



POLITECNICO
MILANO 1863

SCHOOL OF MANAGEMENT



L'eCommerce B2c in Italia: le prime evidenze per il 2017

Osservatorio eCommerce B2c

Netcomm - School of Management Politecnico di Milano

10.05.17



Oggetto della stima:

Domanda

Acquisti online di prodotti e servizi (no home banking, gambling e download contenuti) da clienti italiani su siti eCommerce (italiani e stranieri)



Offerta

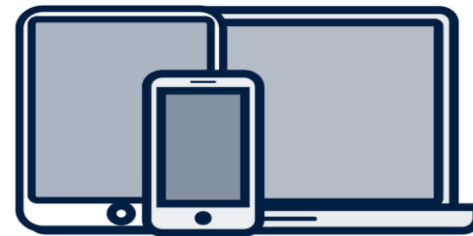
Vendite online di prodotti e servizi da siti eCommerce con operatività in Italia a consumatori finali (sia italiani che stranieri)



L'agenda



Domanda



Canali



Offerta

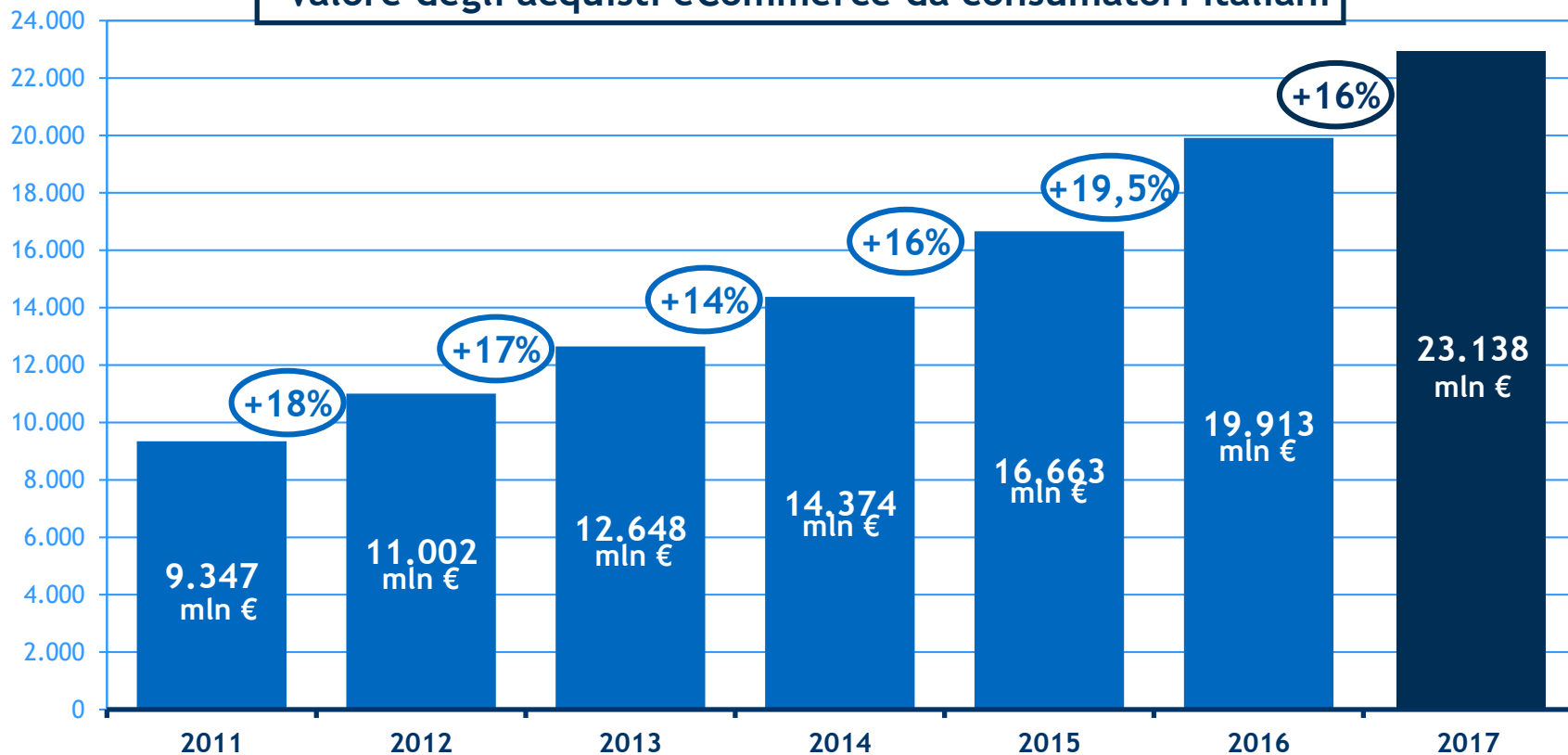


Export

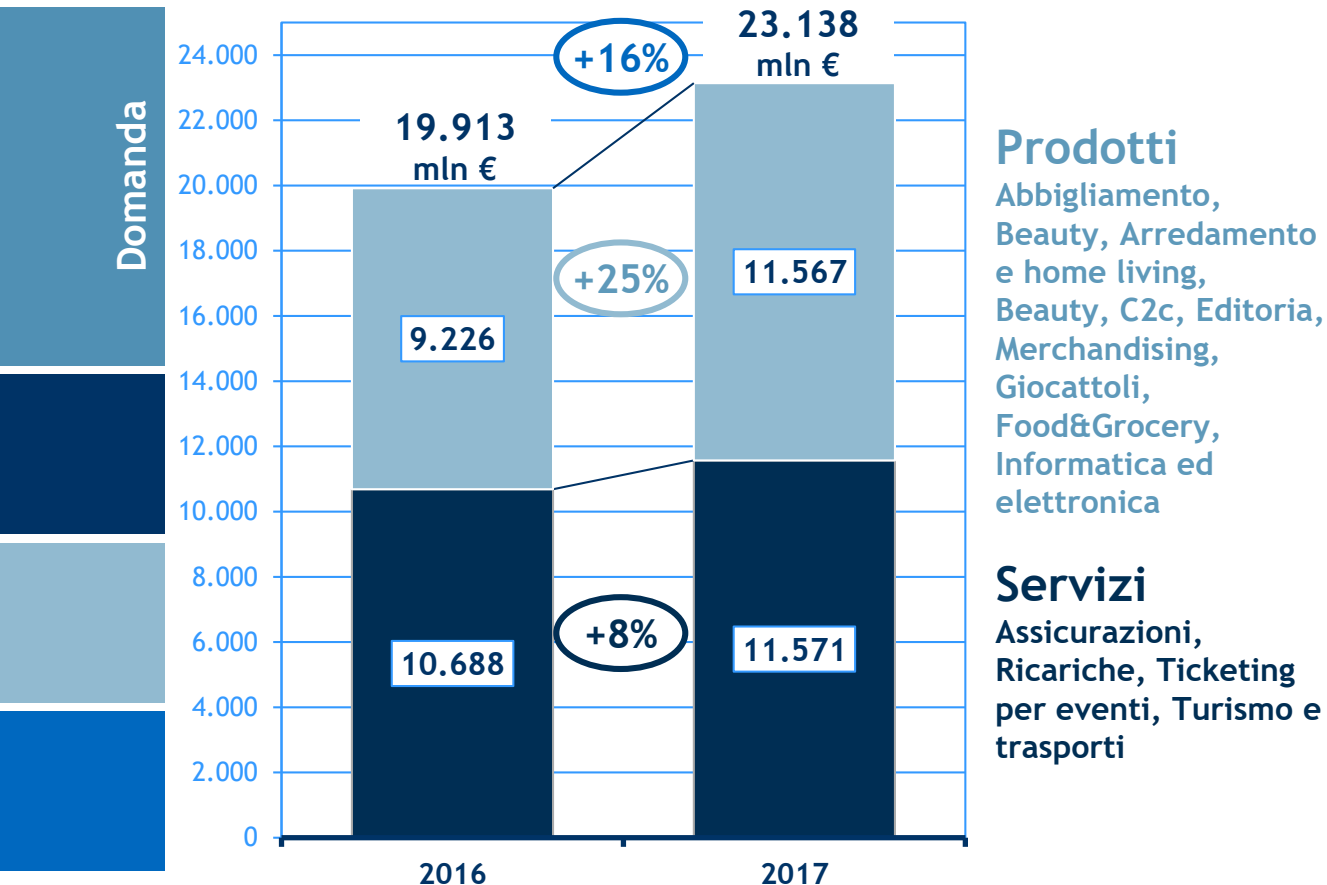
La domanda eCommerce B2c

Valore degli acquisti eCommerce da consumatori italiani

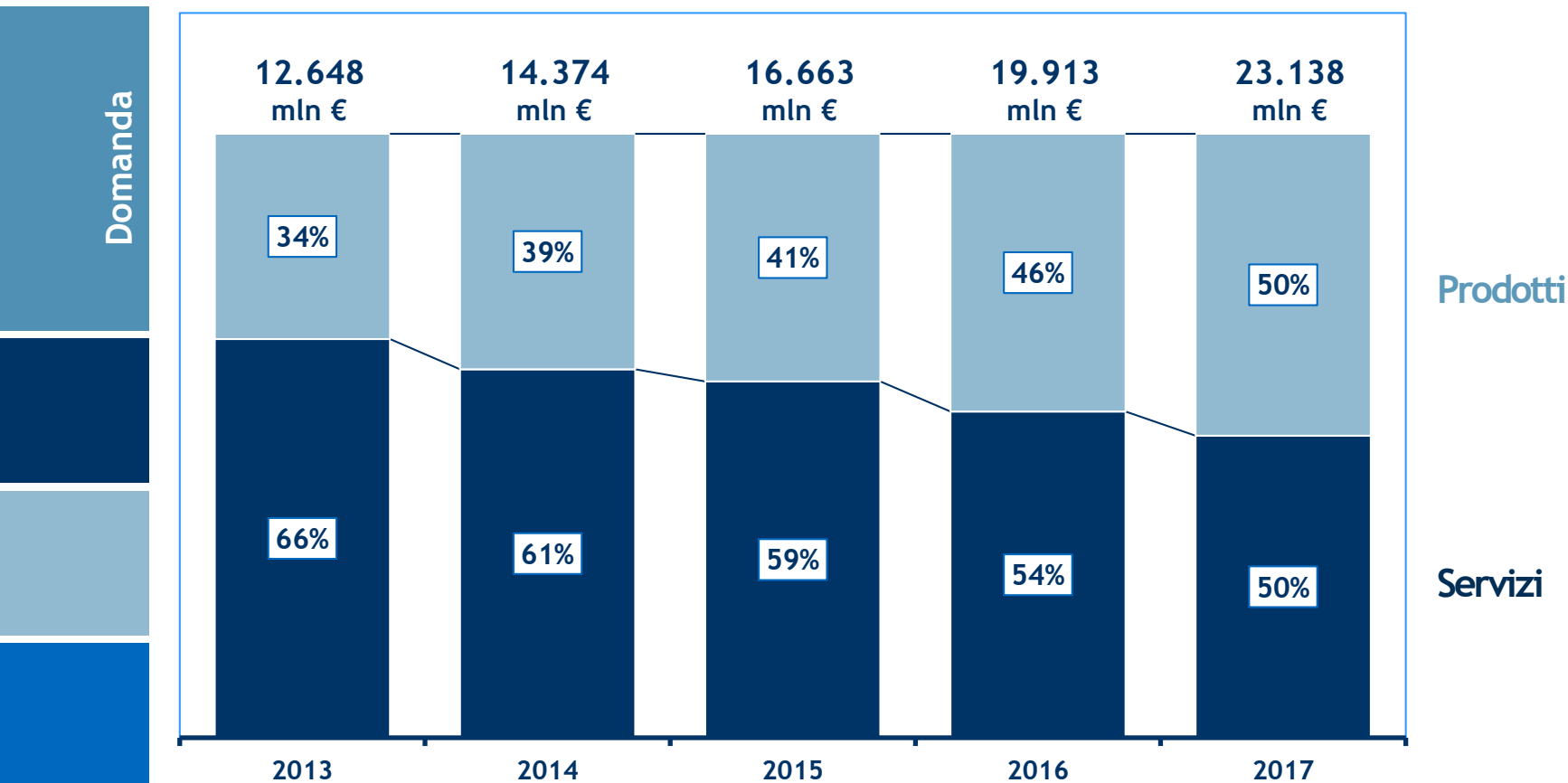
Domanda



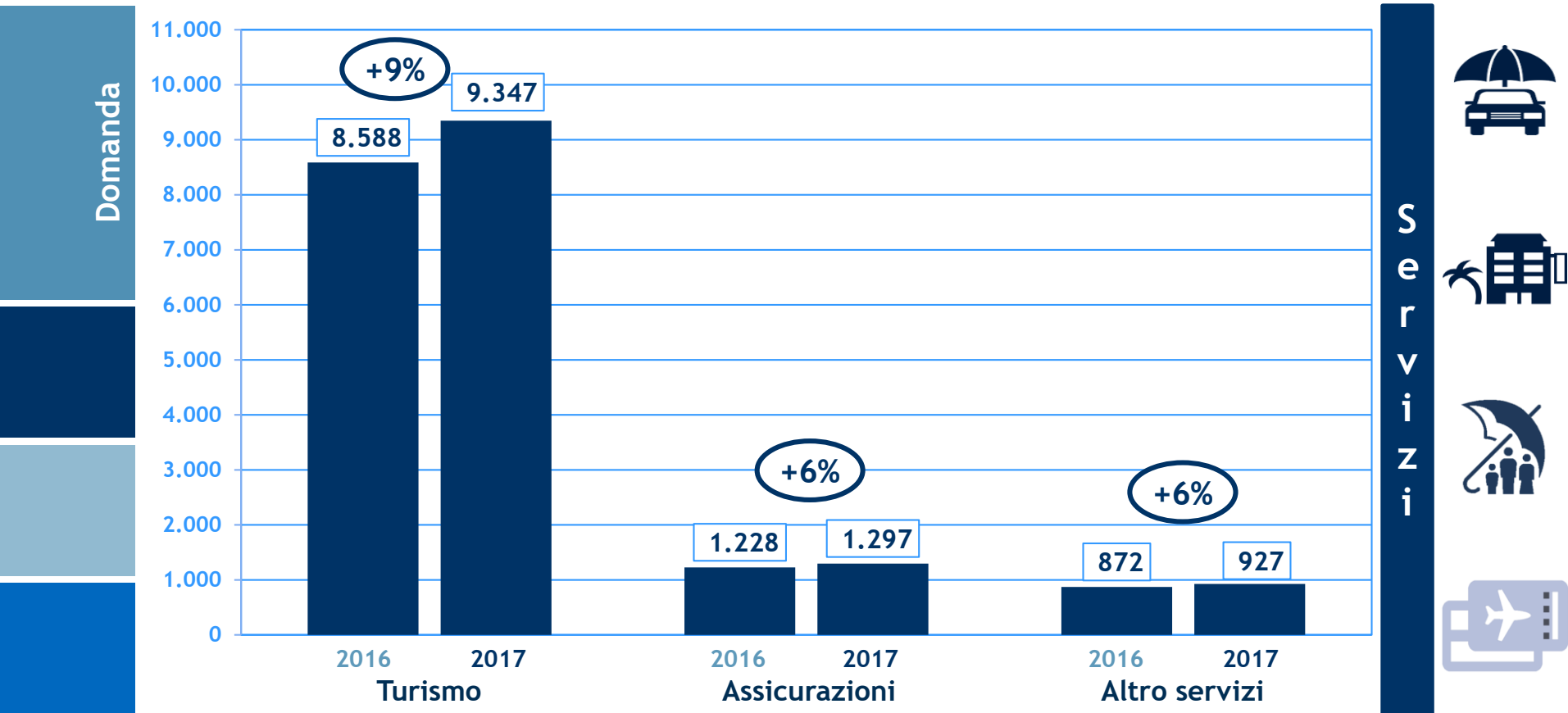
La domanda eCommerce tra Prodotti e Servizi



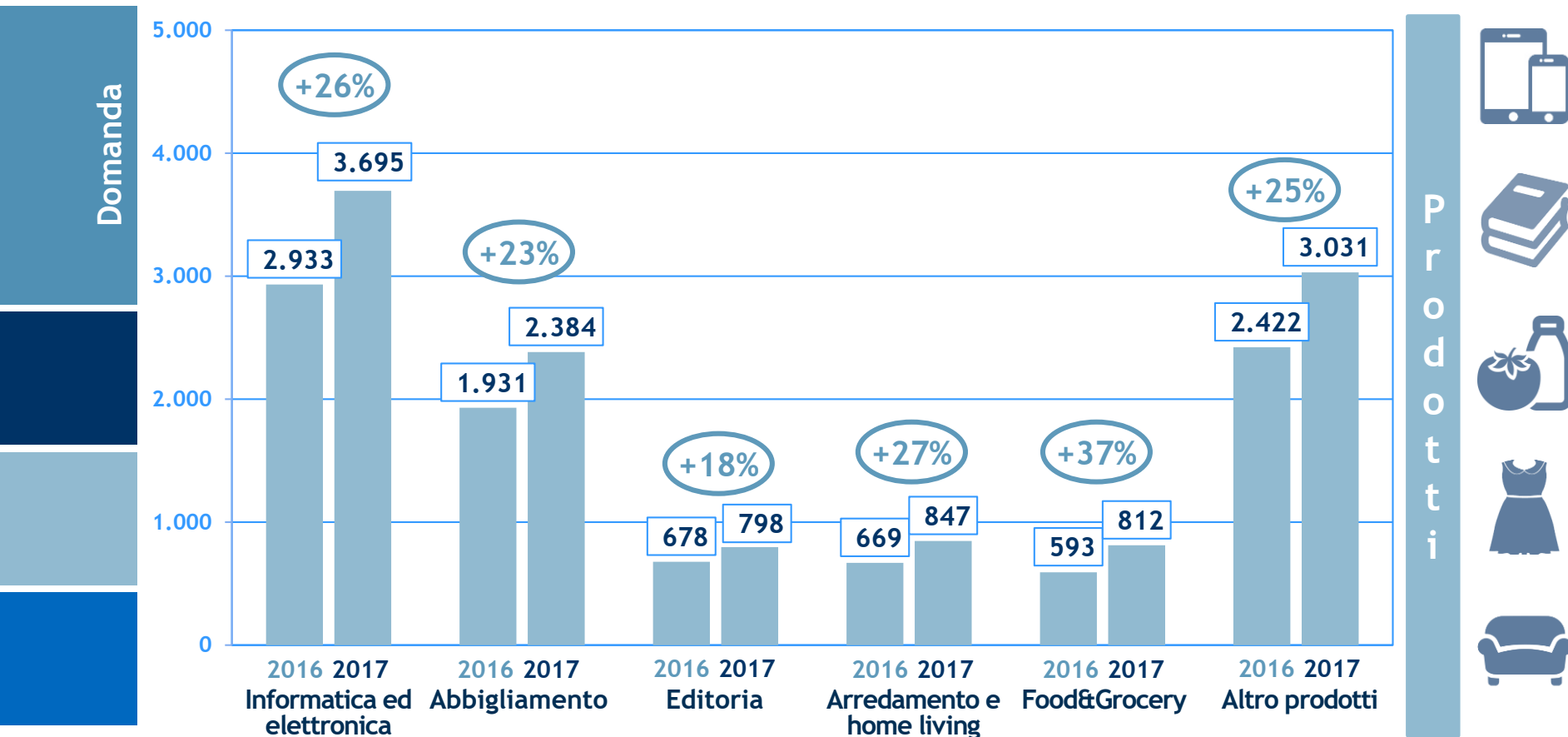
La domanda eCommerce tra Prodotti e Servizi



La domanda eCommerce per comparto merceologico



La domanda eCommerce per comparto merceologico



I tassi di penetrazione online

Domanda

Tasso penetrazione online 2017



Tassi penetrazione Prodotti-Servizi 2017

Servizi

9 %
del totale Retail

Prodotti

4 %
del totale Retail

Tassi penetrazione per comparto 2017

Servizi



Turismo

32%



Assicurazioni

5%

Prodotti



Informatica

21%



Editoria

10%



Abbigliamento

7%



Arredamento

4%



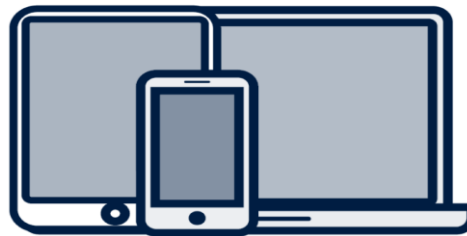
Food&Grocery

0,5%

L'agenda



Domanda



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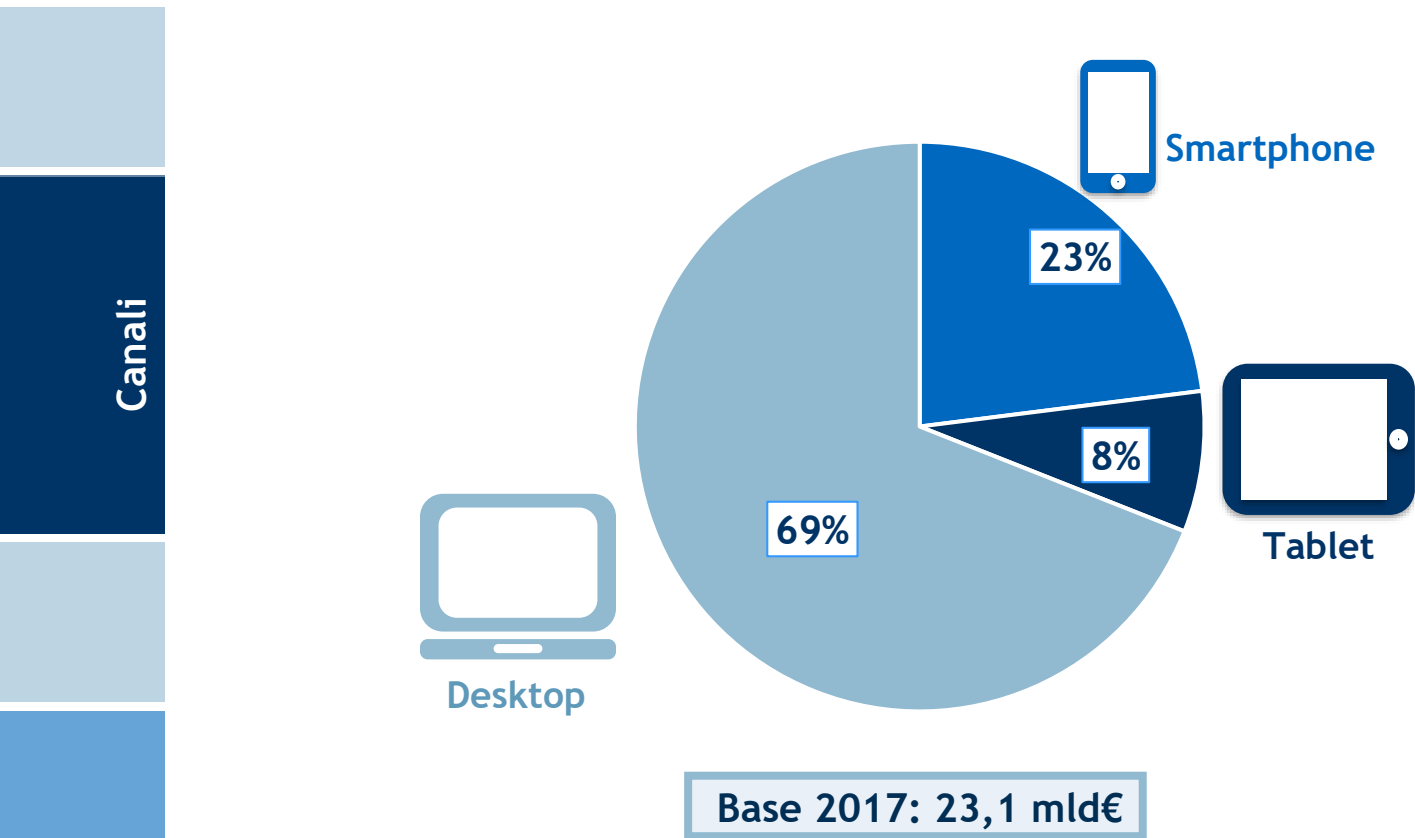


Offerta

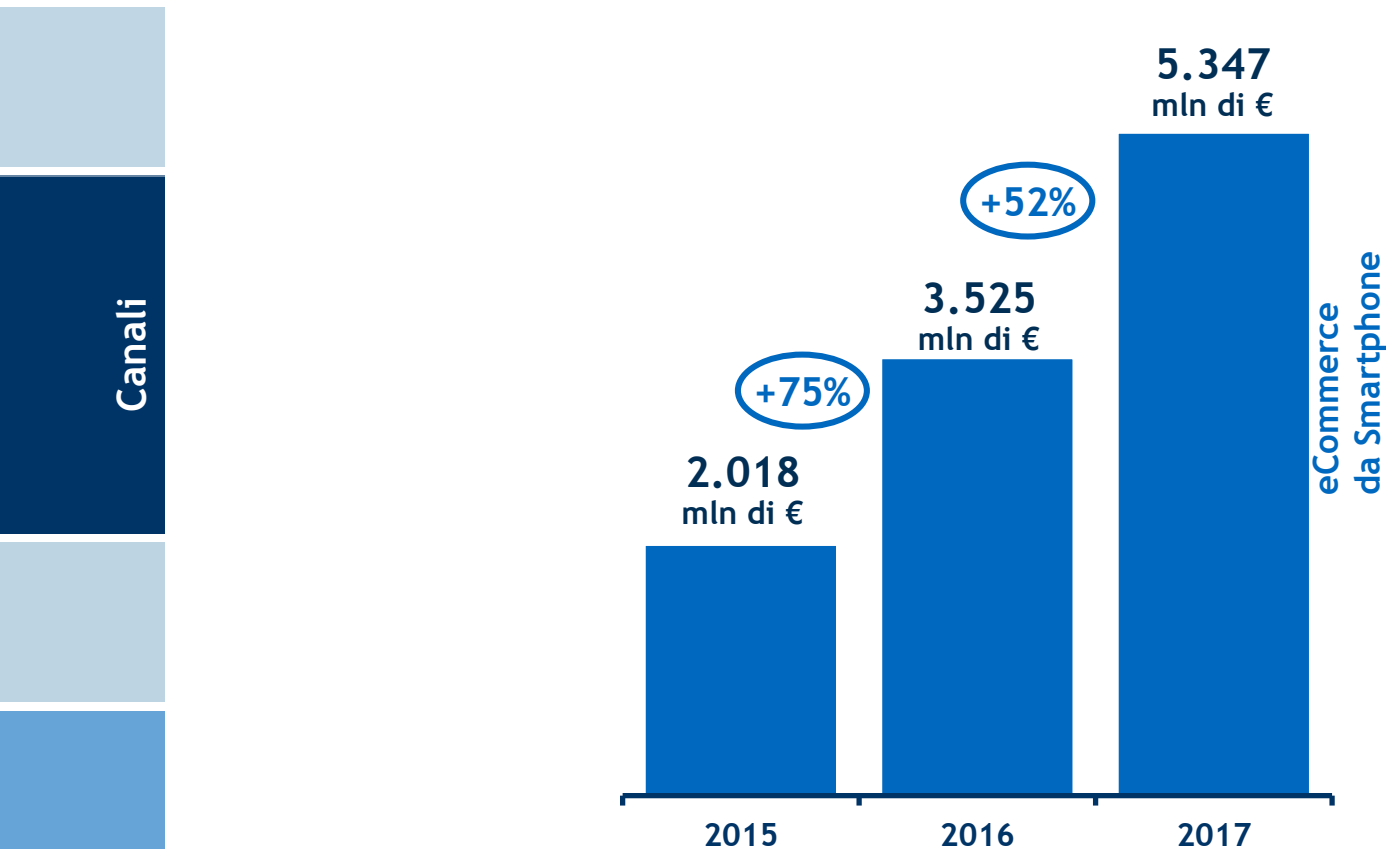


Export

La domanda eCommerce per device



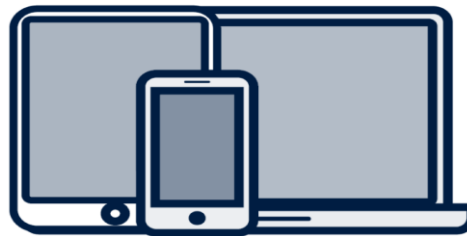
La domanda eCommerce da Smartphone



L'agenda



Domanda



Canali

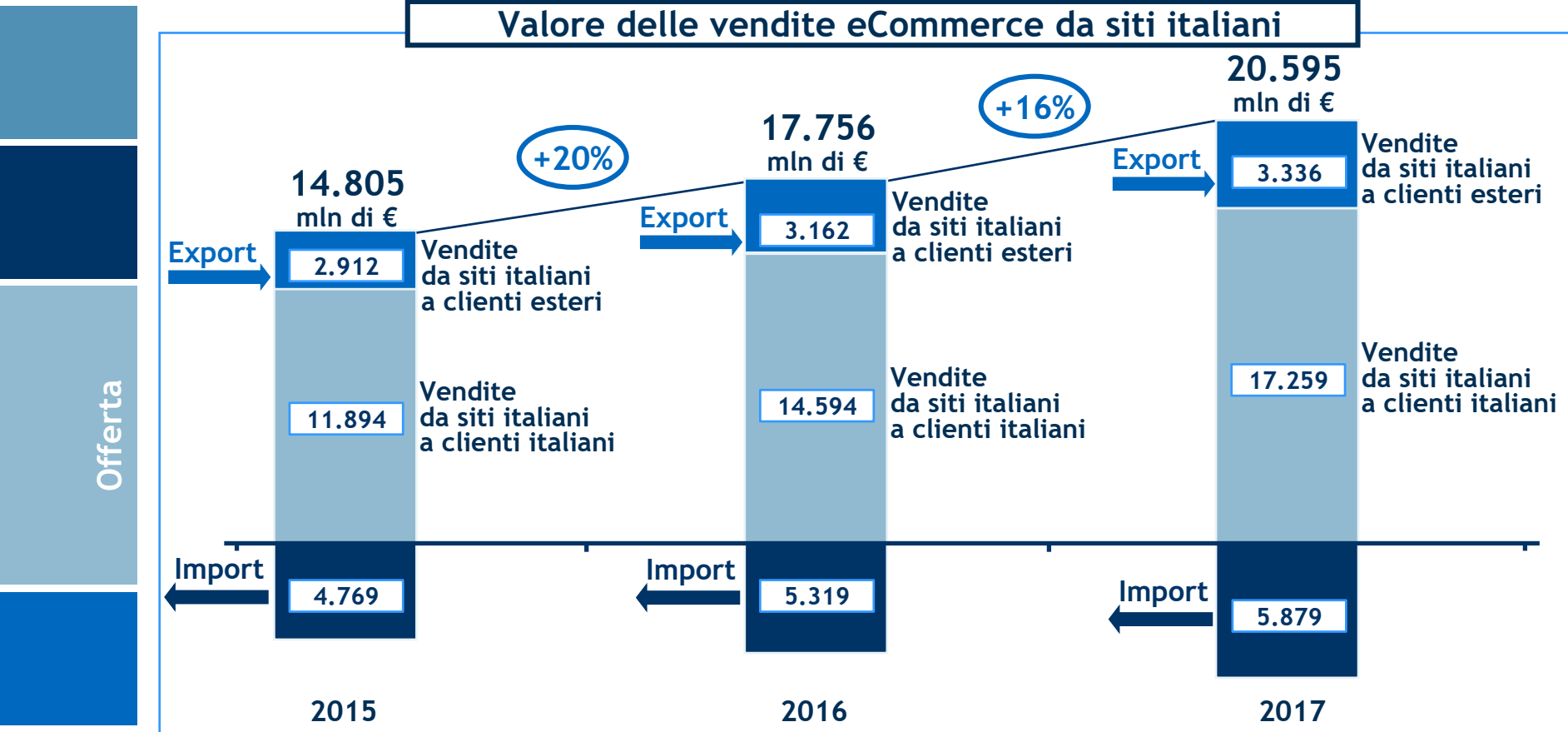


Offerta



Export

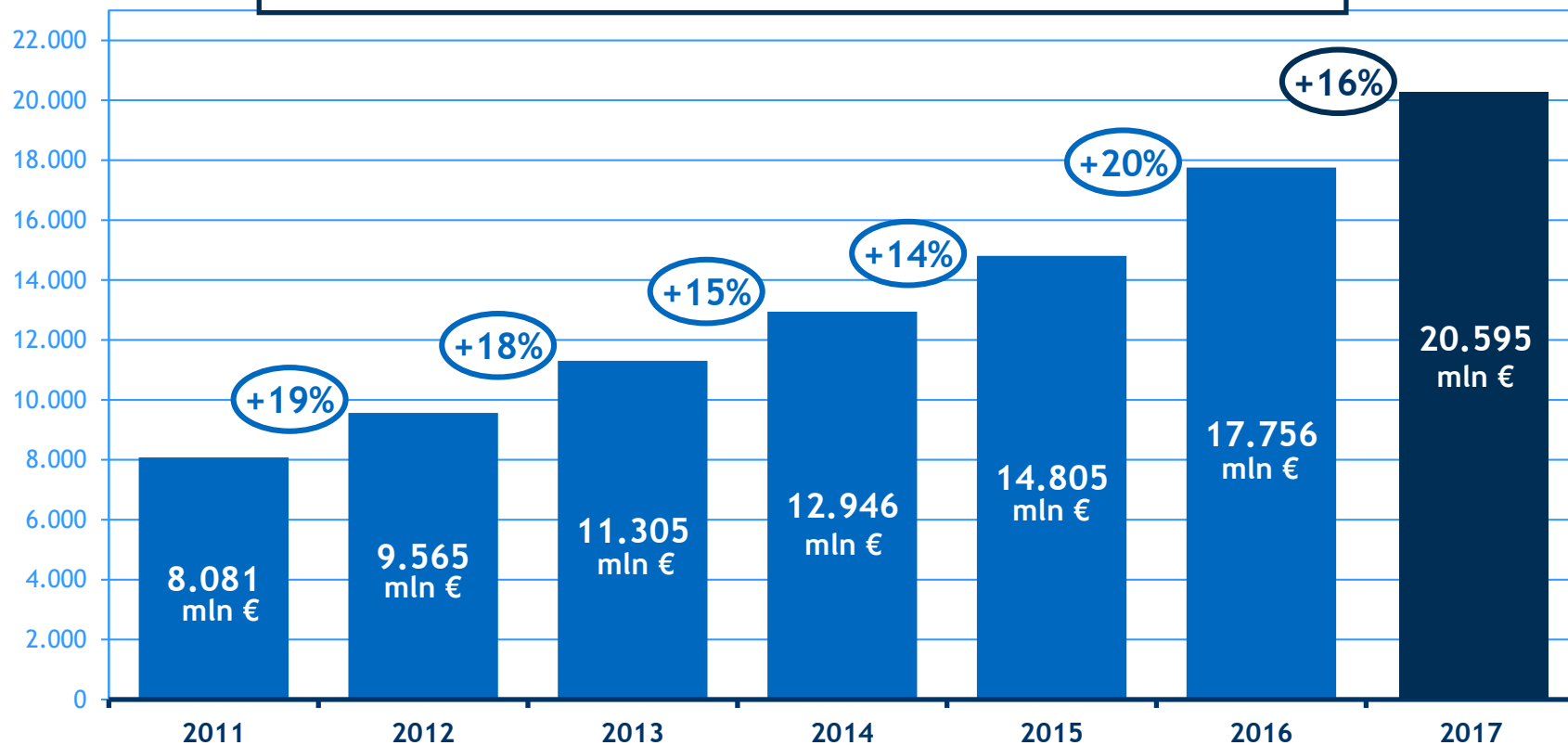
Le componenti dell'eCommerce B2c



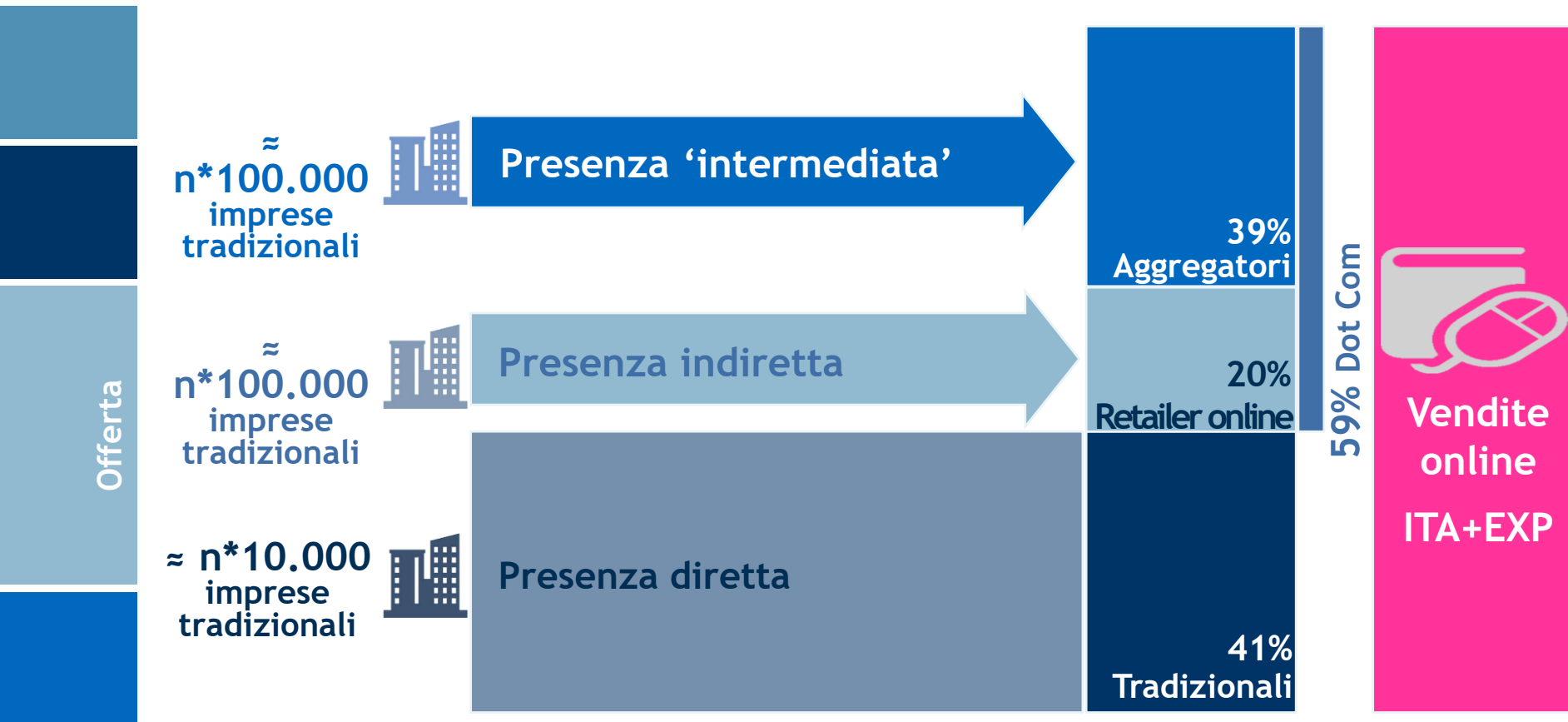
Le vendite eCommerce B2c

Valore delle vendite eCommerce da siti italiani

Offerta



La presenza online delle imprese tradizionali





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