

How to grow your e-Commerce business in the UK?



E-commerce is a powerful tool for international expansion and growth. Being the third largest e-Commerce market after China and the United States, and expected to reach about 55 million e-Commerce users in 2026, the UK is a promising and profitable market for online sales. This article ⁽¹⁾ gives you some insights and key strategies needed before launching e-Commerce activities in this dynamic market.

What UK e-Commerce clients pay attention to?

- In B2C clients check :
 - Value
 - Price
 - Reviews
 - Delivery
- In B2B clients check :

- Simple online buying
- VAT invoices
- Business pricing
- Payment terms

Who are the leading UK online retailers?

- Amazon UK: default starting point and one of the world's largest products search engine
- TikTok Shop: fast-growing social commerce, well-suited for Fast-Moving Consumer Goods (FMCG), mainly for beauty and lifestyle products and services
- Direct to consumer (DTC) / Shopify: full control of brand and data, but requires higher investment
- Major UK retailers Tesco, Argos, Sainsbury's, Asda, John Lewis. May be relevant for certain categories of goods.

What are the best strategies to enter the UK market?

- Do your research to ensure product and market fit is complete and aligns with your target clientele's needs and behaviour
- Choose the most appropriate channel to market maturity and UK shopping habits
- Select the right partners:
 - Compliance experts: labelling, ingredients, product registration
 - Logistics: regional fulfilment centres, reverse logistics
 - Marketing: local language, platform expertise
 - Retail / distributors leverage existing relationships
- Pay attention to the trademark requirements:
 - If your trademark was registered before 2021: likely already to dispose a UK mark. Check the register, renewal date and UK use.
 - If your trademark was registered starting from 2021: It is not covered. Apply to the UK IPO or via the [Madrid system](#).

What are UK payment preferences?

- For B2C:
 - 46% of UK online transactions are carried out directly by credit card (2025)
 - Digital wallets are growing
 - Buy Now, Pay Later (BNPL) are gaining popularity in some categories
- For B2B:

- Clear VAT invoices
- Agreed payment terms
- Bank transfer
- Direct Debit for repeat.

Key figures:

- **£30bn+** generated annually through UK online marketplace
- **60%** of UK shoppers check Amazon before buying, even if they found the product elsewhere
- **57%** of online shoppers globally now buy internationally
- **2m+** active third-party sellers competing for UK shopper attention

Who can help you ?

International Affairs of the Chamber of Commerce – United Kingdom Team: unitedkingdom@cc.lu

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