

Press Release

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B2C E-Commerce continues to grow in the Czech Republic despite lower per Capita Spending

In its latest "Czech Republic B2C E-Commerce Report 2012", Hamburg-based secondary market research company yStats.com presents information on B2C E-Commerce in the Czech Republic. The contents of the report include trends, revenue figures, B2C E-Commerce shares on total retail sales, product categories, information on Internet users and online shoppers as well as facts and figures about key players.

B2C E-Commerce in the Czech Republic is at an important developmental stage. However, it did not grow as much in 2011 as in previous years.

More and more Czechs conducted Online Purchases

In 2011, more than 60 percent of all Czechs used the Internet and approximately one third of all Internet users conducted online purchases. In the same year, the 25 to 34 age group accounted for the largest online shopper rate, with the 16 to 24 age group in close pursuit. In 2011, the number of smartphone users in the Czech Republic grew as well and mobile purchases ranked among the preferred activities of their users. Additional favorite activities of Czech Internet users in 2011 included researching information about products and services. When Czechs choose an online shop, their most important selection criterion is that the shop provided good information about the desired product along with information on whether it is in stock. Furthermore, Czechs' average per capita spending on online purchases decreased in 2011 from the rate in 2010, which can be attributed to the fact that in previous years many expensive products were purchased and that online shoppers now preferred cheaper products. However, growth of average per capita spending by a one digit percentage figure was forecasted for 2012. In 2011, products ordered online were shipped by Ceska Post in three quarters of all cases, while more than half of all shops also cooperated with logistics provider PPL. Most products were paid for via invoice, followed by payment upon self pick-up.

Many Czechs purchased Clothing on the Internet

In 2011, Czech consumers spent an average of 1,000 Czech Crowns per online clothing purchase. This amounts to almost 40 Euro. In 2011, the most popular product category in the Czech Republic was clothes and footwear, followed by tickets and cosmetics. The highest amounts accrued in Czech online shopping baskets were spent on white goods, followed by electronics.

In 2011, Alza.cz was the leading online shop, followed by Mall.cz and Kasa.cz. Consumer electronics retailer Alza.cz also invested in M-Commerce, presenting its mobile shopping portal m.alza.cz in March 2012. In the first half of 2012, computer and consumer electronics retailer Czc.cz increased its revenue by 30 percent, with computers being the best-selling category.

Czech B2C E-Commerce still has much potential to develop further and is used by an increasing number of individuals, especially younger people, concludes yStats.com in its "Czech Republic B2C E-Commerce Report 2012".

For more information, please visit:

<http://ystats.com/en/reports/preview.php?reportId=997>

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