


UK e-commerce timeline

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This infographic looks at how the UK market developed over time and what the most important milestones of this development were - including investments and emerging disruptors, technological advancements and general global events.

In 2000, one year after Amazon.co.uk and ebay.co.uk launched, the UK e-commerce was in its infancy, with online retail accounting for just 1% of total UK retail. By 2016, the UK e-commerce market had matured, being the most developed e-commerce market in Europe. Online shopping value was at £54bn and e-commerce accounting for 15% of total retail in the UK.

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