

E-commerce markets to watch in 2024

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Markets to watch:

Discover new opportunities in high-potential e-commerce destinations

Welcome to Asendia's guide to e-commerce markets to watch, giving you insights into some of the world's most exciting e-commerce markets that have huge potential for e-tailers.

This guide will explore key destinations from Europe to Australia, helping you to unlock new e-commerce opportunities and revenue streams for your business.

Quick links

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E-commerce in France & Switzerland

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Although France and Switzerland are both major economies in Europe, they have a lot of differences when it comes to trade tariffs, regulations and even shopper delivery preferences.

France

Where convenience and sustainability really matter

***Bénédicte Denni**, Senior e-PAQ Product Manager at Asendia, explains why the growing French e-commerce market presents exciting possibilities for sustainability-minded e-tailers.*



French consumers are increasingly looking for more responsible ways to shop and 70% of e-shoppers say they have a better image of e-tailers that can provide sustainable delivery options. Demonstrating how brands that offer ethical services can grow quickly

in France, a fairtrade milk brand that launched in 2016 is now the biggest-selling milk brand in the country.

Retailers that can meet the expectations of French shoppers can benefit from the market's rapid growth. French e-commerce is expected to attain a value of €200bn by 2027, while the country's focus on sustainability and the resale economy mean circular fashion could be worth €14bn by 2030.

Switzerland

Low industrial tariffs & frequent regulatory changes

***Thomas Haumueller**, Senior Product Manager at Asendia, offers his expert insight on the state of play in the Swiss e-commerce market:*



The high purchasing power of Swiss consumers, combined with a famously stable economy, favourable exchange rates and a quality-driven market, presents potentially significant transaction values for e-commerce businesses. And, with no import taxes below 62CHF, an increasing number of Swiss shoppers are turning to online purchases.

E-tailers have to remain updated on regular changes to import regulations and VAT rates in Switzerland. This necessitates staying abreast of Swiss legislation and ensuring systems are kept current. It also involves keeping Swiss customers informed of pricing adjustments and offering adequate returns solutions.

FRANCE

Where ethical practice and reliable delivery are the keys to success

French shoppers are spending more time online than any other European shoppers, they've got money to spend and are big fans of social commerce. For e-tailers who can provide the time-saving services and product accessibility French shoppers expect, there is huge potential.

At a glance

- France is the **2nd** largest e-commerce market in Europe
- Retailer-specific subscriptions offering free and fast delivery are popular
- Main cross-border online shopping origins markets:
 - 🇨🇳 **China 46%**
 - 🇩🇪 **Germany 16%**
 - 🇬🇧 **UK 8%**
- Out Of Home delivery is gaining popularity with **32%** opting for relais points delivery during check-out
- **52%** of online shoppers prefer card payments, in particular credit card
- Amazon, Leboncoin, Vinted, Aliexpress and Temu are the most popular e-commerce websites in France



Key stats



63% of French shoppers buy online to find the best price



61% prefer their goods to be delivered by the national courier, La Poste



78% prefer purchases delivered to their home

SWITZERLAND

Pragmatic shoppers looking cross-border for the best deals

Thanks to its low customs duties, Switzerland has become a more attractive – and therefore, more competitive – e-commerce destination.

At a glance

- Main cross-border online shopping origins markets:
 - 🇩🇪 **Germany 52%**
 - 🇨🇳 **China 42%**
 - 🇫🇷 **France 25%**
 - 🇺🇸 **USA 15%**
- Its central location and 4 national languages mean Swiss consumers are actively shopping cross-border for the best deals
- Swiss company Digitec Galaxus and German fashion brand Zalando dominate the e-commerce market
- **97%** of Swiss shoppers pay using card, bank transfer or e-wallets
- There are no taxes on consignments with a value up to CHF 62
- Not part of the EU but still has close economic ties with Europe



Key stats



49% of shoppers use Click & Collect to save on shipping costs



40% prefer home delivery



33% of Swiss shoppers willing to pay a 'sustainability premium'



E-commerce in the UK & Australia

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Australia might be on the other side of the world, but it's often included as a "Western" country with the UK due to their shared language and similar cultures. Although there are many similarities between the two countries, there are key differences to note when selling to either destination.

United Kingdom

Steady growth despite economic headwinds

*Post-Brexit, UK e-commerce remains an exciting market. **Thomas Sjolin**, CEO of Asendia Nordics, explains why:*



With many businesses in the UK adopting hybrid working patterns, people working from home continue to drive e-commerce growth and keep online shopping rates well above both the European (64%) and global (49%) averages at 81.5%.

Having left the European Union, the UK is exploring new markets; it's due to join the Trans-Pacific Partnership to open free trade with Canada, Australia, Japan, Singapore and New Zealand.

The UK remains Europe's largest e-commerce market and, with the right logistics partner, it's still possible to effectively distribute and expand across the UK as if it were still in the EU.

Australia

A booming e-commerce market that takes sustainability seriously

***Marie Barrance**, Sales Director UK, explains how an increasingly affluent and online population is fuelling an e-commerce boom:*



Australia's population is growing ahead of global averages at 1% a year and it's a country looking outward. 50% of Australians are first- or second-generation migrants and their shopping habits reflect the cultural mix, as millions of Australians buy from international e-tailers.

***Lou Milicevic**, CEO of Asendia Australia, highlights how Australians have embraced online shopping: Australian consumers' trust in online shopping solutions makes the country a particularly appealing e-commerce market. 82% of Australian households made online purchases in 2022, the uptake of 'Buy Now, Pay Later' (BNPL) is higher than anywhere else in the world and there's an increasingly wide adoption of PayPal.*

UNITED KINGDOM

A well-established, well-connected e-commerce market

Consumers in the UK lead the world for online shopping, thanks to almost blanket internet access, a willingness to shop around for the best deals and a reliable postal network.

At a glance

- **94%** of orders to the UK are delivered successfully on the first attempt
- **59%** of UK consumers get purchases delivered to their homes
- Seasonal peaks:
 - Christmas
 - Easter
 - Boxing Day Sales
 - New school year (September)
 - Valentine's Day
- Major e-commerce retailers:
 - Amazon
 - Argos
 - eBay
 - Tesco
 - Etsy
- Key reasons for buying online:
 - 46%** for home delivery
 - 41%** for cheaper prices
 - 38%** to save time
- **43%** say speedy delivery is a major reason to buy from a retailer



Key stats



43% of online transactions are made by card



88% of shoppers use PayPal



43% use Apple Pay

AUSTRALIA

Relaxed about delivery, serious about the environment

With similar peaks to the UK market, Australia's biggest differentiator is its attitude to the environment. 74% of shoppers value biodegradable and eco-friendly packaging more than next-day delivery or same-day collection.

At a glance

- Australia's per capita income has risen **20%** since 2019
- Key reasons for buying online:
46% for the best price
39% to save time
35% for home delivery
- The biggest e-tailers are:
 - Amazon
 - AliExpress
 - eBay
 - Rakuten
 - Woolworths
- Bank cards are used by **79%** to shop online
- **52%** check reviews before making a purchase
- **35%** of Australians use smartphones to buy



Key stats



75% agree or strongly agree that retailers should be ecologically sustainable



60% expect free delivery or seasonal discounts



35% of shoppers use coupons and discounts to find new products



E-commerce in the US & Canada

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Geographically and culturally close, both Canada and America are also enjoying steady economic growth that is fuelling high consumer confidence and booming e-commerce markets.

USA

World-leading e-commerce market and revenue growth continues

Sarah Clewlow, Asendia's Director of Commercial Networks, offers her insight on how new players in the US e-commerce market can find success:



The US economy recovered from Covid-19 and hasn't looked back; in 2022, US e-commerce sales surpassed \$1 trillion for the first time and e-commerce revenue growth has seen a 101% increase since 2019, with explosive growth in fashion, electronics and health & beauty.

Consumers in the US are well used to online shopping and have a great deal of trust in their delivery services. America's mature delivery market and high levels of connectivity offers e-commerce brands a fantastic opportunity to capitalise on a huge demographic with high purchasing power.

Canada

High-spending shoppers with a passion for personalisation

The Canadian e-commerce market has all the ingredients it needs to be a major revenue stream for e-tailers – as Robert DiVincenzo, CEO of Asendia USA, and Douglas Longobardi, Head of Sales USA, explain:



Canada's pro-international migration policy is helping to ease labour shortages, as the population and GDP per capita grow steadily. As in Australia, newcomers to Canada come with international links which influence their purchases and, combined with high salaries, has helped drive a 5-year e-commerce growth rate of 111%.

The country's e-commerce infrastructure is closely integrated with the USA's. With most of its population situated in southern cities close to the US border, it's relatively easy to have a presence in both markets – with the right logistics partner.

US & CANADA

An innovative, fast-moving market with huge potential

Reaching consumers in the US and Canada requires a smart strategy, as giants like Amazon, Walmart and Apple have dominated the region for years. But with a huge online audience who reward good service with loyalty, there's serious potential for e-tailers.

At a glance

- Out of the top 500 online stores by total net sales in the US, 5 stores generated **42%** of all sales in 2021
- E-commerce sales in Canada are expected to rise to 40.3bn USD by 2025
- In the United States, imports are duty and tax-free due to the generous de minimis of 800 USD
- Canada operates a range of Federal and Provincial Goods & Services Taxes (GST), combined in most Provinces with local Provisional Sales Tax (PST) to create a Harmonized Sales Tax (HST) rate
- **65%** of US consumers belong to retailer subscription services
- **37%** of US shoppers and **24%** of Canadians use social commerce



Key stats



73%

of Americans consider themselves regular online shoppers



25%

of Canadians consider next day delivery important



GDP

US \$76.3K per capita
Canada \$60.7K per capita

Global parcel, returns and mail solutions designed for your business

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Discover Asendia's range of international delivery solutions created to make shipping, returns and global mail distribution easier and faster.

e-PAQ

e-PAQ Standard

Our lowest cost international packet and parcel delivery service; ideal for low-value purchases.

e-PAQ Plus

The budget-friendly solution where partial-tracking is required for additional peace of mind.

e-PAQ Select

Our excellent value option for a tracked parcel service available around the world.

e-PAQ Elite

Get many of the features of an Express courier service without the price tag.

e-PAQ Returns

Our end-to-end returns solution, designed to help e-commerce retailers grow their business.

MAIL

Cost-effective and ultra-reliable mail distribution worldwide. Delivery to over 200 countries.



Marketing Mail

Our versatile solutions for your direct marketing campaigns.



Business Mail

Our flexible solutions for your business correspondence and transactional mail.



Publications

Our comprehensive solutions for the distribution of your periodicals, including your corporate magazines.

To find out more about e-PAQ and how Asendia can help grow your e-commerce business globally, [**contact our team today.**](#)

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France

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