




Population
449.2M


Time zone
GMT 0 to +2

Currency
EUR €
Euro

EUROPE

Top e-commerce industries

 **Fashion**
(21.6%)


 **Electronics**
(20.8%)

 **Hobby & Leisure**
(20.4%)

Top 20 Websites include

Europa, Google, Youtube, Facebook, Amazon, Wikipedia, Politico, Euronews, EC.Europa, Youronlinechoices, BBC, Gov.UK, Twitter, TikTok, WhatsApp, VK, Cryoutcreations, GDPR, Europeana, Copernicus

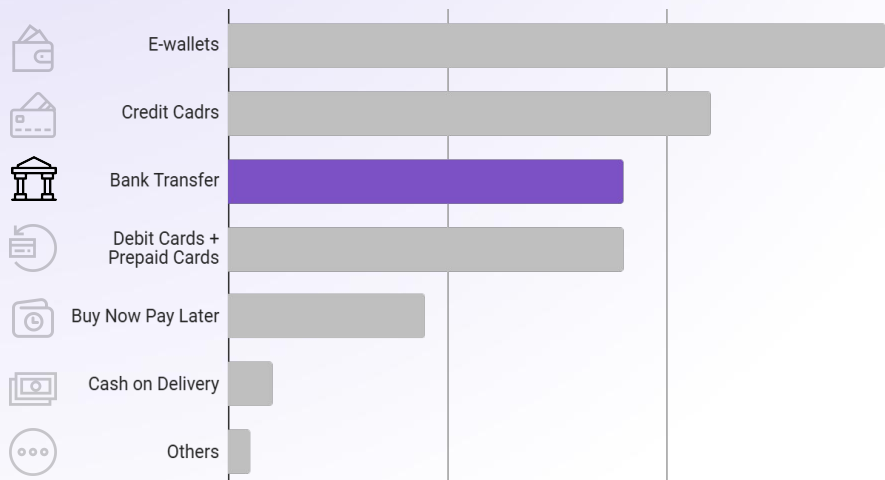
Top Categories

 **Social Media & Messaging**
5 out of top twenty are Social Media & Messaging websites.

 **News & Media**
3 out of top twenty are News & Media websites.

PAYMENTS METHODS. EUROPE

Popularity of e-commerce payment methods



Market Projection

21.6%

Annual CAGR growth rate of Digital Payments during 2024-2029

\$5.6Tr

Anticipated Digital Payments transaction value in 2029 **compared to current \$2.1Tr**

sources: Statista, Oct 2024



LPM ADOPTION. EUROPE



Method	Pay by Bank
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, TPPs (Third-party providers), e-commerce, insurance

Open Banking refers to the implementation of the EU's revised Payment Services Directive (PSD2), which aims to promote competition and innovation in the financial services industry by mandating banks to provide third-party providers (TPPs) with access to customer account information and payment initiation services.

Reasons for popularity

- The EU's PSD2 directive promotes transparency and security, boosting consumer trust in open banking solutions
- Open Banking can facilitate access to financial services for underserved or underbanked segments of the population, as TPPs can develop specialized solutions to cater to their needs



64M users