Dossier September 2026

Cross-Border E-Commerce in Europe

How much of the EU27's online spend crosses a border, where it goes, which countries import most, which categories travel, and which European retailers have built a truly international business.

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Summary: One in Eight Euros Spent Online in the EU Leaves the Union, and Nine in Ten of Those Go to China



Friedrich Schwandt

Founder & CEO, ECDB

"Europe's cross-border e-commerce question is an import question. One euro in eight leaves the Union. Three Chinese platforms collect almost all of it."

1 **EUR 55 billion, 13.1 % of EU27 online spend.** Of the EUR 421 billion EU consumers spent on physical goods online in 2025, EUR 55 billion went to stores based outside the EU. 90 % of that reached Chinese platforms; US and UK stores took under 5 % each. The measure follows the store domain: a global domain counts as import, a local one does not.

2 **From 2 % to 13 % in five years.** Purchases abroad were around 2 % of EU online spend in 2020 and 2021. Temu, Shein and AliExpress lifted the share to 6 % in 2022, 10 % in 2024 and 13 % in 2025; ECDB's 2026 trajectory points to 15 %.

3 **Small and Eastern markets import most.** Croatia, Slovakia, Slovenia and Bulgaria send about a third of their online spend abroad, Hungary 27 %, Portugal 25 %. Germany (8 %), Austria (7 %), Sweden and Denmark (6 %) import least. Market size and import share are inversely related.

4 **Fashion is the cross-border category.** 46 % of what EU consumers buy abroad is fashion, against 19 % of the domestic market. Roughly a third of EU online fashion spend now crosses the border; grocery, hobby and DIY barely travel.

5 **Intra-EU trade is a retailer story.** Zalando earns 69 % of GMV outside Germany, Notino 90 % outside Czechia, JYSK 92 % outside Denmark. The largest single intra-EU flow is amazon.de into Austria: EUR 3.4 billion.

6 **Headline numbers diverge by a factor of three.** Industry sources put European cross-border at 25 % to 36 % because they count EU retailers selling into neighbouring EU markets. ECDB's 13 % measures what leaves the EU via non-EU store domains. Both are right; they answer different questions.

Note: "Purchases abroad" follows the ECDB definition: e-commerce revenue generated by EU27 buyers on stores based outside the EU27. Purchases on stores in another EU member state count as domestic at EU level and are covered separately as intra-EU flows. All EUR figures converted from ECDB USD at the 2025 implied rate (1.127 USD/EUR).

Source: ECDB Market Data (EU27 market profile, purchases abroad 2025) and ECDB store/retailer profiles (GMV by country, 2025). ecdb.com

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Three Questions Hide Behind One Word: What “Cross-Border” Means Decides Whether the Answer Is 13 %, 25 % or 36 %

LENS 1 · EXTRA-EU IMPORTS

13.1 %

EUR 55 bn of EUR 421 bn

ECDB “purchases abroad”: EU27 consumers buying on stores based outside the EU27. Amazon.fr is a European store; temu.com is not. The lens for market size and country comparison in this dossier. Caveat: it captures imports fully but misses EU retailers' exports via local foreign domains.

LENS 2 · ANY BORDER, EUROPE-WIDE

25–36 %

EUR 108–276 bn (CBCommerce)

Cross-Border Commerce Europe counts every purchase from a store in another country, including a Belgian buying on bol.com or an Austrian on amazon.de, and covers the UK, Switzerland and Norway. The 2024 edition reported 36 %, the 2025 edition 25 % after a scope change.

LENS 3 · RETAILER INTERNATIONALITY

5–96 %

share of GMV outside home market

The supply-side view: how much of a retailer's GMV is earned outside its home country. IKEA 96 %, JYSK 92 %, Notino 90 %, Zalando 69 %, Allegro 10 %, Otto 5 %. This is the lens for the two retailer pages.

Note: CBCommerce 2024 figure: EUR 275.6 bn cross-border on EUR 765.6 bn European B2C online turnover incl. UK, CH, NO, excl. travel. CBCommerce 2025 figure (8th edition, April 2026): EUR 108 bn, 25 %, after a change in scope; the two editions are not comparable. ECDB: EU27 buyers on stores based outside the EU27, physical goods, 2025.

Source: Sources: Cross-Border Commerce Europe, TOP 500 Cross-Border Retail Europe (7th ed. 2025, 8th ed. 2026) and TOP 100 Cross-Border Marketplaces Europe (2025); Eurostat ICT survey 2025. ECDB (ecdb.com) for EU27 market revenue.

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EUR 55 Billion Left the EU in 2025: 90 % Went to Chinese Stores; the Reverse Flow Via EU Domains Is EUR 3.9 Billion

EU27 ONLINE SPEND ON PHYSICAL GOODS, 2025

EUR 421 bn

EUR 55.1 bn bought abroad

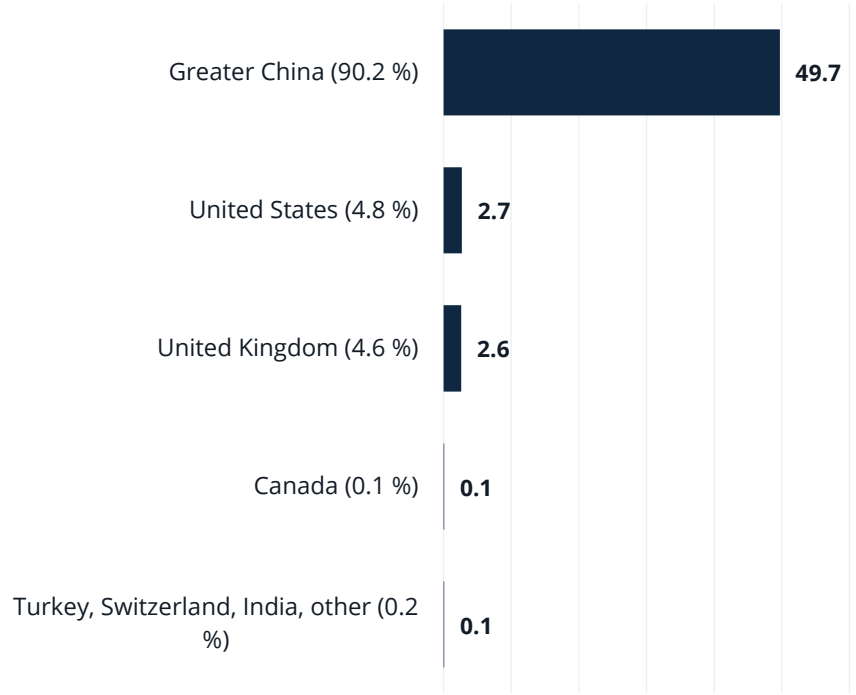
13.1 % of EU27 online spend goes to stores based outside the EU; 86.9 % stays on EU stores (including stores in other member states).

EUR 3.9 bn sold abroad

Non-EU consumers buying on EU27 store domains. Switzerland 51 %, US 18 %, UK 10 %. Sales via local foreign domains (zalando.ch, ikea.com/ch) are not included; EU retailers' exports are understated.

Purchases abroad by store country, 2025

in EUR bn; bracket = share of total



Reading

Cross-border into the EU is a China story. Temu, Shein and AliExpress carry nine of every ten euros that leave the Union. The US, home of Amazon and eBay, contributes under 5 %: their European domains count as EU stores.

The reverse flow is measured asymmetrically. EU store domains sell EUR 3.9 bn to non-EU consumers, half of it to Switzerland. Zalando alone earns EUR 1.4 bn there via zalando.ch, which counts as a Swiss store. Imports are fully captured because Temu, Shein and AliExpress use one global domain; exports via local domains are not. The two figures should not be netted.

Order of magnitude: purchases abroad equal half of Germany's online market. Had Amazon served Europe from amazon.com rather than national domains, the EU import share would exceed 40 %: the metric measures domain strategy as much as trade.

Note: Purchases abroad = revenue of EU27 buyers on stores outside the EU27 (US$ 62.1 bn). Purchases from abroad = revenue of non-EU buyers on EU27 stores (US$ 4.4 bn). Converted at 1.127 USD/EUR. Physical goods, B2C, incl. VAT, excl. C2C and services.

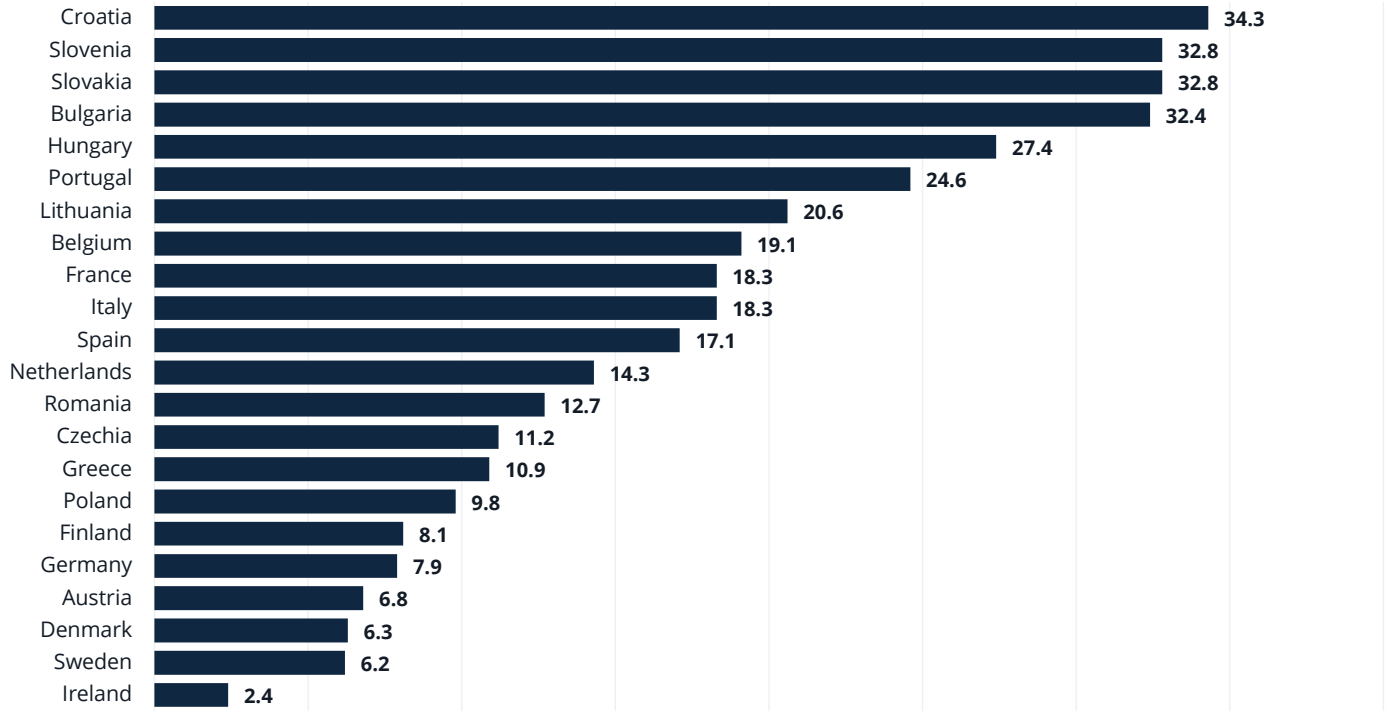
Source: ECDB Market Data, EU27 market profile: Purchases Abroad vs. Domestic Purchases 2025; Purchases Abroad by store country; Purchases from Abroad on EU27 stores by buyer country. ecdb.com

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By Country: France, Spain and Italy Import the Most Money; Croatia, Slovakia and Bulgaria the Largest Share

Purchases abroad as share of national online spend, 2025

in % of e-commerce revenue; EU27 average 13.1 %



Market	Online spend	Purchases abroad	Share
France	EUR 70.3 bn	EUR 12.8 bn	**18.3 %**
Germany	EUR 110.2 bn	EUR 8.7 bn	7.9 %
Spain	EUR 50.0 bn	EUR 8.5 bn	**17.1 %**
Italy	EUR 38.5 bn	EUR 7.1 bn	**18.3 %**
Netherlands	EUR 21.1 bn	EUR 3.0 bn	**14.3 %**
Poland	EUR 28.7 bn	EUR 2.8 bn	9.8 %
Belgium	EUR 9.2 bn	EUR 1.8 bn	**19.1 %**
Portugal	EUR 6.5 bn	EUR 1.6 bn	**24.6 %**
Czechia	EUR 11.1 bn	EUR 1.2 bn	11.2 %
Hungary	EUR 4.4 bn	EUR 1.2 bn	**27.4 %**

Top 10 by purchases abroad, 2025. Red = above EU27 average. FR, ES and IT account for 52 % of EU purchases abroad, Germany for 16 %. Ireland (2.4 %) is understated: UK-store purchases (EUR 2.6 bn) are largely Irish but not attributable by country.

Note: Country estimates: ECDB store-level GMV by buyer country for temu.com, shein.com and aliexpress.com, calibrated to ECDB's EU27 total for purchases on Chinese stores (US$ 56.0 bn) and grossed up for US and UK stores (9.8 % of purchases abroad). Country ranking is robust; individual shares are estimates. Latvia, Estonia, Luxembourg, Cyprus, Malta: below the platforms' reporting threshold, no estimate.

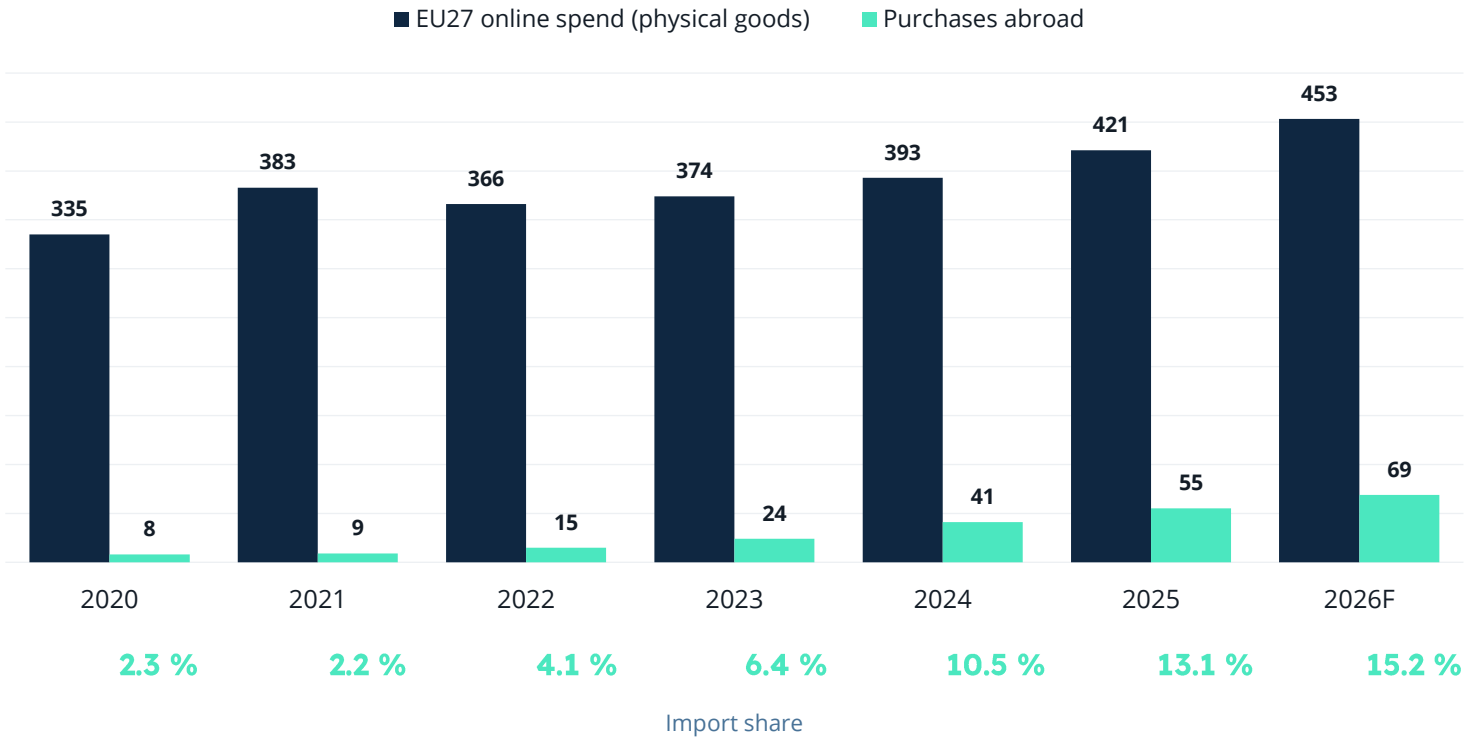
Source: ECDB Market Data (EU27 market profile, purchases abroad 2025) and ECDB store/retailer profiles (GMV by country, 2025). ecdb.com

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2020 to 2026: Purchases Abroad Grow Nine-Fold, the EU Market by a Third; the Import Share Rises From 2 % to 15 %

EU27 online spend and purchases abroad, 2020–2026F

in EUR bn; labels = purchases abroad in % of EU27 online spend; 2020–2024 and 2026 estimated, 2023–2024 upper bounds



Three phases

2020–2021, pandemic, domestic. EU online spend jumped from EUR 335 bn to 383 bn, but purchases abroad stayed at 2%: AliExpress and a young Shein were the only import channels of scale.

2022–2024, the Chinese platform wave. Shein doubled, Temu went from zero to roughly EUR 12 bn in Europe within two years. Purchases abroad rose from EUR 8 bn to at most EUR 41 bn while the EU market itself was flat in 2022–2023; the 2023–2024 values are upper bounds because Temu's European share was still building.

2025–2026, normalisation at a high level. Growth of purchases abroad slows to about 30 % and 25 %, still three times the market. ECDB's trajectory puts the import share at 15 % in 2026, before any effect of the planned end of the EUR 150 customs exemption.

Note: EU27 revenue 2020–2026 from ECDB Market Data (2026 forecast). Purchases abroad 2025 from ECDB EU27 market profile; other years estimated from the global GMV of temu.com, shein.com and aliexpress.com (ECDB store profiles) at their 2025 EU share, grossed up for US/UK stores. Assumes a constant EU share of platform GMV. Temu entered Europe only in spring 2023 and was US-focused that year, so its 2025 EU share (36 %) overstates 2023 and 2024: those two years are upper bounds and the actual rise was steeper.

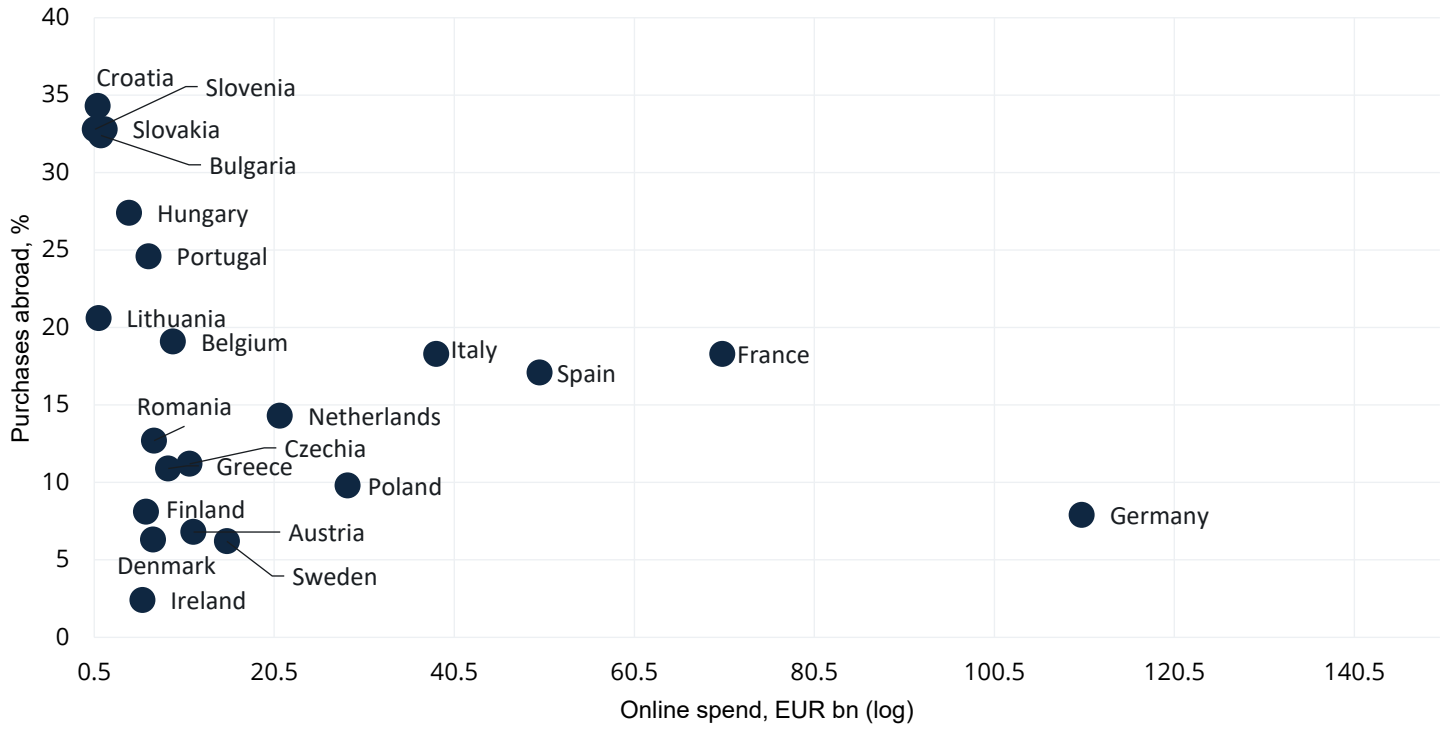
Source: ECDB Market Data (EU27 market profile, purchases abroad 2025) and ECDB store/retailer profiles (GMV by country, 2025). ecdb.com

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Size Protects: The Larger the Domestic Online Market, the Smaller Its Import Share

Online market size vs. purchases abroad share, EU27 2025

x: online spend in EUR bn (log scale); y: purchases abroad in % of online spend



Why the line slopes down

A domestic champion caps imports. Poland (Allegro), Romania (eMAG), the Netherlands (Bol) and Germany (Amazon.de, Otto, Zalando) all sit below the curve. Where a local marketplace owns the traffic, Chinese platforms win a smaller share.

Small markets have no champion to defend. Croatia, Slovakia, Slovenia and Bulgaria have online markets under EUR 2 bn and import about a third of it. Cyprus, Malta, Luxembourg and the Baltics are too small to appear in the platforms' country reporting at all.

One outlier, one data gap. France imports 18 %, more than its size predicts: the largest single Temu and AliExpress market in Europe. Ireland (2 %) is understated: Temu and AliExpress fall below the reporting threshold there, and most of the EUR 2.6 bn the EU spends on UK stores is likely Irish. Its true share is plausibly 25 % or more.

Note: 22 EU markets with reported import data. Log scale on the x-axis. Import share estimate as on page 4. Ireland is understated (see text) and excluded from the interpretation. Correlation of log market size and import share: strongly negative.

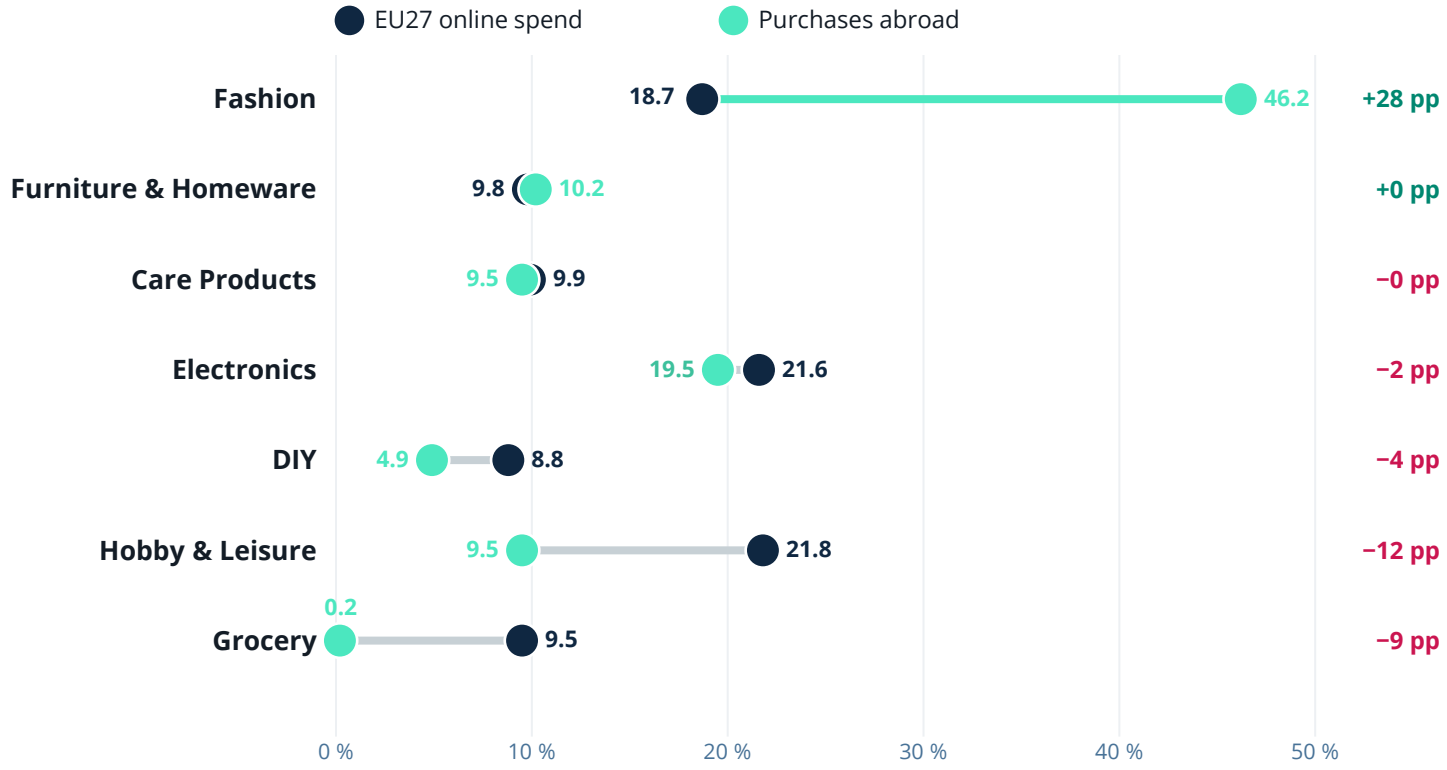
Source: ECDB Market Data (EU27 market profile, purchases abroad 2025) and ECDB store/retailer profiles (GMV by country, 2025). ecdb.com

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Fashion Is the Cross-Border Category: 46 % of What Europeans Buy Abroad, Against 19 % of the Market

Share of category in EU27 online spend vs. share in purchases abroad, 2025

in % of revenue; each line connects the two shares of one category



Reading

Fashion dominates imports because it dominates Shein (81 % of GMV) and is the largest Temu category (41 %). Low unit prices, low weight and no compatibility issues make apparel the ideal parcel. Eurostat's consumer survey shows the same: clothing and shoes are the goods Europeans buy online most often.

Homeware and care products travel at market weight, electronics slightly below, driven by AliExpress accessories rather than branded devices.

Hobby & Leisure, DIY and Grocery stay home. Bulky, perishable or brand-dependent categories make up 40 % of the EU market but only 15 % of imports.

Note: Import mix = category split of temu.com, shein.com and aliexpress.com GMV (ECDB store profiles), weighted by their EU revenue. EU27 mix = ECDB revenue split by product category, EU27 2025. Both use the ECDB main-category taxonomy. External corroboration: Eurostat ICT survey 2025 (clothing, shoes and accessories are the most bought goods online, 45 % of e-shoppers in the last 3 months).

Source: ECDB store profiles (GMV by product category, temu.com, shein.com, aliexpress.com); ECDB Market Data, EU27 revenue split by category 2025; Eurostat isoc_ec_ibgs. ecdb.com

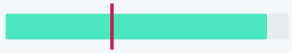
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One Third of EU Online Fashion Spend Now Crosses the Border; for Grocery It Is Practically Zero

Fashion

32 %

of EU online spend in the category bought abroad



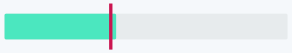
Apparel, footwear, bags

TRAVELS

Furniture & Homeware

14 %

of EU online spend in the category bought abroad



Decor, textiles, small furniture

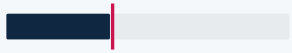
AliExpress: 17 % of GMV is homeware

TRAVELS

Care Products

13 %

of EU online spend in the category bought abroad



Beauty, personal & health care

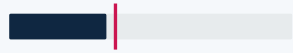
CBCommerce: 66 % of Fashion, Beauty & Luxury TOP 500 turnover is cross-border

TRAVELS

Electronics

12 %

of EU online spend in the category bought abroad



Accessories, small appliances

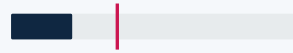
IPC: consumer electronics 60 % of cross-border shoppers

MIXED

DIY

7 %

of EU online spend in the category bought abroad



Tools, garden, vehicle parts

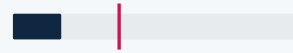
Compliance (CE) and weight limit imports

STAYS HOME

Hobby & Leisure

6 %

of EU online spend in the category bought abroad



Sports, toys, pets, stationery

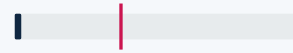
Brand and safety trust keep spend domestic

STAYS HOME

Grocery

0.3 %

of EU online spend in the category bought abroad



Food, beverages

Perishable, local supply chain

STAYS HOME

Note: Import intensity = estimated purchases abroad in a category divided by total EU27 online spend in that category (EUR 55.1 bn × import mix ÷ EUR 421 bn × EU27 mix). IPC = share of cross-border shoppers who bought the category abroad in the last year (International Post Corporation, Cross-Border E-Commerce Shopper Survey 2025; 37 markets). CBCommerce: TOP 500 Fashion, Beauty & Luxury Cross-Border Retail Europe 2026.

Source: ECDB (ecdb.com) as on previous page; International Post Corporation, Cross-Border E-Commerce Shopper Survey 2025; Cross-Border Commerce Europe, TOP 500 Fashion, Beauty & Luxury 2026.

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Inside the EU: The Big Corridors Follow Language, Led by amazon.de Into Austria and bol.com Into Belgium

SHARED LANGUAGE, SHARED STORE

amazon.de	→ Austria	3,418
bol.com	→ Belgium	2,290
amazon.es	→ Portugal	1,149
Coolblue	→ Belgium	786
amazon.fr	→ Belgium	700

Austrians generate EUR 3.4 bn of GMV on amazon.de, roughly a fifth of Austrian online spend on a revenue basis; Belgians EUR 3 bn on Dutch stores; Portuguese EUR 1.1 bn on amazon.es. Where the language is shared, no local domain is needed.

GERMAN AND NORDIC EXPORTERS

IKEA (SE)	→ Germany	1,833
Zalando (DE)	→ France	1,454
Zalando (DE)	→ Netherlands	1,415
Zalando (DE)	→ Italy	1,054
MediaMarkt (DE)	→ Spain	1,046
H&M (SE)	→ Germany	851

Zalando earns EUR 9.3 bn outside Germany, MediaMarkt EUR 3.1 bn, IKEA EUR 11.5 bn outside Sweden: verticals and brands, not marketplaces, carry intra-EU trade.

REGIONAL HUBS IN THE EAST AND SOUTH

eMAG (RO)	→ Hungary	612
Decathlon (FR)	→ Spain	591
Zara (ES)	→ France	569
Allegro (PL)	→ Czechia	511
eMAG (RO)	→ Bulgaria	413
Notino (CZ)	→ Poland	275

eMAG serves Hungary and Bulgaria from Romania, Allegro Czechia and Slovakia from Poland, Notino all of Central Europe from Czechia: the intra-EU counterparts to the Chinese import wave.

Values = store or retailer GMV in EUR m, 2025 (gross, incl. marketplace sales)

Note: Intra-EU flows = GMV of a store or retailer generated in an EU country other than its home country (retailer HQ or store domain country), 2025, ECDB store and retailer profiles. GMV is gross of returns and discounts and includes marketplace (3P) sales; it runs about a third above market revenue and must not be divided by market revenue without adjustment. Under ECDB's EU27 definition these purchases count as domestic. Selection of the largest flows among the retailers analysed; not exhaustive.

ECDB

Source: ECDB store and retailer profiles, GMV by country 2025. Corridor pattern corroborated by Tembi, European Cross-Border E-Commerce Insights 2025 (NL–BE, DE–AT, DK–SE among the top-ranked corridors). ecdb.com

Europe's Most International Retailers: IKEA, H&M, JYSK, Notino and Zara Earn Nine Tenths of Their GMV Abroad

Brands and verticals: built to travel

share of GMV outside the home market · total GMV in EUR bn

H&M	SE	96 %	5.5 bn
IKEA	SE	96 %	12.1 bn
JYSK	DK	92 %	1.0 bn
Zara	ES	91 %	7.5 bn
Notino	CZ	90 %	2.2 bn
Decathlon	FR	72 %	4.8 bn
Zalando	DE	69 %	14.4 bn
About You	DE	59 %	1.8 bn

Marketplaces and generalists: strong at home

share of GMV outside the home market · total GMV in EUR bn

MediaMarkt	DE	53 %	6.6 bn
BestSecret	DE	50 %	1.8 bn
Lidl online	DE	42 %	1.6 bn
Coolblue	NL	37 %	2.8 bn
eMAG	RO	30 %	3.0 bn
Bol	NL	26 %	7.8 bn
Allegro	PL	10 %	16.1 bn
Otto	DE	5 %	7.9 bn

Brands ship their own assortment anywhere; marketplaces depend on local density. Zalando is the exception: EUR 9.3 bn abroad, more than any European retailer except IKEA.

Note: Share of 2025 GMV generated outside the home country, all countries worldwide (ECDB retailer profiles; IKEA and H&M from the ikea.com and hm.com store profiles). Home market = country of headquarters. Marketplaces include 3P GMV. Brand tiles are text placeholders; replace with official logos before publication.

Source: ECDB retailer and store profiles, GMV by country 2025. Context: Cross-Border Commerce Europe TOP 500 2026 ranks IKEA, JYSK, H&M, Zalando and LEGO as Europe's top five cross-border retailers. ecdb.com

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Footprint: Notino, About You and Zalando Sell Materially in Over 20 EU Countries, Bol and eMAG in Two or Three

Retailer	Home	EU markets with ≥ EUR 10 m GMV		Home share	Non-EU GMV	Top 3 foreign markets
Zalando	DE	●●●●●●●●●●●●●●●●●●●●●○○○○	22	31 %	EUR 2.1 bn	France, Switzerland, Netherlands
Notino	CZ	●●●●●●●●●●●●●●●●●●●●●●○○○	24	10 %	EUR 0.3 bn	Poland, UK, Italy
About You	DE	●●●●●●●●●●●●●●●●●●●●●○○○○	23	42 %	EUR 0.1 bn	Netherlands, Czechia, Switzerland
JYSK	DK	●●●●●●●●●●●●●●●●●●●●○○○○○	21	8 %	EUR 0.2 bn	Sweden, Germany, Norway
H&M	SE	●●●●●●●●●●●●●●●●●●●○○○○○○	20	4 %	EUR 2.6 bn	Germany, US, UK
Decathlon	FR	●●●●●●●●●●●●●●●●●●○○○○○○○	19	28 %	EUR 1.0 bn	Spain, Italy, Germany
IKEA	SE	●●●●●●●●●●●●●●●●●●○○○○○○○	19	4 %	EUR 5.5 bn	Germany, US, UK
Zara	ES	●●●●●●●●●●●●●●●●●●○○○○○○○	19	9 %	EUR 3.7 bn	US, UK, France
Allegro	PL	●●●●●●●●●●●●●●○○○○○○○○○○○	14	90 %	EUR 0.3 bn	Czechia, Germany, Slovakia
MediaMarkt	DE	●●●●●●●○○○○○○○○○○○○○○○○○○	9	47 %	EUR 0.5 bn	Spain, Netherlands, Italy
eMAG	RO	●●●○○○○○○○○○○○○○○○○○○○○○○	3	70 %	–	Hungary, Bulgaria
Otto	DE	●●●○○○○○○○○○○○○○○○○○○○○○○	3	95 %	–	Austria, Netherlands
Bol	NL	●●○○○○○○○○○○○○○○○○○○○○○○○	2	74 %	–	Belgium

Reading: green dots = EU markets of 27 with ≥ EUR 10 m. Breadth and depth go together for brands and verticals; marketplaces are deep at home and narrow abroad. GMV abroad: IKEA 11.5, Zalando 9.3, Zara 6.7, H&M 5.3, MediaMarkt 3.1 bn EUR.

Note: EU markets = EU27 countries with at least EUR 10 m GMV in 2025. Non-EU GMV = revenue outside the EU27. Top foreign markets ranked by GMV. ECDB retailer profiles; IKEA and H&M from store profiles. Zara's home market is Spain; its largest markets are the US and UK. Brand tiles are text placeholders; replace with official logos before publication.

Source: ECDB retailer and store profiles, GMV by country 2025. ecdb.com

ECDB

Conclusion: Europe Is a Net Importer of E-Commerce; the Import Is Chinese, Fashion-Heavy and Hits Markets Without a Champion

13.1 %

OF EU ONLINE SPEND GOES ABROAD

EUR 55 bn of EUR 421 bn. Up from 2 % in 2020; ECDB's trajectory reaches 15 % in 2026.

90 %

OF IMPORTS FROM CHINESE STORES

Temu, Shein and AliExpress via one global domain each. US and UK stores under 5 %. EU exports via EU domains: EUR 3.9 bn, not comparable.

≈ 33 %

IMPORT SHARE IN SMALL EASTERN MARKETS

Croatia, Slovakia, Slovenia, Bulgaria. Germany 8 %, Sweden and Denmark 6 %. Size and a domestic champion protect.

46 %

OF IMPORTS ARE FASHION

Against 19 % of the EU market. A third of EU online fashion spend crosses the border; grocery, DIY and hobby do not.

EUR 3.4 bn

LARGEST INTRA-EU CORRIDOR

amazon.de into Austria, followed by bol.com into Belgium (EUR 2.3 bn). Intra-EU trade follows language, not distance.

90 %+

FOREIGN GMV SHARE OF EUROPE'S BEST

IKEA, H&M, JYSK, Notino, Zara. Marketplaces stay home: Allegro 10 %, Otto 5 %. Zalando (69 %) is the exception.

Note: All figures 2025 unless stated. Purchases abroad per ECDB EU27 definition (stores outside EU27). Country and category estimates as described on the respective pages.

Source: ECDB Market Data (EU27 market profile, purchases abroad 2025) and ECDB store/retailer profiles (GMV by country, 2025). ecdb.com

ECDB

Methodology and Data Basis

ECDB Market Data, EU27 market profile

E-commerce revenue = annual B2C sales of physical goods incl. VAT, excl. B2B, C2C, services, returns and discounts; 2020–2026 (2026 forecast), 27 member states and EU27 aggregate. Purchases abroad = revenue of EU27 buyers on stores based outside the EU27, by store country; purchases from abroad = revenue of non-EU buyers on EU27 stores, by buyer country. Revenue split by main product category. USD converted at the 2025 implied rate of 1.127 USD/EUR.

ECDB store and retailer profiles

GMV by country and by product category, 2025, for temu.com, shein.com, aliexpress.com, Amazon EU domains, eBay EU domains, apple.com, nike.com, ikea.com, hm.com and 15 European retailers (Zalando, About You, Notino, Lidl, Decathlon, MediaMarkt, Zara, Bol, Allegro, eMAG, JYSK, Otto, BestSecret, Shop Apotheke, Coolblue). Store GMV includes marketplace (3P) GMV and is gross of returns; it is therefore not directly comparable with market revenue.

Estimation steps

Country import shares: Chinese platform GMV by buyer country, scaled by the ratio of ECDB's EU27 purchases on Chinese stores (US$ 56.0 bn) to the platforms' EU GMV (factor 0.68), grossed up by 1/0.902 for US and UK stores, divided by national revenue. Time series: platform global GMV 2020–2026 at the 2025 EU share, same scaling. Category intensity: import mix from platform category splits weighted by EU revenue, against the EU27 category split. Five markets (Cyprus, Estonia, Latvia, Luxembourg, Malta) fall below the platforms' reporting threshold and carry no estimate.

Limitations and external sources

Classification follows the store domain: a global domain (temu.com, shein.com) counts as foreign everywhere, a local domain (amazon.fr, zalando.ch) as domestic in its country; global domains with country paths (apple.com, ikea.com, hm.com) are attributed by ECDB to the buyer's country. Imports are therefore fully captured, exports of EU retailers via local foreign domains are not; the two flows are not netted. GMV (store level, gross, incl. 3P) exceeds market revenue by about a third and is only divided by market revenue after calibration. Ireland is understated (UK-store purchases not attributable by country). CBCommerce figures (36 % for 2024, 25 % for 2025) use a different scope and are reported for context only. Further sources: Eurostat ICT 2025, IPC Shopper Survey 2025, Tembi 2025.

Source: All ECDB figures: ECDB (ecdb.com), data as of September 2026. External sources as cited on the respective pages.

See Where Your Market Money Goes.

ECDB Market Data shows purchases abroad and from abroad, top stores and category splits for every market, and GMV by country for more than 60,000 online stores.

Talk to Account Management

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