

## The Development of Online Shopping in Europe from 2017-2021: A Quantitative Analysis\*

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### Abstract

Online shopping is becoming an increasingly popular way of shopping. The aim of the paper is to evaluate and compare the development of online shopping in Europe and to point out the most significant differences across the regions. The paper outlines the theoretical basis of online shopping and describes the current situation in the European e-commerce market. Based on data from Eurostat, the International Monetary Fund and the Center for Market Insights, the paper outlines the key trends and developments in online shopping, GDP, and E-GDP in the years 2017 to 2021 in European regions (Western Europe, Northern Europe, Central Europe, Eastern Europe and Southern Europe). It was found that the share of Internet users and online shoppers grew in the monitored years and regions. The highest share of Internet users in 2021 was recorded in the Western and Northern Europe. The highest share of online shoppers in 2021 was recorded in the Western Europe. GDP and E-GDP also grew year-on-year, with the exception of GDP in the Eastern Europe, which fluctuated year-on-year.

**Keywords:** online shopping, Europe, internet, e-commerce, customers, GDP, E-GDP.