



Office for  
National Statistics



TAMI



Companies House

# UK eCommerce Market Report - 2022

2/8/2022

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# About TAMI

TAMI patent technology helps companies to size their market opportunity and generate sales leads for their sales and marketing team. TAMI stands for Total Addressable Market Intel. With over 123M companies and 540M verified contacts we can help your company increase hit your sales targets and win more market share. We are delighted to be helping 50 of the top Fortune 500 companies to win more clients to their services . Our technology is a B2B search engine similar to Google for which a patent has been granted in Europe. Below graphic shows how TAMI scans the internet





# CEO Insight



The UK is the 3rd largest eCommerce market globally with online sales accounting for 30% of all retail sales. This is based on recent data from the UK Office for National statistics.

In 2021, there was 2.5M additional domains registered which is an increase of 79,000 eCommerce websites vs 2020. There is now **580,000** e-Commerce enabled websites in UK.

The number of empty high-street shops soared in 2021, with one in 7 shops now vacant in the UK. The British Retail consortium warns of a "tsunami" of further closures

Large chains were hit hard with high street leaders Debenhams, Victoria's Secret & Arcadia Group all went into administration in 2021.

John Lewis, Poundstretcher's & Dune London were forced to seek legal agreements with their landlords to shut stores and slash rent bills

The ability to sell and be seen on the high street is no longer pushing retail growth. The future of retail is the Internet

# 2021 UK Internet Sales



## UK eCOMMERCE MARKET REPORT AT A GLANCE (2021)



The UK eCommerce market is worth **£700B+**

There are **20M** registered domains in the UK

**3.7M** of these domains are active websites

**580K** of these active sites are eCommerce enabled

**302K** of these active sites are shipping

**194K** of these eCommerce enabled sites are shipping products



**96%** of the UK population uses the internet

**54%** of UK adults aged 75+ are recent internet users

**90%** of UK online shoppers use Amazon

**2021 eCommerce growth rate of 39%**

**Average Revenue per UK user (ARPU) £1,796**

**30%** of all retail sales are online

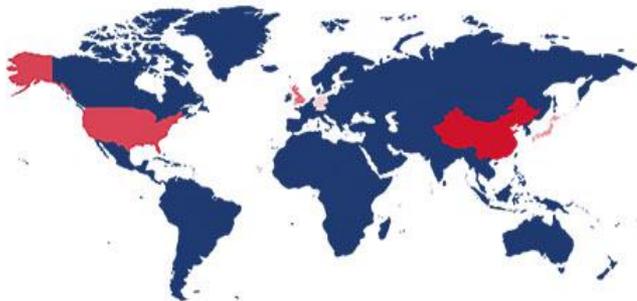
**Only 16%** of business are selling online

**The UK rank 3rd** for Mobile Market Worldwide

**The average person in UK aged between 16-60 spends 6H 26mins** using the internet

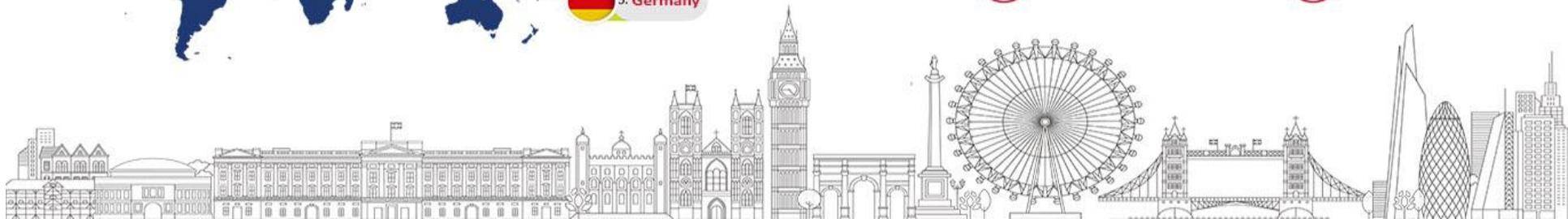
### Global Comparison

(based on eCommerce market worth)

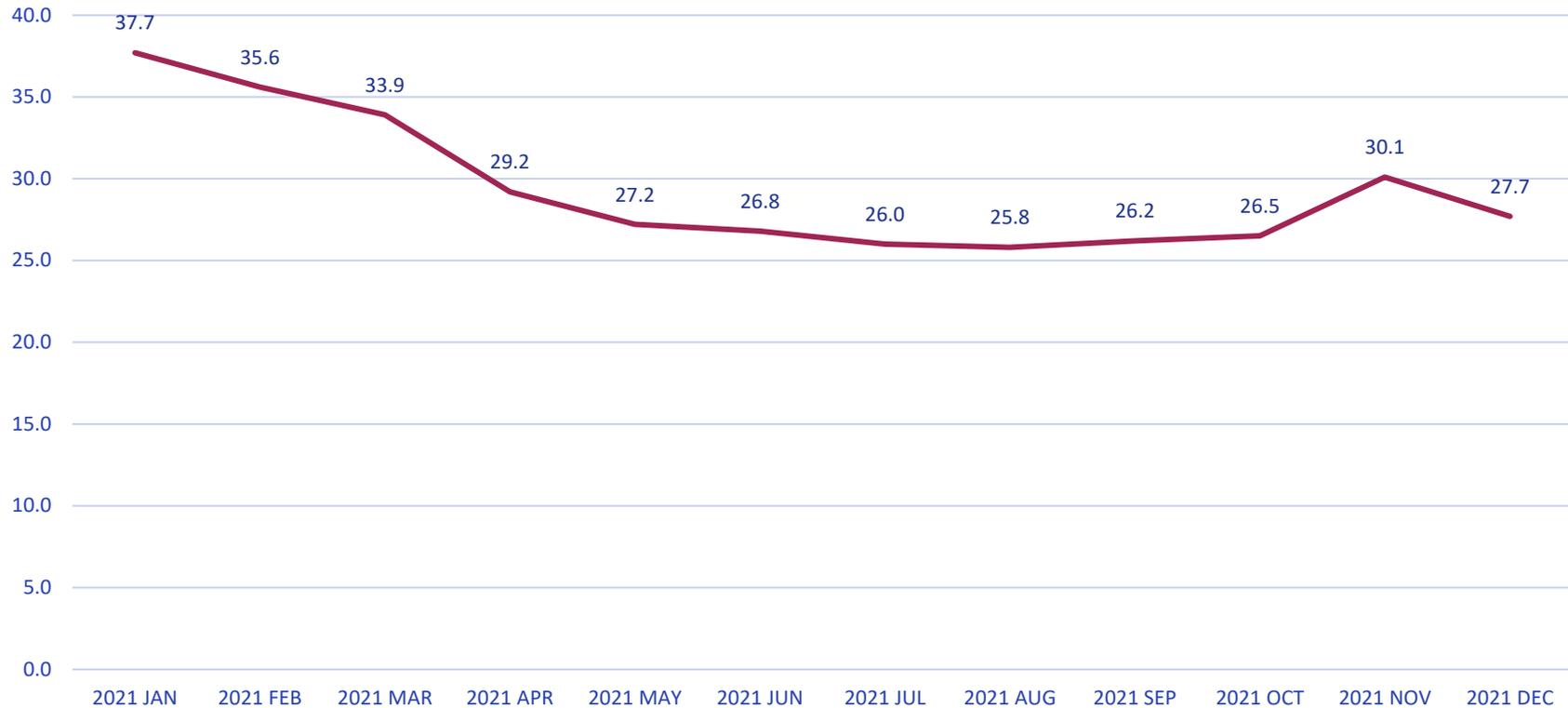


1. China
2. USA
3. UK
4. Japan
5. Germany

### Based on an analysis of 194K eCommerce sites shipping products



# 2021 Internet Sales % Retail Sales



Source: Office for National Statistics UK  
Publication date: 21 January 2022  
Average is 30% for the year

# UK e-commerce sales 2009 to 2019

## Total e-commerce sales (£ billion)

Year	0 to 9 employees	10 to 49 employees	50 to 249 employees	250 to 999 employees	1000 or more employees	10 or more employees	All businesses
2009	-	14.2	42.6	137.4	180.9	<b>375.1</b>	-
2010	-	18.8	44.3	159.1	196.9	<b>419.0</b>	-
2011	-	23.1	51.3	183.6	231.1	<b>489.0</b>	-
2012	-	27.5	55.5	157.7	232.1	<b>473.6</b>	-
2013	-	29.1	53.8	212.9	249.0	<b>544.7</b>	-
2014	19.0	29.4	51.0	158.1	256.0	<b>494.5</b>	<b>513.5</b>
2015	20.8	31.2	62.0	116.6	265.6	<b>475.4</b>	<b>496.2</b>
2016	23.4	36.6	64.7	107.9	276.3	<b>485.4</b>	<b>508.8</b>
2017	27.0	47.0	83.3	127.5	297.5	<b>555.2</b>	<b>582.2</b>
2018	38.2	56.5	99.7	153.9	329.6	<b>639.7</b>	<b>677.8</b>
2019	24.1	50.0	94.8	155.6	368.5	<b>668.9</b>	<b>693.0</b>

Data has not yet been released for 2020 & 2021

Source: Office for National Statistics

Publication date: 5 Feb 2021

# 2020 UK Amazon



**£20 billion**  
in sales in 2020



**82% sales growth**  
between 2018 to 2020



**27,500**  
UK employees



**90% of shoppers**  
in the UK are using Amazon



**15 million British**  
shoppers subscribed to Amazon Prime



**17 brick**  
and mortar locations



**21 fulfillment**  
centers of a total of 41 in the EU

A photograph of a laptop displaying an e-commerce website. In the foreground, a small metal shopping cart is filled with several paper shopping bags. The laptop screen shows a website interface with various product images and a shopping cart icon. The scene is set on a dark, reflective surface.

# eCommerce Platforms

# Top 10 eCommerce Carts

Contact us at  
[hello@tami.co.uk](mailto:hello@tami.co.uk)  
to find a list of websites  
that use these companies



30% of eCommerce websites are built on customised platforms, with many of these being large merchants doing more than \$20M+ in online sales

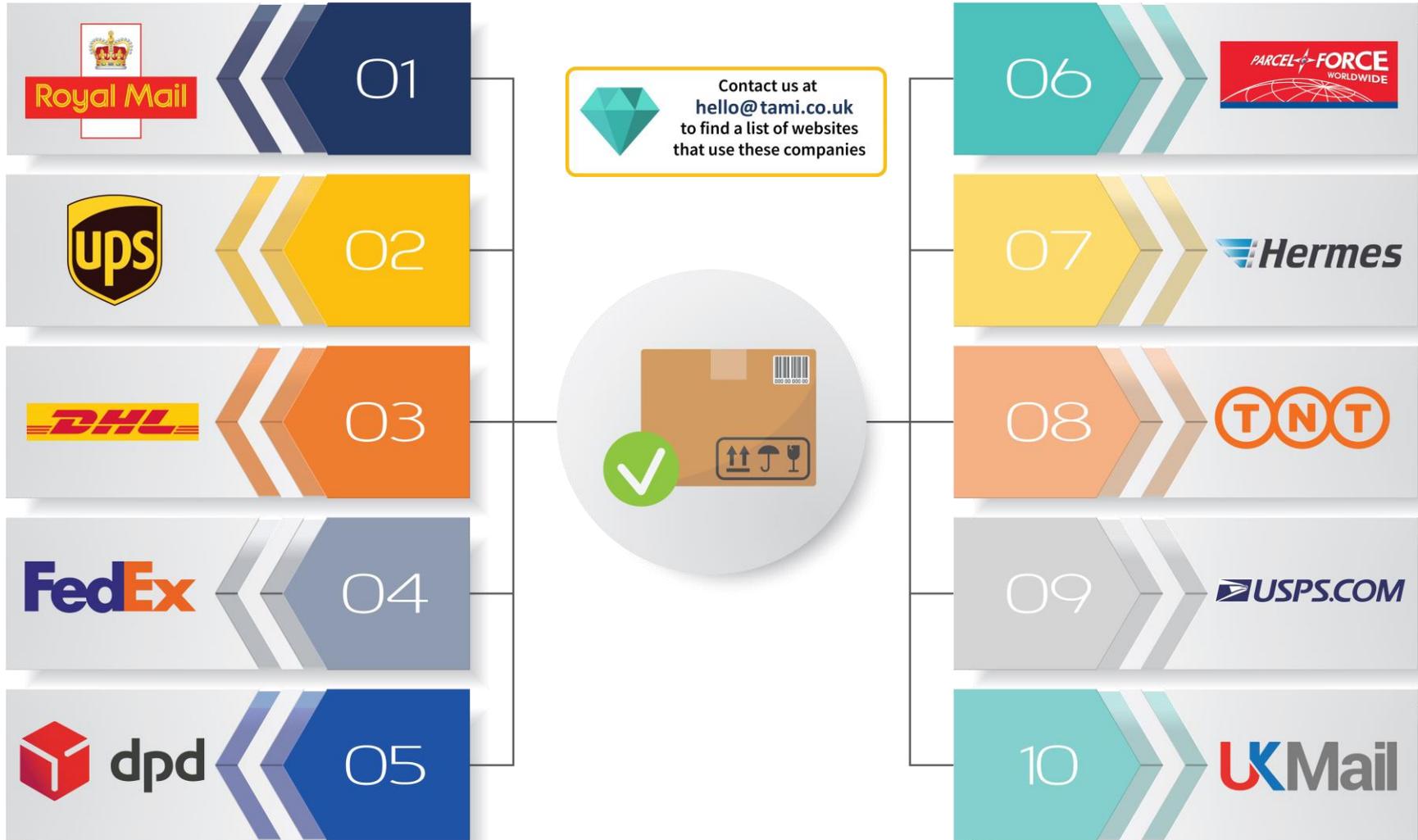
When acquiring these customers, the sales cycle is significantly longer as integration efforts are higher. Businesses need to consider a war chest and provide the merchant with a monetary inducement to complete the integration

# Shipping



# Top 10 Shipping Companies

Based on analysis of 194,000 eCommerce websites that ship products, the following are the top shipping companies mentioned on their websites excluding Amazon



# eCommerce UK Shipping Market

From our analysis, Royal Mail is the most popular shipping company used by eCommerce retailers in the United Kingdom. Trailing Royal Mail is UPS, DHL, Fedex and DPD...all non-English owned parcel companies

UK parcel volumes are set to continue to grow, rising from around 5.4 billion in 2021 to 7.5-8.5 billion by 2026.

Amazon was the largest private parcel courier in the UK last year as it capitalized on the dramatic increase in delivery volumes during lockdown.

Amazon extensive logistics network across the UK enabled it to cash in on eCommerce growth, seeing its market share by volumes grow to 15 per cent, and up from nine to 11 per cent market share by revenue.

The online retailer's logistics arm also saw the highest market share growth by revenue of any courier between 2014 and 2020, shooting up 10 per cent.

After Amazon ,Royal Mail had the highest parcel volume with 34 per cent market share.

DPD saw its market share increase from eight to 10 per cent.

The UK also generated the highest number of parcels per capita in Europe with the average person receiving 74 parcels each in 2020, up from 56 in 2019.



# Shipping Terms

Based on these 194K websites, here is the % breakdown of eCommerce merchants that provide the following services:



Roughly just 60% of eCommerce merchants in the UK offer free shipping to customers, and only 33% offering next day shipping. Amazon on the other hand, offers free delivery on many products over £20, and next day shipping for Prime customers. 19% of eCommerce merchants shipping products use more than 1 carrier

A black and white photograph of a person sitting at a desk, using a laptop. The person's hands are visible, with one hand on the keyboard and the other holding a credit card. A blue banner with the text "Payments & eCommerce" is overlaid across the middle of the image. A yellow horizontal bar is located to the right of the banner. In the background, there is a window with blinds, a coffee cup, and some papers on the desk.

# Payments & eCommerce

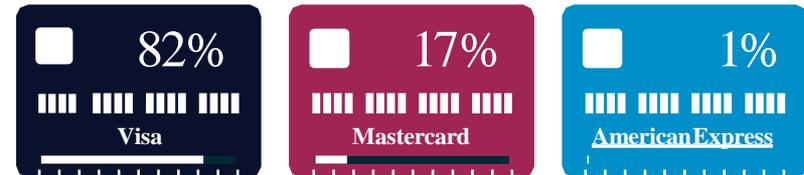
# UK eCommerce Payment Insights

A number of underlying trends have been accelerated by COVID-19. In-store, there's a continued surge of contactless acceptance driven by the UK limit increase to £45, passed to help combat COVID-19, and an acceleration of integrated payments which enable new functionality such as Click & Collect at restaurants. Retailers and hospitality merchants are adopting e-com solutions at a faster rate, with a focus on ease of integration and more flexible acceptance methods, such as POS financing.

## 2020 e-com mix by payment method

Digital/Mobile Wallet	-	32%
Debit Card	-	29%
Credit Card	-	21%
Bank Transfer	-	6%
Buy Now Pay Later	-	5%
Cash on Delivery	-	2%
Charge & Deferred Credit Card	-	2%
Other	-	1%

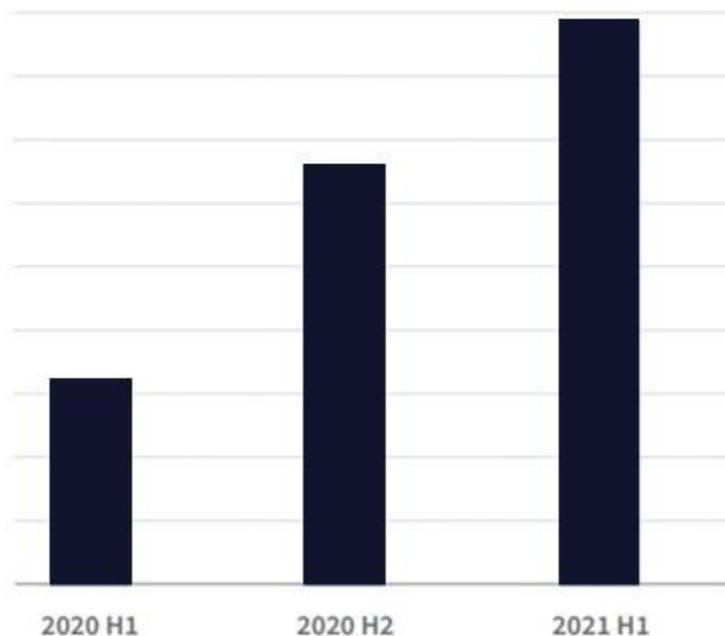
## 2019 card brand breakdowns (e-com and POS)



# Buy Now Pay Later

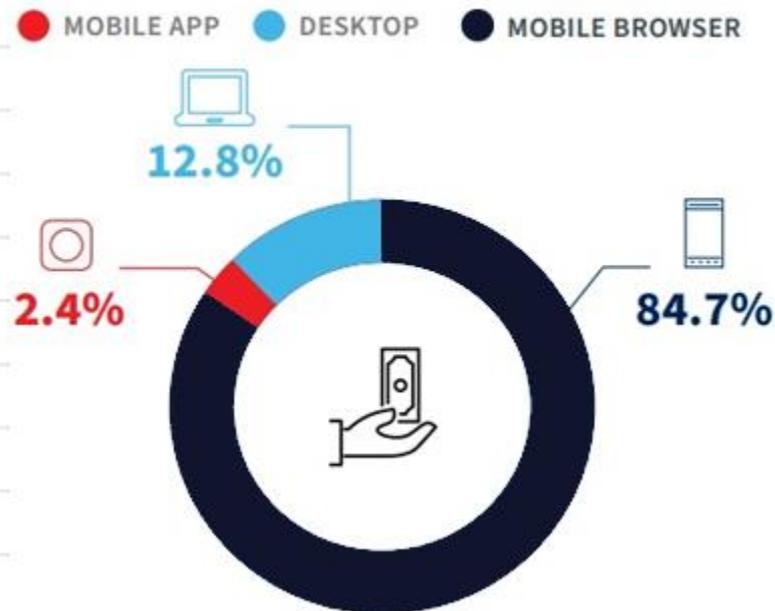
## TRANSACTION GROWTH

BNPL transactions have grown 182% YOY



## TRANSACTIONS BY CHANNEL

BNPL transactions are predominantly seen on mobile



Gen Z and younger Millennials (ages 18-30) make up the largest segment of BNPL consumers followed by Bridge Millennials (ages 31-40). This is driving up high debt in these age groups with both credit card debt and BNPL debt

The FCA has pledged to introduce new legislation for BNPL in 2022 to regulate this market. In Oct 2021, the regulator published initial directions for regulation based on a review by its former interim CEO, Christopher Woolard.

# Top 10 Payment Companies



72% of all UK eCommerce merchants declare who they use for payment processing on their website either via image, text or JavaScript.



88% of these merchants are using PayPal which is a massive share of the market



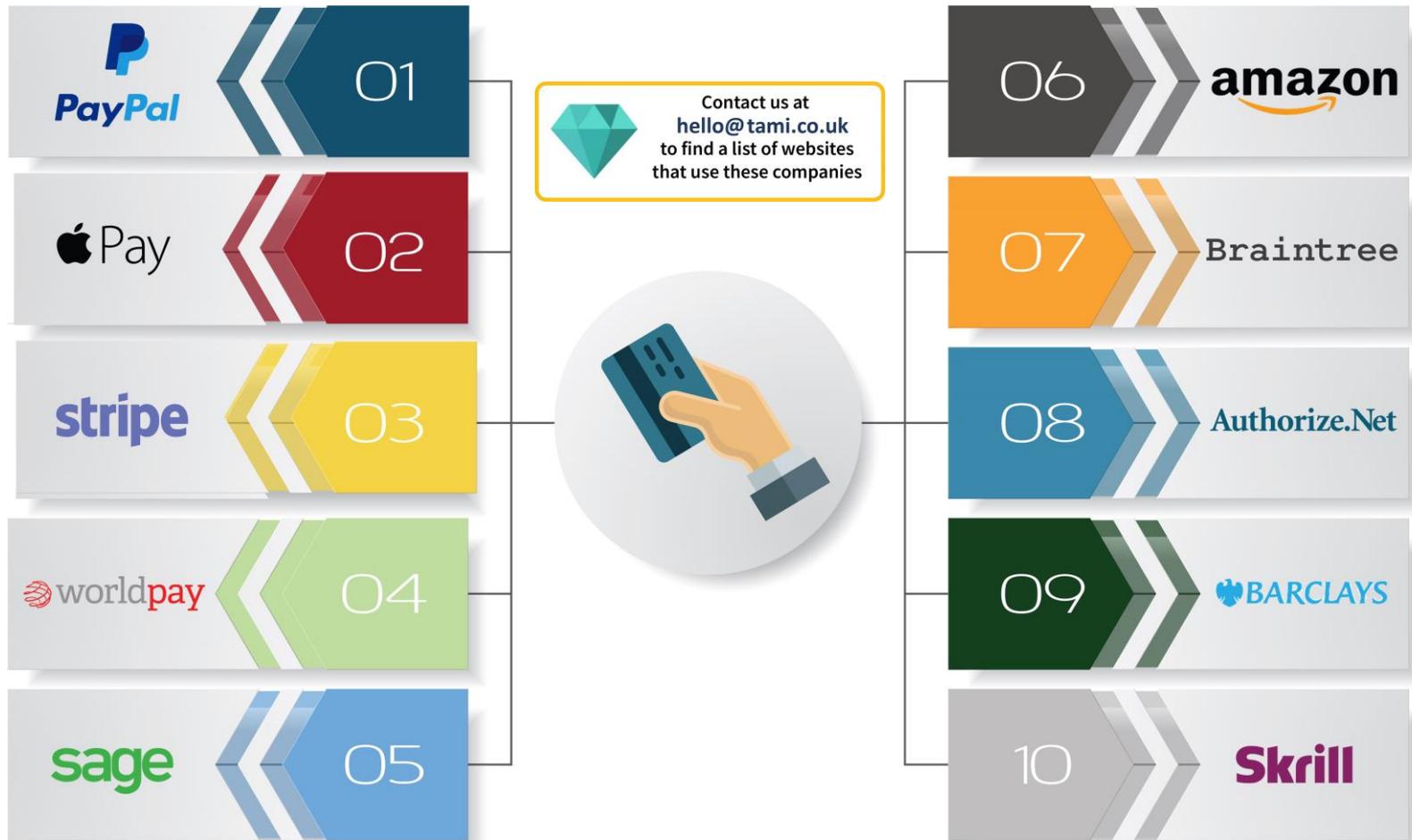
Apple jumped up to 2<sup>nd</sup> place with 60K eCommerce merchants now supporting Apple Pay as Mobile payments are increasing due to the pandemic.



Stripe has moved to 3<sup>rd</sup> Place followed by WorldPay

# Top 10 Payment Companies

Based on analysis of 580,00 eCommerce websites the following are the top payment companies used by UK merchants



# Mobile Payments

- 17M people in UK were registered to use mobile payments at the end of 2020
- 24.1% of UK population are estimated to use mobile proximity payments by 2025
- 18% lower credit card usage during 2020 when compared to a year earlier
- Nearly half of Generation Z use mobile payments
- It is estimated that nearly a billion contactless transactions will take place every month in 2022 in UK
- Mobile Payments are accelerating the decline of cash as evidence by a 32% reduction in 2020 vs 2019

## Share of consumers making payments with digital or mobile wallets in UK in 2020 by age group

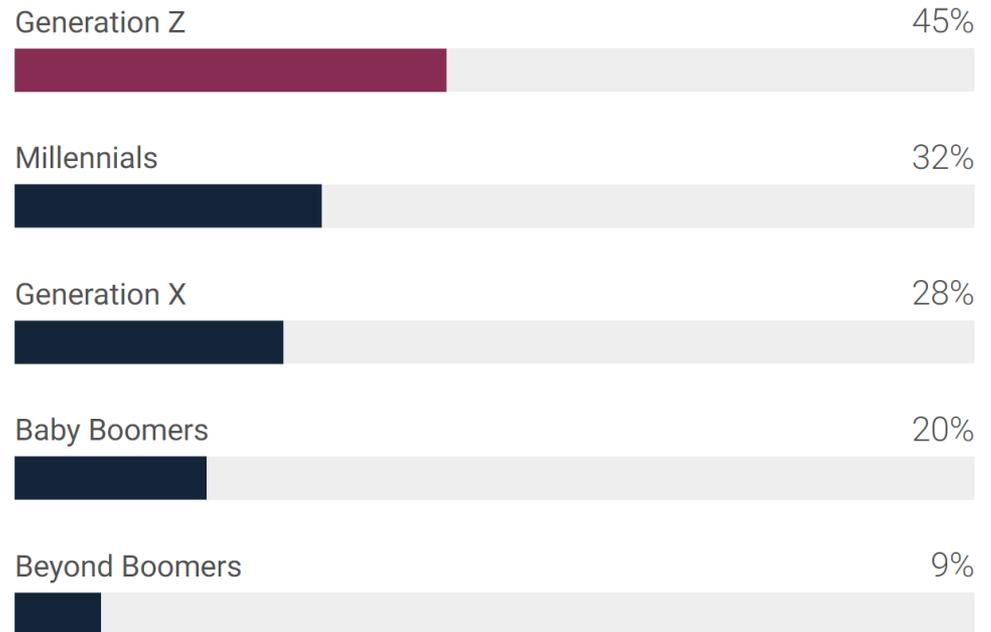
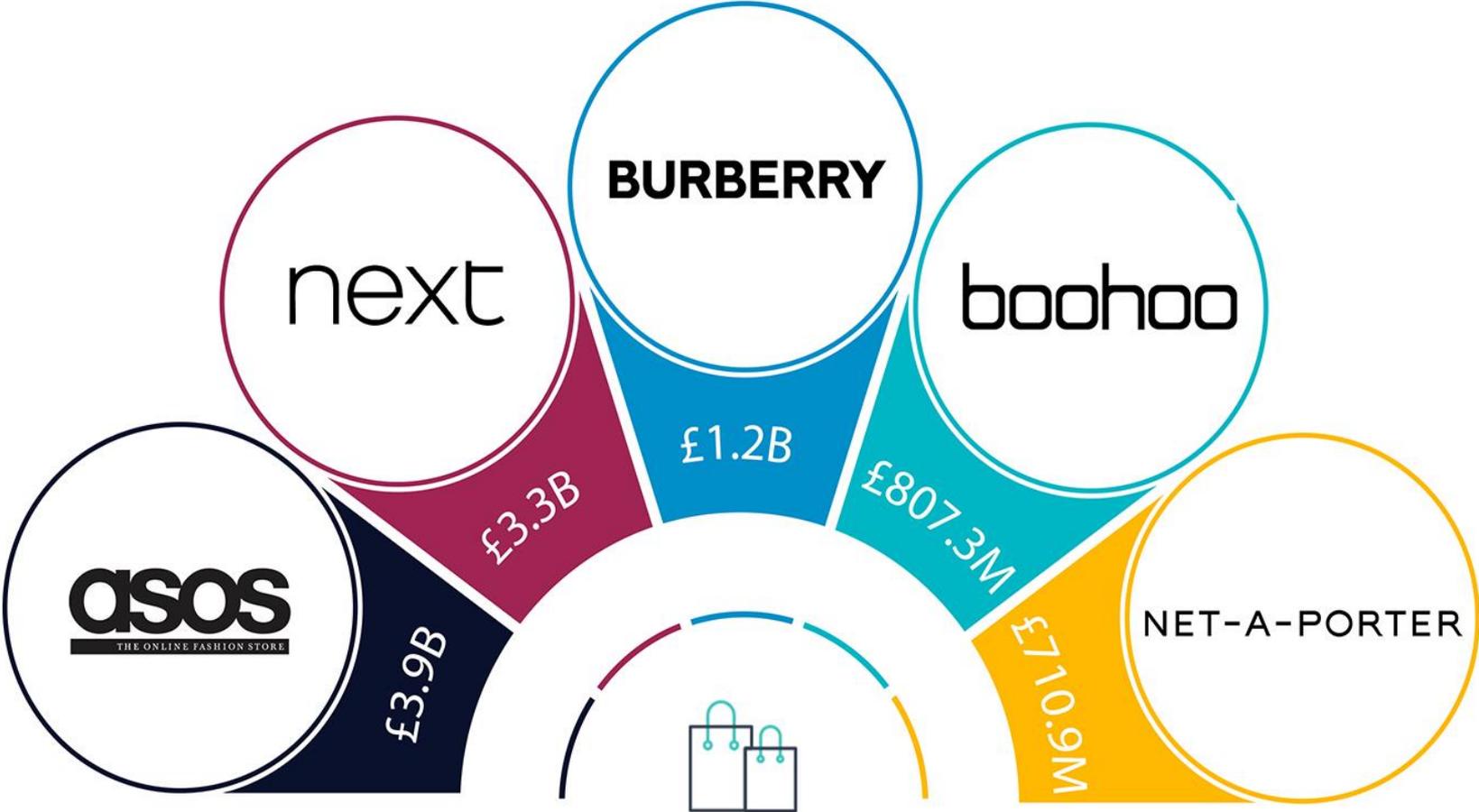


Chart by MerchantSavvy.co.uk | Data Source: UK Finance's Payment Markets 2021

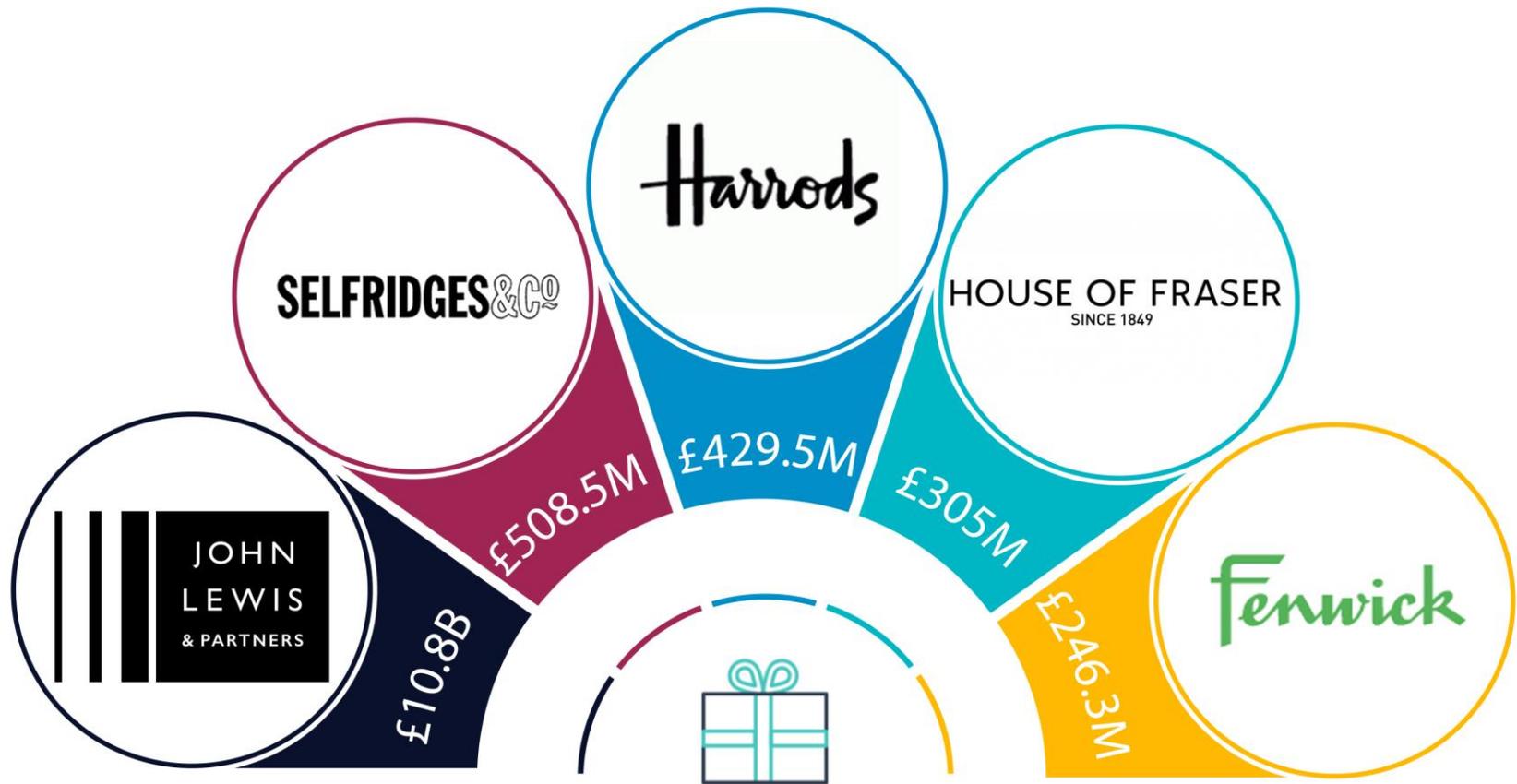
# Key Players by Industry – UK eCommerce Market

# Top UK Companies - Fashion



Retailers invariably don't declare a breakdown between their online & instore revenue. However, as ASOS has no physical presence, we know that its £3.9B online turnover is 100% accurate. It's likely that they are in fact the biggest player in online fashion sales

# Top UK Companies – Dept' Stores Online



It's no secret that department stores in the UK such as House of Fraser, John Lewis and Marks & Spencer have been faltering for some time now, battling numerous fronts. According to the CoStar Group 83% of UK department stores have been lost in the five years since the collapse of BHS.

The data revealed that major department store chains such as BHS, Debenhams, House of Fraser and John Lewis had 467 branches five years ago – but following the collapse of BHS, closure of Debenhams and some restructures undertaken by John Lewis and House of Fraser, only 79 remain.

# Top UK Companies – Food Delivery



The UK food delivery market is the largest in Europe and has experienced significant growth over the past five years, with platforms such as JustEat, Deliveroo and UberEats dominating the market. The food delivery industry experienced 22.9% growth in revenue in 2020, an increase of 8.6% compared to the growth shown in 2019. Third-party delivery services have revolutionized the relationship between consumers and food, and the hospitality industry's relationship with technology.

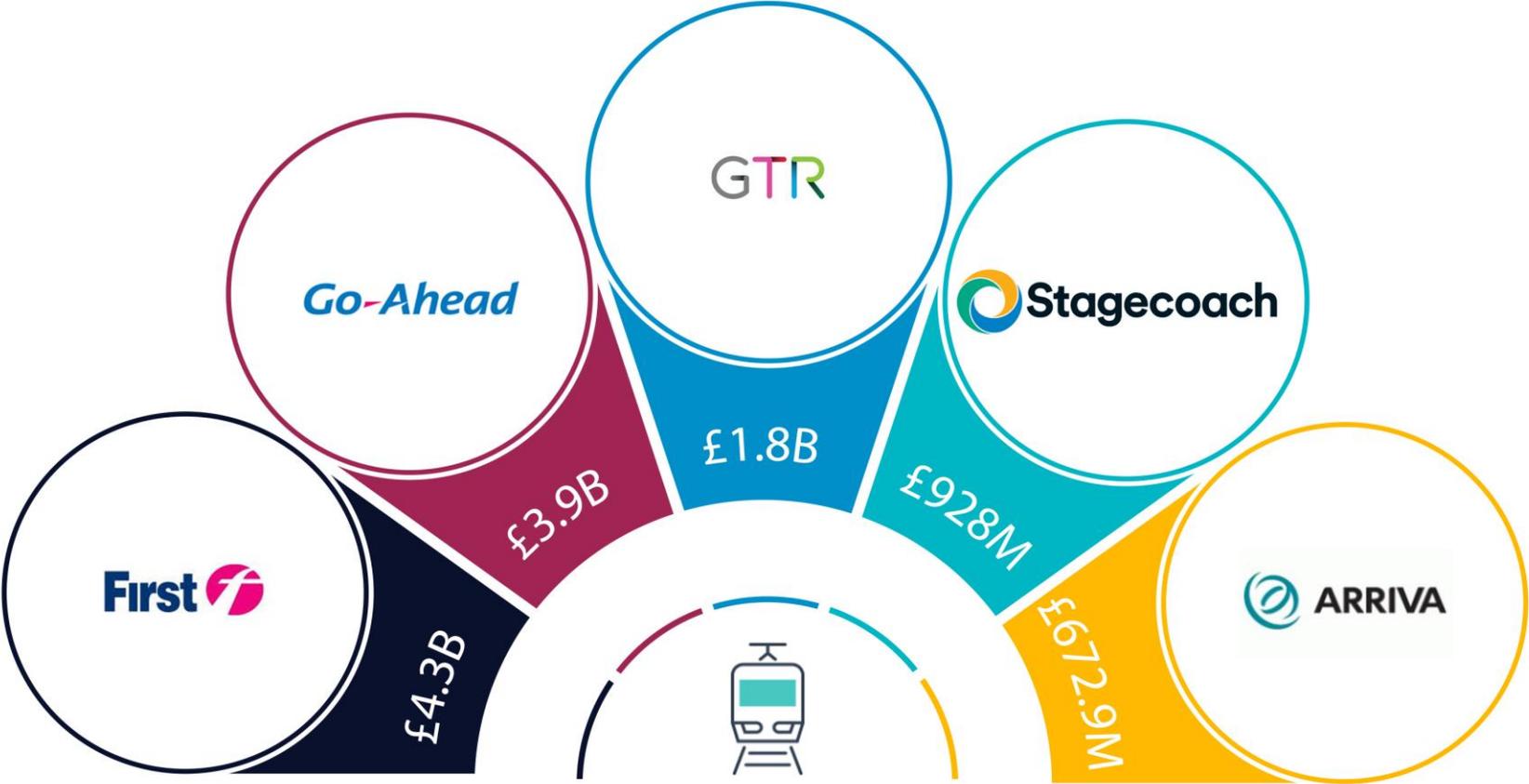
# Top UK Companies - Airlines



Air travel in and out of the UK slumped by 71% in 2021 as the second year of the Covid-19 crisis took its toll on international flying, according to a report.

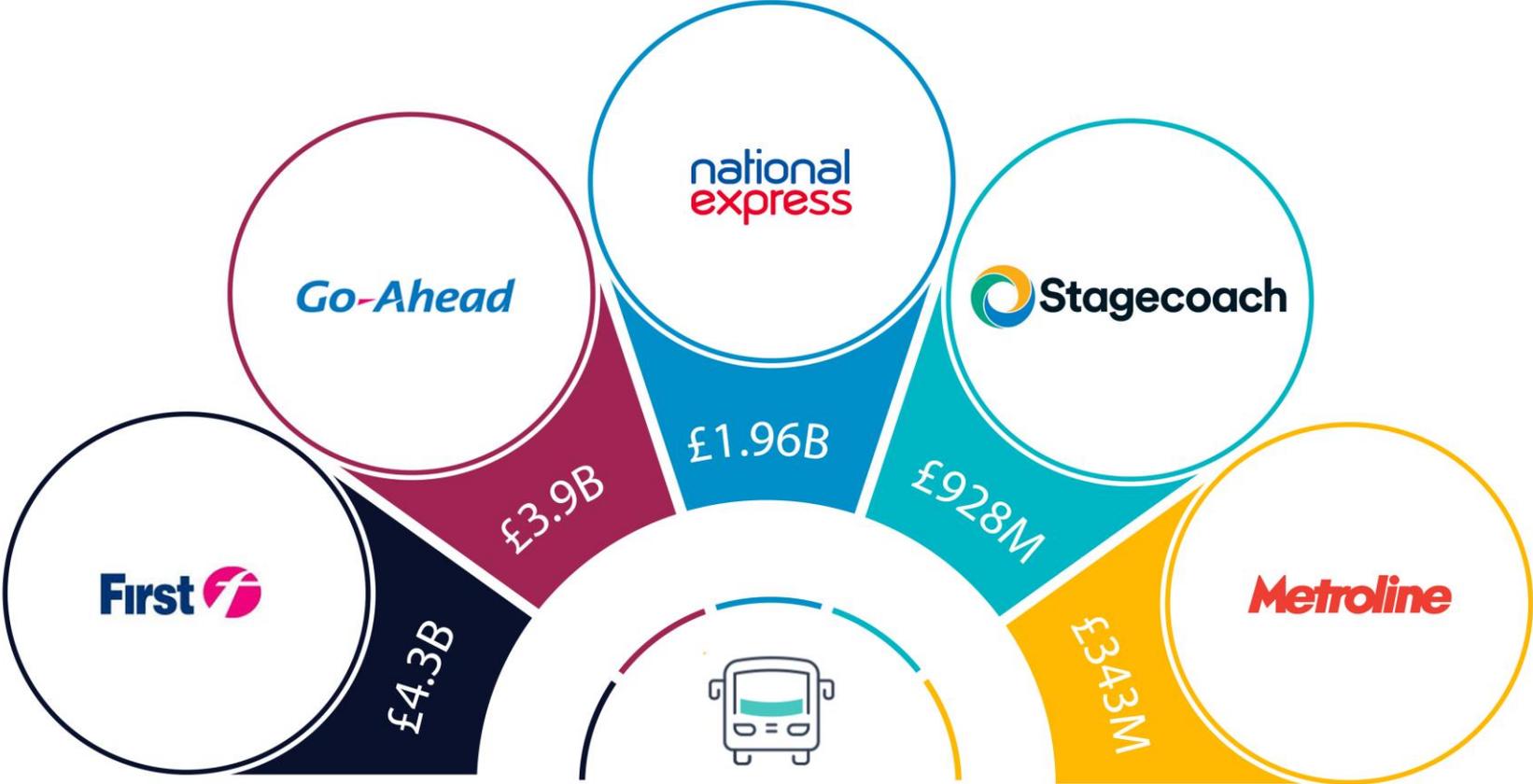
Just over 406,000 international flights operated from the UK up to 22 December 2021 compared with almost 1.4m in 2019 before the pandemic struck and travel restrictions were imposed, the aviation analytics firm Cirium said. UK domestic flights were found to have declined by almost 60%.

# Top UK Companies - Trains



In 2020-21, passenger numbers reduced by 77.7% compared with 2019-20 to 388 million passenger journeys. In contrast, the 5-year average for passenger journeys, before the pandemic, was 1.7 billion per annum. Freight train kilometers were 29.9 million kilometers, an annual decrease of 9.9%

# Top UK Companies - Buses



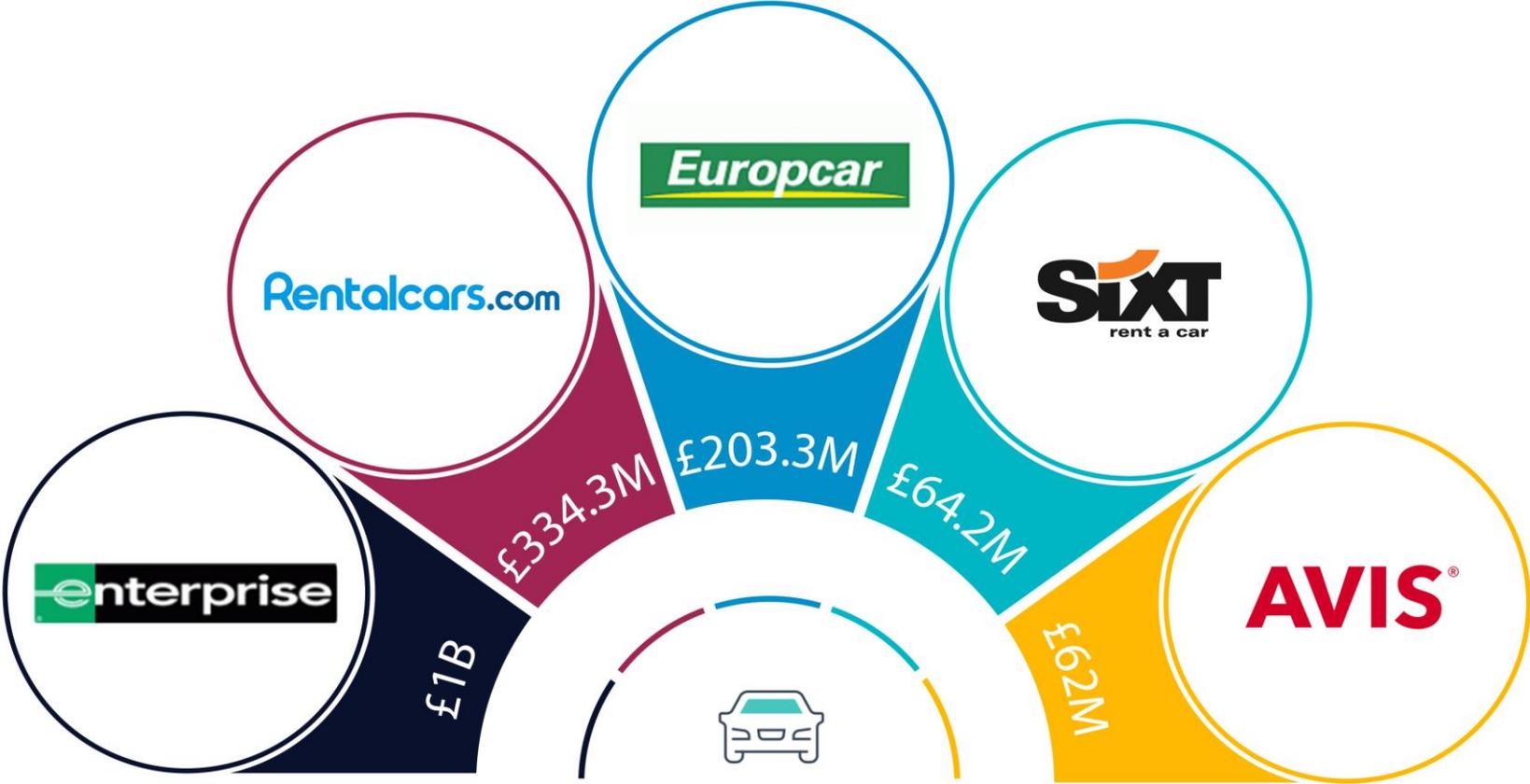
There were 4.4 billion passenger journeys on local bus services in 2017/2018. However, based on an analysis of 5 major UK airports, on average, only 11% of passengers travel to the airport by bus/coach. Rail is consistently more popular.

# Top UK Companies - Ferries



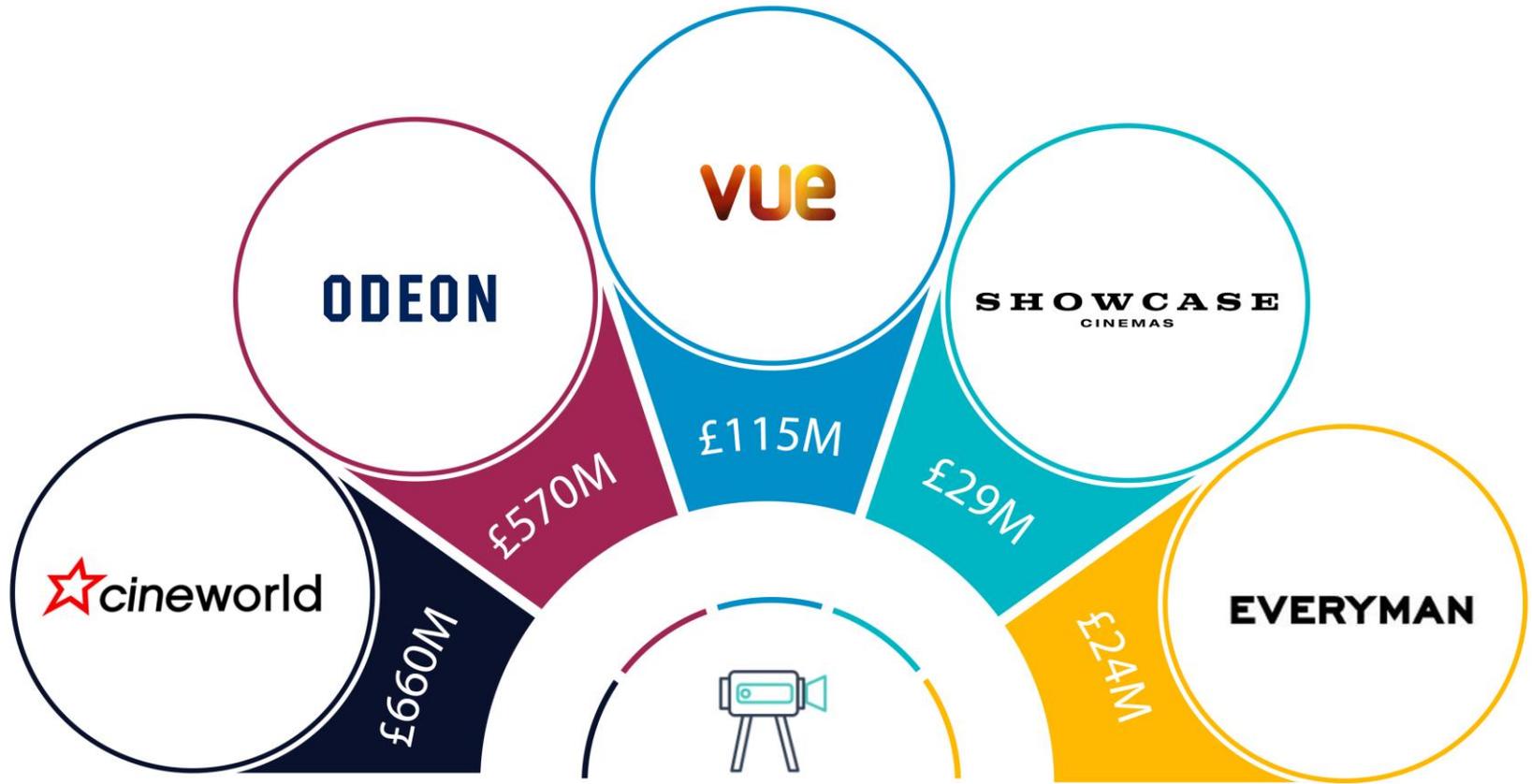
COVID hit the UK Ferry Industry badly with only 6.9 million sea passengers travelled internationally, down 63% from 2019

# Top UK Companies – Car Hire



TravelJigsaw Limited (operating as Rentalcars.com) amassed £1 billion in turnover during 2018, despite controlling a significantly less number of websites than Enterprise Rent-A-Car

# Top UK Companies - Cinemas



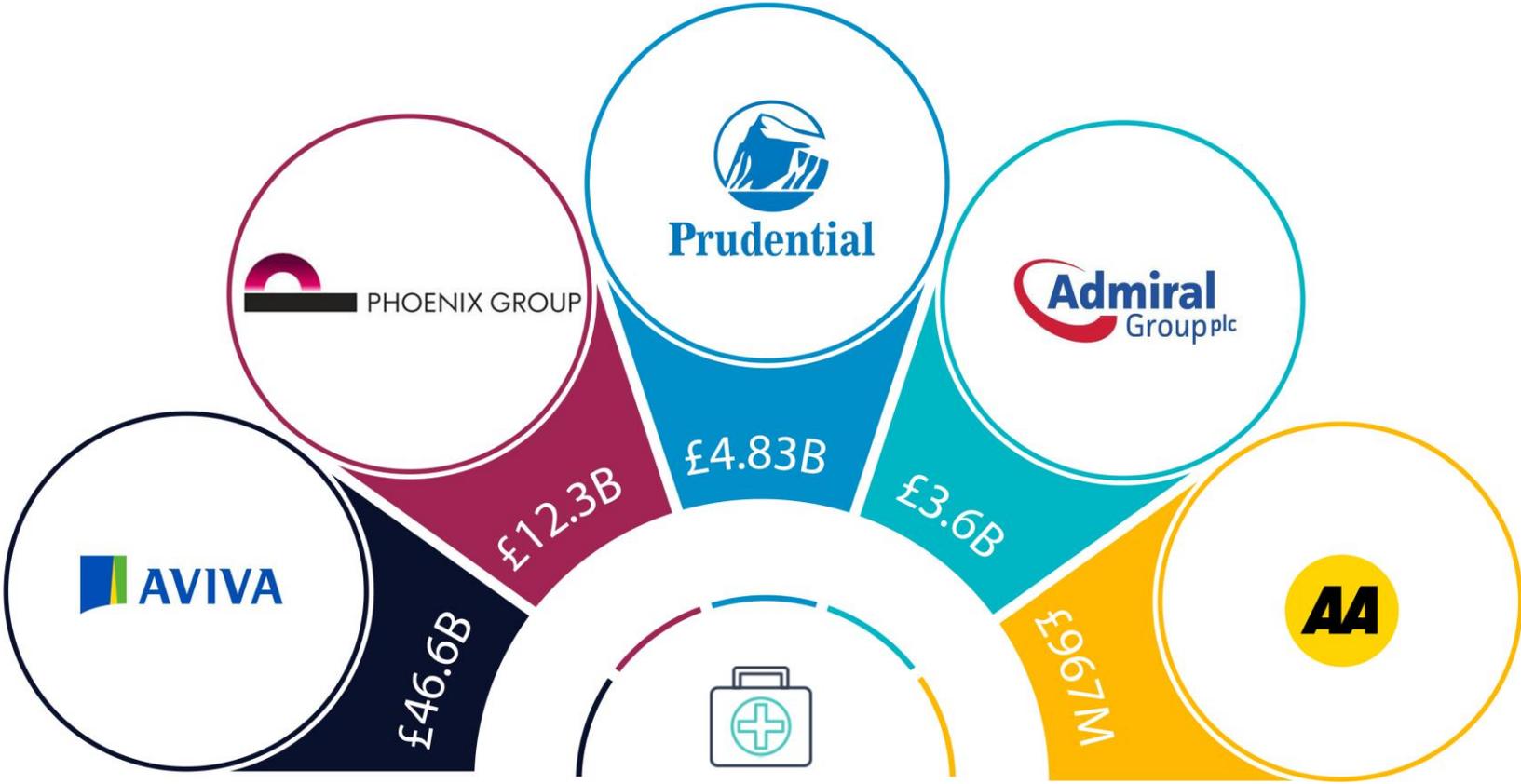
>50% of this industry is managed by multiplexes, however there is a strong independent market with over 2K cinemas in the UK. Total box office revenue for UK cinemas and Ireland increased in 2021 to £556,852,179, against 2020 total of £296,768,441. Cinemas across the UK were closed for the first 19 weeks of the year but made a remarkable recovery in the remainder of 2021.

# Top UK Companies – Sports Packages



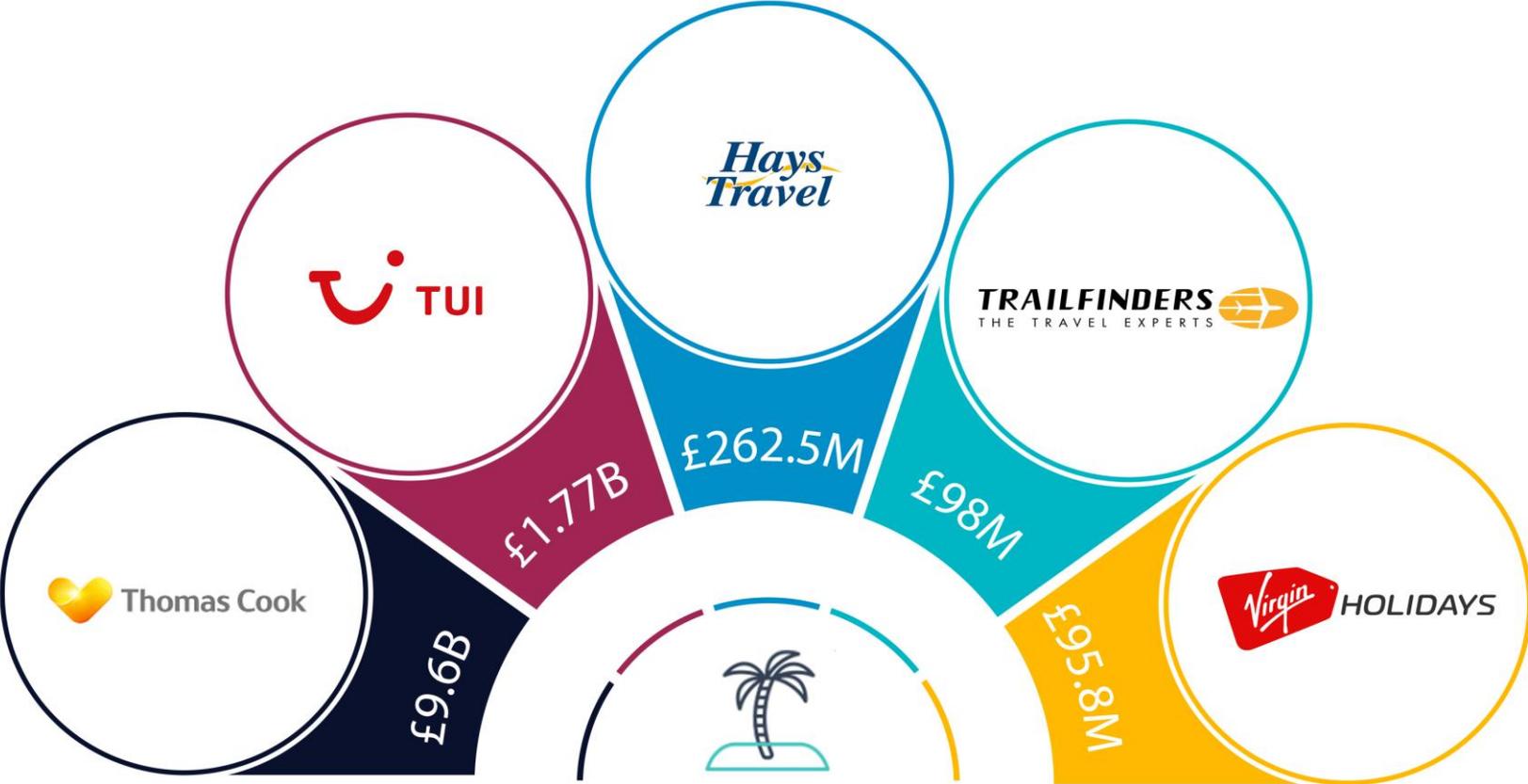
Major sport events drive potential £4billion trade and investment boost to UK

# Top UK Companies – Insurance



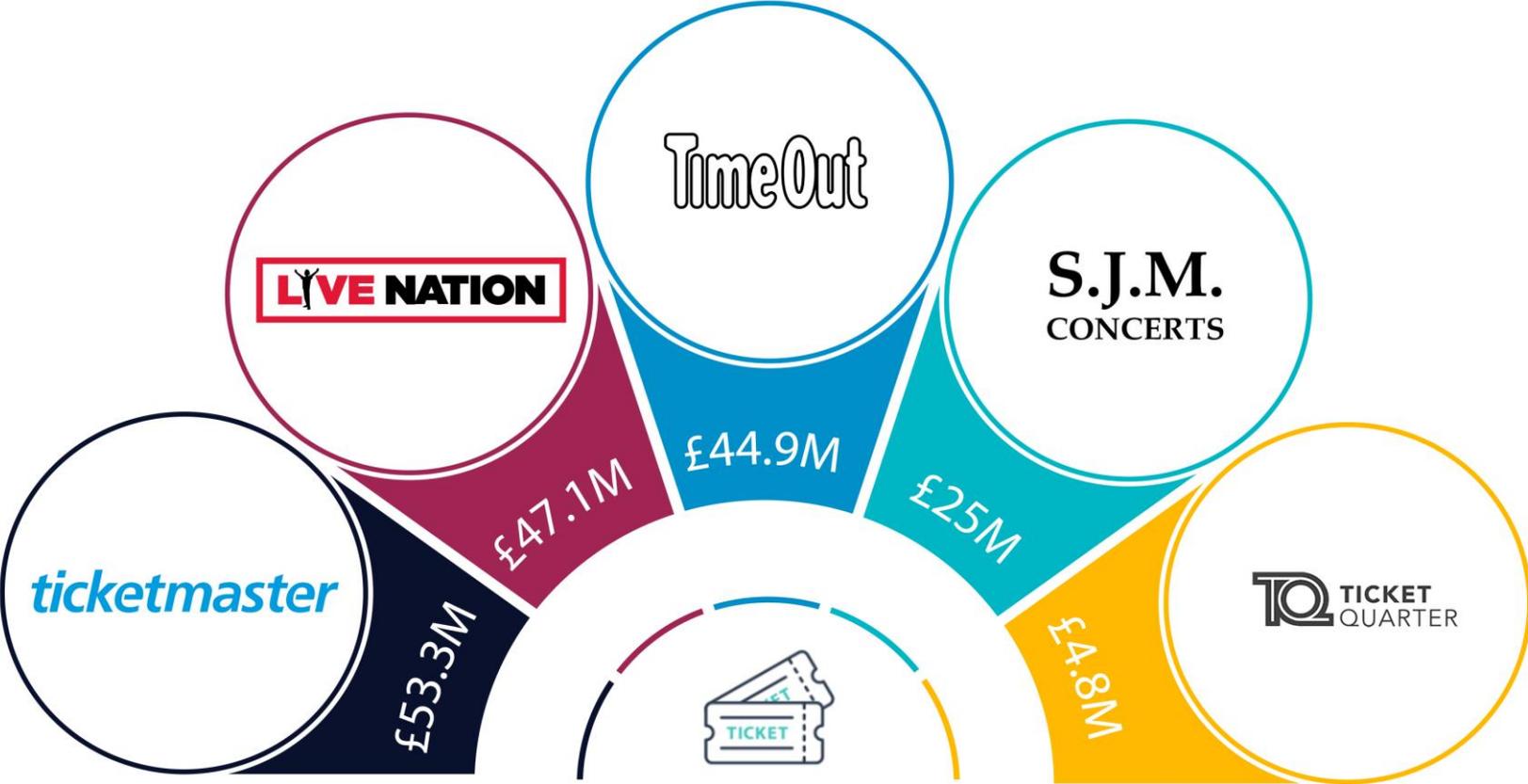
UK General Insurance Market Size is worth £55B and is expect to grow 5.3% in 2022

# Top UK Companies – Travel Agencies



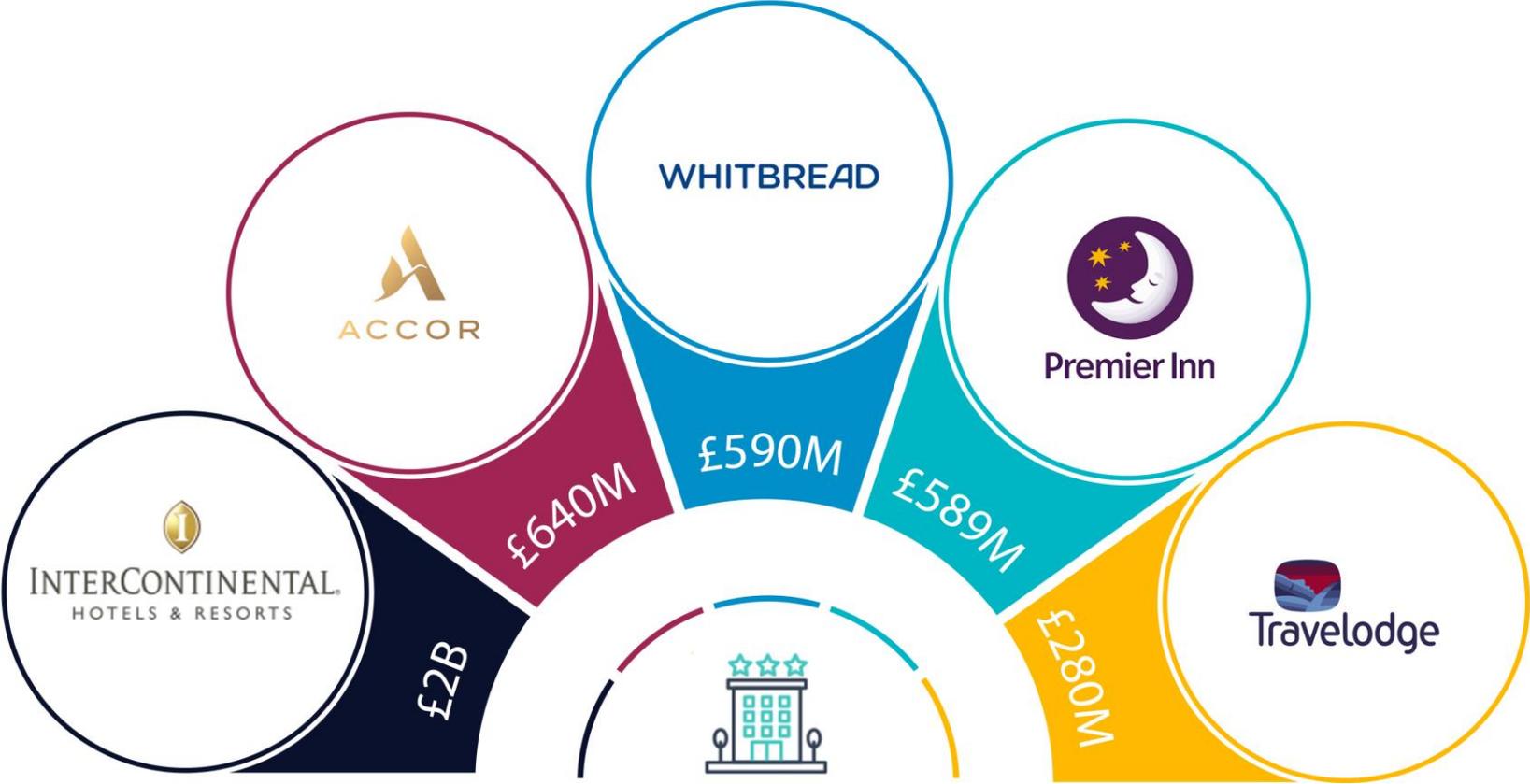
Due to Covid, the road to recovery is long for the travel industry , the latest opening up is a big step for companies that have suffered 18+ months of uncertainty.

# Top UK Companies - Ticketing



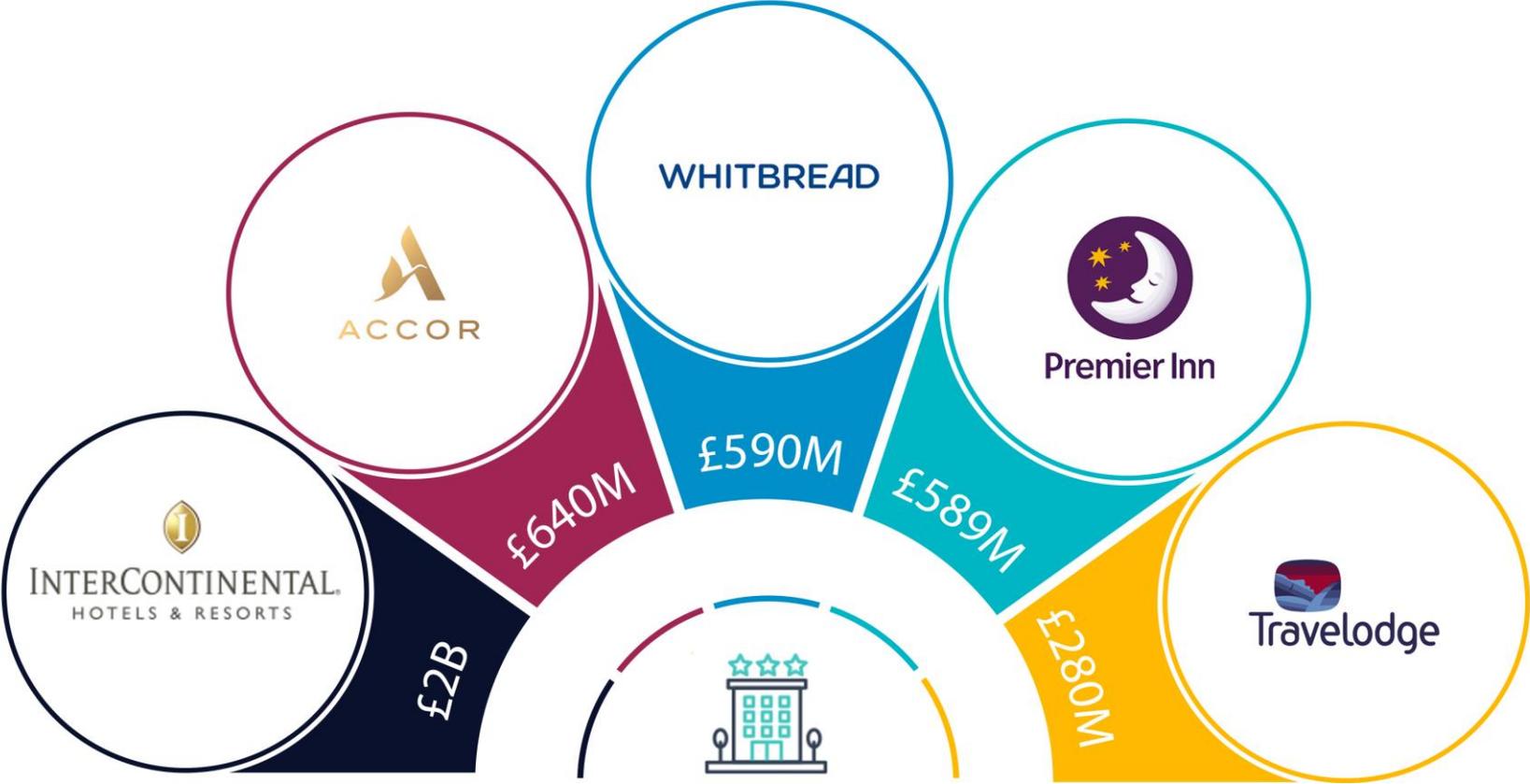
It has been a rollercoaster ride for the ticketing industry due to lockdowns and Omicron resulting in high losses by the major players above. Over 12 months, Live Nation Entertainment made a loss at the EBIT level, and saw its revenue drop to US\$3.8b, which is a fall of 16%

# Top UK Companies - Accommodation



UK hotel sector has been decimated by the pandemic with revenues plummeting 73%, despite the boost brought about by two summers of staycations. The outbreak of Covid has plummeted Hotel revenue to just £6.2bn in 2021, having sat comfortably above £20bn a year throughout the previous five years.

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# TAMI: The most complete and accurate picture of your market

The most up to date contact information & guaranteed email bounce rate of less than 5%, ensures you are never blacklisted

*Staff Alerts*

*3 new employees*

*Grace Alawneh*  
Principal Network Architect  
grace.alawneh@company.com  
EMAIL CONFIRMED

*New CEO hired*

*Nick Danville*  
CEO  
nick.danville@company.com  
EMAIL CONFIRMED

*Dylan was promoted*

*Dylan Jasper*  
Partner  
dylan.jasper@company.com  
EMAIL CONFIRMED

*Sasa Smith changed company*

*Sasa Smith*  
Sales Manager  
sasa.smith@company.com  
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