



Euromonitor
International

Retail E-Commerce in the United Kingdom

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Amazon Extends Prime Day, Transforming Shopping Habits and Boosting Marketplace Dominance

Chart 2 - Amazon'S Extended Prime Day Highlights the Growing Power of Marketplaces in the Uk

Tiktok Shop Local Turns Social Content into Direct Sales for Small Businesses

Chart 3 - Tiktok Shop Local Turns Social Content into a Sales Engine for Uk Small Businesses

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Temu Marketplace to Drive Growth as Value-Conscious Consumers Shift to Mobile and Social Commerce

Ai-Powered Personalisation and Sustainable Fulfilment to Drive Business Transformation

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Retail E-Commerce

Amazon Leverages Promotional Scale as Tiktok Shop Accelerates Share Gains

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in the United Kingdom - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Tesco Repositions Pricing to Counter Discounter Gains

Retail E-Commerce Sets a New Standard for Everyday Shopping

Tiktok Shop Drives Discovery-Commerce and Resets Retail Strategies

Chart 18 - Tiktok Shop Redefines Uk Online Retail as Social Commerce Goes Mainstream in 2025

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Amazon and Tiktok Shop Drive a Rapid Shift to Value and Convenience

Experiential Stores and Ai-Powered Journeys Reshape Shopping Missions

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 23 - Analyst Insight for Retail

Amazon'S Rapid Ascent and Lidl'S Expansion Reshape Competitive Balance

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

Chart 26 - Waitrose Unveils "Home of Food Lovers" – a Next Generation Experiential Grocery Concept

Chart 27 - B&Q Pioneers Click-And-Collect Marketplace to Streamline Omnichannel Shopping

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Valentine's Day

International Women's Day

Easter

Back-to-school

Black Friday

Christmas

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-the-united-kingdom/report.