

Amazon Plans to Strengthen Its Foothold Across Western Europe

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eMarketer Editors

In 2018, ecommerce sales in Western Europe will climb 11.6% to \$381.58 billion. While growth will be slow in most markets, none will experience a sales decline. This trend reflects a positive swing from the debt crisis that kicked off the decade for Europe.

Amazon is planning to capitalize on rebounding markets by building 1,300 warehouses across the continent.

The ecommerce giant's advantage when entering new markets is its ability to offer a wide variety of items that can be shipped quickly. eMarketer's latest report, "[Retail and Ecommerce Sales in Western Europe 2018: Amazon Invests in Warehouses and Cross-Border Delivery Plans](#)" explores how, by fortifying its place in Europe, Amazon aims to take advantage of rising consumer spending.

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In the latest episode of "Behind the Numbers," eMarketer analysts discuss Amazon's presence in Europe, and how more consumers in the region are shopping via mobile.

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