

Cracking the UK: E-Commerce Opportunities for Luxembourg Businesses

Luxembourg Chamber of Commerce | E-Commerce Masterclass

29 September 2026

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Agenda

01 The UK E-Commerce Landscape

Consumer & B2B trends, leading marketplaces

03 Customs & Logistics

What changes post-Brexit, and how to plan for it

05 Success Story

An EU brand that cracked the UK market

02 Best Strategies to Enter the UK Market

Marketplaces, DTC, retail – and how to choose

04 Payment Solutions

UK platform integrations & consumer preferences vs. EU

06 Q&A

Open discussion



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01

The UK E-Commerce Landscape



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The scale of the opportunity

£30bn+

in UK online marketplace sales annually

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

Consumer (B2C)

Social or search



Check Amazon



Buy

Value-driven

Compare prices

Read reviews

Fast delivery

Business (B2B)

Simple online buying

VAT invoices

Business pricing

Payment terms

Amazon Business offers these features to eligible buyers.

The leading UK online retailers



Amazon UK

The default starting point - one of the world's largest product search engines.



Major UK Retailers

[Tesco, Argos, Sainsbury's, Asda, John Lewis - where relevant to category]



TikTok Shop

Fast-growing social commerce, strong for FMCG, beauty and lifestyle.



DTC / Shopify

Full control of brand and data, requires higher investment.

The opportunity hasn't gone. But the game has changed - shoppers expect more, and the algorithm rewards it.



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02

Best Strategies to Target the UK Market



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Right product fit & sales channel

Product fit

Do your research and ensure product and market fit is complete and aligns

Channels

Match channel to market maturity and UK shopping habits

Best first market is often the one with the least friction, not the biggest upside – the same is true of channel choice.

Marketplaces

Fast entry, built-in traffic

DTC

Full control, higher investment

Retail Partnerships

Leverage existing distribution, slower to scale, but big upside



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The importance of the right partners

Compliance Experts

Labelling, ingredients, product registration.

3PLs & Logistics

Regional fulfilment centres, reverse logistics.

Marketing Partners

Local language, platform expertise.

Retail / Distributors

Leverage existing relationships.

Your EU trademark in the UK

Registered before 2021



Likely already a UK mark. Check the register, renewal date and UK use.

Registered since 2021



Not covered. Apply to the UK IPO or via the Madrid System.

From 2026, only UK use counts towards keeping a UK mark.

Amazon Brand Registry

- ✓ Accepts UK & EU marks, incl. pending
- ✓ Brand protection, A+ Content, Sponsored Brands
- ✗ EU mark alone can't report infringements on Amazon UK

Full protection on Amazon UK needs a UK mark.



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03 | Customs & Logistics



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Legal & operational requirements for UK entry

EU brands entering the UK

01

GB EORI number

Needed alongside your Luxembourg EORI. Amazon won't act as importer.

02

Rules of origin

Customs declarations required. Zero duty only if goods qualify.

03

DDP for direct orders

No surprise import charges. Clear FBA stock before delivery.

04

Product compliance

CE often accepted. Cosmetics need a UK Responsible Person.

VAT registration

Trademark / IP

Bank accounts & gateways

Luxembourg → UK lead times

Express parcel

1–3 working days

Road freight

3–5 working days

Dispatch to FBA ready-to-sell

2–3 weeks

Longer in Q4: confirm with your freight forwarder

Top-tier 3PL network

End-to-end compliance

In-market stock vs. cross-border

VAT is being covered separately by another speaker.

04 | Payment Solutions



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UK payment preferences vs. the EU

Consumer favourites (UK)

46% of UK online spend by direct card (2025)

Digital wallets growing

BNPL in some categories

Consumer favourites (EU comparison)

iDEAL | Wero - NL

Bancontact - BE

Payconiq → Wero - LU

Adapt checkout for UK

B2B payment norms

Clear VAT invoices

Agreed payment terms

Bank transfer

Direct Debit for repeat

Platform integrations

Amazon & TikTok Shop run checkout

Compare payout & GBP→EUR fees

Own site: cards, wallets, BNPL



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05 | Success Story



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Amazon UK & EU - Skincare (Eczema & Sensitive Skin)

Graham's Natural

Graham's Natural, an Australian-formulated skincare brand specialising in eczema, psoriasis and sensitive skin relief, engaged Infinity Blue Group to manage Amazon UK and launch its USA marketplace. Within a year, the new US account scaled to near-parity with the established UK & EU business, while both markets sustained strong, efficient conversion.

£2.3M

Combined UK & EU
Amazon revenue (30 day)

12.5x

US quarterly revenue
growth since launch

36%

Average conversion rate,
UK & USA

99%

US quarterly revenue vs.
UK, 3 quarters post-launch

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International Amazon & DTC – Functional Beverages

Shine+

Over a seven-month engagement, Infinity Blue Group built Shine+'s entire Amazon & DTC International business out, including email automation infrastructure from zero, ran paid media across Meta and Google through key seasonal moments – Black Friday, Easter, an NRL Sharks partnership – and delivered a CRO programme that lifted Q4 conversion rate by 52%. Retention strengthened materially even as the wider market normalised after Black Friday 2024.

\$16.38M

Total Amazon & DTC revenue managed (over 12 months)

45.9%

Repeat customer rate, up 17.7% YoY

+52%

Conversion rate uplift, Q4 2025 CRO programme

\$0→\$283K

Email flow revenue, built from zero (6 live flows)

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UK & EU Amazon & DTC Launch - Rock & Metal Beer

Megadeth Beer Co.

Built from scratch in 2025 - Amazon and DTC - a full digital marketing engine for Dave Mustaine's Rattlehead range with Black Sheep Brewery. Launched alongside UK Tesco distribution and a national tour, then scaled through content, paid media and a standout Black Friday campaign that turned browsers into a loyal, repeat-buying community.

£962K

UK Amazon & DTC
contribution (Q4 2025)

£232K

Peak 14-day trading
(UK tour)

+150%

Order volume growth,
Black Friday campaign

+66%

Returning customers,
Black Friday period

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Thank You.

Questions & Discussion

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