

## NEXI 2022 EUROPEAN ECOMMERCE REPORT REVEALS TOP CONSUMER SHOPPING TRENDS

**Milan, 20 June 2023** – Consumer spending on travel grew 52% in 2022, according to new research conducted on behalf of Nexi, the European PayTech. Nexi's latest **ecommerce report** reveals a total indicative travel spend of over €175 billion in 2022, including €52 billion on hotels, almost €45 billion on flights and over €33 billion on charter and package trips. The travel sector accounted for 32% of overall ecommerce spending among the countries surveyed (Austria, Denmark, Finland, Germany, Italy, Norway, Sweden, Switzerland), with travellers in Italy and Germany accounting for 70% of the total spend. However, it was Austria and Finland that saw the largest year-on-year increases, with consumers indicating spending levels over 110% higher than the previous year.

The European survey of over 10,000 consumers also revealed that over two-thirds of consumers prefer to buy from local shops online, rather than shopping with foreign marketplaces. Consumers indicated they do so primarily (47%) because it feels good to support small / local businesses, while 29% indicated it is because it feels more personal or familiar. One in five (19%) signalled that they shop local because they do not support big global marketplaces.

This data was reported in the Nexi 2022 European Ecommerce Report, which reported that overall ecommerce spending grew by 11% in 2022, with physical goods having the highest share of spending (49%). This was followed by travel (32%) and then services (19%).

### Nexi

Nexi is Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Euronext Milan, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally, across a broad range of different payment channels and methods.

Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. [www.nexi.it/en](http://www.nexi.it/en)  
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