

# TABLE 1: RANKING OF ONLINE RETAIL: SCALE AND POTENTIAL

OVERALL	COUNTRY	MARKET SIZE	INFRASTRUCTURE
1	United Kingdom	2	9
2	USA	1	15
3	Germany	4	14
4	France	3	16
5	Netherlands	9	5
6	South Korea	7	12
7	Japan	5	17
8	Switzerland	14	4
9	Finland	20	3
10	Sweden	16	6
11	Denmark	15	7
12	Canada	13	10
13	Norway	18	11
14	Australia	12	19
15	Belgium	19	20
16	Taiwan	25	13
17	Hong Kong	35	2
18	China	6	31
19	Singapore	40	1
20	Austria	26	18
21	Brazil	11	27
22	Italy	10	28
23	Ireland	23	23
24	Luxembourg	37	8
25	New Zealand	30	21
26	Russia	8	41
27	Turkey	21	33
28	Poland	17	37
29	Spain	27	29
30	Chile	31	26
31	Argentina	22	38
32	Portugal	34	25
33	Czech Republic	29	34
34	Malaysia	45	22
35	Mexico	24	45
36	Israel	38	30
37	Hungary	32	39
38	Slovakia	36	36
39	United Arab Emirates	48	24
40	South Africa	41	35
41	Slovenia	44	32
42	India	28	49
43	Greece	43	43
44	Thailand	42	44
45	Colombia	33	47
46	Peru	47	42
47	Indonesia	39	50
48	Philippines	46	46
49	Bulgaria	50	40
50	Romania	49	48