

# B2C E-COMMERCE & ONLINE PAYMENT MARKET REPORTS



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.COM



# About yStats.com

## Company Information

### About yStats.com

- yStats.com has been committed to researching up-to-date, objective and demand-based data on markets and competitors 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 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.

## Quotes of our Customers

Travis Witteveen  
Chief Operating Officer - Markets and Operations  
Avira GmbH: A leading Global Security Software Company

*"As a company that operates on a global level, the research results that yStats.com provides represent significant added benefit for us. The comprehensive analyses are executed quickly and flexibly. Furthermore, they are a reliable resource for helping us to make strategic decisions."*

Dr. Marcus Ackermann  
Member of the Executive Board  
bonprix: A leading European Catalog and Home-Shopping Company

*"When we need the latest trends and statistics on the retail, homeshopping and e-commerce market, we turn to yStats.com. yStats.com turns the data into concise information that is objective and reliable. yStats.com delivers a cost-efficient and time saving research service for our company."*

Iris Stöckl  
Director Investor and Public Relations  
Wirecard AG: A leading European Online Payment Company

*"The flexibility that yStats.com offers ensures that we always receive analyses, data and reports that match our needs. Fast, objective and to the point!"*

Steve Rotter  
Vice President of Marketing  
Brightcove, Inc.: A leading Global Online Video Company

*"yStats.com quickly and flexibly compiles the information we require. Regardless of whether we need local or transnational data, we always get the best results from yStats.com!"*

## Selected References

### Internet, Retail, Consulting, Finance and Other Companies

#### Internet Companies:

- Google
- Amazon
- eBay
- Avira
- Skype
- Digital River
- First Data
- Citrix Online
- Wirecard
- 1 & 1
- Skrill / Moneybookers
- Deutsche Telekom
- CyberSource
- bwin Interactive Entertainment
- Brightcove

#### Retail Companies:

- OTTO Group
- Costco
- Tchibo direct
- Diesel

#### Consulting Companies:

- Deloitte
- Boston Consulting Group
- Accenture
- Bain & Company

#### Finance Companies:

- Credit Suisse
- Morgan Stanley
- Bank of America Merrill Lynch
- Goldman Sachs
- Citigroup
- Oppenheimer & Co.

#### Other Companies:

- BASF
- Red Bull
- Lego
- Beiersdorf
- Xerox



# B2C E-Commerce & Online Payment Market Reports

## ADVANTAGES: "B2C E-COMMERCE & ONLINE PAYMENT MARKET REPORTS"

Market reports by yStats.com inform top managers about recent market trends and assist with strategic company decisions.

### MAXIMUM OBJECTIVITY THROUGH SECONDARY MARKET RESEARCH?

✓ Yes!

yStats.com provides secondary market research: By using various sources of information we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.

### ANALYSES BASED ON RELIABLE SOURCES?

✓ Yes!

The analyses, statistical reports and forecasts are based on reliable sources including national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many others.

### UP-TO-DATE?

✓ Yes!

The reports contain the latest available data. This way, an up-to-date analysis of the market and major news about other players are guaranteed.

### GLOBAL COVERAGE?

✓ Yes!

With B2C E-Commerce and Online Payment market reports by yStats.com, you have access to the major E-Commerce markets such as the US, UK and Germany, as well as on fast-growing markets such as Brazil and Russia. In total, all regions worldwide (North America, Latin America, Europe, Asia-Pacific, Middle East & Africa) are covered.

### DIRECTLY USABLE RESEARCH RESULTS?

✓ Yes!

yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.



# B2C E-Commerce & Online Payment Market Reports 2011 & 2012

GLOBAL B2C E-COMMERCE REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Global B2C E-Commerce Market Report 2011	December 2011	€ 3,815
Global B2C E-Commerce Assortments Report 2011	December 2011	€ 2,415
Global B2C E-Commerce Player Report 2011	December 2011	€ 3,465
Global B2C E-Commerce Trends Report 2011	December 2011	€ 2,765

NORTH AMERICAN B2C E-COMMERCE REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
North America B2C E-Commerce Report 2012	March 2012	€ 2,450
North America B2C E-Commerce Report 2011	February 2011	€ 1,365
USA B2C E-Commerce Report 2012	March 2012	€ 1,450
USA B2C E-Commerce Report 2011	February 2011	€ 1,015
Canada B2C E-Commerce Report 2012	March 2012	€ 1,450
Canada B2C E-Commerce Report 2011	February 2011	€ 665

LATIN AMERICAN B2C E-COMMERCE REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Latin America B2C E-Commerce Report 2012	December 2012	€ 3,450
Latin America B2C E-Commerce Report 2011	December 2011	€ 2,065
Brazil B2C E-Commerce Report 2012	December 2012	€ 1,450
Brazil B2C E-Commerce Report 2011	December 2011	€ 1,015

EUROPEAN B2C E-COMMERCE REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Europe B2C E-Commerce Report 2012	December 2012	€ 3,950
Europe B2C E-Commerce Report 2011	December 2011	€ 2,765
Western Europe B2C E-Commerce Report 2012	October 2012	€ 4,450
Western Europe B2C E-Commerce Report 2011	June 2011	€ 2,765
France B2C E-Commerce Report 2012	September 2012	€ 1,450
France B2C E-Commerce Report 2011	June 2011	€ 1,015
Italy B2C E-Commerce Report 2012	October 2012	€ 1,450
Italy B2C E-Commerce Report 2011	June 2011	€ 1,015
Spain B2C E-Commerce Report 2012	October 2012	€ 1,450
Spain B2C E-Commerce Report 2011	June 2011	€ 1,015
UK B2C E-Commerce Report 2012	September 2012	€ 1,450
UK B2C E-Commerce Report 2011	June 2011	€ 1,015
Central Europe B2C E-Commerce Report 2012	December 2012	€ 2,950
Central Europe B2C E-Commerce Report 2011	August 2011	€ 2,065
Austria B2C E-Commerce Report 2011	August 2011	€ 1,015
Germany B2C E-Commerce Report 2012	December 2012	€ 1,450
Germany B2C E-Commerce Report 2011	August 2011	€ 1,015
Switzerland B2C E-Commerce Report 2012	December 2012	€ 1,450
Switzerland B2C E-Commerce Report 2011	August 2011	€ 1,015
Eastern Europe B2C E-Commerce Report 2012	November 2012	€ 3,950
Eastern Europe B2C E-Commerce Report 2011	September 2011	€ 2,765
Czech Republic B2C E-Commerce Report 2012	November 2012	€ 1,450
Czech Republic B2C E-Commerce Report 2011	September 2011	€ 1,015
Russia B2C E-Commerce Report 2012	November 2012	€ 1,450
Russia B2C E-Commerce Report 2011	September 2011	€ 1,015
Poland B2C E-Commerce Report 2012	November 2012	€ 1,450
Poland B2C E-Commerce Report 2011	September 2011	€ 1,015
Scandinavia B2C E-Commerce Report 2011	November 2011	€ 2,065
Sweden B2C E-Commerce Report 2011	November 2011	€ 1,015
Turkey B2C E-Commerce Report 2012	November 2012	€ 1,450
Turkey B2C E-Commerce Report 2011	November 2011	€ 1,015

Detailed information about the content of the reports is available in the product brochures which can be downloaded on [www.ystats.com/en/reports](http://www.ystats.com/en/reports).

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# B2C E-Commerce & Online Payment Market Reports 2011 & 2012

ASIAN B2C E-COMMERCE REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Asia B2C E-Commerce Report 2011	December 2011	€ 3,115
China B2C E-Commerce Report 2011	December 2011	€ 1,015
India B2C E-Commerce Report 2011	December 2011	€ 1,015
Japan B2C E-Commerce Report 2011	December 2011	€ 1,015
South Korea B2C E-Commerce Report 2011	December 2011	€ 1,015

MIDDLE EASTERN AND AFRICAN B2C E-COMMERCE REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Middle East Internet & B2C E-Commerce Report 2012	June 2012	€ 3,950
MENA Internet & B2C E-Commerce Report 2012	June 2012	€ 3,950
Africa Internet & B2C E-Commerce Report 2012	May 2012	€ 3,450
South Africa B2C E-Commerce Report 2012	May 2012	€ 1,450

BRIC B2C E-COMMERCE REPORT	PUBLICATION DATE	PRICE (excl. VAT)*
BRIC B2C E-Commerce Report 2011 (Brazil, Russia, India & China)	December 2011	€ 2,765

ONLINE PAYMENT METHODS REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Global Online Payment Methods 2012	August 2012	€ 4,450
Global Online Payment Methods 2011	May 2011	€ 2,415
Europe Online Payment Methods 2012	August 2012	€ 3,450
Asia-Pacific Online Payment Methods 2012	August 2012	€ 1,450
Global Mobile Payment Methods 2012	October 2012	€ 3,450

E-COMMERCE DELIVERY REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Global E-Commerce Delivery Report 2012	November 2012	€ 3,450
Global E-Commerce Delivery Report 2011	April 2011	€ 2,065

M-COMMERCE REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Global Mobile and M-Commerce Report 2012	November 2012	€ 3,950
Global Mobile and M-Commerce Trends 2011	May 2011	€ 2,415
Europe Mobile and M-Commerce Report 2012	November 2012	€ 2,450

ONLINE TRAVEL REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Global Online Travel Report 2012	March 2012	€ 3,950
Europe Online Travel Report 2012	March 2012	€ 2,950

ONLINE GAMING REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Global Online Gaming Report 2012	May 2012	€ 3,450
Europe Online Gaming Report 2012	May 2012	€ 2,450
Asia-Pacific Online Gaming Report 2012	May 2012	€ 2,450
Global Online Gambling and Betting Report 2012	August 2012	€ 1,950
Europe Online Gambling and Betting Report 2012	August 2012	€ 750

BEAUTY & PERSONAL CARE B2C E-COMMERCE REPORT	PUBLICATION DATE	PRICE (excl. VAT)*
Europe Beauty & Personal Care B2C E-Commerce Report 2012	November 2012	€ 950

PLAYER RANKINGS REPORTS	PUBLICATION DATE	PRICE (excl. VAT)*
Top 2000 Global Online Shops 2012	July 2012	€ 5,450
Top 1200 Online Shops in Europe 2012	July 2012	€ 3,950
Top 350 Online Shops in Asia-Pacific 2012	July 2012	€ 1,450
Turkey Top 100 B2C E-Commerce Players 2011	November 2011	€ 1,715
Russia Top 50 B2C E-Commerce Players 2011	November 2011	€ 1,715

Detailed information about the content of the reports is available in the product brochures which can be downloaded on [www.ystats.com/en/reports](http://www.ystats.com/en/reports).

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## B2C E-Commerce & Online Payment Market Reports 2013

GLOBAL B2C E-COMMERCE REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global B2C E-Commerce Market Report 2013	H1 2013	€ 5,450
Global B2C E-Commerce Player Report 2013	H1 2013	€ 4,950
Global B2C E-Commerce Trend Report 2013	H1 2013	€ 3,950
Global B2C E-Commerce Shares Report 2013	H1 2013	€ 2,450
Global B2C E-Commerce Products Report 2013	H1 2013	€ 3,450
Global B2C E-Commerce Shoppers Report 2013	H1 2013	€ 2,450

CANADA B2C E-COMMERCE REPORT 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Canada B2C E-Commerce Report 2013	H1 2013	€ 1,450

LATIN AMERICAN B2C E-COMMERCE REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Latin America B2C E-Commerce Report 2013	H2 2013	€ 3,950
Brazil B2C E-Commerce Report 2013	H2 2013	€ 1,450

EUROPEAN B2C E-COMMERCE REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Europe B2C E-Commerce Report 2013	H2 2013	€ 4,450
Eastern Europe B2C E-Commerce Report 2013	H2 2013	€ 3,950
Russia B2C E-Commerce Report 2013	H2 2013	€ 1,450
Turkey B2C E-Commerce Report 2013	H2 2013	€ 1,450

ASIAN B2C E-COMMERCE REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Asia B2C E-Commerce Report 2013	H1 2013	€ 4,450
South Korea B2C E-Commerce Report 2013	H1 2013	€ 1,450
China B2C E-Commerce Report 2013	H1 2013	€ 1,450
Japan B2C E-Commerce Report 2013	H1 2013	€ 1,450
India B2C E-Commerce Report 2013	H1 2013	€ 1,450
Tiger Countries B2C E-Commerce Report 2013	H1 2013	€ 2,450

MIDDLE EASTERN INTERNET & B2C E-COMMERCE REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Middle East Internet & B2C E-Commerce Report 2013	H2 2013	€ 3,950
Qatar Internet & B2C E-Commerce Report 2013	H2 2013	€ 750
UAE Internet & B2C E-Commerce Report 2013	H2 2013	€ 750
Israel Internet & B2C E-Commerce Report 2013	H2 2013	€ 750
Saudi Arabia Internet & B2C E-Commerce Report 2013	H2 2013	€ 750

MENA INTERNET & B2C E-COMMERCE REPORT 2013	PUBLICATION DATE	PRICE (excl. VAT)*
MENA Internet & B2C E-Commerce Report 2013	H2 2013	€ 3,950

AFRICA B2C E-COMMERCE REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Africa Internet & B2C E-Commerce Report 2013	H1 2013	€ 3,450
South Africa B2C E-Commerce Report 2013	H1 2013	€ 1,450
Egypt Internet & B2C E-Commerce Report 2013	H1 2013	€ 750
Morocco Internet & B2C E-Commerce Report 2013	H1 2013	€ 750
Kenya Internet & B2C E-Commerce Report 2013	H1 2013	€ 750

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## B2C E-Commerce & Online Payment Market Reports 2013

ONLINE PAYMENT METHODS REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global Online Payment Methods 2013 - First Half 2013	H1 2013	€ 4,450
Global Online Payment Methods 2013 - Second Half 2013	H2 2013	€ 4,450
Asia-Pacific Online Payment Methods 2013 - First Half 2013	H1 2013	€ 2,450
Asia-Pacific Online Payment Methods 2013 - Second Half 2013	H2 2013	€ 2,450
Europe Online Payment Methods 2013 - First Half 2013	H1 2013	€ 3,450
Europe Online Payment Methods 2013 - Second Half 2013	H2 2013	€ 3,450
North America Online Payment Methods 2013 - First Half 2013	H1 2013	€ 2,450
North America Online Payment Methods 2013 - Second Half 2013	H2 2013	€ 2,450
Latin America Online Payment Methods 2013 - First Half 2013	H1 2013	€ 2,450
Latin America Online Payment Methods 2013 - Second Half 2013	H2 2013	€ 2,450

B2C E-COMMERCE & ONLINE PAYMENT REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global B2C E-Commerce and Online Payment Report 2013	H1 2013	€ 6,450
Asia B2C E-Commerce and Online Payment Report 2013	H1 2013	€ 4,950
Europe B2C E-Commerce and Online Payment Report 2013	H1 2013	€ 4,950
China B2C E-Commerce and Online Payment Report 2013	H1 2013	€ 1,950
Russia B2C E-Commerce and Online Payment Report 2013	H1 2013	€ 1,950

GLOBAL E-COMMERCE DELIVERY REPORT 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global E-Commerce Delivery Report 2013	H2 2013	€ 3,450

MOBILE AND MOBILE PAYMENT REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global Mobile and M-Commerce Report 2013	H2 2013	€ 3,950
Europe Mobile and M-Commerce Report 2013	H2 2013	€ 2,450
Gobal Mobile Payment Methods 2013	H2 2013	€ 3,950
Europe Mobile Payment Methods 2013	H2 2013	€ 2,450

ONLINE TRAVEL REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global Online Travel Report 2013	H1 2013	€ 3,950
Europe Online Travel Report 2013	H1 2013	€ 2,950

ONLINE GAMING AND GAMBLING REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global Online Gaming Report 2013	H1 2013	€ 3,950
Europe Online Gaming Report 2013	H1 2013	€ 2,950
Asia-Pacific Online Gaming Report 2013	H1 2013	€ 2,950
Global Online Gambling and Betting Report 2013	H2 2013	€ 2,450
Europe Online Gambling and Betting Report 2013	H2 2013	€ 1,450

SPECIAL PRODUCTS B2C E-COMMERCE REPORTS 2013	PUBLICATION DATE	PRICE (excl. VAT)*
Global Clothing B2C E-Commerce Report 2013	H1 2013	€ 2,950
Global Food & Groceries B2C E-Commerce Report 2013	H1 2013	€ 2,950
Global Consumer Electronics B2C E-Commerce Report 2013	H1 2013	€ 2,950
Europe Beauty & Personal Care B2C E-Commerce Report 2013	H1 2013	€ 1,450
Russia Clothing B2C E-Commerce Report 2013	H1 2013	€ 1,450

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# B2C E-Commerce & Online Payment Market Reports

## PURCHASE OPTION 1: "FULL ACCESS"

12 Month Subscription	6 Month Subscription	3 Month Subscription
<p><b>€ 1,650*</b> monthly</p> <p>Total: € 19,800</p>	<p><b>€ 2,650*</b> monthly</p> <p>Total: € 15,900</p>	<p><b>€ 3,950*</b> monthly</p> <p>Total: € 11,850</p>

With "Full Access", you gain continuous access to all B2C E-Commerce and Online Payment market reports. You have access to the major E-Commerce markets worldwide, including the US, UK, Germany, France and Japan. In addition, you will be able to obtain information on fast growing markets such as Brazil, Russia, India, China and Turkey. In total, all regions worldwide (North America, Latin America, Europe, Asia-Pacific, Middle East & Africa) are covered.

Furthermore, you also acquire the Global Site License which allows worldwide users of an organization access to reports focusing on B2C E-Commerce and Online Payment. With "Full Access", you have access to various types of information such as Internet Users, Internet Shoppers, Trends, Sales, Products, Competitors and Online Payment Methods.

"Full Access" offers a large discount compared to buying each report separately.

For a complete list of all reports that are included in "Full Access", please go to pages 4 to 5.

\* Prices excluding VAT





# B2C E-Commerce & Online Payment Market Reports

## PURCHASE OPTION 2: "REPORT BUNDLE"

**5 Reports of  
YOUR  
Choice**

**only  
€ 8,900\***

With "Report Bundle", you are able to purchase exactly the market reports you need for a fixed price. For example, you could make your own choice regarding regions or regarding topics. For a total of 5 reports, you would pay only € 8,900 for a Single User License, and you could save up to 50%!

### Example

You purchase the following market reports:

- Latin America B2C E-Commerce Report 2012:	€ 3,450
- North America B2C E-Commerce Report 2012:	€ 2,450
- Global Online Payment Methods 2012:	€ 4,450
- Top 2000 Global Online Shops 2012:	€ 5,450
- Global Online Travel Report 2012:	€ 3,950

Total Costs:	€ 19,750
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Report Bundle Price:	€ 8,900
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<b>Total Savings:</b>	<b>more than 50%</b>	<b>€ 10,850</b>
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\* Prices excluding VAT



# B2C E-Commerce & Online Payment Market Reports

## PURCHASE OPTION 3: "SINGLE REPORTS"

**1 Report**  
of your Choice

**5%**  
Discount



**2 Reports**  
of your Choice

**20%**  
Discount



**3 Reports**  
of your Choice

**30%**  
Discount



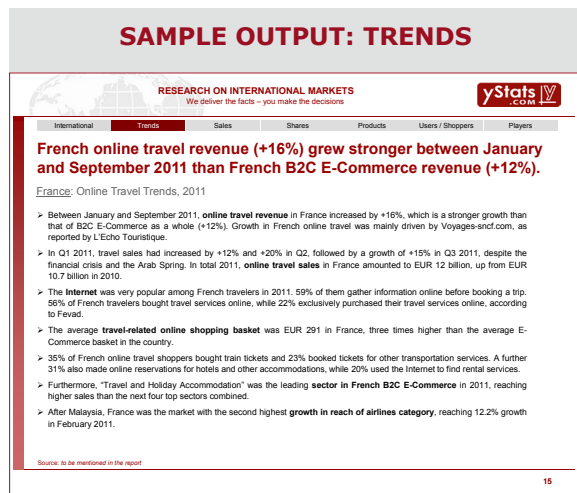
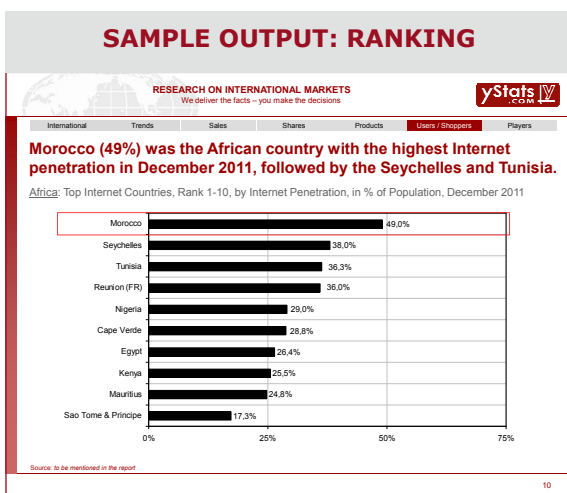
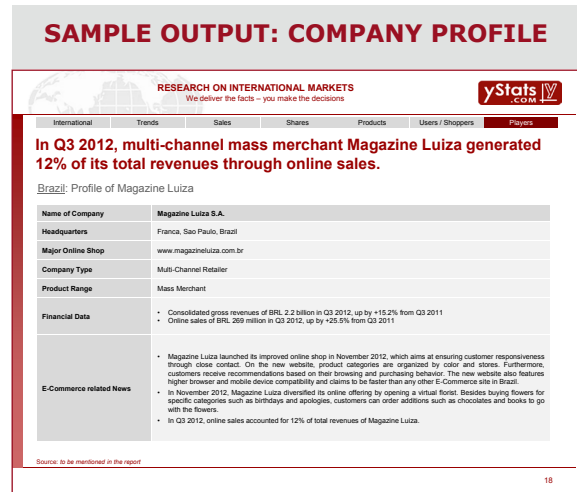
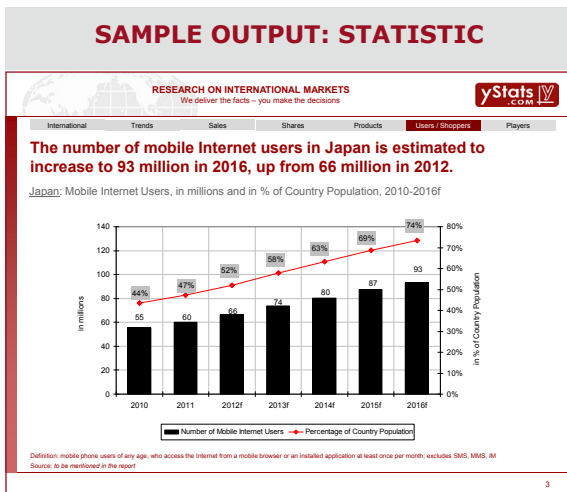
You also have the option to purchase several market reports. If you decide to purchase one report and refer to this brochure, we would offer you a discount of 5%. If two reports are ordered, we would offer a discount of 20% on the total price. If you decide to purchase three reports, we would offer a discount of 30%.

These discounts are valid on all license options.



# B2C E-Commerce & Online Payment Market Reports

## SAMPLES: "SELECTED REPORT CHARTS"





# B2C E-Commerce & Online Payment Market Reports

## Methodology

### General Methodology of our Market Reports:

- The reports include the results of secondary market research: By using various sources we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Cross referencing of data was conducted in order to ensure validity and reliability.
- The reports contain a Management Summary, summarizing the main information provided in each chapter.
- Besides providing information on the specific topic, every chart contains an Action Title, which summarizes the main statement of the chart and a Sub Title, which gives information about the country, the topic, the unit or currency, and the time period the data on the chart refers to.
- Furthermore, the source of information and its release date are provided on every chart. It is possible that the information included in one chart is derived from several sources. Then, all sources are mentioned on the chart.
- If available, additional information about the data collection, for example the time of survey and number of people asked, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies were mostly used. When referencing them in the Action Title, the EUR values are also provided in brackets. The conversions are always made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.
- The reports include mainly data from the last 12 months. The exact publication dates are mentioned in every chart.

### Methodology for our B2C E-Commerce Market Reports:

- The reports cover the B2C E-Commerce market. They take into account a wide definition of B2C E-Commerce, and might include mobile commerce and social commerce. B2B E-Commerce and C2C E-Commerce are not included, unless stated otherwise.
- In a country report, major trends in the B2C E-Commerce market, sales figures, shares of B2C E-Commerce sales on the total retail market, main B2C E-Commerce product categories, and relevant information about Internet users and online shoppers were included. Furthermore, major players in the B2C E-Commerce market were identified and presented. Players include Internet pure players and multi-channel retailers also selling their products online.
- The reports start with an international comparison, where the relevant country is compared to other countries worldwide in terms of Internet users, Internet shoppers and B2C E-Commerce sales.
- The trend section includes trends about the B2C E-Commerce market. Mainly, it contains qualitative information about Internet and B2C E-Commerce market, but also about related topics such as Online Payment, Online Travel, E-Commerce Delivery, etc. The information included in this chapter allows the reader to identify future trends.
- The section "sales" includes the development of B2C E-Commerce sales in the relevant country. If available, we included different sales developments from different sources in order to ensure maximum objectivity. In the "sales" section, special attention is paid to the topic of definitions. If the original source of a statistic on B2C E-Commerce sales also mentioned a definition (for example on the included product/service categories), we included it as well.
- In the shares section, the report shows the share of B2C E-Commerce on the total retail market. Often, this information is calculated using different sources.
- Afterwards, a product section shows the leading product (and service) categories among consumers in the relevant country. The product/service categories included might differ from country to country, due to different definitions. For example, some of these statistics might include travel, while it could be excluded in other statistics.
- In the users / shoppers section, we included a review of the development of the Internet users in the relevant country, as well as the development of Internet shoppers. Furthermore, more in-depth information about users and shoppers is included, such as for example breakdowns by age or gender. The definition of the user / shopper base (for example regarding age and frequency of usage) might differ across countries.
- The player section includes information about the leading B2C E-Commerce players. Besides overview charts with names of the leading players (and further information), player profiles are included. In the player profiles, name of company, headquarters, major online shop, company type, product range, B2C E-Commerce sales (if available), and E-Commerce news were listed. In certain cases, fast-growing B2C E-Commerce players are also included.

### Methodology for our Online Payment Market Reports:

- The Online Payment market reports include information about leading payment methods in B2C E-Commerce, recent trends on the payment market, information about the online payment transaction volume, statistics about online payment users, as well as strategic news about relevant players on the market.
- The "Methods" chapter includes information about the leading payment methods in B2C E-Commerce in the relevant country or region. For example, a breakdown of B2C E-Commerce sales by payment methods, or a ranking of the most popular payment methods could be included. These payment methods not only include payment procedures (such as credit card, bank transfer or online payment), but also payment companies (such as PayPal, iDeal, etc.).
- The "Trend" section includes mostly qualitative information about trends in online payment. The information included in this chapter allows the reader to identify future trends.
- Moreover, the Online Payment report includes information about the "transaction volume" in online payment, for example development of the volume over time.
- The "Users" section includes statistics about online payment users, for example the number or the development over time.
- Finally, the reports include strategic information about relevant players in online payment, for example about new products of a market player, or the expansion to another market.



# B2C E-Commerce & Online Payment Market Reports

## Frequently Asked Questions

### WHAT IS THE TARGET AUDIENCE FOR THE MARKET REPORTS?

The target group of our B2C E-Commerce reports are decision makers in top-management, for example from the departments E-Commerce, Business Development, Strategy, Marketing, etc. from large corporations worldwide.

### WHAT TYPE OF RESEARCHERS ARE FINDING THE INFORMATION FOR OUR MARKET REPORTS?

yStats.com employs multilingual researchers that research and filter all sources and translate the relevant information into English. This ensures that the content of the original sources is correctly interpreted.

### WHERE CAN I SEE WHAT KIND OF INFORMATION IS INCLUDED IN THE MARKET REPORTS?

For every market report, a detailed Table of Contents is available, clearly stating what information is included. All Table of Contents can be found on our homepage and in the product brochures of the market reports.

### HOW DO I ORDER A MARKET REPORT?

If you would like to order, please fill out the report order form for the market report included in the relevant product brochure. Afterwards, please sign it and send it back to us by fax or by e-mail.

### HOW LONG DOES IT TAKE ME TO GAIN ACCESS TO THE REPORT?

In general, potential clients gain access to the report within a few hours after sending out the report order form.

### HOW CAN I PAY FOR THE MARKET REPORT?

An invoice issued by yStats.com can be paid either by bank transfer or by PayPal. Bank transfer usually takes a few working days, while with PayPal, the money is transferred immediately.

### IS IT POSSIBLE TO PURCHASE ONLY SELECTED PARTS FROM A MARKET REPORT?

In general, the market reports are only sold as a whole. However, if you are only interested in parts of the report, please contact us.

### HOW MANY EMPLOYEES OF MY COMPANY HAVE ACCESS TO THE REPORTS?

We offer different licensing options. The prices mentioned in this brochure are Single User Licenses, meaning only one user from an organization can access the report. A Site License, allowing all users within a given geographical location to access the report, is available for double the price. Global Site Licenses, allowing access to all worldwide users of an organization, are available for triple the price.

### DO YOU OFFER AN ANNUAL SUBSCRIPTION OF THE MARKET REPORTS?

Yes. Our product "Full Access Global E-Commerce Reports" ("Purchase Option 1") gives customers access to all our E-Commerce market reports. Furthermore, access to all the market reports we publish during the subscription period is guaranteed.

### WHAT SOURCES ARE USED FOR THE MARKET REPORTS?

The reports are all based on reliable sources including national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other sources.

### WHAT TYPE OF ANALYSTS ARE WRITING THE MARKET REPORTS?

After the information is researched, it is further analyzed by our international team of research analysts. These analysts have a long experience in the field of E-Commerce research, and they understand the specifications of the market.

### IS THE INFORMATION IN THE MARKET REPORTS COMPARABLE FROM COUNTRY TO COUNTRY?

Due to the fact that the information included in the market reports is derived from different sources, some information is not comparable across countries. Different sources mostly have different definitions.

### IN WHAT FORMAT ARE THE MARKET REPORTS DELIVERED?

The market reports are delivered in PowerPoint and PDF format. If a different format is needed, please contact us before the purchase. It would also be possible to order printed versions of the reports for a slightly higher price.

### IS THE REPORT SENT TO ME BY E-MAIL?

In general, we provide customers with access to our website. After logging in, the customer can download the report as PowerPoint and PDF files.

### DO I HAVE TO PAY TAX IF I PURCHASE A REPORT?

Customers from Germany have to pay an additional tax rate of 19%. Customers from the European Union (EU) do not have to pay tax if they enter a valid VAT Identification Number into the report order form. Customers from non-EU countries do not have to pay tax. Moreover, tax has to be paid for all private purchases from the EU.

### REGARDING THE TIMING, WHEN WILL AN UPDATE OF A MARKET REPORT BE PUBLISHED?

In general, the market reports are published on a yearly basis. For further information, please take a look at the report overview in this document, which includes a list of the reports we plan to publish in 2013. If you would like to be informed as soon as the update is published, please inform us.

### I HAVE A RESEARCH REQUEST THAT CANNOT BE ANSWERED THROUGH THE MARKET REPORTS. ARE THERE ANY FURTHER PRODUCTS?

If you require further information, we also offer „Customized Research“ on all sectors and countries worldwide. After a detailed briefing, we conduct pre-research and provide potential customers with an offer.

### DO YOU OFFER DISCOUNTS?

Yes. "Report Bundle" ("Purchase Option 2") offers 5 reports of your choice for only EUR 8,900. This means that you can save more than 50%. Furthermore, "Purchase Option 3" offers a discount of 5% if the customer buys 1 report, and 20% if the customer buys 2 reports. If 3 reports are purchased, a discount of 30% is offered.



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