

E-commerce statistics for individuals

Statistics Explained

*Data extracted in February 2026
Planned article update: February 2027*

Highlights

In the EU in 2025, 95% of the individuals surveyed aged 16-74 years had used the internet within the last 12 months, with 78% among them having bought or ordered goods or services.

The age groups 25-34 and 35-44 years remained the main contributors to e-commerce in the EU in 2025.

In 2025, 27% of the internet users bought transport service.

In 2025, 63% of e-shoppers reported having encountered no problem when purchasing online.

This article presents the results of [e-commerce](#) in 2025, a topic of the annual [ICT](#) (information and communication technology) survey on the use of information technology in households and by individuals in the [European Union \(EU\)](#). E-commerce is defined as the purchase of goods or services over the internet (e-commerce, e-shopping) for private use via any device (desktop, portable, tablet computer, mobile phone) from enterprises (e.g. stores, travel agencies) and private individuals. Purchases refer to ordering goods or services for which payment is required, but the payment does not have to be done online.

The main characteristics of the EU e-commerce in 2025 are presented in this article. What were the main age groups feeding e-commerce in the EU in 2025? How has this demand by age class evolved over the last 10 years? What was the profile of the EU online buyers in 2025? What was the share of online purchases of some housing services? Tourism services? Financial services? What were the problems encountered by the individuals who purchased online in 2025?

The benefits of e-commerce are well known: access to a very wide range of products (domestic and cross-border markets), easier price comparison, shopping in the comfort of the home, access to other consumers' views on the products covered, etc. These different benefits continued to boost e-commerce in 2025. The boost of the e-commerce is also the result of the Commission's long-term policy.

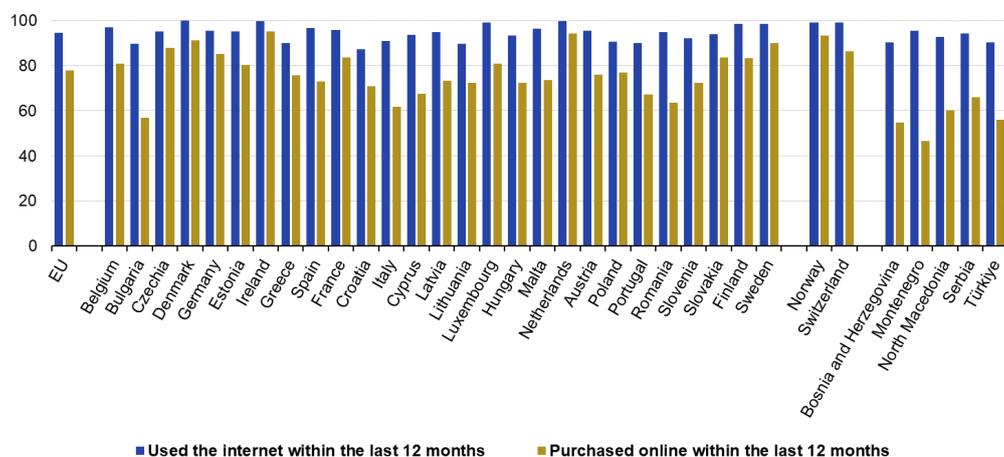
78% of EU internet users bought online in 2025

In 2025, while 95% of EU citizens aged between 16-74 years used the internet in the last 12 months prior to the survey, 78% bought or ordered goods or services online. The difference between the percentage of those who used the internet for any purpose and the percentage of individuals who used it to buy or order goods or services online was 17 [percentage point \(pp\)](#) in the EU in 2025. This difference was below double digits in Ireland and in the Netherlands (5 pp for each country), Czechia (7 pp), Sweden (8 pp) and Denmark (9 pp) in 2025. Among the EU countries, the difference was particularly high in Romania (31 pp) and in Bulgaria (33 pp). In Montenegro, the difference was 49 pp in 2025.

Internet use and online purchases, EU, 2025

(% of all individuals aged 16 to 74 years for internet use),

(% of individuals who used the internet in the last 12 months for online purchases)



Source: Eurostat (online data codes: isoc_ci_ifp_iu and isoc_ec_ib20)

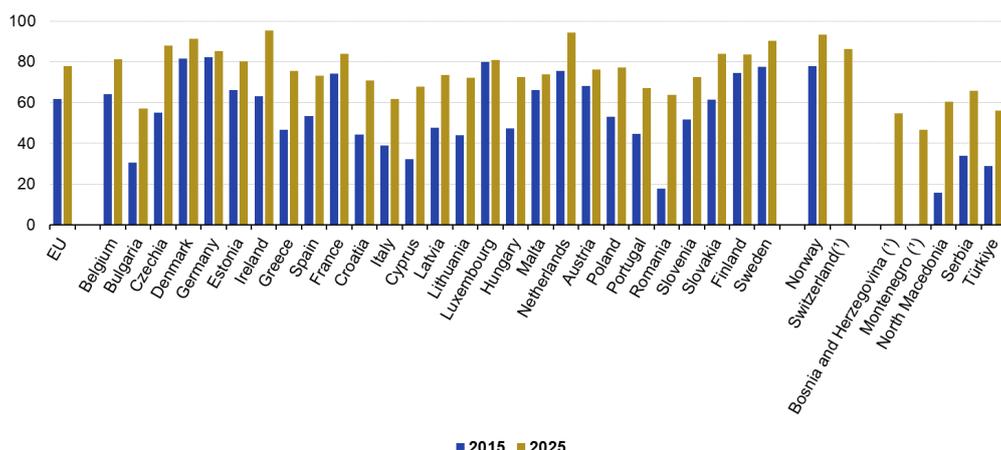
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Figure 1: Internet use and online purchases, EU, 2025 Source: Eurostat (isoc_ci_ifp_iu), (isoc_ec_ib20)

The percentage of online buyers increased from 62% in 2015 to 78% in 2025

In 2015, among individuals who used the internet in the previous 12 months, the share of those who bought or ordered goods or services online was 62%. This share grew to 78% in 2025, an increase of 16 pp in 10 years. During this period, the increase was particularly high in Romania (46 pp), Cyprus (35 pp), Czechia (33 pp) and Ireland (32 pp). By contrast, this increase was below double digits in Luxembourg (1 pp), Germany (3 pp), Malta (8 pp) and Finland (9 pp).

Internet users who bought or ordered goods or services for private use in the previous 12 months, EU, 2015, 2025
(% of individuals who used internet within the last year)



(*) data for 2015 not available

Source: Eurostat (online data codes: (isoc_ec_ibuy) and (isoc_ec_ib20))



Figure 2: Internet users who bought or ordered goods or services for private use in the previous 12 months, EU, 2015, 2025 Source: Eurostat (isoc_ec_ibuy), (isoc_ec_ib20)

Last purchase and frequency of purchases

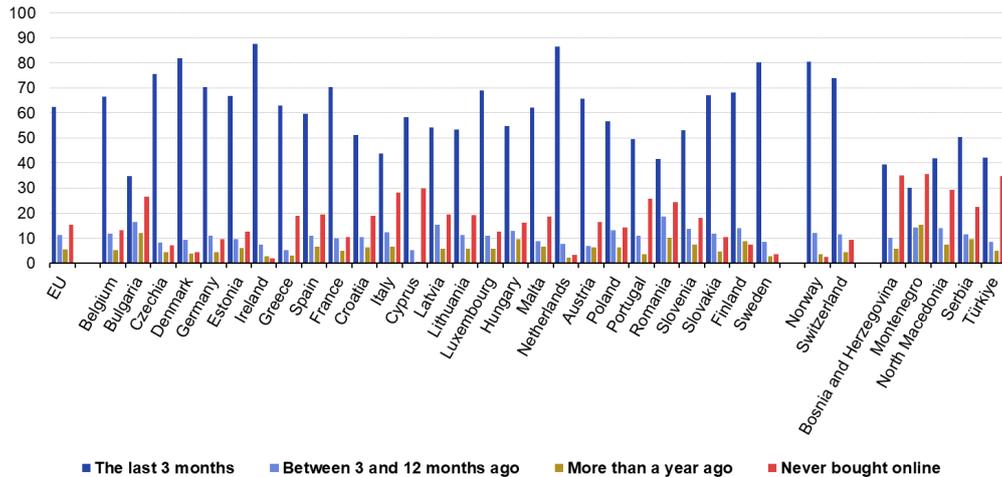
How many individuals in the EU did not make any online purchases in 2025? Among those who made online purchases, how many made their last online purchase within the last 3 months before the survey, within the last 12 months or more than 12 months before the survey? What was the frequency of online purchases in 2025?

In the EU, 15% of internet users never bought or ordered goods or services online in 2025. More than 1 in 4 internet users did not buy or order goods or services online in 2025 in Portugal (26%), Bulgaria (27%), Italy (28%) and Cyprus (30%).

Among the individuals who made online purchases in 2025, 62% bought or ordered goods or services within the last 3 months before the survey, 11% between 3 and 12 months while 6% made a purchase more than a year ago. With 87% and 86%, Ireland and the Netherlands reported in 2025 the highest rates of the individuals having bought or ordered goods or services online within the last 3 months before the survey. The percentages of those who made their last online purchase more than a year ago were in double digits in Bulgaria (12%) and in Romania (10%).

Last online purchase, EU, 2025

(% of all individuals)



Source: Eurostat (online data codes: isoc_ec_ib20)

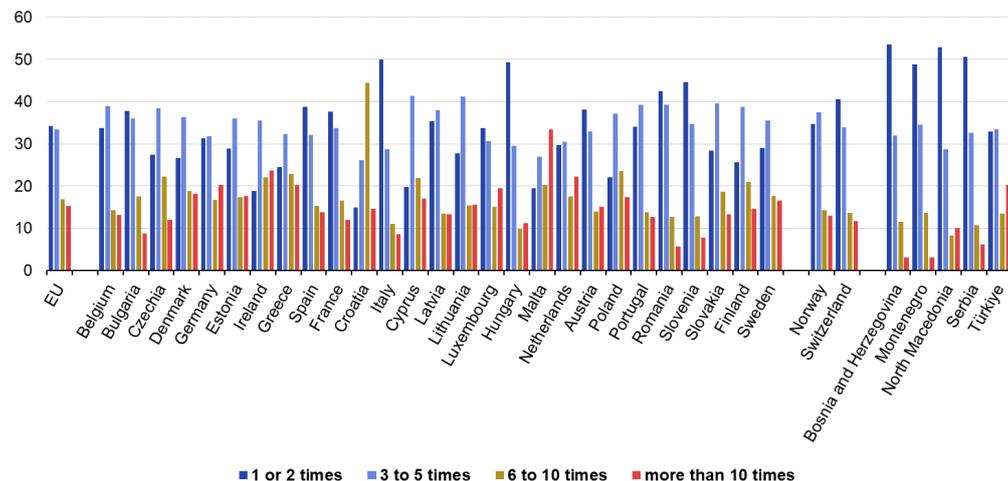
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Figure 3: Last online purchase, EU, 2025 Source: Eurostat (isoc_ec_ib20)

The frequency of purchases was almost similar in the EU among individuals who bought or ordered goods or services 1 or 2 times (34%) and those who bought or ordered 3 to 5 times (33%). In 2025, Croatia (44%) and Malta (33%) were the only countries in which the highest rates were reported for the higher frequency of 6 to 10 times and more than 10 times, respectively. As regards the individuals who bought or ordered goods or services 1 or 2 times, Italy (49%) and Slovenia (45%) reported the highest rates. With 41%, Cyprus and Lithuania reported the highest rates of the percentage of individuals having bought or ordered goods or services online 3 to 5 times in 2025 within the EU.

Frequency of online purchase, EU, 2025

(% of individuals who purchased online in the last 3 months)



Source: Eurostat (online data codes: isoc_ec_ib20)

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Figure 4: Frequency of online purchase, EU, 2025 Source: Eurostat (isoc_ec_ib20)

The 25-34 and 35-44 age groups remained the main contributors to e-commerce flow

In 2025, what were the main characteristics of the internet users who bought or ordered goods or services online in the previous 12 months before the survey? 78% of the individuals who used the internet in the 12 precedent months before the survey bought or ordered goods and services online in the EU. The percentage of males (78%) was equivalent to that of females who had purchased online in the EU in 2025.

The share of online buyers was the highest among the age group 25-34 years with 90% in 2025, 12 pp over the EU average. With 87% and 84%, the proportion of the age groups 35-44 and 16-24 years were second and third among those who bought or ordered goods and services online in 2025. The share of 80% for the age group 45-54 years was also slightly over the EU average standing at 78% in 2025. With 69% and 55% the shares, the age groups 55-64 years and 65-74 years respectively, were below the EU average in 2025.

The place of residence and the economic status added other characteristics to the profile of online buyers in 2025. The share of buyers living in cities was slightly higher at 79%, compared to 77% for those living in towns and suburbs, and 76% for those living in rural areas. The differences arising from economic status were more significant in 2025. While only 60% of the pensioners bought or ordered goods or services online in 2025, the proportion reached 85% for the group of 'employees', a difference of 25 pp. In between were the shares of 'students' and 'unemployed' having bought or ordered online, with 83% and 69% respectively. The highest rates of individuals having purchased online in the EU were found among those working in professional, scientific, or technical activities (96%), along with those working in information and communication activities (95%).

As regards the level of education, the share of the individuals having bought or ordered goods or services online with no or low formal education background was 59% in 2025 compared with 77% for those with medium formal education and more than 89% for those with high formal education.

Profile of internet users who bought or ordered goods or services for private use, EU, 2025
(% of individuals who used the internet within the previous 12 months)

Individual profile breakdown	Value	Code
EU	78	IND_TOTAL
16 to 24 years old	84	Y16_24
25 to 34 years old	90	Y25_34
35 to 44 years old	87	Y35_44
45 to 54 years old	80	Y45_54
55 to 64 years old	69	Y55_64
65 to 74 years old	55	Y65_74
Males, 16 to 74 years old	78	M_Y16_74
Females, 16 to 74 years old	78	F_Y16_75
No or low formal education	59	I0_2
Medium formal education	77	I3_4
High formal education	89	I5_8
Nationals of another EU-Member State	79	CC_EU_FOR
Nationals of non-EU country	68	CC_EXT_EU
Living in cities	79	IND_DEG1
Living in towns and suburbs	77	IND_DEG2
Living in rural areas	76	IND_DEG3
Retired or not in the labour force (excluding students)	60	RETIR_OTHER
Employees	85	SAL
Self-employed, family workers	81	SELF_FAM
Students	83	STUD
Unemployed	69	UNE
Persons aged 16-74 working in agriculture, forestry or fishing	64	EMP_A
Persons aged 16-74 working in mining or quarrying	78	EMP_B
Persons aged 16-74 working in manufacturing	84	EMP_C
Persons aged 16-74 working in the construction	76	EMP_F
Persons aged 16-74 working in information and communication	95	EMP_J
Persons aged 16-74 working in financial or insurance activities	94	EMP_K
Persons aged 16-74 working in real estate activities	90	EMP_L
Persons aged 16-74 working in professional, scientific or technical activities	96	EMP_M
Persons aged 16-74 working in education	90	EMP_P

Source: Eurostat (online data code: isoc_ec_ib20)

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Table 1: Profile of internet users who bought or ordered goods or services for private use, EU, 2025 Source: Eurostat (isoc_ec_ib20)

Contribution over time of the different age groups to the flow of e-commerce in the EU

Age groups are likely the primary factor defining the profile of the EU online buyers. Has the contribution of these age groups to the flow of e-commerce changed in the long term? Between 2015 and 2025, the age group 25-34 presented the highest share of online buyers among individuals who used the internet in the previous 12 months preceding the survey. The share of the age group 35-44 was the second highest although this age group was challenged in the long term by the age group 16-24. Nevertheless, since 2021, the shares of the age group 35-44 is clearly over the one of the age group 16-24. These 3 age groups (25-34 years, 35-44 years and 16-24 years) were clearly above the EU average between 2015 and 2025. The percentages of the remaining 2 age groups, 55-64 and 65-74 years, were overall clearly below the EU average.

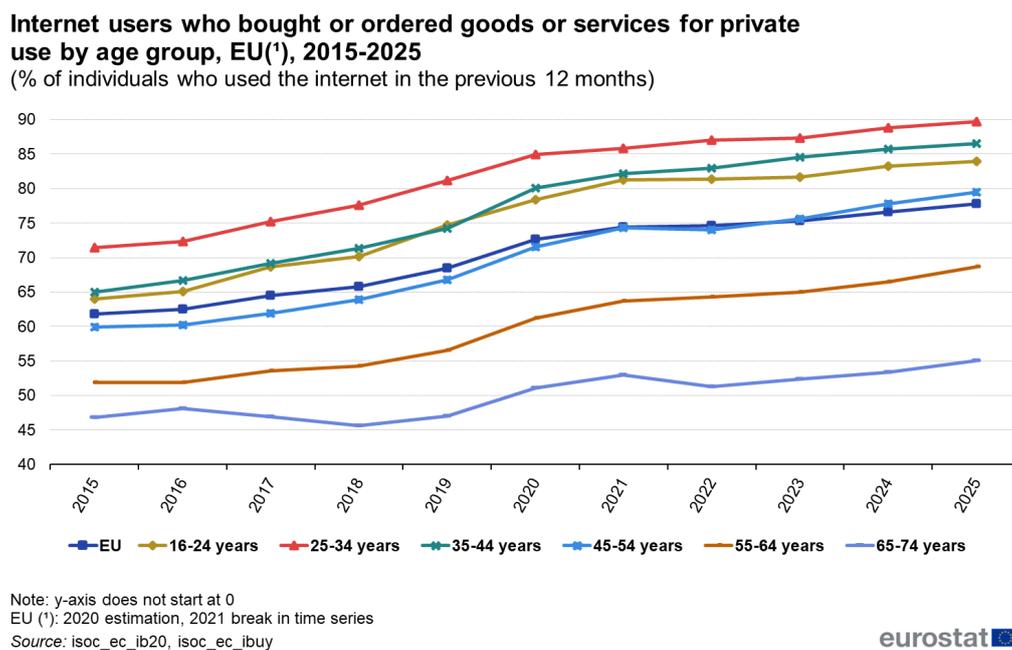


Figure 5: Internet users who bought or ordered goods or services for private use in the previous 12 months by age groups, EU, 2015-2025 Source: Eurostat (isoc_ec_ib20), (isoc_ec_ibuy)

E-commerce of housing services: 15% of internet users subscribed to the internet or mobile connection online

In 2025, in the survey on the usage of ICT in households and by individuals 3 housing services were collected: 2 provided by enterprises and 1 by private persons. The use of household services provided by private persons remained limited at EU level with only 2% of individuals having bought or ordered such services in 2025. Luxembourg, Malta, and Romania (with 4% each) reported the highest rates of individuals having recourse to household services provided by private persons.

As regards the services provided by enterprises, 15% of the EU internet users opted for a subscription online to 'the internet or mobile phone connections' and 9% opted for an online subscription to 'electricity, water or heating supply, waste disposal or similar services'. The rate of the individuals having subscribed to 'the internet or mobile phone connections' were particularly high in the Netherlands (57%), Slovakia (39%) and in Greece (30%). Germany and Slovenia (both with 8%) reported the lowest rates of individuals having subscribed online to the internet or mobile connection in 2025. The Netherlands (36%) and Slovakia (31%) presented the highest rates of individuals having subscribed online to 'electricity, water or heating supply, waste disposal or similar services' among the EU countries in 2025. The rate of the individuals having subscribed to such services were below 5% in Bulgaria, Cyprus, and Poland (all 3 with 4%) and Slovenia (3%).

E-commerce of housing services, 2025

(% of individuals who used internet in the last 3 months)

	Subscriptions to the internet or mobile phone connections	Subscription to electricity, water or heating supply, waste disposal or similar services	Household services (from private persons)
EU	15	9	2
Belgium	15	9	2
Bulgaria	10	4	3
Czechia	9	8	1
Denmark	27	15	2
Germany	8	8	2
Estonia	12	7	2
Ireland	23	13	3
Greece	30	15	0
Spain	17	9	2
France	12	6	1
Croatia	14	:	:
Italy	13	5	1
Cyprus	13	4	1
Latvia	13	11	2
Lithuania	18	11	3
Luxembourg	16	9	4
Hungary	20	8	3
Malta	15	7	4
Netherlands	57	36	3
Austria	11	10	2
Poland	11	4	1
Portugal	12	6	1
Romania	13	6	4
Slovenia	8	3	2
Slovakia	39	31	3
Finland	14	12	2
Sweden	15	9	3
Norway	33	20	3
Switzerland	23	7	5
Bosnia and Herzegovina	17	11	1
Montenegro	13	11	2
North Macedonia	24	22	4
Serbia	7	3	2
Türkiye	13	6	5

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Source: Eurostat (online data codes: isoc_ec_ce_i, isoc_ec_ibgs)

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Table 2: E-commerce of housing services, 2025 Source: Eurostat (isoc_ec_ce_i), (isoc_ec_ibgs)

E-commerce of tourism services: 27% of the internet users bought transport service

In 2025, in the survey on the usage of ICT in households and by individuals several tourism services were collected: transport services, rented accommodation provided by enterprises and private persons, and tickets to events. In the EU in 2025, transport was mainly provided by enterprises, with 27% of individuals having bought or ordered these services compared with 5% for the services provided by private persons. As regards transport provided by enterprises, the share of individuals having bought or ordered these services were particularly sound in Ireland (54%), Sweden (48%), Estonia, and Malta (both 45%). The shares of individuals having used transport services provided by private persons were particularly high in Lithuania (21%) and Estonia (13%) in 2025.

As regards rented accommodation, internet users primarily opted for services provided by enterprises (23%), as opposed to those offered by private persons (11%). In 2025, Ireland (43%) and the Netherlands (40%) reported the highest rates of individuals having bought rented accommodation services offered by enterprises among the EU countries. Concerning rented accommodation provided by private persons, the highest rates were declared by the Netherlands (19%), Luxembourg, and France (both at 17%).

The share of individuals having bought or ordered the tickets for events was 29% in the EU in 2025. The highest rates were presented by Ireland (52%), followed by Denmark and the Netherlands (both 48%), Finland (45%), and Greece (44%).

E-commerce of tourism services, EU, 2025

(% of individuals who used internet in the last 3 months)

	From enterprises			From private persons	
	Transport service	Rented accommodation	Tickets to events (as of 2024)	Transport service	Rented accommodation
EU	27	23	29	5	11
Belgium	25	20	29	2	11
Bulgaria	13	16	13	4	5
Czechia	32	23	40	3	9
Denmark	40	31	48	4	8
Germany	27	28	33	8	13
Estonia	45	25	39	13	11
Ireland	54	43	52	7	16
Greece	38	29	44	7	15
Spain	27	26	31	5	13
France	31	28	28	6	17
Croatia	26	3	33	0	16
Italy	17	11	16	1	6
Cyprus	31	33	36	9	11
Latvia	28	12	26	2	7
Lithuania	34	20	32	21	15
Luxembourg	36	36	36	5	17
Hungary	23	15	22	1	8
Malta	45	29	27	6	13
Netherlands	41	40	48	4	19
Austria	29	30	29	2	6
Poland	18	13	18	3	7
Portugal	23	20	21	4	10
Romania	17	11	13	8	9
Slovenia	12	18	23	2	5
Slovakia	30	22	28	5	8
Finland	42	26	45	6	9
Sweden	48	25	36	3	8
Norway	62	39	51	5	11
Switzerland	57	43	43	6	21
Bosnia and Herzegovina	8	9	8	2	7
Montenegro	7	8	6	3	5
North Macedonia	15	7	12	6	6
Serbia	12	14	13	7	10
Türkiye	11	5	7	2	2

Source: Eurostat (online data codes: isoc_ec_ce_i, isoc_ec_ibgs)

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Table 3: E-commerce of tourism services, EU, 2025 Source: Eurostat (isoc_ec_ce_i), (isoc_ec_ibgs)

E-commerce of entertainment services: In 2025, 1 in 3 internet users subscribed to film, series or sport streaming services

In the EU, 33% of internet users subscribed to film, series or sport streaming services in 2025. The rate of subscription grew to 64% in Ireland, 61% in Denmark and 59% in the Netherlands. The share of subscription to film, series or sport streaming services was below double digits in Bulgaria, with 9% in 2025.

Subscription to music streaming services was another indicator collected by the ICT survey for households and individuals in 2025. The subscription rate for this service was 23% in the EU in 2025. Among the EU countries, the highest rates of subscription to music streaming services were reported by Sweden (52%), Ireland (51%), the Netherlands (50%), and Denmark (49%). In the other end, in Bulgaria (7%) and in Croatia (8%) the rates of subscription were below the double digit.

As regards games downloaded online, 12% of EU internet users purchased these services online in 2025. Ireland, Denmark (both at 23%), and Sweden (21%) reported the highest rates of internet users having bought or ordered games as downloads in 2025. Romania (4%), Bulgaria and Italy (both at 5%) declared the lowest rates of online purchases of games as downloads among the EU countries in 2025.

E-commerce of entertainment services, 2025
(% of individuals who used internet in the last 3 months)

	Subscription to a films, series or sports streaming service (last 3 months) (as of 2024)	Subscription to a music streaming service (last 3 months) (as of 2024)	Games as downloads (as of 2024)	Subscription to a gaming streaming service (last 3 months)	Subscription to an app related to health or fitness (last 3 months) (as of 2024)
EU	33	23	12	6	6
Belgium	35	29	13	4	4
Bulgaria	9	7	5	2	4
Czechia	47	21	8	6	5
Denmark	61	49	23	10	19
Germany	39	34	13	7	7
Estonia	22	23	16	4	9
Ireland	64	51	23	12	18
Greece	40	12	10	5	1
Spain	28	19	17	7	8
France	30	18	17	7	3
Croatia	22	8	7	4	4
Italy	20	12	5	4	2
Cyprus	27	11	6	6	5
Latvia	17	15	6	3	4
Lithuania	17	16	9	4	2
Luxembourg	42	33	16	6	9
Hungary	20	13	10	4	4
Malta	33	24	13	6	9
Netherlands	59	50	19	13	9
Austria	39	32	17	7	10
Poland	30	16	6	4	7
Portugal	22	15	9	5	4
Romania	21	10	4	3	4
Slovenia	14	11	6	2	2
Slovakia	33	19	9	5	5
Finland	38	30	17	9	13
Sweden	54	52	21	9	9
Norway	58	52	26	12	15
Switzerland	41	39	19	10	15
Bosnia and Herzegovin	9	6	1	4	3
Montenegro	6	2	3	2	3
North Macedonia	9	3	4	3	3
Serbia	6	5	3	2	1
Türkiye	14	15	10	3	3

Source: Eurostat (online data code: isoc_ec_ibgs)

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Table 4: E-commerce of entertainment services, 2025 Source: Eurostat (isoc_ec_ibgs)

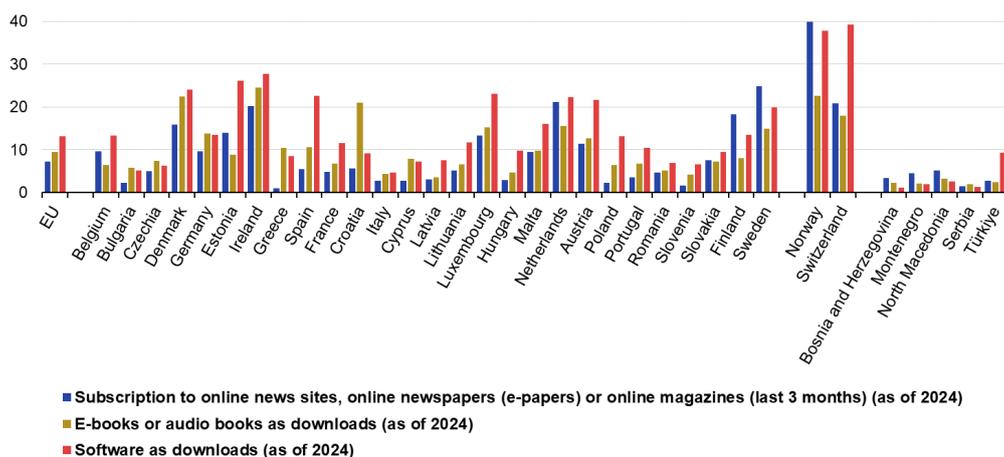
Access to online information, download of e-books and software

In 2025, 7% of EU individuals who used the internet in the previous 3 months before the survey subscribed to online news sites and 9% purchased e-books or e-audio. The subscription to online news sites was particularly high in Sweden (25%), the Netherlands (21%) and in Ireland (20%). Greece (1%), Slovenia, and Bulgaria (both 2%) reported the lowest rates of individuals having subscribed to online news sites in 2025. The share of internet users having purchased e-books as a download was particularly sound in Ireland (25%), Denmark (23%) and Croatia (21%) in 2025.

In 2025, in the EU, 13% of individuals purchased software as downloads. Among the EU countries, Ireland (28%) and Estonia (26%) reported the highest share of individuals having bought software as downloads. Outside the EU, the share reached 38% in Norway and even 39% in Switzerland in 2025.

E-commerce of access to information, books and softwares services, 2025

(% of individuals who used internet in the last 3 months)



Source: Eurostat (online dataset: isoc_ec_ibgs)

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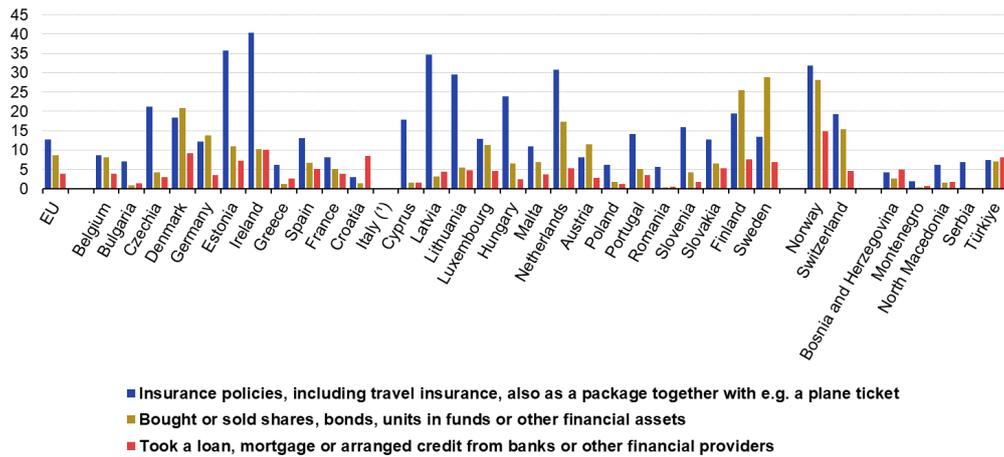
Figure 6: E-commerce of access to information, books and softwares services, 2025 Source: Eurostat (isoc_ec_ibgs)

Insurance policies on the top of online purchase of financial services by internet users

Among the 3 financial services included in the survey on the usage of ICT in households and by individuals in 2025, insurance policies were the most purchased by individuals who used the internet in the previous 3 months before the survey, with a proportion of 13%. This proportion is to be compared with 9% for individuals who bought or sold shares or bonds and 4% for individuals who took of a loan or a mortgage.

The purchase of insurance policies including travel insurance was important among the individuals who used internet the last 3 months before the survey in Ireland (40%), Estonia (36%) and Latvia (35%). By contrast, the demand of insurance policies was particularly limited in Croatia (3%), Poland, and Romania (both 6%). Regarding transactions of shares and bonds, the highest rates were declared in Sweden (29%), Finland (25%) and Denmark (21%). With less than 2%, Romania (0.5%) and Bulgaria (1%) reported the lowest percentage of individuals having done online transactions related to shares and bonds among the EU countries in 2025. Ireland (10%) and Denmark (9%) were the EU countries who presented the highest shares of individuals having taken a loan or a mortgage online in 2025.

Online purchase of financial services, EU, 2025
(% of individuals who used internet in the last 3 months)



Note: (*) confidential

Serbia: Data for 'Bought or sold shares, bonds, units in funds or other financial assets' not available

Source: isoc_ec_ifi20

eurostat

Figure 7: Online purchase of financial services, EU, 2025 Source: Eurostat (isoc_ec_ifi20)

63% of e-shoppers reported having encountered no problem when purchasing online

63% of the individuals who bought or ordered goods or services in 2025 reported no issue while purchasing online. The most often reported issues was 'speed delivery slower than expected', declared by 20% of the individuals. Additionally, 12% encountered issues related to the 'website either difficult to use or worked unsatisfactorily'. For some 10%, it was 'a wrong or a damaged good that has been delivered'. 8% complained about the 'difficulty to find the information about the guarantee or other legal rights'. For 6%, the complaints and redress were difficult, or a satisfactory response was not received after a complaint. Some 4% reported issues related to fraud, while for 5% it was the 'costs higher than indicated'.

Problems encountered while purchasing online, 2025
(% of individuals who purchased online in the last 3 months)

	Speed of delivery slower than indicated	Website too difficult to use or worked unsatisfactorily	Wrong or damaged goods/services delivered	Difficulties finding information concerning guarantees, other legal rights	Complaints and redress were difficult or no satisfactory response after complaint	Foreign retailer did not sell in my country	Final costs higher than indicated	Problems with fraud	Other	Did not encounter problems when buying via a website or an app (3 months) for private use
EU	20	11	10	8	6	5	5	4	3	55
Belgium	24	15	6	6	4	4	2	2	4	55
Bulgaria	15	14	10	13	5	4	7	3	6	64
Czechia	31	20	16	9	10	12	2	7	1	51
Denmark	19	21	9	14	7	7	6	4	5	54
Germany	14	8	8	2	3	1	1	2	2	75
Estonia	12	10	6	3	2	4	2	3	1	74
Ireland	22	11	8	8	4	26	13	3	9	50
Greece	6	1	3	2	2	0	1	2	2	88
Spain	30	19	17	16	10	6	8	7	5	49
France	20	11	11	7	6	4	6	6	3	61
Croatia	30	5	8	9	5	5	1	3	1	60
Italy	22	8	15	11	6	9	5	5	3	56
Cyprus	12	1	3	1	1	2	1	1	8	78
Latvia	8	1	3	2	1	2	1	2	3	83
Lithuania	11	7	5	4	2	3	2	2	1	78
Luxembourg	23	14	10	12	6	29	8	5	2	47
Hungary	28	19	16	21	11	11	4	9	4	49
Malta	28	15	18	12	9	36	10	6	3	35
Netherlands	35	24	15	18	16	11	6	5	7	42
Austria	11	7	11	6	5	2	28	3	4	56
Poland	11	5	4	5	2	1	2	1	2	78
Portugal	2	1	2	1	2	1	0	1	1	95
Romania	17	7	7	10	2	2	5	1	5	71
Slovenia	8	6	6	3	4	6	2	4	2	74
Slovakia	12	5	6	4	2	4	3	2	3	75
Finland	22	19	9	12	7	14	4	2	4	54
Sweden	25	15	6	16	9	7	6	3	3	52
Norway	42	31	14	25	13	25	21	7	8	32
Switzerland	6	4	4	3	5	4	3	3	4	89
Bosnia and Herzegovina	7	4	4	3	2	3	4	2	1	79
Montenegro	9	6	1	4	3	4	4	1	1	49
North Macedonia	13	7	7	5	4	1	8	3	1	63
Serbia	5	1	5	1	1	0	1	1	3	86
Turkiye	13	6	12	4	4	3	5	1	0	71

- data missing
Source: Eurostat (online data code: isoc_ec_iprb21)

eurostat

Table 5: Problems encountered while purchasing online, 2025 Source: Eurostat (isoc_ec_iprb21)

Data sources

The data in this article are based on the results of annual surveys on ICT usage in households and by individuals. Data were aggregated from micro data transmitted by all EU Member States and some non-EU countries (Norway, Montenegro, North Macedonia, Serbia, Türkiye, Kosovo¹ and Bosnia and Herzegovina). Researchers can apply for access to the micro data.

The 2025 survey results are based on responses from around 172 thousands households in the EU having at least 1 person aged 16-74 years, and around 330 thousands individuals in the EU aged 16-74 years. Individuals were asked about the last time they used the internet, how often they used it, internet activities, activities related to e-government, e-commerce and activities related to Internet of Things. An online buyer is defined as an individual who bought or ordered goods or services on-line during the last 3 months or the last 12 months prior to the survey.

Most countries collected data in the second quarter of 2025. The results above refer to individuals' behaviour during the last 3 months or 12 months prior to the survey.

Levels of education are defined according to [ISCED](#) -2011 as follows: high (tertiary, ISCED 5, 6, 7 or 8); medium (upper secondary and post-secondary non-tertiary, ISCED 3 or 4); low (at most lower secondary, ISCED 0, 1 or 2).

Source data for tables and graphs

- [E-commerce statistics for individuals - graphs and tables](#)

Context

The Commission motivated the interest to develop e-commerce in the [Directive 2000/31/EC](#) on electronic commerce early in 2000: "The development of electronic commerce within the information society offers significant employment opportunities in the Community, particularly in small and medium-sized enterprises, and will stimulate economic growth and investment in innovation by European companies, and also enhance the competitiveness of European industry, provided that everyone has access to the Internet".

For this Directive, "Information society services span a wide range of economic activities which take place online; these activities can, in particular, consist of selling goods online".

Data on the use of ICT in households and by individuals appears as well among the monitoring indicators of the [Consumer Conditions Scoreboard](#) and the [European Skills Agenda](#) .

Other links:

- [A Digital Single Market Strategy for Europe COM\(2015\) 192 final](#)

Footnotes

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Database

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¹This designation is without prejudice to positions on status and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

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