

ecommerceDB.com

# Global Access License

Product and Services Description

## 01. Product Specification

### About Statista

With ecommerceDB.com, Statista operates a database specifically dedicated to eCommerce. Statista provides users of this database with detailed net sales information of more than 5,000 online stores worldwide.

### Content

eCommerceDB.com examines the global eCommerce market and structures it by country and category based on detailed key net sales figures at store level. Irrespective of whether you are interested in a certain country or product category or the biggest or fastest-growing online stores, our comprehensive, constantly updated database provides shop operators, service providers, investors and business consultants etc., with a tool to analyze markets in an instant.

## Market Analysis

Using our rankings, you can filter for the markets that particularly interest you within a matter of seconds. Customize your search by country and category and use ecommerceDB.com as the starting point for your market analysis.



### CUSTOMIZED RANKINGS

Ranking lists that can be filtered and intuitively customized provide an overview of all submarkets and market players

## Benchmarking

More than 5,000 extensive shop profiles provide you with detailed, relevant information, an indepth analysis of the eCommerce net sales including the respective market share as well as traffic metrics.



### DETAILED STORE PROFILES

All information on competitors, market leaders and emerging stores at a glance

## Lead Generation

Use the database for the initialization and optimization of your eCommerce sales activities. Export all shop information as clearly structured Excel documents so you can directly continue working with the data.



### EXPORTABLE LISTS

Directly export the lists of market and contact data into professional Excel documents – it is both efficient and perfectly seamless

## Key Figures and KPIs

- ▶ eCommerce Net Sales at domain level
- ▶ eCommerce Net Sales forecast and Y/Y growth at domain level
- ▶ eCommerce Net Sales split by country and category at domain level
- ▶ Traffic and engagement metrics
- ▶ Thousands of management and marketing contacts
- ▶ Information on total market sizes for each country and category
- ▶ Company information

## Categories

### Fashion

- Clothing
- Shoes
- Bags & Accessories

### Electronics & Media

- Consumer Electronics
- Books, Movies, Music & Games

### Food & Personal Care

- Food & Beverages
- Personal Care

### Furniture & Appliances

- Furniture & Homeware
- Home Appliances

### Toys, Hobby & DIY

- Toys & Baby
- Sports & Outdoor
- DIY, Garden & Pets
- Hobby & Stationery

## Methodology and Sources

ecommerceDB.com examines the international B2C eCommerce market for physical goods in the course of an ongoing market screening. The database structures information on net sales of more than 5,000 online stores based on a detailed analysis of the largest stores of various countries, with a special focus on the United States, Germany, Austria and Switzerland.

All stores included in the database are regularly surveyed online with regard to aspects such as net sales. This data basis is constantly updated and continually complemented by a large number of secondary data from professional databases (EHI Retail Institute, German Federal Gazette – “Bundesanzeiger”, Statista) and published company key figures (annual reports, press releases).

Based on the existing data the drivers of eCommerce net sales are identified. Their respective influence is then quantified by means of a regression analysis. After that, missing data is estimated using the results of the regression analysis and the anticipated growth in eCommerce net sales is extrapolated from the collection of all data points.

## Rights of Use and Publishing Rights

All users of ecommerceDB.com are granted basic rights of personal use of publicly available information (i.e. information that could also be accessed without any subscription account).

Rights of use and publishing rights of the available store information and downloaded documents for

commercial purposes are granted to customers with a paid subscription account only.

No publishing rights whatsoever are granted with regard to studies that are only made available after payment or that may be included in an account's range of services. Rights of use of third party products that Statista merely links to are by no means transferred, but must each be requested from the respective third party instead.

## 02. Specification of Services

The following section summarizes the key services of an account with regard to accessing our eCommerce database.

Services included in the Global Access License account:

- ▶ Access to database for up to five users. All persons with activated accounts can use the services from different devices.<sup>1</sup>
- ▶ Access to all detailed store profile pages of the eCommerce database.
- ▶ Store profiles (including net sales information of individual online stores) available for download in Excel format.
- ▶ Access to all ranking lists of online stores in eCommerce markets broken down by product category and country.
- ▶ National eCommerce market studies on the 1,000 largest online stores of a country are included. The portfolio of national eCommerce market studies is updated regularly.

The subscription fee for the Global Access License account is billed annually and charged in total at the beginning of the subscription term.

The Global Access License account is available to commercial users only.<sup>2</sup> In case of unusual usage patterns Statista reserves the right to block access to the account until clarification of the issues or to declare an extraordinary termination of the respective account. This especially applies to the unauthorized sharing of an account's login details to grant more persons access to Statista's services.

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<sup>1</sup> Any further use by six or more employees from different workstations is not included in the Global Access License account. Should you require additional seats we would be glad to provide you with a bespoke solution.

<sup>2</sup> A purchase by private users is not possible. The purchasing process requires the customer to affirm that he or she is indeed a commercial user.

## Technical Information

The technical requirement for the use of an ecommerceDB.com account is an up-to-date web browser (Firefox 3.0.14, Internet Explorer 10 or higher are recommended). Furthermore, the execution of scripts on the website must be enabled in the browser's security settings.

The amount of available information on stores varies. Not all store information remains in the database permanently. Not all store information is available for download in Excel format.

The eCommerce database is published under the domain <https://ecommercedb.com>.

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## Further Information

Please get in touch with us should you be interested in further information:



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