

57%



The digital
Route to market

A red Vespa scooter is parked on a sidewalk in front of a weathered building. The building features a prominent green double door with a small wooden mailbox mounted on the left door. To the right of the door, a potted plant with long, green, pointed leaves sits in a dark grey container. The scene is captured in a cinematic style with soft lighting.

Alle veje fører til
Rom...eller gør de?



Traffic



Reputation



Business



Presence



Customers



8.03
Billion



5.18
Billion



4.80
Billion

65%
vs. Population

60%
vs. Population

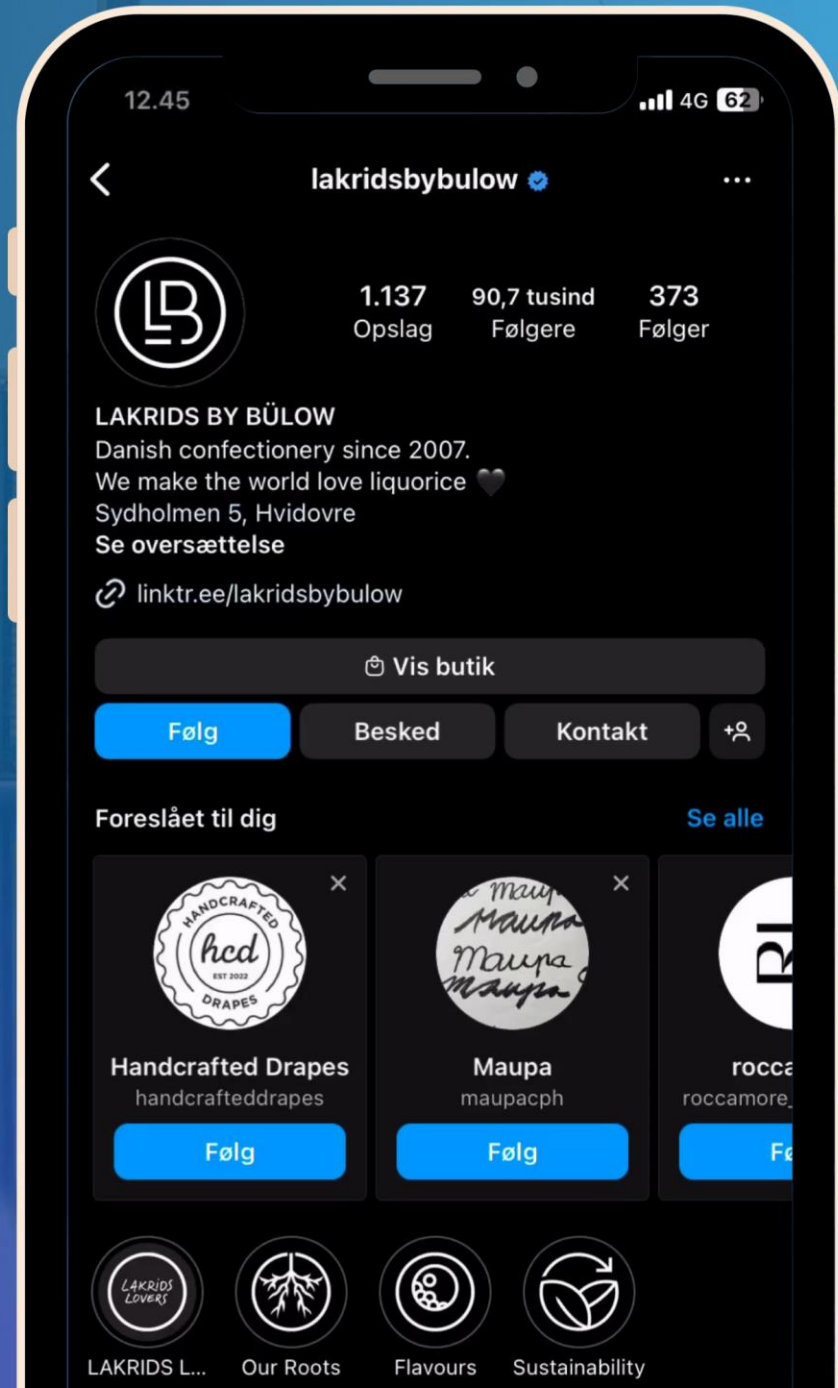
E commerce
electronic commerce



M commerce
mobile commerce



S commerce
social commerce





**1:
Revenue**

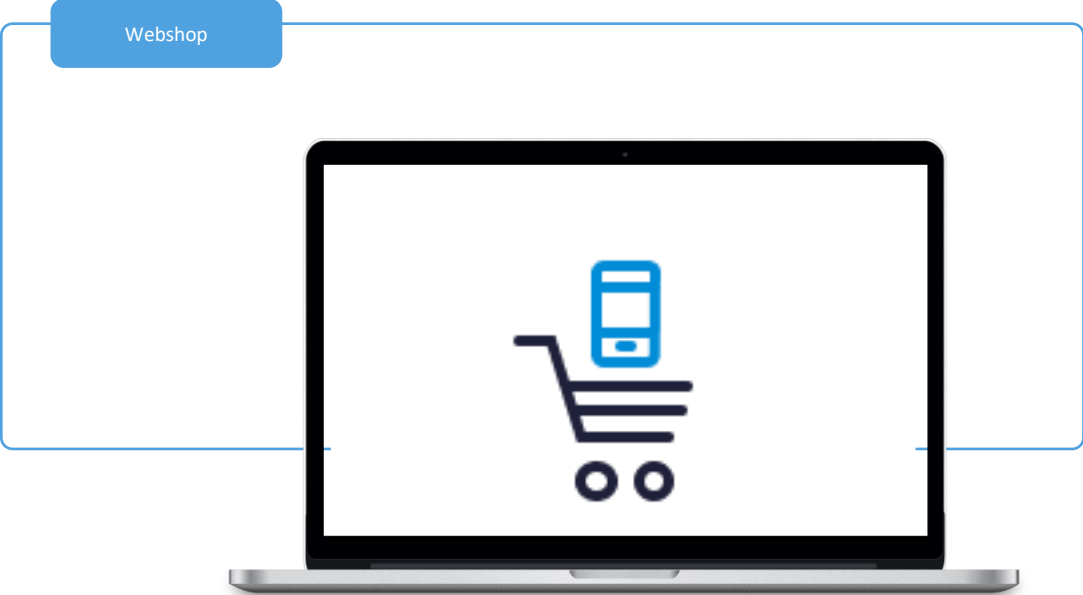
**2:
New customers**

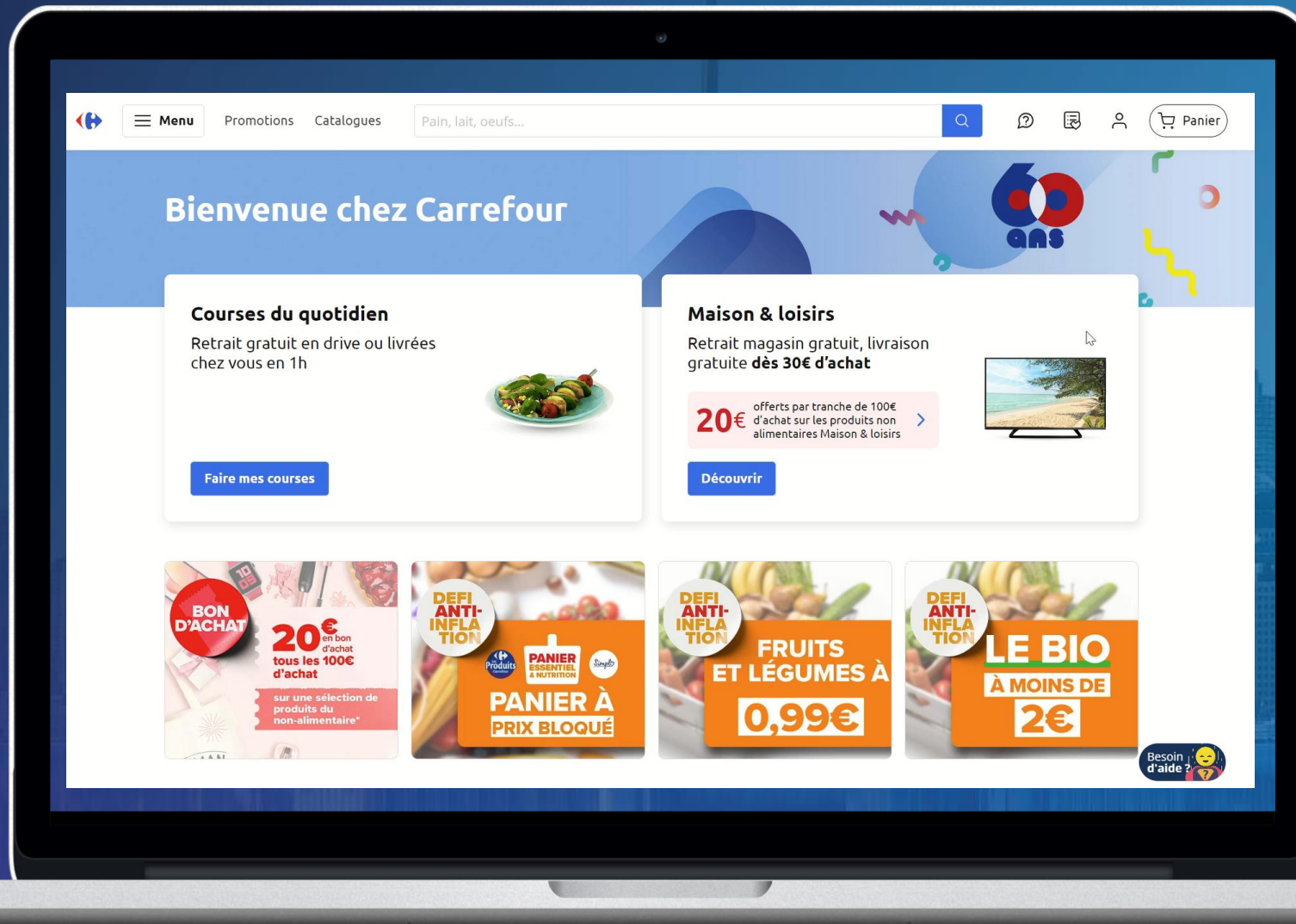


**3:
Efficiency**

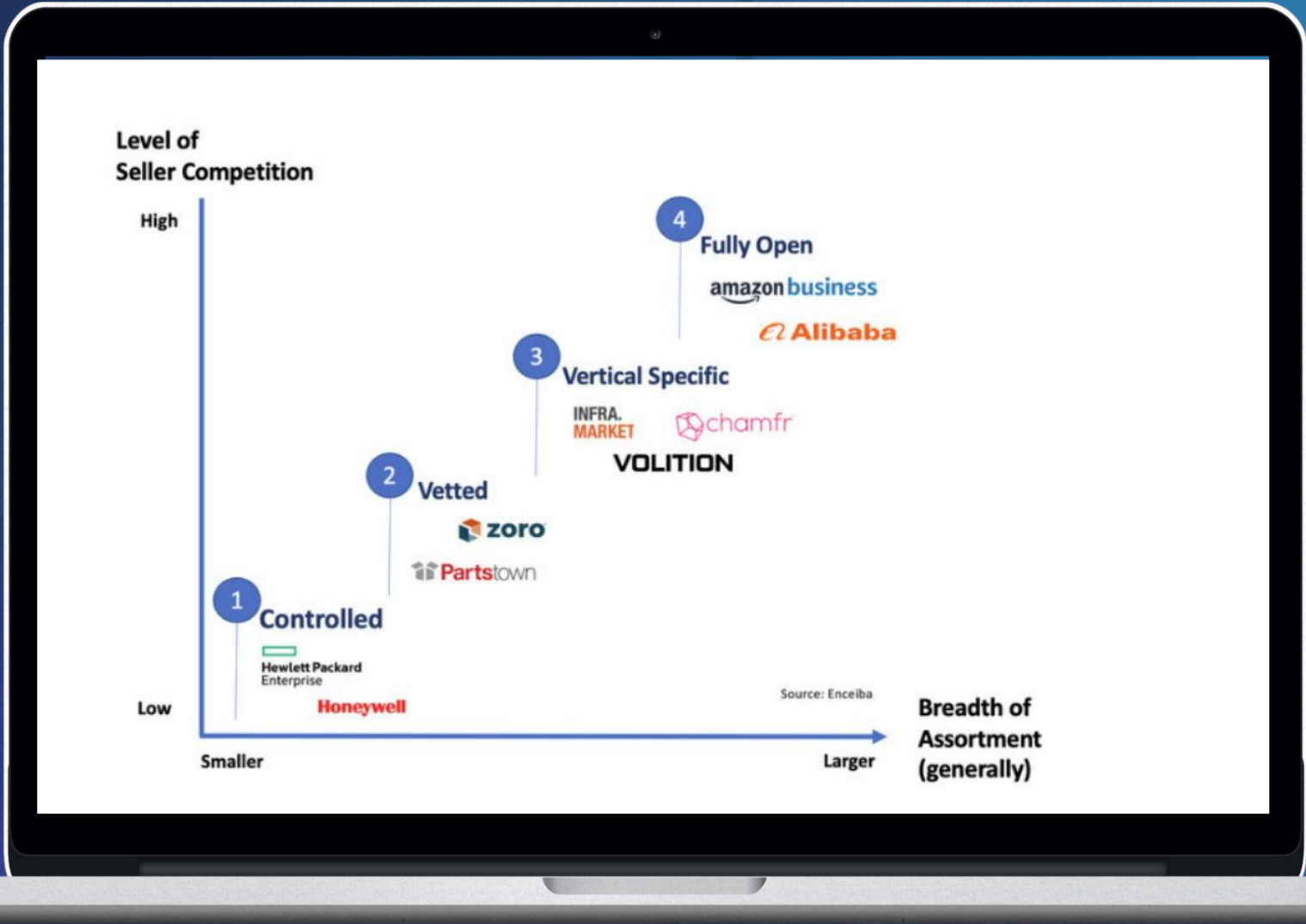


The channel mix

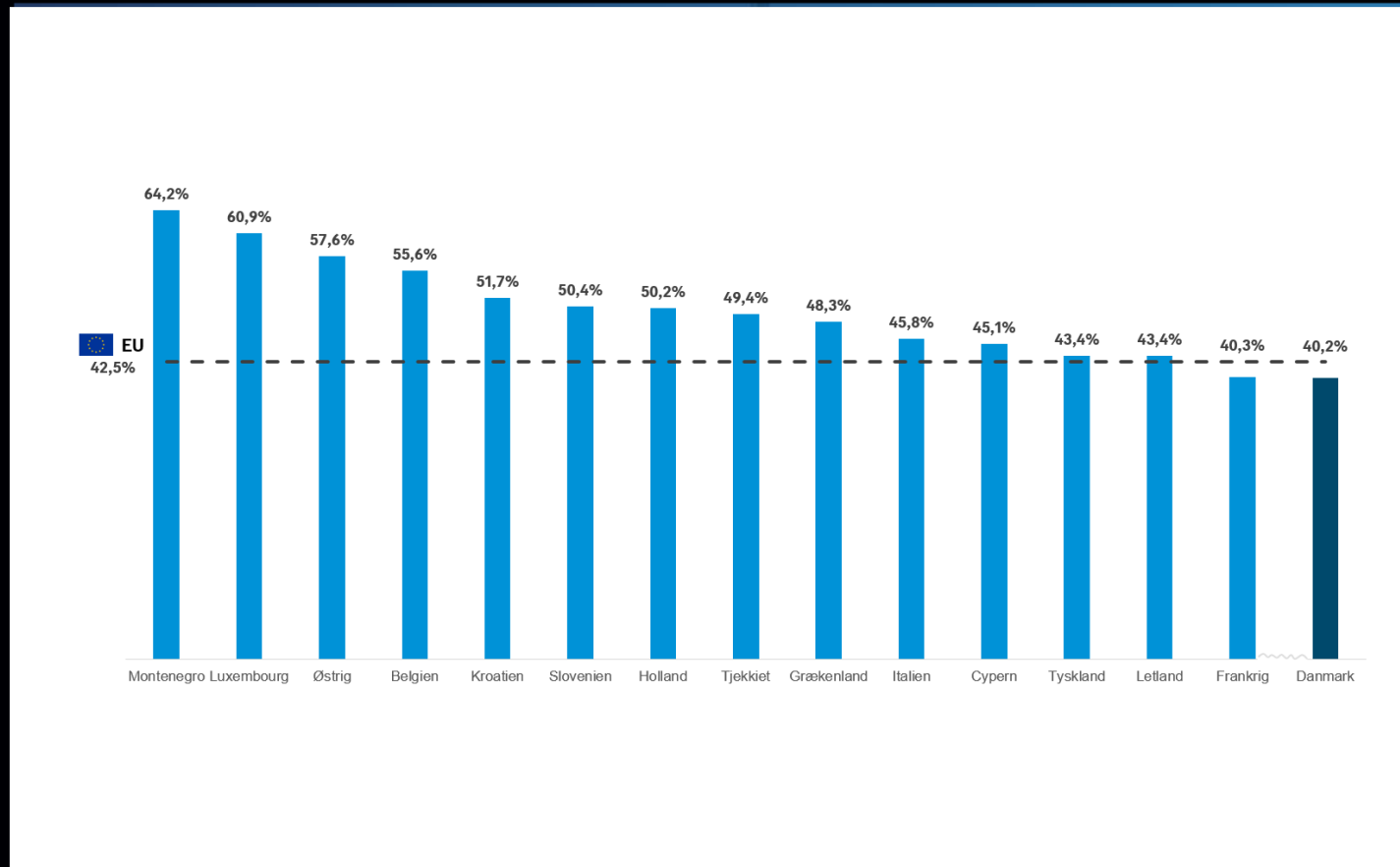




Marketplace



Own webshop



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