in Northern Ireland.