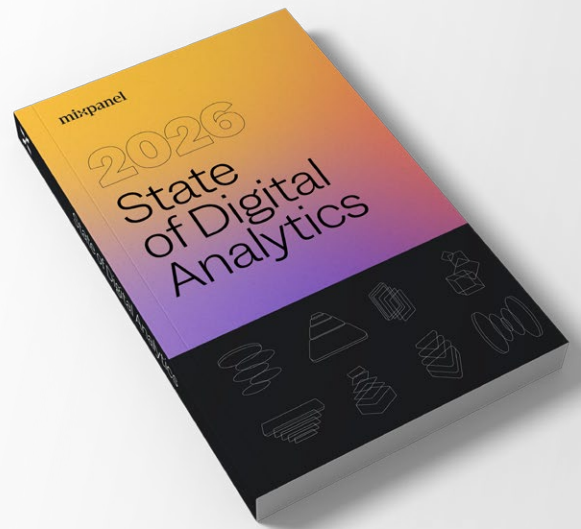


# The 2026 EMEA Ecommerce Opportunity



## EMEA Ecommerce is at an inflection point:

<p><b>Engagement</b></p> <p>-48% YoY (steepest decline)</p>	<p><b>Actions /user</b></p> <p>65.6 (lowest globally)</p>	<p><b>One-week retention</b></p> <p>7%</p>	<p><b>Weekly retention</b></p> <p>56%</p>
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**The opportunity?** Most teams are making the same three measurement mistakes. Fix them, and you have a clear competitive edge. We analysed **423 billion user events** to identify what high-performers do differently and how you can apply those learnings.

Findings from Mixpanel's 2026 State of Digital Analytics Report

## What High-Performers Do Differently (And How You Can Too)

- See customer behaviour, not just traffic**

Know which shopping actions predict revenue. Test hypotheses, implement what works.
- Measure markets, don't aggregate**

UK and DACH customers behave differently. Optimise for each geo, not an average that represents no one.
- Optimise for the future purchases, not just the first**

Establish Time Between Purchases baselines. Predict who returns. Profitability lives in repeat purchases.

## Do You Have These Blind Spots?

See how you compare to other ecommerce teams. Check all that apply:

### Localisation Gaps

- Can't see how checkout performance differs across regions
- Ship product changes without testing by region
- Don't A/B test localised checkout funnels

### Retention Unknowns

- No Time Between Purchases baseline
- Can't predict which first-time buyers become repeat customers
- Optimise for first purchase conversion, not repeat purchase velocity

### Measurement Failures

- Reduced tracking post-GDPR, never recovered visibility
- Track sessions/page views, not behavioural actions (add to cart, compare, filter)
- Haven't implemented client-side modeling to estimate untracked engagement

### Missed opportunities

- Don't A/B test multi-lingual post-purchase flows
- Missing key metrics: Actions per User, Time to Second Purchase, Win-Back Rate

**Your Score:** **1-3 boxes:** You may have gaps costing you revenue.  
**4-6 boxes:** You're making critical decisions without complete data.  
**7+ boxes:** You're optimising blind. Measurement failures are creating strategic risk.

## How Mixpanel Closes the gaps

- **Funnels + Cart Analytics:** See exactly where UK customers convert but DACH customers drop off. Diagnose the localisation failures by market.
- **Session Replay:** See where high-intent customers hesitate, drop off, or convert by using filters by customer behaviour.
- **Experiments + Feature Flags:** Anyone can run experiments. But few are running them with high statistical accuracy. Test localized checkout changes properly by validating before you ship.
- **Behavioural Metrics:** Understand the baselines you're missing: Time to Add to Cart, Time Between Purchases, Actions per User, Repeat Purchase Rate

Expose (and fix) your blind spots. See Mixpanel in action.

- Review your current measurement approach
- See what you're missing (and what's costing you)
- Free 30-min consultation with an analytics expert

Let's talk