

## Press Release

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### **Daily Deals, Private Shopping and Mobile Shopping spur B2C E-Commerce in Italy**

In its latest "Italy B2C E-Commerce Report 2012", Hamburg-based market research firm yStats.com analyzes the latest trends in the Italian B2C E-Commerce market. Aside from revenue figures and market shares, the report covers successful product categories, Internet user and online shopper figures and leading players in Italian B2C E-Commerce.

While nearly half of all consumers in Italy accessed the Internet in 2011, only less than one fifth conducted online purchases. Nonetheless, both the number of Internet users and that of online shoppers continues to grow. The latter of which is partly due to daily deal websites which tempt consumers with high discounts, thus successfully recruiting more and more members to their sites.

#### **Daily Deal Revenues contribute to B2C E-Commerce Growth**

In Italian B2C E-Commerce, a mid-range double digit percentage growth is expected for 2012. This can be attributed to the soaring popularity of daily deal websites and private sales, as well as to the increase in mobile shopping. The share of B2C E-Commerce on all retail sales in Italy is also expected to grow further. For 2012, forecasts predict an increase in online fashion purchases, followed by technology and food items. Despite the growing use of mobile devices, in 2011 they only generated approximately 1% of all B2C E-Commerce revenue, showing a strong increase compared to 2010.

#### **Zalando pulls ahead of Amazon**

As shown in the "Italy B2C E-Commerce Report 2012" by yStats.com, in Italy, Zalando is ahead of Amazon when it comes to the number of unique visitors. IBS, an Italian seller of books, music and films, is also very successful in Italy. In 2011, it increased its revenue to approximately 70 million EUR, the majority of which was generated online. Bonprix, an OTTO Group affiliate, also plays an important role in Italian B2C E-Commerce. For fashion and accessory retailer La Redoute, the Internet was also extremely significant, given that the company's mail order shopping business in Italy is mostly for information purposes and almost all revenue is generated online. Furthermore, Spanish private shopping player BuyVIP is also successful in the Italian market.

In Italy, the number of Internet users and online shoppers continues to increase, partly based on the growing popularity of daily deals, private sales and mobile shopping.

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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.