



Euromonitor  
International

# Retail E-Commerce in the United Kingdom

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## Retail E-Commerce in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail e-commerce returns to positive growth in 2023  
Amazon records marginal growth as marketplace model gains further traction  
The rise of TikTok Shop Marketplace in the UK

#### PROSPECTS AND OPPORTUNITIES

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