



**Euromonitor  
International**

# Retail E-Commerce in the United Kingdom

April 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail e-commerce maintains positive trajectory in 2024
- Evolving competitive landscape of retail e-commerce in the UK
- S-commerce growth fuels TikTok Shop Marketplace's continued surge in 2024

PROSPECTS AND OPPORTUNITIES

- Retail e-commerce set to remain on strong growth path over forecast period
- The rise of s-commerce and m-commerce to further drive retail e-commerce growth
- Conscious shopping and price-sensitivity likely to positively influence retail e-commerce over forecast period

CHANNEL DATA

- Table 1 - Retail E-Commerce by Channel: Value 2019-2024
- Table 2 - Retail E-Commerce by Channel: % Value Growth 2019-2024
- Table 3 - Retail E-Commerce by Product: Value 2019-2024
- Table 4 - Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 5 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 7 - Forecast Retail E-Commerce by Channel: Value 2024-2029
- Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029
- Table 9 - Forecast Retail E-Commerce by Product: Value 2024-2029
- Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

Retail in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Value-driven shopping continues to reshape UK retail landscape
- Retail e-commerce thrives on convenience and competitive pricing
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Valentine's Day
- International Women's Day
- Easter
- Back-to-school
- Black Friday
- Christmas

MARKET DATA

- Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 13 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 14 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 15 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 17 - Sales in Retail E-Commerce by Product: Value 2019-2024

Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 21 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 23 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 31 - Retail GBO Company Shares: % Value 2020-2024

Table 32 - Retail GBN Brand Shares: % Value 2021-2024

Table 33 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 34 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 35 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 36 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 38 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 46 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 48 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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