

## Press Release

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### **B2C E-Commerce shows Growth in all Parts of Europe**

**In its latest "Europe B2C E-Commerce Report 2012", Hamburg-based secondary market research company yStats.com provides a comprehensive analysis of B2C E-Commerce trends in Europe. The report covers a total of 35 countries throughout Europe. It also includes information on the European region as a whole. Aside from trends and revenue figures, it lists product categories and leading players in the online retail markets of the included countries.**

Between 2011 and 2016, an annual increase of B2C E-Commerce revenues of more than 10 percent is expected for the entire European region. Cross-border B2C E-Commerce is also thriving. In 2011, a low double-digit percentage of all online shoppers in Europe bought products or services online from outside of their own country. Sweden and Norway had the largest Internet penetration rate in 2011, while Norway also had the highest online shopper rate, followed by Great Britain and Sweden.

### **B2C E-Commerce Growth in Austria and Switzerland is slowing down, but is still soaring in Germany**

In Germany, online revenues continuously grew by a slightly increasing percentage figure between 2009 and expectedly 2012. In 2011, Internet pure players recorded the largest share of B2C E-Commerce revenues in Germany, with "fashion, textiles, shoes" and "media, images, sound" as the product categories with the highest online revenues. The online retailer with the highest revenue in Germany was Amazon.de, clearly ahead of Otto.de in second place. In Austria, half of all online orders were conducted from foreign websites, most of which were based in Germany. Forecasts predict that B2C E-Commerce growth in the product sector will slow in the years following 2011. While online revenue still grew by more than one third annually between 2007 and 2011, between 2011 and 2016 it is predicted to increase by less than 10 percent annually. B2C E-Commerce growth in Switzerland continues to slow down too. In January 2012, Swiss residents conducted most of their online purchases from the product categories "travel and hotels" and "books and magazines".

### **Travel and Accommodation are popular Online Purchases in Western Europe**

In Great Britain, the growing popularity of B2C E-Commerce is expected to force a considerable number of traditional retailers to close their businesses. In 2011, especially "fashion and sporting goods" and "travel and holiday accommodation" were frequently ordered online. In May 2012, the leading online retailers in terms of unique visitor numbers were Amazon.co.uk, Argos.co.uk and Tesco.com. In French B2C E-Commerce, in January 2012, just below 100 Euro were spent on average per online order. In 2011, the highest online revenues were generated by travel website Voyage-sncf.com, followed by the online shop of mail-order company 3 Suisses. In 2011, holiday accommodation was the most frequently purchased online product category in Italy and Spain. Online revenues continue to grow in the Netherlands, even if at a slower rate than in previous years. Between 2010 and 2011, online revenues from products grew more than online revenues from services. In 2011, the online shopper rate in Portugal was slightly higher in the male than the female population and overall the age group of 25 to 34 had the highest online shopper penetration rate.

### **Group Shopping and Coupon Websites continue to increase in Popularity in Eastern Europe**

In 2011, the increasing number of Internet users in Russia was one of the main reasons for the growth of B2C E-Commerce there, which rose by nearly a third compared to 2010. The highest online revenue figures were recorded in the categories "consumer electronics and household appliances" and "computers". B2C E-Commerce revenues continue to grow at a low to mid-size double digit percentage figure in Poland as well. In 2011, price comparison, user rating and group shopping

websites were especially popular there. Categories that were most frequently ordered online in the Czech Republic in 2011 were "fashion and shoes" and "tickets". The leading online shops in terms of revenue were Alza.cz and Mall.cz. Online coupon sites mark a growing trend in Hungary, where their number grew from less than 10 to almost 60 in barely a year. Online shops of this kind were the ones prompting more individuals in Hungary to shop online.

### **Aside from traditional B2C E-Commerce Mobile Shopping is very popular in Scandinavia**

In Sweden, B2C E-Commerce revenues continue to grow constantly by a low double-digit percentage. Furniture retailer Ikea's online shop had the highest number of unique visitors there in May 2012, followed by mass merchant Ellos. In 2011, approximately three million online shoppers in Denmark conducted more than 70 million online purchases. "Fashion and shoes" and "computer hardware and consumer electronics" were the most frequently ordered product categories. In Finland, "fashion and sporting goods" and "event tickets" were the product categories that were most frequently purchased online. In May 2012, the highest numbers of unique visitors were recorded by fashion online shop Lindex.com and furniture retailer Ikea.com. More males than females conducted mobile purchases in Norway in 2011, with mobile shoppers conducting an average of almost six mobile purchases in the six months leading up to September 2012.

B2C E-Commerce is successful in all of Europe as shown by Hamburg-based secondary market research company yStats.com in its "Europe B2C E-Commerce Report 2012". While B2C E-Commerce revenue growth in Central European countries like Austria and Switzerland is less strong than in previous years, it remains strong in Scandinavian countries such as Sweden. Group shopping and coupon websites are spurring the number of online shoppers in Eastern European countries like Poland and Hungary, while in Western European countries such as France, Italy and Spain especially travel and holiday accommodation are bought online.

### ***For further information, see:***

<http://ystats.com/en/reports/preview.php?reportId=1001>

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### **About yStats.com**

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.