

## **UK E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The UK E-commerce Market size is estimated at USD 341.60 billion in 2025, and is expected to reach USD 914.19 billion by 2030, at a CAGR of 21.76% during the forecast period (2025-2030).

#### **Key Highlights**

- E-commerce has experienced significant growth over the past few decades, driven by consumers' increasing preference for online shopping. This trend has been supported by substantial investments from internet-focused enterprises and traditional retailers transitioning to digital platforms. While sales in physical retail stores have stagnated, regional revenues from online shopping have surged dramatically.
- The appeal of online retailing lies in its ability to offer superior value for money. Consumers, particularly those interested in health, fashion, consumer electronics, travel services, and home and garden products, are drawn to the internet for competitive prices and attractive deals.
- In the United Kingdom, heightened awareness of online identity theft has led consumers to prioritize secure financial transactions. Nearly all online businesses in the country now accept credit and debit card payments, with Mastercard and Visa being the most widely accepted, followed by American Express and other cards. Additionally, many websites utilize payment services such as PayPal.
- With the continued rise of social networking and mobile internet access, businesses are expected to increase their investments in e-commerce through social media marketing in the coming years. This trend highlights the stark contrast between the robust growth of online sales and the challenges faced by brick-and-mortar retailers, many of which are filing for bankruptcy or administration.
- The expansion of e-commerce has the potential to intensify competition in retail markets, enhance consumer choice, and drive innovation in product distribution. However, recent enforcement and advocacy efforts by several competition agencies have

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revealed concerns about anticompetitive behavior in the online marketplace. These concerns about potential market fragmentation are significant among organizations that have examined the competitive dynamics of e-commerce.

## UK E-commerce Market Trends

### Innovations in 5G Technology is Driving the Market Growth

- The UK e-commerce market has witnessed a notable uptick, propelled by the swift adoption of 5G technology. 5G's hallmark features, including high speeds and minimal latency, have reshaped the online shopping experience. This next-gen wireless tech has translated to quicker downloads, faster transactions, and reduced page-loading times, nudging customers toward completing purchases swiftly, thereby boosting e-commerce conversion rates.
- Furthermore, 5G's enhanced connectivity has enabled the integration of cutting-edge technologies like augmented reality (AR) and virtual reality (VR). These technologies have revolutionized product visualization, elevating customer engagement levels. A survey conducted by Analysys Mason revealed that the United Kingdom rolled out its 3.5G Hz (5G) network in 2023, with plans to maintain this coverage until 2025. By 2023, this network had already spanned 68% of the country's population and 12% of its geographical area.
- 5G's standout feature, its ability to handle numerous devices simultaneously without compromising performance, has catalyzed the growth of the Internet of Things (IoT) in e-commerce. This means that smart devices, from home appliances to wearables, can now seamlessly collaborate, offering shoppers personalized and automated experiences. Think of a scenario where a smart fridge monitors its contents and autonomously orders groceries, while wearables suggest products based on the user's preferences and activities. Such enhanced connectivity has not only streamlined operations for retailers but also crafted a more bespoke and convenient shopping journey for consumers.
- Moreover, the heightened reliability and security of 5G networks have been pivotal in bolstering e-commerce's growth trajectory. With advanced encryption and authentication, 5G has fortified cyber defenses, instilling greater trust in online transactions. This, in turn, has expanded the pool of online shoppers. Additionally, 5G's scalability has equipped businesses to handle surges in traffic and data, underpinning the seamless growth of online retail.
- In 2022, the predominant technology for mobile data connections in the United Kingdom was 4G, also known as LTE. However, a significant shift is on the horizon. By 2030, 5G technology is projected to dominate, constituting a substantial 93% of all connections. This transition is poised to bolster the UK e-commerce market significantly.

### Increased Adoption of Online Payments is Driving the Market Growth

- The UK e-commerce market is experiencing significant growth, driven by the increasing adoption of online payments. Digital wallets, contactless payments, and other innovative solutions are enhancing consumers' convenience in online shopping. The efficiency and simplicity of these transactions have improved the customer experience, reducing common pain points such as lengthy checkouts and repetitive payment entries. As a result, conversion rates and customer loyalty have increased as shoppers value the streamlined and secure nature of digital payments.
- Implementing secure payment gateways and advanced encryption technologies has also strengthened consumer trust in online transactions. Features like two-factor authentication and biometric verification have significantly mitigated fraud risks, further encouraging online purchases. Maintaining this level of security is crucial for fostering customer trust, which is essential for the sustained growth of e-commerce.
- The diversity of online payment options caters to various consumer preferences and financial situations. From traditional credit cards to modern offerings like buy now, pay later (BNPL) services and cryptocurrencies, the variety of choices ensures customers

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can select the most suitable method. This inclusivity not only expands the customer base but also enhances accessibility, making online shopping a viable option for a larger demographic.

- Moreover, the seamless integration of payment solutions with e-commerce platforms has optimized purchasing. Features such as one-click payments, stored payment details, and mobile app integration have made online shopping more efficient and appealing. Consequently, businesses are capitalizing on impulse purchases and seeing a reduction in cart abandonment rates.
- As of 2024, a survey by Salesforce revealed that 60% of UK e-commerce vendors offer buy now, pay later services on their websites. Noteworthy is the significant presence of PayPal among UK merchants in 2024, alongside a growing interest in cryptocurrency. However, the survey did not specify whether merchants were looking to directly accept Bitcoin payments or if they were considering third-party payment aggregators.

## UK E-commerce Industry Overview

The UK e-commerce market is fragmented, with many players in the market. However, a few prominent players in the market, such as Amazon UK, occupy a considerable market share. Players like eBay and Asos are also trying to increase their share in the market. Moreover, the growing e-commerce industry is also encouraging the development of distribution centers across the country.

- March 2024 - Ryft, an innovative payments provider, announced a strategic partnership with the global payments provider American Express (Amex). This collaboration aims to enhance payment flexibility for UK e-commerce merchants, enabling them to accept Amex Card payments efficiently.
- January 2024 - JD.com, also known as Jingdong in Europe, and Evri, a parcel delivery company in the United Kingdom, announced a strategic partnership. This collaboration aims to enhance the market penetration of British and European businesses in China. The partnership will enable European businesses to sell their products directly to JD.com's nearly 600 million active customers. By integrating JD.com's advanced e-commerce platform in China with Evri's extensive delivery network across Europe, the partnership will provide businesses with a seamless and efficient gateway to the Chinese market. Additionally, JD.com will enhance its pick-up services for European and UK brands as part of this collaboration.

## Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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