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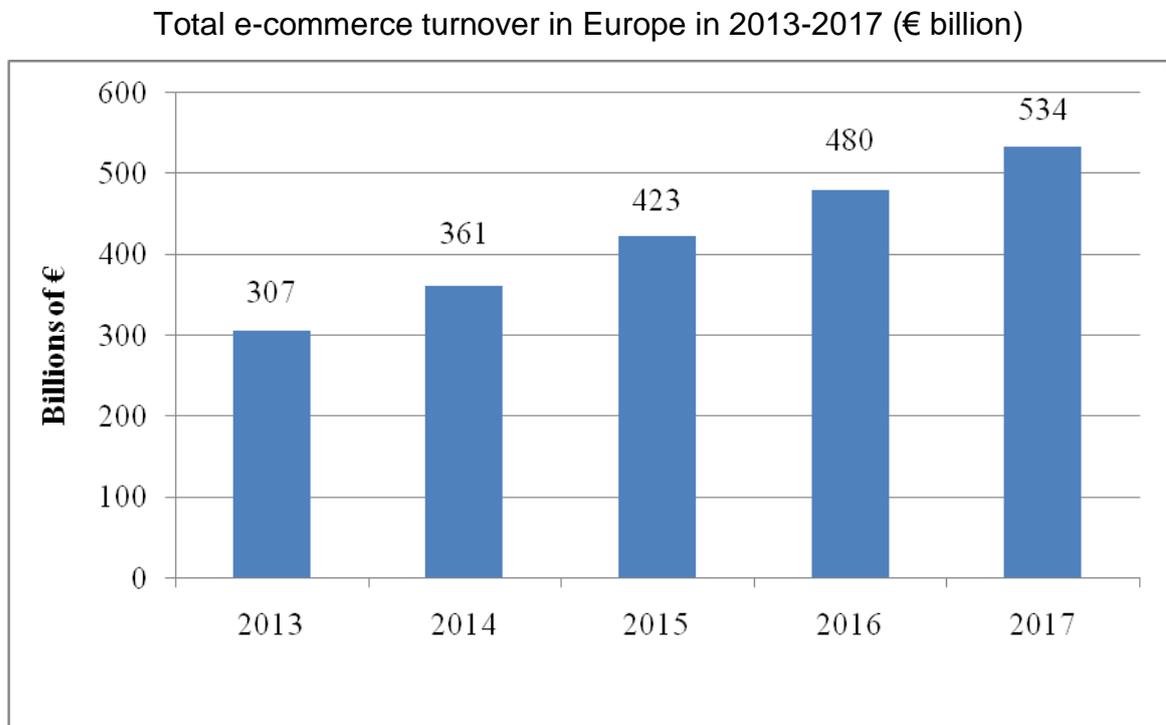
COMPARATIVE ANALYSIS OF THE CURRENT STATE OF THE FIELD OF E-COMMERCE IN GERMANY, FRANCE & UKRAINE

As it is known, e-commerce is the sphere of economy, which includes all the financial and trade transactions carried out via the Internet. Actually, it is one of the fastest developing forms of trade nowadays. In fact, the purpose of this article is to explore the today's state of the field of e-trade as one of main elements of e-commerce in European countries such as Germany, France and Ukraine.

Advantages of electronic trading can benefit fully both the companies that are selling and buying. This development can lead to expansion of area of presence, competitiveness strengthening at the expense of price, service, efficiency of delivery, possibility of personalization of sales taking into account wishes of a specific client, fast reaction to demand and decrease in expenses. E-commerce, on the one hand, makes it possible for customers to overcome geographical barriers and purchase products anytime and from anywhere, whereas online marketers, on the other hand, can offer lower prices, a wider range of products and high efficiency rates, than traditional ones do. Another gain from electronic trading is connected with savings of time, a possible more convenient form of delivery, detailed acquaintance with goods, and also economy of means. Speaking about benefits for national economy as a whole, experts especially note a decrease in role of shadow economy because all payments in the context of electronic trading are carried out "openly".

As one of the most influential subjects in the global arena, the European Union holds a serious position within e-commerce market and role and importance of the e-trade process for the Union is constantly growing, which can be explained by statistical data on the total e-commerce turnover in Europe (chart 1):

Chart 1



Source: Developed by the authors and based on [2]

Clearly, total e-commerce turnover in Europe increased by €54 billion last year, making it 534 billion euros. The European e-commerce industry has shown some significant growth if to take into account that the industry was worth no more than 307 billion euros 5 years ago,

Ukraine, as a country considering integration to the European Union and being essential part of its foreign policy, should reach the level of economic development, which is inherent for the countries of the EU. As e-commerce plays a steadily increasing role within the European trade system, there is a necessity to analyze the present situation with e-commerce market in Ukraine and the most economically developed countries of the European Union such as Germany and France and compare them.

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