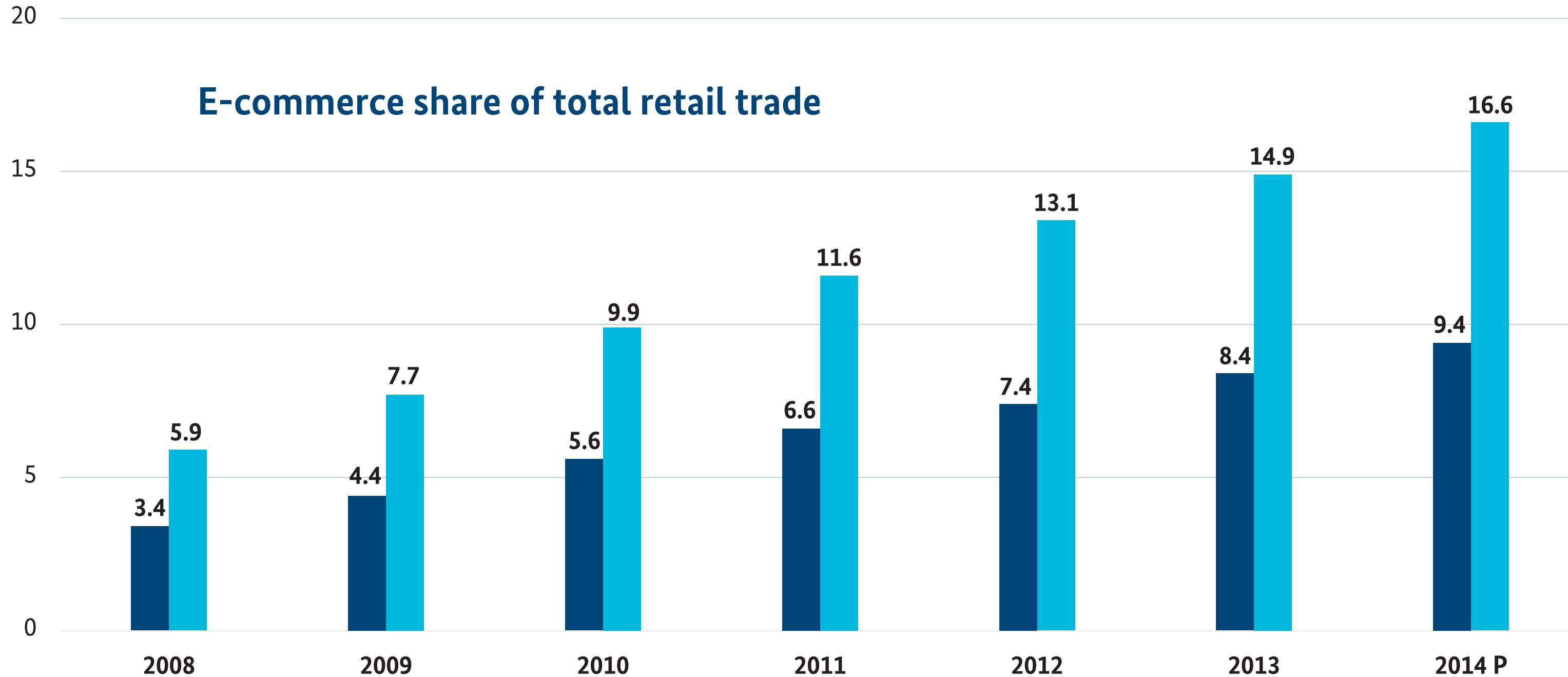


The impact of the digital transformation on retail trade

E-commerce share of retail trade (in per cent) – leads to some players being pushed out of the market

E-commerce share of total retail trade



■ E-commerce share of retail turnover based on HDE data

■ E-commerce share of retail turnover based on HDE data, excluding FMCG

Source: IFH Köln, Branchenreport Online-Handel, 2014