

## Press Release

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### **North American B2C E-Commerce expected to lose Market Shares**

In its new "North America B2C E-Commerce Report 2012", Hamburg-based market research firm yStats.com analyzes North American B2C E-Commerce. Aside from information about the North American region, the report covers trends in the US and the Canadian markets. The report focuses on trends, revenue figures, market shares and the most popular product categories in addition to internet users, online shoppers and competitors.

As clearly shown in the yStats.com report, the percentage of North American B2C E-Commerce revenue compared to total global B2C E-Commerce revenue is expected to decrease between 2010 and 2013. In 2011, more than 10 % of all internet users worldwide were in North America - Asia was in first place, ahead of Europe. However, North America had the highest internet penetration rate.

#### **B2C E-Commerce remains strong in the USA**

In 2012, online purchases are expected to grow in the USA due to mobile and social commerce as well as group shopping. The "North America B2C E-Commerce Report 2012" by yStats.com shows clearly that internet retailers were the most common target for patent claims in 2011 due to their growing revenue. "Digital Content and Subscriptions" was the fastest growing B2C E-Commerce product category in 2011. In 2010, Amazon generated more online revenue than the next six competitors combined.

#### **Canadian E-Commerce retailers are still lagging behind**

Canadian retailers are still sceptical toward E-Commerce, which is why US E-Commerce retailers are expected to increasingly dominate the market with a wider product range than their Canadian counterparts. The percentage of B2C online revenue compared to total retail revenue is expected to reach approximately 10 % by 2015. According to the "North America B2C E-Commerce Report 2012" the most popular product category for online purchases in 2010 was "Travel", followed by "Event tickets" and "Books, magazines and online newspapers". As much as 80 % of all Canadians over 16 used the internet in 2010. In 2011, the most popular online shopping retailer was Amazon. In June 2011, Walmart also started selling products online as part of its services.

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**About yStats.com**

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