

ECOMMERCE COUNTRY FACTSHEET

# Italy

Population - 60 million  
Capital - Rome  
Currency - Euro  
Main language - Italian

20,626.9m  
USD

The eCommerce revenue amounted to 20.626m USD in Italy 2020

6.8%

The Italian eCommerce market is expected to show an annual average growth of 6.8%

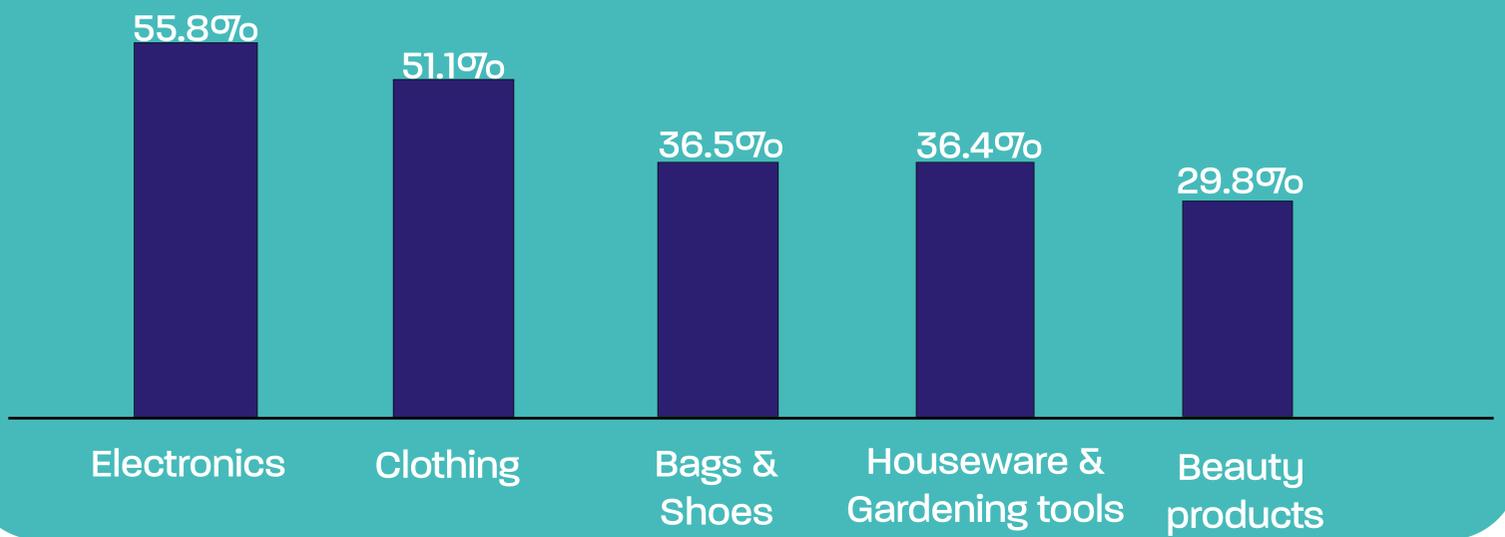
55%

Over half of the Italian population shops online

21%

The number of eCommerce users is expected to grow by 21% to 40m users in Italy by 2024

## Sectors Italian consumers are most interested in...



## The most successful online shops are...

- \* Amazon.it
- \* Zalando.it
- \* Apple.com

Other retailers include:  
Shein.com,  
Esselungaascasa.it  
& Privalia.com

## Delivery methods offered by leading online retailers...

- \* Home delivery (signature Required)
- \* Home delivery (no signature)
- \* Collection from distribution point

Other delivery methods include: deliver to mailbox & collection from parcel machine

28,611.4m  
USD

The eCommerce market volume is expected to reach 28,611m USD by 2025

37.3m

The number of eCommerce users in Italy expected for 2022 is 37m

69.1%

With a share of 69% the Italian eCommerce market held the highest revenues in the digital sector for 2020