

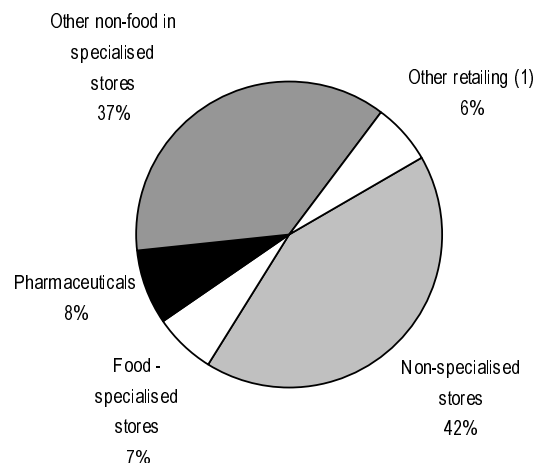
# Distributive trades statistics

## Online retailing - a challenge for the retail sector

Joachim Hubertus

- Supermarkets take for the largest shares of retail turnover, achieved mainly with food products, in many countries.
- Among the activities suitable to retailing via the net, sales of clothes, books and newspapers take substantial shares of total retail turnover.
- Online retailing has been developing at a very fast pace, but still takes an insignificant share of total retail sales.
- The most important non-food product categories sold via the Internet are computers, books, music/video and consumer electronics.

Figure 1: Turnover in retail trade in the EU broken down by retailing activity, 1999



Calculated average, data do not include EL

(1) Comprises retail sale of second-hand goods in stores, retail sale not in stores, and repair of personal and household goods

Source: Eurostat, SBS database and estimates

NACE Rev. 1 division 52 (retail trade) is broken down into the following groups:

52.1: Retail sale in non-specialised stores

52.2: Retail sale of food, beverages and tobacco in specialised stores

52.3: Retail sale of pharmaceutical and medical goods, cosmetic and toilet articles

52.4: Other retail sale of new goods in specialised stores

52.5: Retail sale of second-hand goods in stores

52.6: Retail sale not in stores

52.7: Repair of personal and household goods

## Statistics in focus

### INDUSTRY, TRADE AND SERVICES

THEME 4 – 43/2001

## Contents

Turnover in European  
retailing ..... 2

Possible areas for online  
retailing ..... 3

Market shares of products sold  
via the Internet ..... 5

The European E-Commerce  
Survey ..... 6



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## Turnover in European retailing

Preliminary data for 1999 put the total turnover generated in the retail trade (NACE Rev. 1 52) at about 1 600 billion euro (estimation) for the fifteen EU Member States together.

Turnover generated by retailing in **non-specialised stores** (NACE Rev. 1 52.1), mainly by supermarkets of different sizes and formats selling a wide variety of goods, is estimated at 42% of total retail turnover (**Figure 1**).

More than half of EU turnover comes from sales in **stores specialising** in sales of a **main product** or product category. Total EU turnover breaks down as follows:

- 7% for stores selling food, beverages and tobacco (NACE Rev. 1 52.2);
- 8% for stores selling pharmaceuticals, cosmetics etc. (NACE Rev. 1 52.3); and
- 37% for other non-food stores (e.g. clothing, footwear, books and various household goods).

The remaining retailing activities, i.e. sales of second-hand goods, retailing not in stores (e.g. mail-order houses) and repairs of personal and household goods, account together for 6% of total turnover in retailing.

### Turnover by retailing in supermarkets (non-specialised stores)

**Table 1** provides an overview of the importance of the different activities at country level.

In Denmark, France, Ireland and Finland, supermarkets (NACE Rev. 1 52.1) accounted for more than 50% of total retail turnover in 1999 (1997 data for Ireland), around a third in Italy and for some 25% in Austria (1999) and Portugal (1998).

**Table 1: Turnover in retail trade broken down by activity (absolute value and shares), 1999**

	EU-15	B	DK	D	E	F	IRL	I	L	NL	A	P	FIN	S	UK
Total retail turnover (Mio. euro)	1 598 382	47 465	27 299	313 826	129 192	278 878	13 340	195 540	3 028	68 005	34 997	32 846	21 701	40 134	315 593
% of total turnover:															
by supermarkets	:	37.9	51.2	39.3	37.5	50.9	51.5	35.0	37.2	:	27.8	25.8	58.1	40.4	48.0
by stores selling mainly:															
- food/tobacco	:	7.5	4.5	4.0	13.5	4.1	6.3	9.0	7.8	7.0	8.6	10.3	3.8	8.4	6.3
- pharmaceuticals	:	8.4	5.2	10.5	8.2	9.3	5.7	8.2	9.4	8.3	8.8	7.2	6.4	7.9	3.8
- other new goods	:	42.4	36.9	35.6	36.9	30.0	34.8	41.4	43.4	46.8	50.2	54.5	29.3	38.7	35.7
- second hand goods	:	0.5	0.2	0.2	0.1	0.6	0.4	0.2	0.1	:	0.4	0.2	0.2	0.2	0.9
by non store retailing	:	3.0	1.1	9.8	3.2	4.5	1.0	5.4	1.8	3.9	3.9	1.4	1.5	3.3	4.9
by repair of goods	:	0.3	0.9	0.6	0.6	0.6	0.4	0.9	0.3	0.5	0.3	0.6	0.6	1.0	0.4

*D total and repair estimated; NL supermarkets and second hand goods, data are confidential and therefore not shown; I, P 1998 data; IRL 1997 data; 1997/1998 financial data in ECU; EL: not available; EU-15 estimated*  
Source: Eurostat SBS database

### Turnover by retailing in specialised stores

**Table 1** also shows that, of retailing activities in specialised stores, food retailing (NACE Rev. 1 52.2) and retailing of pharmaceuticals/cosmetics (NACE Rev. 1 52.3) exceed 10% of total turnover in retailing only in some countries (Spain and Portugal for food retailing, Germany for pharmaceuticals).

NACE Rev. 1 52.4 – Other retailing of new goods – appears to be the most important retailing activity in specialised stores for all countries, owing to the variety of activities grouped together under this heading. This category comprises the retail sale of:

- Textiles, clothing and footwear.
- Furniture, lighting equipment

and other household articles.

- Electrical household goods, radio and TV.
- Do-it-yourself (DIY) hardware (home, garden).
- Books and newspapers.
- Various other goods (computers, toys, jewellery, flowers, sports goods etc).

As with retailing in supermarkets, the turnover shares of other retailing of new goods (NACE Rev. 1 52.4) vary considerably, ranging from 30% in France and Finland to 55% in Portugal (**Table 1**).

### Turnover on products sold in supermarkets

For a number of Member States, information is also available on the

shares of the products making up total retail turnover, which is related to the different retailing activities.

**Table 2** presents the turnover shares of the various products sold in supermarkets (only 1997 data – see methodology - page 7).

Sales of food, tobacco and beverages take the largest share of supermarket sales in the countries observed (somewhere between 60% and 95%). Portugal is a special case - see footnote to the table).

Food is not particularly appropriate for Internet retailing, because many goods are perishable and transportation to the individual consumer involves additional costs. An exception may be high-price goods which are not easily perishable (e.g. wine, spirits, luxury preserves).

**Table 2: Turnover in supermarkets broken down by product category, 1997 (%)**

Product categories (CPA classification)	DK	D	E	F	I	P	S	UK
Fruit/vegetables	7.7	8.3	6.6	6.3	13.2	1.3	11.2	5.4
Meat/meat products	11.6	8.5	11.2	11.8	17.0	3.7	14.5	6.0
Fish/Seafood	1.4	1.6	3.2	1.5	7.6	1.2	3.9	1.2
Bread, cakes etc	9.9	8.4	3.2	3.9	16.1	1.3	17.9	5.8
Beverages (alcoholic/other)	14.2	12.1	9.6	10.7	10.4	2.1	9.8	8.6
Tobacco products	4.4	3.9	0.9	0.0	0.0	0.0	3.3	5.5
Other food	20.2	23.6	29.2	29.4	30.2	7.6	18.1	25.1
<b>Total of food/tobacco/beverages</b>	<b>69.5</b>	<b>66.5</b>	<b>63.9</b>	<b>63.5</b>	<b>94.5</b>	<b>17.2</b>	<b>78.8</b>	<b>57.6</b>
Pharmaceuticals	0.4	0.1	0.0	0.0	0.0	0.1	0.1	1.4
Medical/orthopaedic	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Cosmetic/toilet articles	3.9	4.1	5.4	3.9	0.2	3.4	4.5	5.0
<b>Total of pharma/medical/cosmetics</b>	<b>5.3</b>	<b>4.2</b>	<b>5.5</b>	<b>3.9</b>	<b>0.2</b>	<b>3.5</b>	<b>4.6</b>	<b>6.9</b>
Textiles/haberdashery	0.2	1.6	1.5	0.5	0.2	0.5	0.0	0.6
Clothing	5.5	4.9	6.2	4.5	0.7	1.4	1.5	3.3
Footwear/leather goods	1.7	1.3	1.4	0.8	0.5	0.2	0.5	0.5
<b>Total of textile/clothing/footwear</b>	<b>7.5</b>	<b>7.8</b>	<b>9.1</b>	<b>5.8</b>	<b>1.4</b>	<b>2.0</b>	<b>2.0</b>	<b>4.4</b>
Household furniture/lighting equipment	3.8	3.9	2.4	2.5	0.5	0.6	1.5	3.5
Electrical household appliances	0.6	1.6	1.4	0.8	0.5	0.6	0.6	0.8
Radio/TV/Musical instruments	2.3	1.3	2.8	1.4	0.1	0.8	0.8	1.6
Hardware/paints/glass	1.4	1.4	1.0	7.5	0.2	2.6	1.4	0.4
Books/newspapers	2.4	2.3	1.4	1.0	0.1	0.7	2.5	2.7
Office furniture and equipment, computers optical and photographical equipment	0.9	0.8	0.8	0.5	0.3	0.4	0.2	0.6
Watches/clocks/jewellery	2.3	2.2	2.7	1.4	0.3	0.7	0.9	2.1
sports goods/games and toys	3.7	2.8	4.3	0.8	2.0	0.5	6.7	6.8
Non-food products n.e.c.	3.7	2.8	4.3	0.8	2.0	0.5	6.7	6.8
<b>Total of other non-food products</b>	<b>17.4</b>	<b>16.3</b>	<b>16.8</b>	<b>15.8</b>	<b>3.9</b>	<b>7.0</b>	<b>14.5</b>	<b>18.5</b>
<b>Not determined/other</b>	<b>0.4</b>	<b>5.1</b>	<b>4.8</b>	<b>10.9</b>	<b>0.0</b>	<b>70.4</b>	<b>0.1</b>	<b>12.6</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Portugal: 70.4% of the products are classified as sold in supermarkets and cannot be ascribed to a certain product category  
Source: Eurostat SBS database

## Possible areas for online retailing

### Retail trade activities

The activities classified under NACE Rev. 1 52.4 – other retail of new goods – are of particular interest to the analysis of this report, as most are suitable for both traditional and Internet retailing. However, the turnover currently generated by these activities is not always significant and varies considerably from one activity to the next.

**Table 3** provides an overview of the turnover shares in total retailing of the

various 'other retail of new goods' activities in the Member States. For some countries, the breakdown into the classes of the NACE Rev. 1 classification (52.41; 52.42 etc) is available only for 1998.

The table shows that 'Other retail sale' (NACE Rev. 1 52.48), which involves sales of widely differing products such as computers, toys, jewellery, flowers, sport goods etc., accounts for the highest shares of total turnover among the activities of this NACE group. Of the activities defined more clearly,

retail sale of clothing exceeds 5% of total retail turnover in all countries except Finland (4.6%). Luxembourg (12.1%), the United Kingdom (10.4%), Italy (10.3%) and the Netherlands (10.1%) record the highest percentages. Sales of furniture, electrical household goods and do-it-yourself hardware account, in most countries, for between 3% and 5% of total retail turnover. For books and newspapers the shares are generally below or around 3%.

**Table 3: Breakdown of turnover by activity of other retail with new goods (absolute value and shares) in total retailing, 1999**

NACE Rev. 1	B	DK	D	E	F	IRL	I	L	NL	A	P	FIN	S	UK
Other retail with new goods (52.4)														
Turnover in Mio. euro	20 145	10 077	111 703	47 652	83 699	5 479	80 890	1 291	29 673	17 557	17 908	6 368	15 528	112 725
% of total retail turnover														
Other retail with new goods (52.4)	42.4	36.9	35.6	36.9	30.0	36.1	41.4	46.2	45.8	50.2	54.5	29.3	38.7	35.7
of which stores selling mainly:														
Textiles (52.41)	1.0	0.4	0.4	1.2	0.4	0.3	0.8	0.9	0.2	0.8	2.1	0.6	0.4	0.4
Clothing (52.42)	8.5	7.2	8.6	6.8	6.0	8.2	10.3	12.1	10.1	9.4	8.3	4.6	8.3	10.4
Footwear/leather (52.43)	2.5	1.4	2.1	1.4	1.6	1.2	2.5	2.6	2.3	2.6	2.0	0.8	1.5	1.4
Furniture/lighting equipment (52.44)	5.2	5.7	7.2	5.4	3.9	2.8	5.7	5.8	8.5	8.9	6.6	2.6	7.3	3.6
Electrical household appl. (52.45)	4.2	5.0	3.7	4.1	3.4	4.5	3.8	4.8	5.0	4.7	5.8	3.7	4.8	4.5
Hardware, paints and glass (52.46)	4.5	4.4	4.8	4.1	3.4	5.6	5.8	3.8	6.3	7.5	8.6	6.1	4.1	3.5
Books/newspapers (52.47)	3.7	1.5	1.6	2.3	1.7	2.8	3.0	3.4	2.1	3.1	3.5	1.5	1.4	2.3
Other (52.48)	12.8	11.4	7.3	11.7	9.6	10.6	9.5	12.8	11.2	13.2	17.6	9.5	10.8	9.7

D, IRL, I, L, NL, P: 1998 data, financial data in ECU; D total retail trade turnover is estimated (NACE Rev. 1 52); EL: not available  
Source: Eurostat SBS database

### Products suitable for online retailing

As with retailing in supermarkets, information is available for a number of countries on the relative shares of the various products sold, regardless of the type of distribution channel.

**Table 4** provides an overview of the market shares in total retailing of the various products sold. Perishable goods of well-known standard quality appear most likely to be sold via the Internet.

Food and beverages record large market shares in the majority of countries. Within this category, beverages (mainly spirits and wine) appear to be the most appropriate products for Internet sale. They also take significant shares of total retail sales in the countries observed (more than 9% in Sweden).

Textiles, clothing and footwear are the next most important product categories, together accounting for some 15% of total retail turnover in most of the countries observed. Clothing is evidently the most

important category, with shares of about 10% (except in Portugal, where the share is 6.8%).

Although there are certain constraints, such as size, cut and material, on sales of clothing and footwear via the Net, this is an interesting area for online retailers. Mail-order houses have long been successful with clothing in particular and could be replaced, step by step, by online retailers.

Pharmaceuticals, medical goods and cosmetics are another possible area for expansion of online retailing. In the countries observed they account for around 10% (or slightly less) of total retail turnover. This area appears to be particularly interesting for online sales, because possible clients generally know exactly the characteristics of the product they want to buy and can therefore determine the most advantageous conditions. Furthermore, these goods are not perishable, which appears to be an important aspect of all possible online sales.

The other product categories shown in **Table 4** group various types of household goods, books and newspapers and several other non-food goods not classified elsewhere.

Together these product categories account for between 30% and 40% of retail turnover, but not all of them are suitable to be sold online.

Household furniture records reasonable turnover shares (>5%) in all countries observed, but may not be an appropriate product for online retailing.

Books and newspapers, various types of hardware (radio, TV, computer, DIY) and above all goods that can be sold directly via the Net (e.g. computer software and games, music, video) are likely to increase their online sales, on the other hand. The individual categories taken alone do not take large shares of retail turnover, but together they easily amount to 25% of total retail sales.

**Table 4: Turnover by product (%) in total retailing, 1997**

Product categories (CPA classification)	DK	D	E	F	I	P	S	UK
Fruit/vegetables	4.2	3.9	4.1	3.9	6.0	0.8	5.4	3.3
Meat/meat products	6.8	4.5	8.1	8.1	7.7	5.9	6.4	4.2
Fish/Seafood	0.9	0.8	2.8	1.2	3.4	1.3	2.0	0.8
Bread, cakes etc	5.9	4.0	2.2	2.2	7.3	0.6	8.9	3.9
Beverages (alcoholic/other)	7.9	6.5	4.1	5.9	4.6	1.2	9.3	5.9
Tobacco products	3.6	2.7	5.3	0.5	0.2	1.1	2.4	4.2
Other food	10.4	10.3	12.8	15.1	13.7	3.1	8.0	14.0
<b>Total of food/tobacco/beverages</b>	<b>39.8</b>	<b>32.6</b>	<b>39.5</b>	<b>36.9</b>	<b>43.1</b>	<b>14.0</b>	<b>42.3</b>	<b>36.4</b>
Pharmaceuticals	3.5	6.1	6.6	8.3	7.1	6.8	5.4	3.0
Medical/orthopaedic	0.6	0.6	0.9	0.2	0.1	0.3	0.2	0.8
Cosmetic/toilet articles	3.0	3.5	3.3	3.1	2.1	1.9	2.9	3.4
<b>Total of pharma/medical/cometics</b>	<b>7.2</b>	<b>10.2</b>	<b>10.8</b>	<b>11.5</b>	<b>9.3</b>	<b>9.0</b>	<b>8.5</b>	<b>7.2</b>
Textiles/haberdashery	0.3	3.7	2.7	1.0	2.1	1.5	0.2	1.0
Clothing	9.9	9.8	8.4	10.0	10.3	6.8	9.4	11.1
Footwear/leather goods	2.5	2.8	2.5	2.5	2.8	2.0	2.0	2.3
<b>Total of textile/clothing/footwear</b>	<b>12.7</b>	<b>16.4</b>	<b>13.6</b>	<b>13.5</b>	<b>15.2</b>	<b>10.3</b>	<b>11.6</b>	<b>14.4</b>
Household furniture/lighting equipment	7.6	10.3	6.3	5.8	5.5	6.0	6.9	6.2
Electrical household appliances	1.3	2.0	2.5	2.0	1.8	5.6	1.3	2.3
Radio/TV/Musical instruments	4.4	2.7	3.1	2.6	0.8	1.8	3.6	3.4
Hardware/paints/glass	2.9	4.1	3.7	7.2	4.3	9.2	2.6	2.6
Books/newspapers	2.7	2.8	3.0	2.5	2.1	3.5	2.4	3.7
Office furniture and equipment, computers optical and photographical equipment	4.2	2.8	3.9	2.2	0.2	4.7	2.5	3.1
watches/clocks/jewellery	5.8	3.5	4.7	3.7	10.0	3.5	4.8	4.7
sports goods/games and toys	4.1	6.1	5.6	5.1	6.8	7.2	5.0	8.3
Non-food products n.e.c	33.1	34.4	33.0	31.0	31.6	41.5	29.1	34.4
<b>Total of other non-food products</b>	<b>33.1</b>	<b>34.4</b>	<b>33.0</b>	<b>31.0</b>	<b>31.6</b>	<b>41.5</b>	<b>29.1</b>	<b>34.4</b>
<b>Not determined/other</b>	<b>7.3</b>	<b>6.4</b>	<b>3.1</b>	<b>7.1</b>	<b>0.9</b>	<b>25.1</b>	<b>8.4</b>	<b>7.7</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Data on Germany exclude NACE Rev. 1 52.7  
Source: Eurostat SBS database

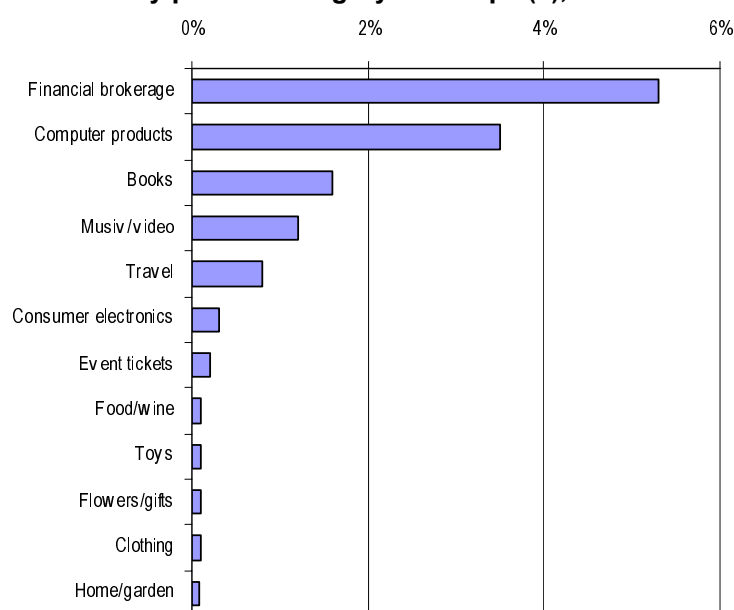
## Market shares of products sold via the Internet

### Shares of online sales in total retail turnover

So far, Eurostat has few official statistical data on electronic commerce (see next heading, page 6), so that the analysis is based on data from an economic research institute (BCG). It should be noted that this source uses concepts and survey methods different from those used by statistical offices, and consequently results may vary widely.

Within retail trade, Internet selling (*Business to consumer – e-commerce*) is an innovative distribution channel. Although it is still marginal in comparison with total retail sales, it has been developing at a very fast pace since 1999, and very sustained growth is expected for the forthcoming years. **Figure 2** shows that online retailing still accounts for a minor proportion of total retail sales and often does not exceed 1%.

**Figure 2: Sales on line as % of total sales by product category in Europe (1), 1999**



(1) EEA and Switzerland  
Source: BCG Boston Consulting Group

Furthermore, service sectors such as financial brokerage and travel, which do not belong to the retail sector, appear to be particularly important for the online market.

Of the - mainly non-food - product categories, the most important for online retailing are computers, books, music/video and consumer electronics. Most of these products have certain common characteristics which appear advantageous for selling them online:

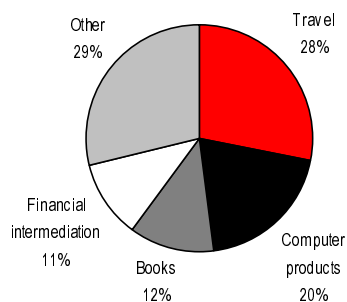
- they are essentially standard items (books, music/video, computers, electronics, toys);
- their tactility (touch and feel) is not important (books, sports goods, computers);
- they are generally sold with high margins (books, sports goods, toys, apparel, jewellery);
- they are cheap to ship (all except electronics);
- they are price-sensitive (all except apparel), ideal gift items (books, sports goods, toys).

### Market shares in the online market

Figure 3 illustrates the shares in total online sales accounted for by the main categories.

A substantial proportion of online sales takes place in the service sector. Travel and financial intermediation account for almost 40%.

**Figure 3: Market shares of the main categories sold via the Internet in Europe (1), 1999**



(1) EEA and Switzerland

Source: BCG Boston Consulting Group

As regards sales of products, computer products (hardware and software) and books are particularly dominant. Table 5 gives more detailed information about the level of Internet sales in some selected countries and the affinity with certain products or services.

The United Kingdom is the largest market amongst the countries observed, not only because of its demographic size but also thanks to the high penetration of the Internet. It is particularly advanced in online retailing of computers and food/wine products.

Two important market leaders operate in these sectors in the UK: **Dell**, the American specialist and world leader in computer direct selling, and **Tesco**, the largest superstore operator in the UK and world leader in grocery e-commerce.

Nordic countries (Denmark, Finland, Sweden and Norway) are instead particularly advanced in financial brokerage, music/video and apparel. France stands out for particularly high values in financial brokerage, travel and apparel. For Spain and Portugal the 1999 figures do not yet show a noteworthy branch or activity for Internet sales.

**Table 5: Online sales by product category, 1999 (million euro)**

Categories	United Kingdom	Nordic countries	France	Spain and Portugal
Computer hardware/software	300.0	85.2	28.0	3.3
Travel	272.2	65.3	91.0	2.8
Books	137.0	33.9	31.0	4.1
Food/wine	102.4	13.2	6.0	3.1
Financial brokerage	24.1	62.1	97.0	0.6
Collectibles/auctions	23.5	0.4	17.0	0.3
Music/video	23.0	53.2	15.0	1.3
Apparel	21.1	18.1	18.0	-
Event tickets	20.8	9.4	4.9	-
Consumer electronics	12.8	7.3	3.1	0.2
Home/garden	12.7	4.9	7.7	0.1
Automotive	10.8	2.6	0.3	-
Flowers/cards/gifts	9.1	5.1	5.6	-
Toys	5.0	5.3	0.5	-
Sports	-	-	-	2.6
Textiles	-	-	-	0.5
Other	-	-	-	0.6
Gambling	-	40.2	-	-

Source: BCG Boston Consulting Group

## The European E-Commerce Survey

In order to obtain comparable and reliable statistical data at EU level, Eurostat, the Statistical Office of the EU, started a pilot survey on e-commerce (B2B and B2C) with 13 Member States in 2001. The sample size is about 100 000 businesses for the Member States observed. The results of this survey are expected to be available by the end of 2001. Several countries have already released the results of their national e-commerce survey. Some figures for

the United Kingdom and Denmark are presented below:

### Results for the United Kingdom

For the United Kingdom, the first results of the survey were released in May 2001 by the ONS (Office for National Statistics). The UK survey covered 9 000 businesses randomly sampled from the Interdepartmental Business Register, stratified by employment size class. The estimates produced cover most economic sectors and all businesses with ten or

more employees.

The results indicate that Internet sales were estimated to be worth 93 billion euro in 2000, equivalent to 2.0% of total sales for the sectors covered. The larger businesses account for nearly 80% of all of e-commerce sales, while the financial sector alone accounts for 77%. If the financial sector is removed, the value of Internet sales drops to 21 billion euro (0.9% of total sales).

Less than one fifth of internet sales were to households (B2C), with an estimated value of 16.4 billion euro. The financial sector again accounts for most of this and, when removed, internet sales to households are 2 billion euro which represents 0.09% of all sales.

As for internet purchases (without the financial sector), these are estimated at 27.2 billion euro, which is 1.78% of total purchases. Respondents in the financial sector estimated that 10% of their purchases were via the internet.

### Results for Denmark

The results for Denmark were released by *Danmarks Statistik* and provide data for the year 2000 as well as forecasts for 2001. The enterprises' replies to the survey questionnaire were compiled in November 2000. Replies were received from 3 357 enterprises with at least five employees operating in most areas of the urban private business sector.

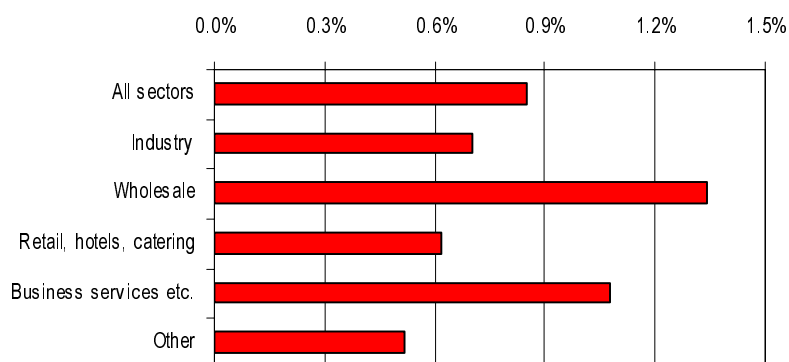
A breakdown of the total Internet sales by sector reveals that wholesale leads the way with 47% of this total. Another 11% were reached by retailing, car sales, together with hotels and catering.

The shares of other sectors in total Internet sales are 23% for manufacturing, 12% for business services, and 8% for other sectors (transport, post and telecommunications, construction).

**Table 6: United Kingdom, estimates of the value of e-commerce, 2001**

	Internet Sales		All electronic networks	
	Billion euro	%	Billion euro	%
<b>Sizeband of business</b>				
10-49 employees	5.63	0.12	9.80	0.21
50-249	13.31	0.29	39.82	0.87
250-999	38.08	0.84	95.44	2.10
1 000+	35.90	0.79	120.35	2.64
<b>Sector of business</b>				
Manufacturing	6.55	0.14	81.15	1.78
Wholesale/retail/catering/travel	12.49	0.27	48.65	1.07
Financial and insurance	71.77	1.58	131.10	2.88
Computing and other business s	2.10	0.05	4.51	0.10
<b>Total</b>	<b>92.87</b>	<b>2.04</b>	<b>265.39</b>	<b>5.83</b>

**Figure 4: Denmark, Internet sales as a proportion of total turnover, 2000**



Sources:

The data and information on the United Kingdom were released by ONS - Office for National Statistics, UK; those on Denmark by *Danmarks Statistik*. Currency data were converted into euro according to the exchange rates published in Eurostat New Cronos, aux\_ind database

**Figure 4** shows that, with regard to the proportion of Internet sales in total turnover, wholesale and commission trade is again the leading sector, accounting for about

1.3% of total turnover (the average is less than 1%). Business services also stand above the average, at slightly more than 1%.

## ➤ ESSENTIAL INFORMATION – METHODOLOGICAL NOTES

### Database

This Statistics in Focus (SiF) is based on structural business statistics collected under the terms of Council Regulation (EC, EURATOM) No 58/97 of 20 December 1996. The reference data are stored in Eurostat's reference database New Cronos (Theme 4 - domain SBS - collection enterpr: annual enterprise statistics - dft file enter\_ms). Data on product categories (CPA classification) are taken from table sbs\_re\_ms (under SBS domain).

The figures presented reflect the situation of the database as of 11 December 2001. In some cases data for 1999 are provisional.

**No data are available for those countries or EU aggregates that are not shown in the graphs or tables.**

### Statistical classification

The data were collected mainly on the basis of the Statistical Classification of Economic Activities in the European Community (NACE Rev. 1). This SiF deals with NACE Division 52: Retail trade except of motor vehicles and motorcycles; repair of personal and household goods.

### Of the various variables in SBS, this SIF focuses on turnover

Turnover comprises the totals invoiced by the observation unit during the reference period, which corresponds to market sales of goods or services supplied to third parties. It includes all duties and taxes on the goods and services invoiced by the unit, with the exception of the VAT invoiced by the unit vis-à-vis its customers and other similar deductible taxes directly linked to

turnover. The SBS variables are laid down in Commission Regulation (EC) No 2700/98 of 17 December 1998.

More information on business statistics methodology can be found at:

<http://europa.eu.int/comm/eurostat/ramon/>

or

[http://forum.europa.eu.int/Public/irc/dsis/bmethods/info/data/new/main\\_en.html](http://forum.europa.eu.int/Public/irc/dsis/bmethods/info/data/new/main_en.html)

This SIF also presents data from other sources:

BCG, Boston Consulting Group (US); ONS, Office for National Statistics (UK); Danmarks Statistik (DK).

With particular regard to e-commerce, the lack of harmonised and comparable data should be taken into account when analysing the data presented.

# Further information:

## ➤ Databases

New Cronos, Theme 4  
Domain SBS

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## For information on methodology

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