

Romanian E-Commerce Landscape

Raluca GEORGESCU

Co-Organiser GPeC



Romanian E-Commerce
Awards Gala

Internet Penetration Romania = 46.8%

Approx. **10 million** internet users **vs. 9 million** in 2012



Aprox. 3 million online shoppers in Romania

27%
of Romanian
Internet users
buy online

(approximately one in four
Romanians with Internet
access)



84%
of online shoppers
live in urban areas



16%
in rural areas



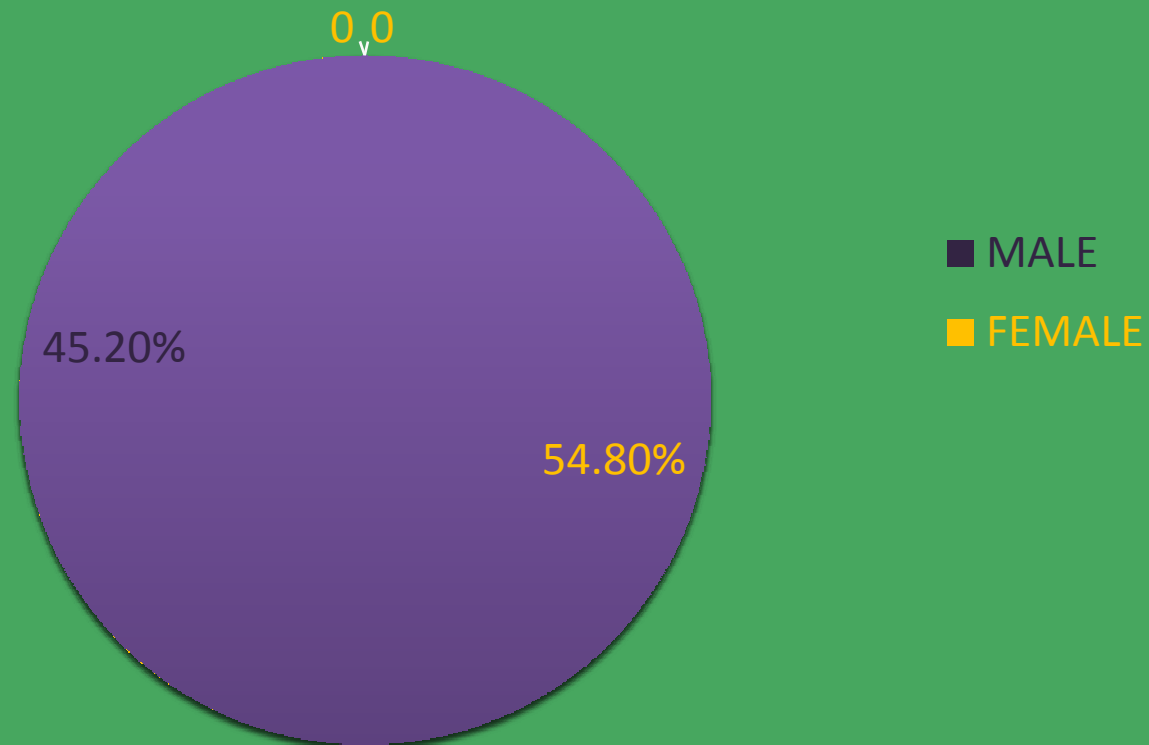
The average age
of online buyers
is between
**25 and
35 years**



15% of ecommerce
users are aged between
45 and 55 years
**5% more
than in 2012**

Romanian E-Consumer Profile

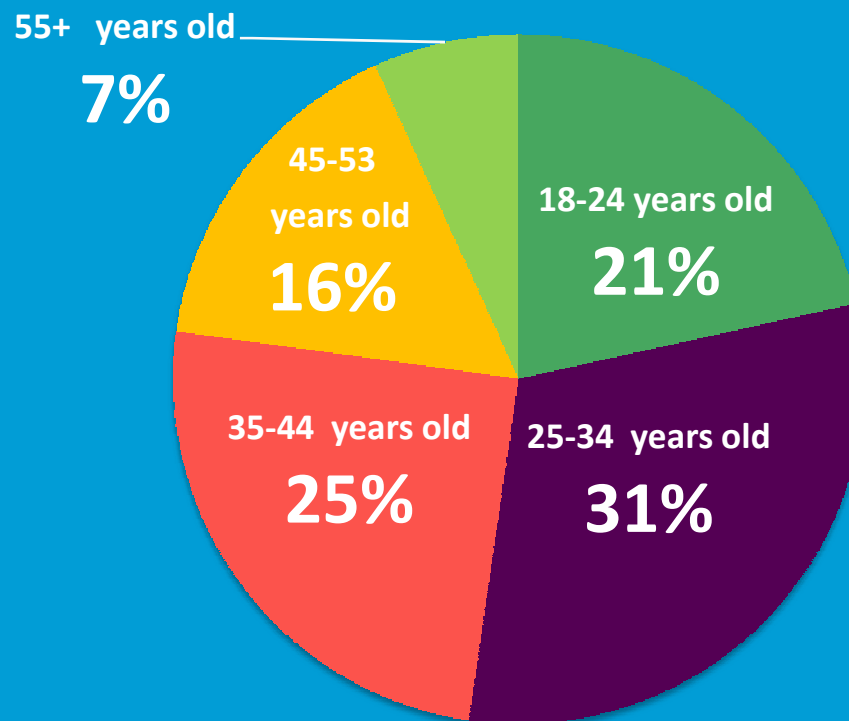
Gender – Romanian E-Consumer



* Information source: Eurostat, GPeC, Payu Euromonitor, Gemius, World Bank

Romanian E-Consumer Profile

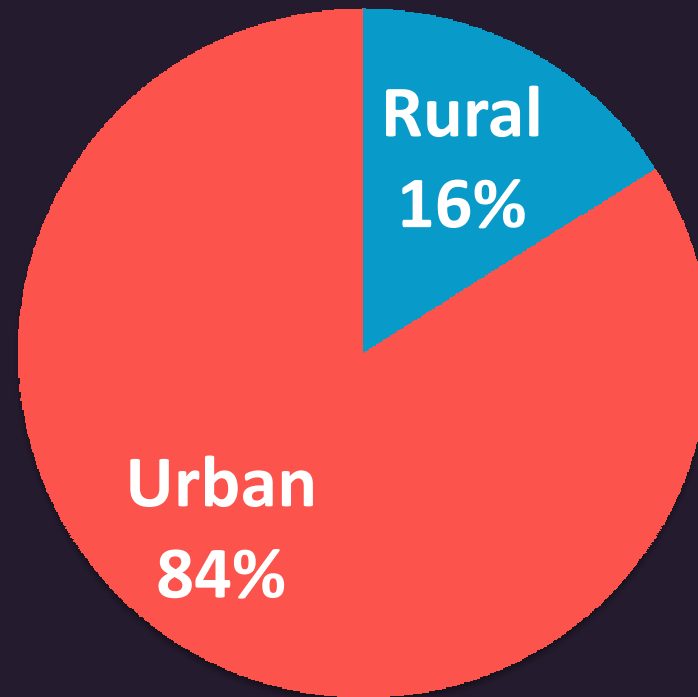
Age – Romanian E-Consumer



* Information source: Eurostat, GPeC, Payu Euromonitor, Gemius, World Bank

Romanian E-Consumer Profile

Location— Romanian E-Consumer



** Information source: Eurostat, GPeC, Payu Euromonitor, Gemius, World Bank*

Romanian E-Commerce Market 2013



Online credit card payments in E-Tail: 5% and over 90% Cash on Delivery
(preferred method of payment in Romania).



E-Tail in Romania 2013: approx. 600 million EUR
are excluded transactions for services, utilities, ticketing, travel.



E-Commerce Share of Total Retail in Romania: approx. 2%.

4500 e-shops in Romania



A total of approx. **4.500** e-shops in Romania vs. **3.500** in 2012.

Average order value Romania 2013

Average order value is approx. **37 EUR** (paid in RON), down from 2012 when the average value was **45 EUR** (paid in RON).



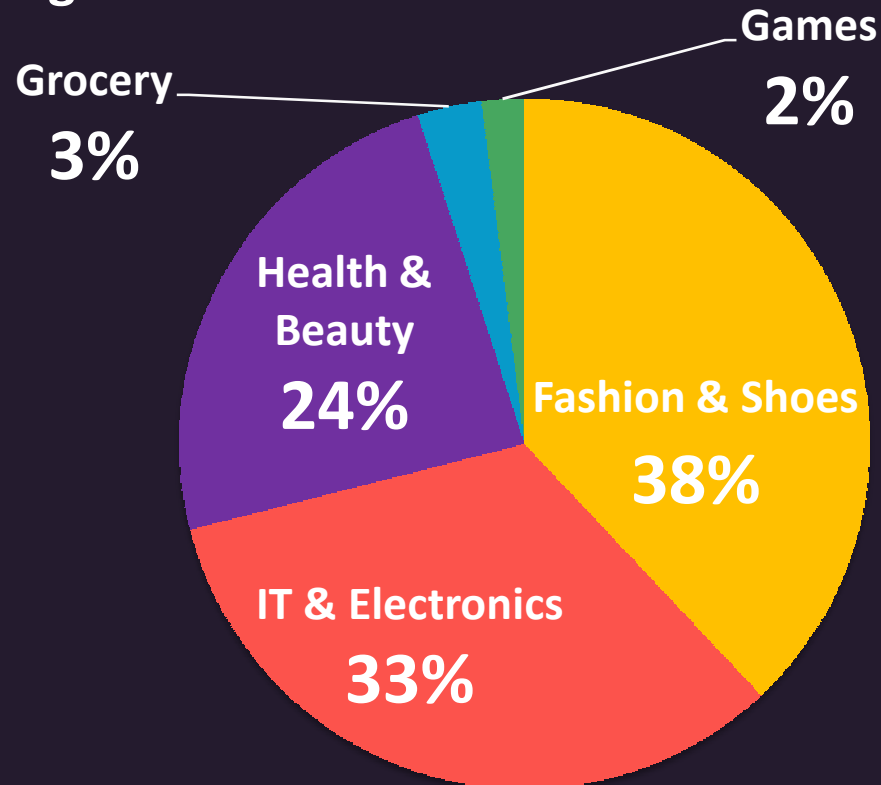
2012



2013

Top categories of products purchased online – Romanian Market

Categories E-Commerce – Romanian E-Consumer



* Information source: Eurostat, GPeC, Payu Euromonitor, Gemius, World Bank

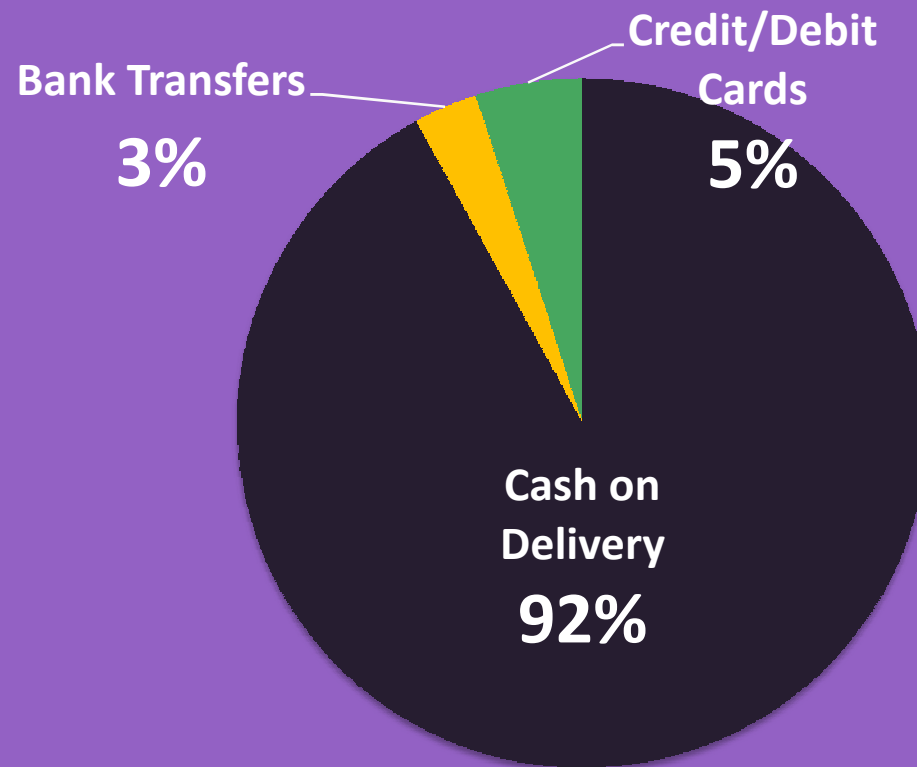
Domestic vs International Transactions



Approx. 40% of all online credit card transactions are domestic, 60% international.

Online Payments Methods Used

Only Payment Methods Used – Romanian E-Consumer



* Information source: Eurostat, GPeC, Payu Euromonitor, Gemius, World Bank

Online Shops & Card Payment



Approx. **EUR 220 million** in online credit card payments
(both retail and services, utilities, ticketing, travel, etc.)
vs. **EUR 218 million** in 2012.

Thank you!

Raluca GEORGESCU

raluca.georgescu@gpec.ro



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