

**The new digital consumer:
mobile, social, cross-channel**

Giulio Finzi

Secretary-general

NETCOMM – The Italian eCommerce Association



USA
180
Million

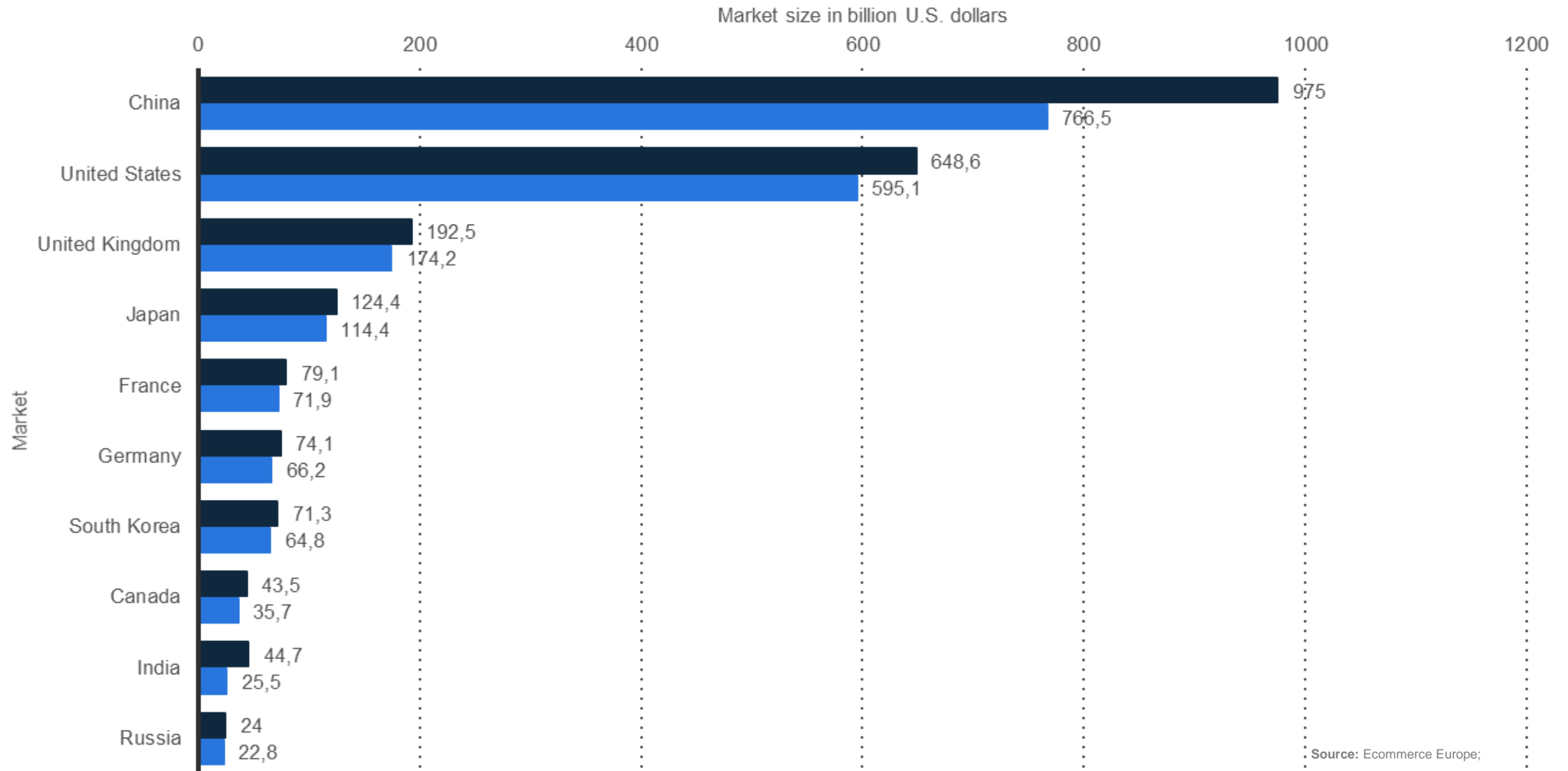
Europe
300
Million

China
500
Million

1,5 Billion eShoppers

Main e-commerce markets (2015-2016, \$B)

■ 2016* ■ 2015



Source: Ecommerce Europe;

Rank	Change in global rank	Country	Online market size (40%)	Consumer behavior (20%)	Growth potential (20%)	Infrastructure (20%)	Online market attractiveness score (100%)
1	+2	United States	100.0	83.2	22.0	91.5	79.3
2	-1	China	100.0	59.4	86.1	43.6	77.8
3	+1	United Kingdom	87.9	98.6	11.3	86.4	74.4
4	-2	Japan	77.6	87.8	10.1	97.7	70.1
5	+1	Germany	63.9	92.6	29.5	83.1	66.6
6	+1	France	51.9	89.5	21.0	82.1	59.3
7	-2	South Korea	44.9	98.4	11.3	95.0	58.9
8	+5	Russia	29.6	66.4	51.8	66.2	48.7
9	+15	Belgium	8.3	82.0	48.3	81.1	45.6
10	-1	Australia	11.9	80.8	28.6	84.8	43.6
11	-1	Canada	10.6	81.4	23.6	88.9	43.1
12	+2	Hong Kong	2.3	93.6	13.0	100.0	42.2
13	+6	Netherlands	8.9	98.8	8.1	84.6	41.8
14	-3	Singapore	1.3	89.4	15.7	100.0	41.5
15	+13	Denmark	8.1	100.0	15.1	75.5	41.4

22	-7	Italy	13.3	71.6	27.8	70.7	38.9
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Where are the new affluent people in 2021?

























	Increase in affluent people 2015-2021 (millions)¹	% share of total increase
China	69.6	32.8
India	34.2	16.1
United States	17.3	8.2
Indonesia	7.2	3.4
Mexico	4.2	2.0
Saudi Arabia	3.9	1.8
Russia	3.5	1.6
Iran	3.2	1.5
Germany	2.9	1.4
Turkey	2.5	1.2





HAPPY SEASON DEALS



-  DEALS OF THE DAY 
-  MEN'S FASHION 
-  WOMEN'S FASHION 
-  BEAUTY & PERFUMES 
-  MOBILE PHONES 
-  TABLETS 
-  COMPUTING 
-  TV, AUDIO & VIDEO 
-  HOME & LIVING 
-  SPORTS & FITNESS 
-  BABY TOYS & KIDS 
-  OTHER CATEGORIES 

PERFECT OFFICE WEAR! FOR MEN

FROM GH¢ 55

SHOP NOW



1 2 3 4 5 6

BINATONE



ELECTRONIC

HOME & LIVING

FASHION

BEAUTY

TOSHIBA



ALCATEL





6:15 PM 73%

Back 周米儿

Profile Weibo 视频 Album

周米儿 4-17 from iPhone 7 Plus

两年多前闺蜜送了我一套@阿玛尼黑钥匙系列的中样，那是我第一次用到质感那么棒面霜和眼霜，一用难忘！最近眼霜用完，第一个想收入的就是阿玛尼黑钥匙修护眼霜！提到黑钥匙系列就不得不说它的灵魂成分：南非凤凰草，只需要一滴水就能让干枯的它起死回生。除此以外，这款眼霜还添加抗老的胜肽... Full Text



Following Chat Cool Content

Singtel WiFi Calling 17:04 93%

Back Burberry博柏利



「中国大陆地区仅微信独家限量发售」

DK88中号顶部提柄手袋 亮太妃糖色

商品 40542141


立即购买

DK88 包款

Singtel WiFi Calling 17:05 93%

Back Burberry博柏利


DK88 包款



DK88 中号顶部提柄手袋 花瓣粉红 商品 40548451

DK88 中号顶部提柄手袋 石板蓝 商品 40553121

立即购买 立即购买



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MEN ▾

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for a select rev
(like you)
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hand sew just six pairs of
our Pelle leathers per day,
only 30 custom orders
can be placed per week.
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yours on our app @ mgemi



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The pinnacle of Trunk Club

Our Clubhouses have a relaxed sensibility and an energizing buzz (i.e. free booze). You're always welcome to kick back with a few complimentary drinks while your stylist finds the clothes that fit you best. They're also where we carry our most exclusive brands—so to get the best of Trunk Club, come on in.

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Los Angeles, CA

Chicago, IL

New York, NY

Dallas, TX

Washington, D.C.

Coming soon:

Boston, MA



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