

## Top 10 B2C E-commerce Markets, 2015, ranked by number of online buyers

	Country	B2C sales	B2B sales	Online buyers		Source***
		\$ billions	\$ billions	Number in millions**	Annual spend per buyer (\$)	
1	China	623	2,078	413	1,508	Ministry of Commerce
2	United States	511	6,072	166	3,072	Bureau of Census and eMarketer
3	Japan	114	2,380	57	1,994	Ministry of Economy, Trade and Industry
4	Germany	52	966	41	1,270	Federal Ministry for Economic Affairs and Energy
5	United Kingdom	174	709	38	4,539	Interactive Media in Retail Group
6	Brazil****	12	112	33	376	E-bit
7	Russian Federation	23	700	30	756	E-commerce Europe
8	France	72	600	25	2,916	Fédération du e-commerce et de la vente à distance (Fevad)
9	Republic of Korea	48	969	22	2,120	Statistics Korea (Kostat)
10	India*	20	298	22	891	Internet and Mobile Association of India
<b>Top 10 total</b>		<b>1,648</b>	<b>14,884</b>	<b>848</b>	<b>1,944</b>	
Global estimates		2,204	19,904	-	-	eMarketer (B2C) and UNCTAD (B2B)

Source: UNCTAD, based on sources cited in the table.

\* 2014.

\*\* Derived from Internet user surveys compiled by government agencies, with the exception of the United States of America (University of Southern California Center for the Digital Future) and the Russian Federation (E-commerce Foundation).

\*\*\* Refers to the source of B2C economic value (converted to United States dollars, using an annual average exchange rate).

\*\*\*\* B2B figure estimate based on average B2C-B2B ratio for the other economies among the top 10.