

Press Release

Hamburg, December 5, 2012



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German Consumers purchase more than average Online compared to other European Nations - most frequently from Amazon.de

"Germany B2C E-Commerce Report 2012", the latest report by Hamburg-based secondary market research company yStats.com, highlights B2C E-Commerce in Germany, covering trends, revenue figures and the share of B2C E-Commerce on total retail sales. The report also provides information about popular product categories, Internet users, online shoppers and leading B2C E-Commerce players in Germany.

Share of B2C E-Commerce on total Retail Sales in Germany continues to grow

In Germany, B2C E-Commerce revenue was forecasted to increase by a low double digit percentage figure in 2012, while the share of B2C E-Commerce on total retail sales in Germany was expected to grow in 2012 as well. Internet pure players saw the highest B2C E-Commerce revenue figures in 2011. At the same time, mobile shopping also gained in popularity. Retail was the fastest growing category for mobile devices: between July 2011 and July 2012 this category almost doubled in visitors. Tablet PC and smartphone owners used their mobile devices in April 2012 primarily to order "apps".

German Consumers shopped Online more than average in 2011

According to forecasts, the number of Internet users in Germany is said to increase by only a single-digit percentage figure between 2011 and 2016. Overall, the online purchase rate of consumers in Germany was higher than average: In 2011, almost two thirds of all Germans bought products or services for personal use online. The European average is slightly above 40% of the population. Among German consumers' most important criterion for shopping online are a positive customer rating for a shop, the shop being located in Germany and not having to make an advance payment.

Germans like to buy Fashion Items Online

In 2011, fashion items, textiles and shoes was the most frequently ordered product category in Germany, followed by media, images and sound as well as consumer electronics. The highest service revenue in B2C E-Commerce in Germany was generated by air tickets, followed by travel packages and event tickets in 2011.

In German B2C E-Commerce Amazon is ahead of the Competition

In 2011, the B2C E-Commerce website with the highest number of online shoppers in Germany was Amazon.de. Amazon.de also came out on top regarding online revenue, followed by Otto.de, which introduced a "virtual fitting room" in August 2012. Furthermore, many B2C E-Commerce players in Germany invest in Mobile Commerce. In summer 2012, every tenth visitor to Weltbild.de - the second largest online bookshop in Germany - accessed the site from a mobile device. In 2011, Bonprix saw strong growth in M-Commerce, prompting large investments in this sales area in 2012.

The "Germany B2C E-Commerce Report 2012" by Hamburg-based yStats.com outlines the development of German B2C E-Commerce, showing that Germans like to order fashion items, pay by invoice and conduct frequent purchases from Amazon.de and Otto.de.

For further information, see:

<http://ystats.com/en/reports/preview.php?reportId=1002>

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