



is the European trade organisation representing all aspects of multi-channel distance selling, *on- and offline*.

With 23 national member associations, EMOTA represents nearly 2500 companies across Europe.

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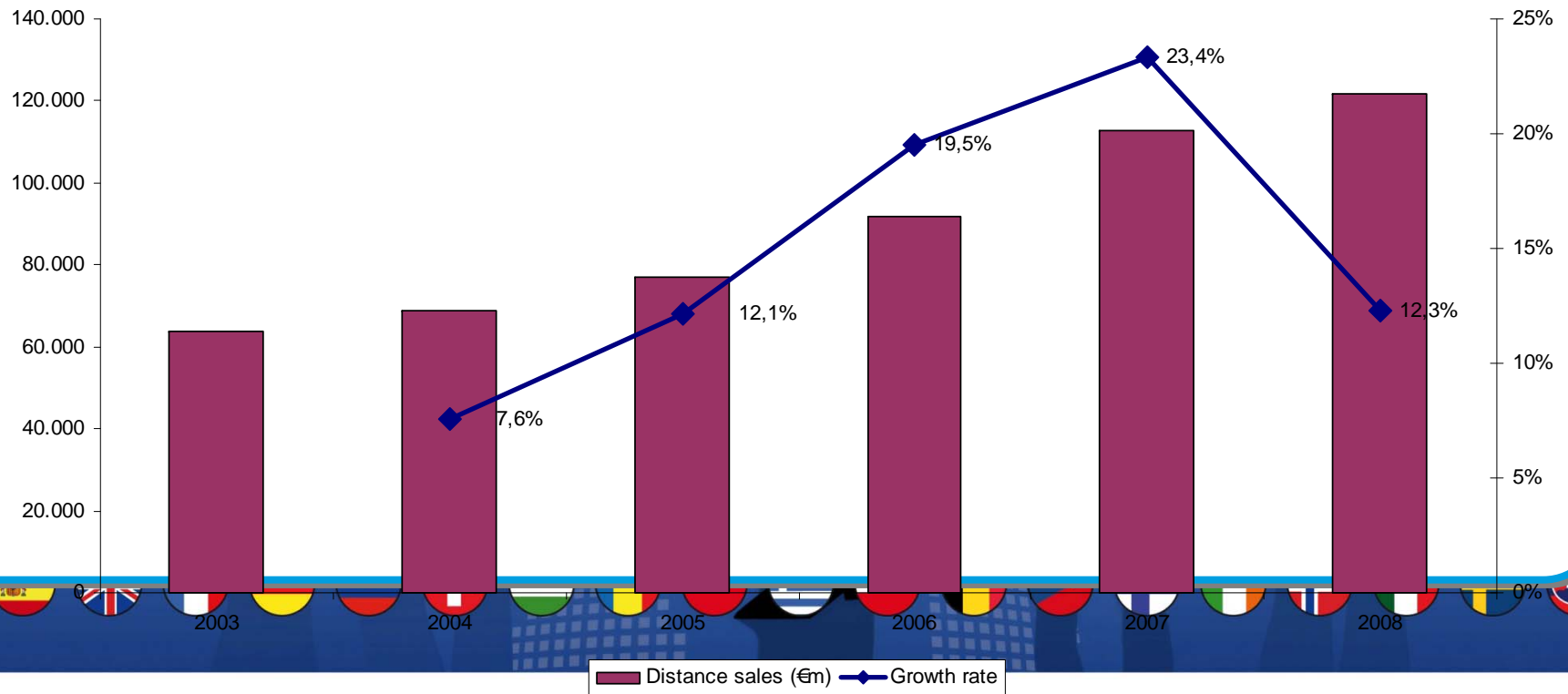
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# Distance Sales growth rate in Europe still at 12.3% for 2008, despite of crisis

Source: EMOTA - 2008 figures

Growth rate of Distant Sales in Europe (with fixed exchange rate)



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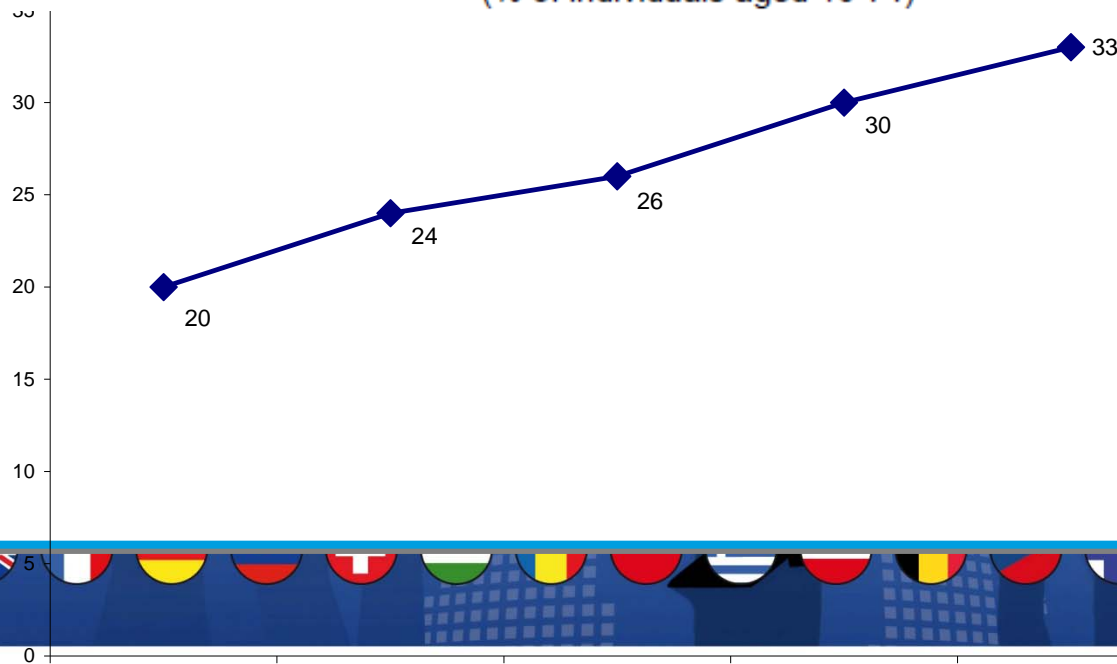
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# Online sales in the EU have risen from 20% to 33% within 4 years

Source: Eurostat

**Individuals having bought or ordered goods or services for private use over the Internet**  
(% of individuals aged 16-74)



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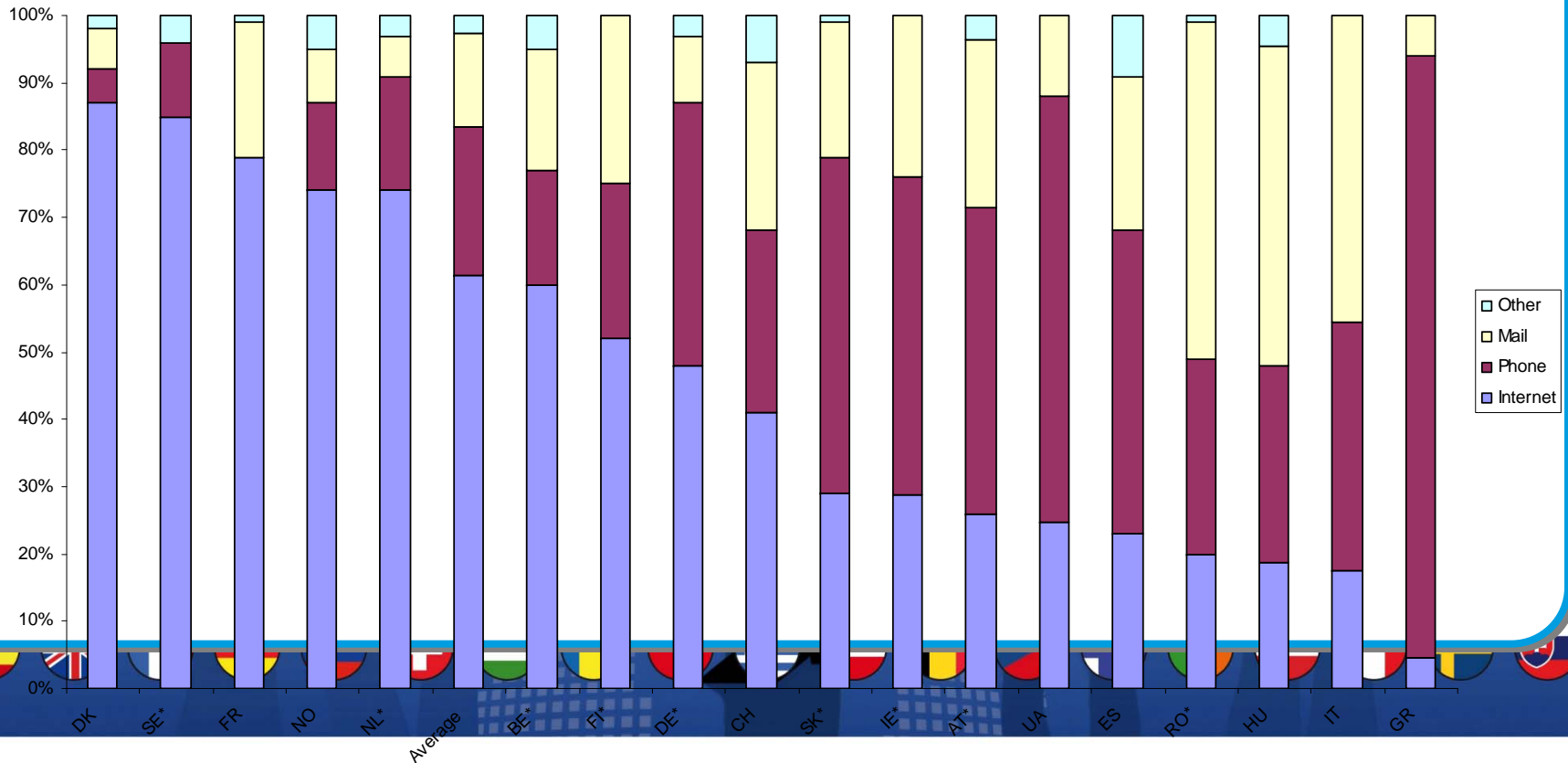
2008

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# The internet becomes the dominant distance sales channel

Source: EMOTA – 2008



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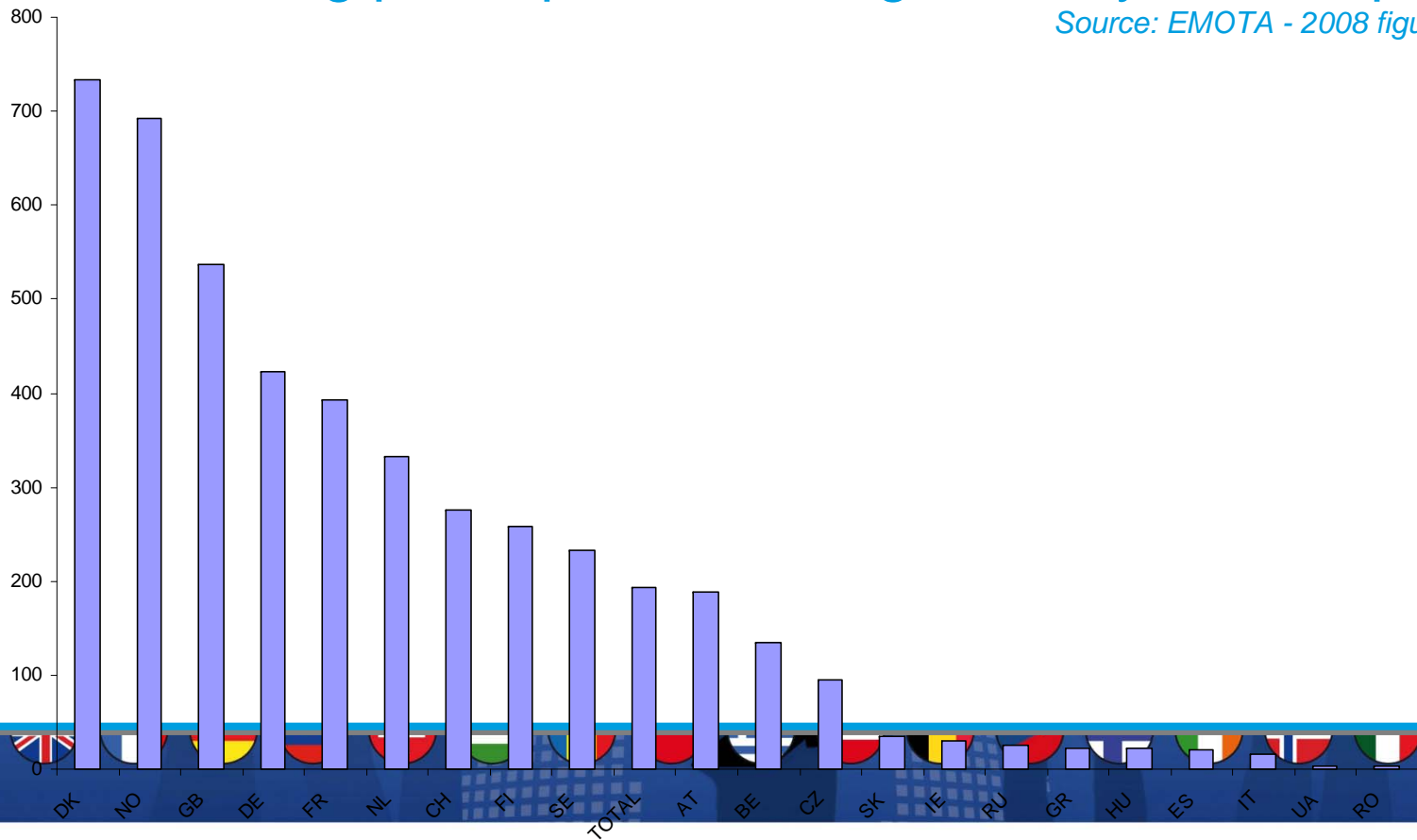


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# Distance selling per capita varies significantly in Europe

Source: EMOTA - 2008 figures



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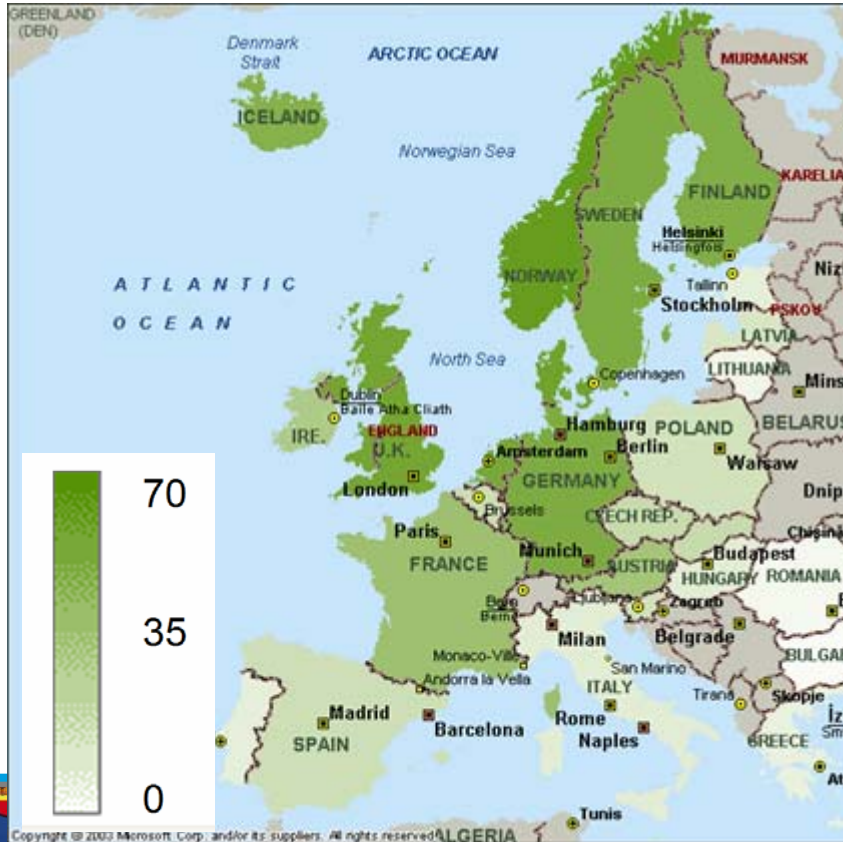


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# Share of internet sales is higher in Northern Europe

Source: Eurostat - 2008 figures



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# The top 4 EU issues of relevance to distance selling

Review of European consumer protection legislation

Removal of barriers to cross-border sales in Europe

Review of European data protection legislation

Liberalisation of European postal markets



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