



E-Commerce in the

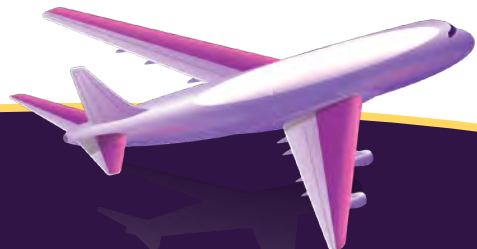
UNITED KINGDOM



MARKET OVERVIEW



Population:	66 million
GNI per Capita:	US \$42,370
Ease of Doing Business:	Rank 8 / 190 Score 83.5 / 100
Logistics Performance Indicator:	Rank 9 / 190 Score 3.99 / 5
Currency:	United Kingdom pound £
Free Trade Agreement:	Canada-UK TCA
Official Language:	English
Domain:	.uk



Internet Inclusivity:

Rank **8 / 100**

E-Government Development:

Rank **7 / 193**

% of Internet Users:

92%

Top 3 Search Engines:

Google **93%**, Bing **5%**, Yahoo! **1%**

Social Media Stats:

Facebook **51%**, Twitter **26%**, Pinterest **17%**, YouTube **2%**, Instagram **2%**, Reddit **0.7%**

Mobile vs Tablet vs Desktop:

Mobile **47%**, Desktop **47%**, Tablet **6%**

Level of Cross-border E-commerce:

38%

E-commerce Market Value:

£178.5 billionE-commerce Payment Methods: Credit card **53%**, digital wallet **27%**, cash **7%**, bank transfer **5%**, direct debit **5%**, other **4%**

Top Payment Services:

WorldPay, Shopify Payment, Paypal

E-COMMERCE TRENDS



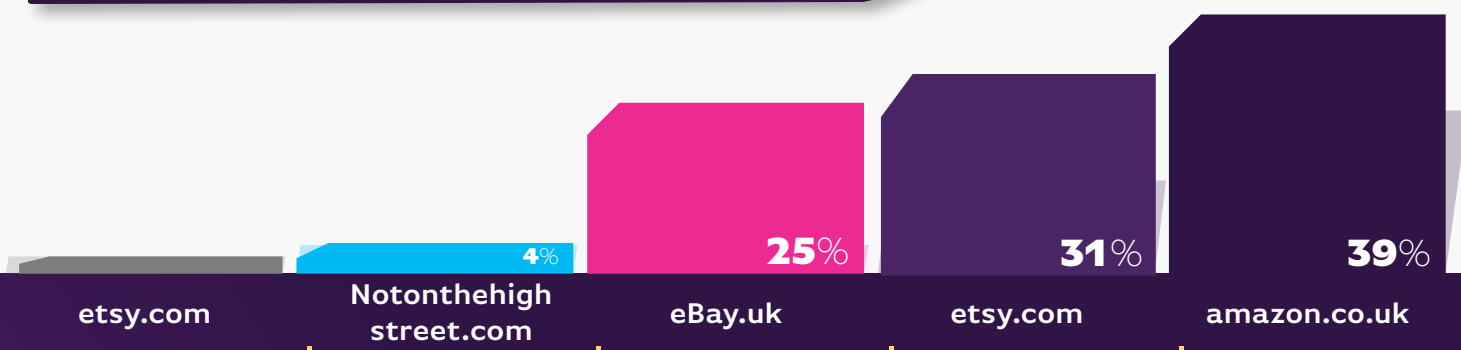
- Increased popularity among younger consumers of alternative methods of payment for online shopping
- Online shoppers expect a seamless and expedite e-commerce experience, from checkout to last-mile delivery
- UK shoppers expect goods to arrive in a week or less
- Online expending in food increased from 5.7% to 9.3% since the pandemic
- 83% of the consumers plan to resume shopping in stores as soon as the outbreak ends



TOP MARKETPLACES



UNITED KINGDOM TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
amazon.co.uk	B2C/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <i>Sell on Amazon</i>
etsy.com	B2C/C2C	vertical -craft items	<i>Listing fee and commission based on selling price</i> <i>Reach millions of buyers in the UK and around the world</i>
ebay.co.uk	B2C/C2C	horizontal-everything	<i>Fee based on transaction cost</i> <i>eBay Selling Internationally</i>
notonthehighstreet.com	B2C/C2C	vertical - arts & craft items	<i>Set up fee and commission based on sale price</i> <i>Apply to Sell with us</i>
wayfair.co.uk	B2C/C2C	vertical -homeware & furniture	Wholesale Markup <i>Sell on Wayfair</i>

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *UPS DHL FedEx*
- E-commerce Payment Processors: *WorldPay Shopify Payment Paypal Stripe*
- Digital Marketing Providers: *Adobe Marketing Cloud Kin+Carta Jellyfish*
- Digital Marketing Providers: *EKM Shopify Bigcommerce Wix*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Online in Europe*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Trade Commissioner Services

- § *Doing Business in the United Kingdom*
- § *Selling via E-commerce in the U.K.*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Market Resources

- § *The E-commerce Directive and the UK*
- § *What Brexit means for E-commerce*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*