

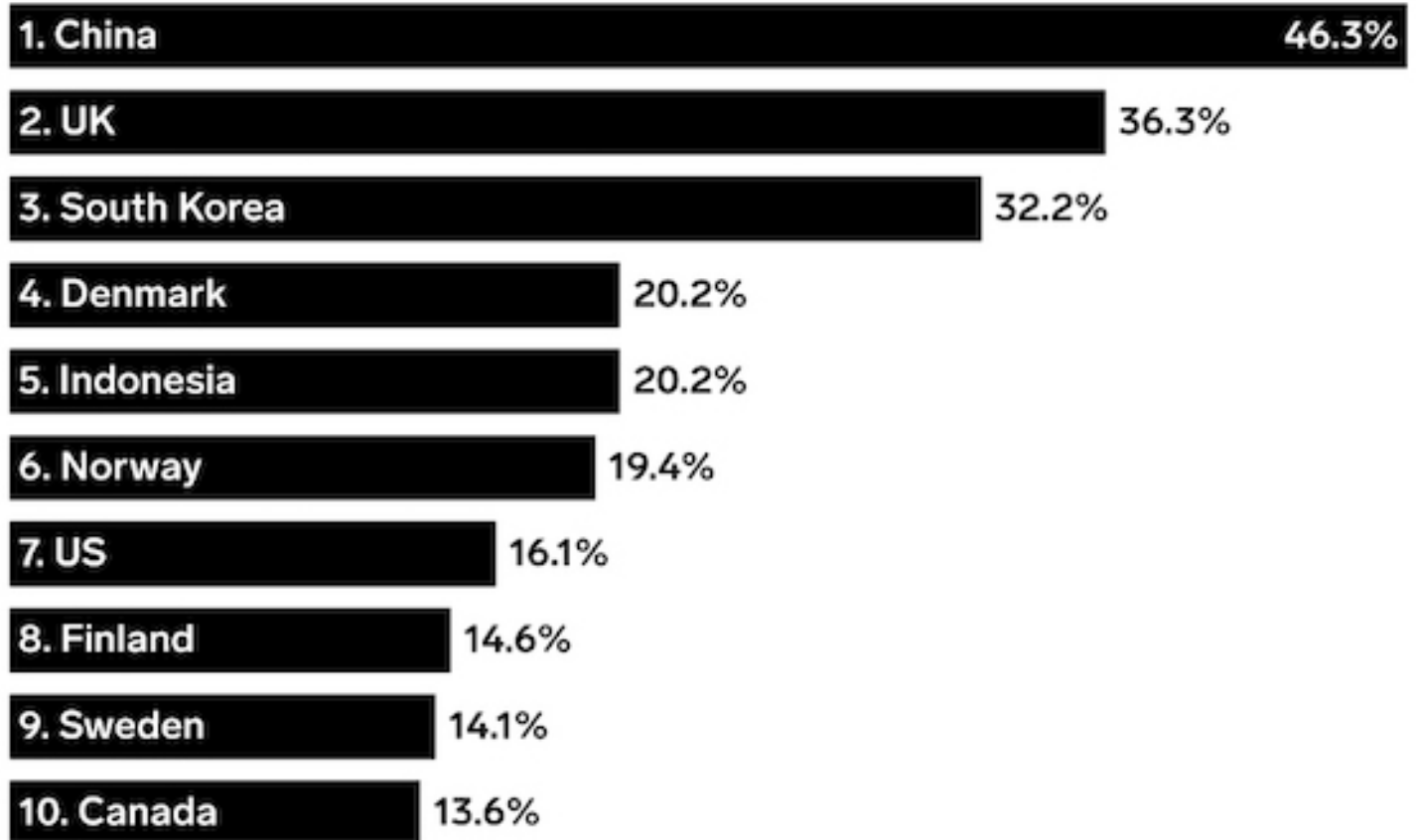
The countries where ecommerce is most popular

Article

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Top 10 Countries, Ranked by Retail Ecommerce Share of Total Retail Sales, 2022

% of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales

Source: eMarketer, Jan 2022

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eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

China will remain the world's most penetrated ecommerce market in 2022, with **46.3%** of the country's retail sales taking place online. Rounding out the top three are the UK and South Korea, where ecommerce orders will make up **36.3%** and **32.2%** of retail purchases, respectively.

Beyond the chart: In absolute dollar amounts, China will eclipse the two runners-up with its nearly **\$3 trillion** ecommerce market. The UK will register about **\$246 billion** in digital sales, and South Korea will see roughly **\$143 billion**. Only the US will rival China with more than **\$1 trillion** in ecommerce orders, but they will represent just **16.1%** of total retail sales.

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