



More than half of individuals aged 16–74 purchased online

Online purchases, Slovenia, 2018

51% of individuals aged 16–74 years purchased online in the period of 12 months. Online shopping is increasing in all age groups. More than three quarters of e-buyers purchased from online sellers in Slovenia.

In the first quarter of 2018, 81% of individuals aged 16–74 years used the Internet in the last 12 months. These individuals used among others the Internet also for online shopping, which enables simple and quick purchase of products or services even beyond the borders of Slovenia, without the need for running through stores. Enterprises are also aware of the importance of online shopping as they can gain access to new markets in this way. [In 2017, 21% of enterprises in Slovenia with at least 10 persons employed generated part of their turnover via web sales.](#)

Over half of 16–74-year-olds purchased online in the period of 12 months

51% of individuals aged 16–74 years purchased online (bought or ordered product or a service) in the period of 12 months (from April 2017 to March 2018) (46%; 2017); 53% men and 48% women (45% men and 47% women in 2017). The share of individuals who purchased online in this period increased in all age groups. The majority of e-buyers were among 25–34-year-olds (77%), followed by 16–24-year-olds (71%), 35–44-year-olds (66%), 45–54-year-olds (50%), 55–64-year-olds (26%) and 65–74-year-olds (17%).

The share of 16–74-year-olds who purchased online in the period of 12 months more than doubled in the last ten years.

Women purchase more often clothes, food or groceries and men household goods, computer hardware or electronic equipment online

As in the previous year, e-buyers aged 16–74 years purchased over the Internet in the period of 12 months most often clothes, sport goods or shoes (46%); 39% of male and 55% of female e-buyers. 35% purchased household goods, e.g. household appliances, furniture, etc. (44% of male and 25% of female e-buyers), 21% food or groceries, where there are more female e-buyers (29%) than male (14%), 16% medicine, food supplements, e.g. vitamins (11% of male and 20% of female e-buyers), 15% computer hardware (23% of male and 6% of female e-buyers), 13% electronic equipment (19% of male and 7% of female e-buyers) or books, magazines, newspapers in printed or electronic form (11% of male and 16% of female e-buyers).

32% of e-buyers booked or arranged holiday accommodation, e.g. in hotels, apartments over the Internet (27% of male and 37% of female e-buyers), 23% purchased tickets for various events online, e.g. for concerts, movies, etc. (21% of male and 25% of female e-buyers) and 13% purchased plane tickets, hired or arranged transport (14% of male and 13% of female e-buyers).

Male e-buyers purchase more often from online sellers from abroad

As in the previous year, the majority of e-buyers in the period of 12 months purchased from online sellers in Slovenia (76%; 77% in 2017). The share of e-buyers who purchase online from online sellers in other EU Member States decreased (43%: 48% in 2017) and the share of online purchases from sellers from the rest of the world increased (31%: 28% in 2017). The country of origin of the online seller was unknown to 2% of e-buyers.

The review by the sex of the e-buyers shows that male e-buyers purchase more often from online sellers in

other EU Member States (47%) than female e-buyers (38%) and from online sellers in the rest of the world (35% of male and 27% of female e-buyers). 80% of female and 72% of male e-buyers purchased from online sellers in Slovenia.

The number and estimated value of online purchases in the period of three months

Men made more online purchases in the period of three months

39% of individuals aged 16–74 years purchased online in the first quarter of 2018 (35% in 2017). The majority of these e-buyers made in this period 1–2 purchases online (51%; 47% in 2017), 33% 3–5 online purchases (36% in 2017), 9% 6–10 online purchases (12% in 2017) and 7% more than 10 online purchases (5% in 2017).

As regards sex, 53% of female e-buyers and 49% of male e-buyers made 1–2 online purchases. 31% of female and 35% of male e-buyers made 3–5 online purchases, 8% of female and 11% of male e-buyers 6–10 online purchases and 8% of female and 6% of male e-buyers more than 10 online purchases.

Estimated value of online purchases was in the period of three months between less than EUR 50 or between EUR 50 and EUR 99

The most frequently estimated value of online purchases (in the period of three months) was in total less than EUR 50 or between EUR 50 and EUR 99 (31%). 28% of e-buyers made online purchases in the value between EUR 100 and EUR 499, 6% between EUR 500 and EUR 999 and 2% EUR 1,000 or more. 2% of e-buyers could not estimate the value of their online purchases.

Male e-buyers most often made in this period online purchases the estimated value of which was between EUR 50 and EUR 99 (31%). 29% of male e-buyers made online purchases where the estimated value was less than EUR 50, 27% between EUR 100 and EUR 499, 8% between EUR 500 and EUR 999 and 3% EUR 1,000 or more.

Female e-buyers most often made online purchases the estimated value of which was less than EUR 50 (34%). 30% of female e-buyers made online purchases where the estimated value was between EUR 50 and EUR 99 and between EUR 100 and EUR 499, 4% between EUR 500 and EUR 999 and 1% EUR 1,000 or more.

How many e-buyers purchased individual products or services in the period of 12 months in 2018?



How many e-buyers were in individual age groups?



Source: SURS

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Methodological note

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