

## Press Release

Hamburg, December 6, 2012



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### Slow but steady Growth of B2C E-Commerce in Switzerland

In its recent "Switzerland B2C E-Commerce Report 2012", Hamburg-based secondary market research company yStats.com highlights trends and developments in the Swiss B2C E-Commerce market. Besides Internet users, online shoppers, market shares and revenue figures, the report also covers successful product categories and leading players.

In 2011, more than three quarters of the Swiss population aged 14-59 used the Internet on a regular basis, more than half of whom also shopped online. The majority of online retailers were able to increase their revenue in 2011. More and more foreign players are entering the Swiss online market.

#### B2C E-Commerce and Mobile Shopping Continue to increase in Revenues

Between 2010 and 2011, B2C E-Commerce revenues grew by a low double digit percentage figure. In 2012, B2C E-Commerce is expected to account for 10% of all retail revenue, which is far more than in Italy, but less than in Great Britain. The total number of Internet users in Switzerland is increasing slowly but steadily as is their share on the entire population. However, the growth rate is not very high. The growing popularity of mobile shopping is helping to increase revenues in Switzerland. Mobile Internet websites are becoming increasingly popular compared to apps. In 2012, competition from foreign business increased in the Swiss online market. It is especially attractive to German B2C E-Commerce players, due to the low language barrier. Approximately four fifths of all Swiss online shops were able to increase their revenues in 2011. The most frequently purchased online products were from the categories "travel and hotels", "books and magazines", "fashion", and "digital media". Customer service has improved: more than two thirds of online retailers offer at least three payment methods.

#### Ricardo.ch's Popularity is soaring

In Switzerland, auction site Ricardo.ch and consumer electronics retailer Digitec.ch generated particularly high revenues in 2011. Ricardo was also the most popular website among customers in Switzerland, followed by Amazon. Furthermore, air-ticket website Swiss.com and train-ticket-shop Sbb.ch were the leading travel online shops. Additional successful online shops in Switzerland are coffee seller Nespresso.ch and online supermarket LeShop.ch.

As shown by market research company yStats.com in its "Switzerland B2C E-Commerce Report 2012", both the number of Internet users and especially the significance of mobile B2C E-Commerce will continue to grow strongly in Switzerland.

#### For further information, see:

<http://ystats.com/en/reports/preview.php?reportId=1003>

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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.