

## Digital Single Market

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# Consumer Scoreboard finds cross-border shopping trusted more once tried

The spring Consumer Scoreboard published today by the European Commission shows a growing gap between domestic and cross-border e-commerce: 36% of EU consumers have shopped online from national sellers in 2010 (34% in 2009), while cross-border e-commerce continues to grow at a sluggish pace (9% in 2010, compared with 8% in 2009). Efforts need to be stepped up to meet the Digital Agenda target (20% by 2015). Consumers' perceptions seem to be a major barrier to cross-border e-commerce, but once they have tried buying from a vendor in another Member State, consumers are much less worried about fraud or delivery problems. According to the Scoreboard, the proportion of retailers selling to other EU countries fell to 22% in 2010 (25% in 2009).

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