

E-commerce in Italy



Population

60,000,000



Online population

55,800,000



B2C e-commerce

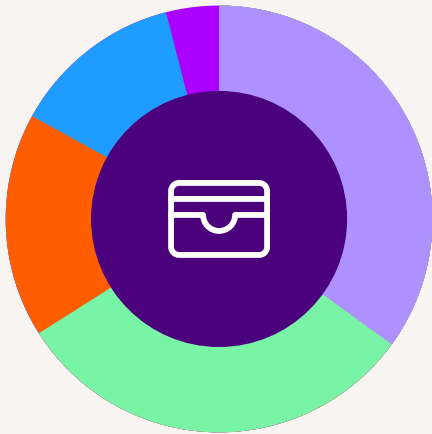
\$51,000,000,000



E-commerce of total retail

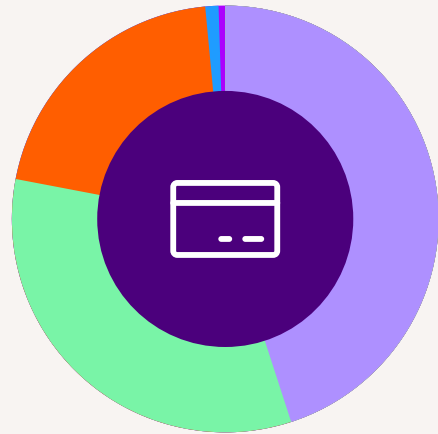
10%

Payment method breakdown



● Card: 31%
 ● E-wallet: 35%
 ● Bank transfer: 13%
● Other: 17%
 ● Cash: 4%

Card scheme breakdown



● Local schemes: 45%
 ● Visa: 33%
 ● Mastercard: 22%
● American Express: 1%
 ● Other: 0%

Key stats



\$56 billion

e-commerce market in Italy



69%

of e-commerce made with alternative digital payment methods



\$1007

average spend per year by Italian e-commerce customers

The most popular payment methods in Italy



Remittance Corporate Accounts

