

Europe's Digital Economy Shift: E-commerce Boom, Remote Work Dominance

Digital Economy · Answer Key · 8 Questions

1. In 2024, what was the approximate percentage increase in the total B2C European e-commerce turnover?

- A) 3%
- B) 5%
- C) 7%**
- D) 10%

2. What percentage of EU enterprises with 10 or more employees held remote meetings in 2024, indicating a rise in hybrid collaboration?

- A) 31.5%
- B) 42.1%
- C) 52.9%**
- D) 65.8%

3. According to recent reports, which of the following is a significant driver for the growth in the European online gambling market by 2025?

- A) A decrease in smartphone usage
- B) The closure of land-based casinos
- C) The rise of 5G networks and AI-powered personalization tools**
- D) Stricter regulations across all EU countries

4. In 2025, what proportion of European brands planned to increase their influencer marketing budgets, despite complex economic contexts?

- A) Approximately 40%
- B) Approximately 72%**
- C) Approximately 56%
- D) Approximately 85%

5. Which region in Europe reported the highest growth rate in B2C e-commerce turnover in 2024?

- A) Western Europe
- B) Northern Europe
- C) Southern Europe
- D) Eastern Europe**

6. What is a key challenge identified for Small and Medium-sized Enterprises (SMEs) in Europe regarding Artificial Intelligence (AI) adoption?

- A) Overabundance of skilled AI professionals
- B) High demand for AI-driven services
- C) Limited resources and skill shortages**
- D) Lack of interest from consumers

7. In 2024, what was the estimated global spending by digital nomads annually, contributing to local economies?

- A) USD 100 billion
- B) USD 300 billion
- C) USD 500 billion
- D) USD 787 billion**

8. Regarding remote work in Europe, by 2023, approximately what percentage of employed people aged 15-64 worked from home at least occasionally?

- A) 14%
- B) 22%**
- C) 30%
- D) 45%