

More Europeans Prefer Online

Written by Marco Attard
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Comparison website Kelkoo confirms the declining high street shopping trend, reporting online sales across Europe grow by 18% Y-o-Y in 2011 to total €200.52 billion, before reaching growing by 16% to reach €232.76BN in 2012.



In comparison the analyst says total European retail for 2011 is up by just 1.8% Y-o-Y. E-commerce represents 7.8% of total 2011 retail sales across Europe, and could grow to 8.8% by 2012.

"Inevitably, this will have an ongoing negative impact on the high street, an issue which is forcing retailers to bring the two channels much closer together," Kelkoo adds.

The study covers 13 countries across Europe.

As we know, [2011 was tough on retail](#) , with Dixons, Kesa and HMV all reporting falling sales and declines. Meanwhile, customers appear to be spending (and buying) more through online retail, despite the current economic situation.

Go [EU Online Spending to Grow by 16% in 2012 \(Kelkoo\)](#)