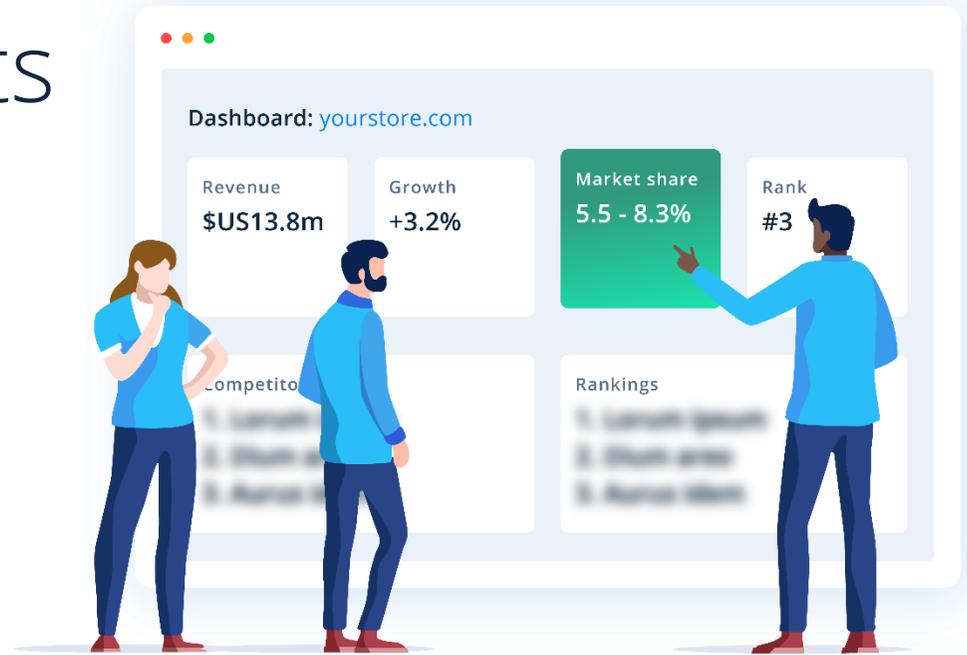


# eCommerce insights for your needs

We provide detailed information on 20,000 stores in 50 countries, including detailed revenue analytics, competitor analysis, market development, marketing budget, and interesting KPIs, such as traffic, shipping providers, payment options, social media activity, and much more.



## Statista ecommerceDB.com

Product description & Methodology

# Statista ecommerceDB provides information on more than 20,000 online stores in 50 countries

About ecommerceDB (1/2)

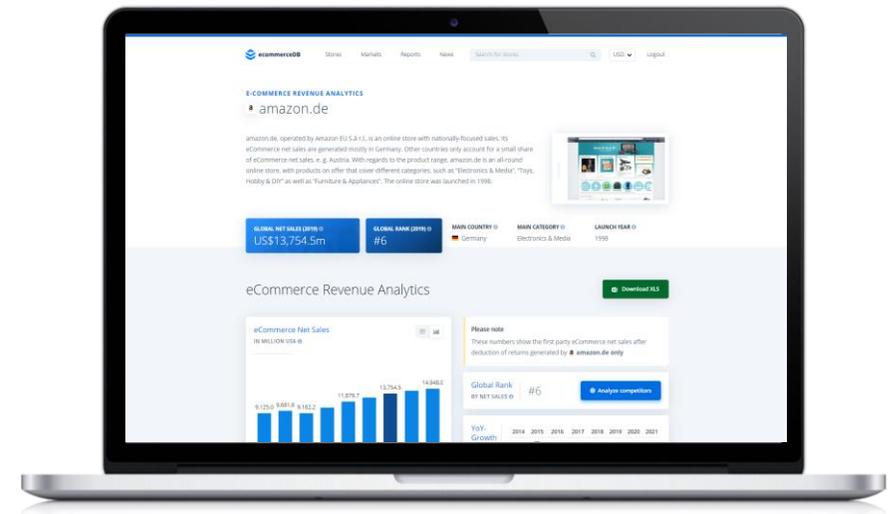
## What is ecommerceDB?

The ecommerceDB database provides detailed information on more than 20,000 stores in 50 countries and 13 categories, including detailed revenue analytics, competitor analysis, market development, marketing performance indicators, and further KPIs such as traffic, shipping providers, payment options, social media activity, SEO/SEA information, and much more.

In addition to the database, ecommerceDB.com publishes a broad range of in-depth reports, covering analyses of national eCommerce markets, customer behaviors and purchase patterns, market trends, and top stores. We dive deep into topics in the field of eCommerce and turn complex insights into ready-to-use analyses for you.

## Key figures

- 20,000 stores
- 50 countries
- 5 categories, 13 sub-categories
- 30 KPIs
- 5 currencies
- 250+ reports

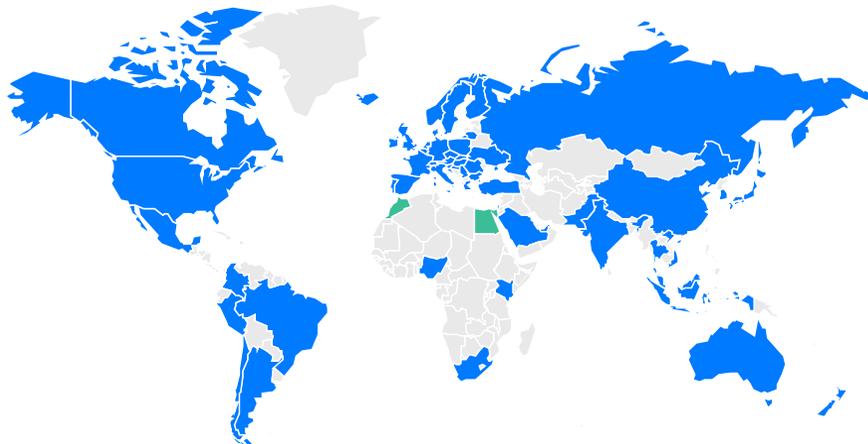


# Statista ecommerceDB knows no boundaries when it comes to data

About ecommerceDB (2/2)

## ecommerceDB coverage

-  Included
-  Coming in 2021
-  Not covered



## Included countries

### Europe

-  Austria
-  Belgium
-  Bulgaria
-  Croatia
-  Czech Republic
-  Denmark
-  Finland
-  France
-  Germany
-  Greece
-  Hungary
-  Iceland
-  Italy
-  Lithuania
-  Netherlands
-  Norway
-  Poland
-  Portugal
-  Republic of Ireland
-  Romania
-  Russia
-  Serbia

### Americas

-  Slovakia
-  Slovenia
-  Spain
-  Sweden
-  Switzerland
-  Turkey
-  Ukraine
-  United Kingdom
-  Argentina
-  Brazil
-  Canada
-  Chile
-  Colombia
-  Mexico
-  Peru
-  United States

### Australia & Oceania

-  Australia
-  New Zealand

### Asia

-  Greater China
-  India
-  Indonesia
-  Israel
-  Japan
-  Malaysia
-  Pakistan
-  Saudi Arabia
-  South Korea
-  Thailand
-  UAE
-  Vietnam

### Africa

-  Kenya
-  Nigeria
-  South Africa

### Coming in 2021

-  Morocco
-  Egypt



## Modeling approach eCommerce net sales

- Historical net sales development
  - Top-down approach
  - Bottom-up approach
- Forecast algorithm

# Online store revenue modeling is based on diverse data types and expert analysis

Modeling approach eCommerce net sales

## Different approaches depending on data availability

### 1) Historical ecommerce net sales development

When approximating past revenue trends, the modeling approach depends on which types of data are available. Our ecommerceDB experts conduct research about companies based on existing information, i.e., data from a survey among thousands of online stores, annual reports, and secondary sources. This information is supplemented by other store-specific drivers, such as traffic information, offered product range, price level, and shipping information. Depending on data availability, we use two different approaches:

 Top-down: Finding information about the eCommerce turnover of a company or business unit and enhancing it with further store-specific data enables our analysts to determine the revenue for the company's online store.

 Bottom-up: If there is no information on the company's (eCommerce) revenue, we use an algorithm-based approach using store-specific KPIs such as traffic, product range, price level, and average conversion rates to approximate the online store's revenue. The algorithm is based on the correlations between success factors and revenue derived from the top-down approach acquisition of primary data.

### 2) Forecast

 Forecasting the online store's revenue for the running calendar year and the following years takes multiple information factors into account. Our experts evaluate the store's historical revenue development, traffic trends, general market forecasts, and individual store information.

## Underlying data sources

### Survey among online stores

- eCommerce net sales
- Company information
- Product range and shipping information
- Contact information

### Quantitative and financial data from public sources:

- Annual reports and financial statements
- Press releases
- Secondary sources

### Store-specific data

- Traffic information, visits in total and by region
- Offered product range
- Price level information
- Shipping information

### Studies & third-party data

- The Statista Digital Market & Consumer Outlook
- International organizations and associations such as IMF, World Bank, and OECD

# tjx.com net sales approximation based on top-down approach



Historical ecommerce net sales development (1/3)

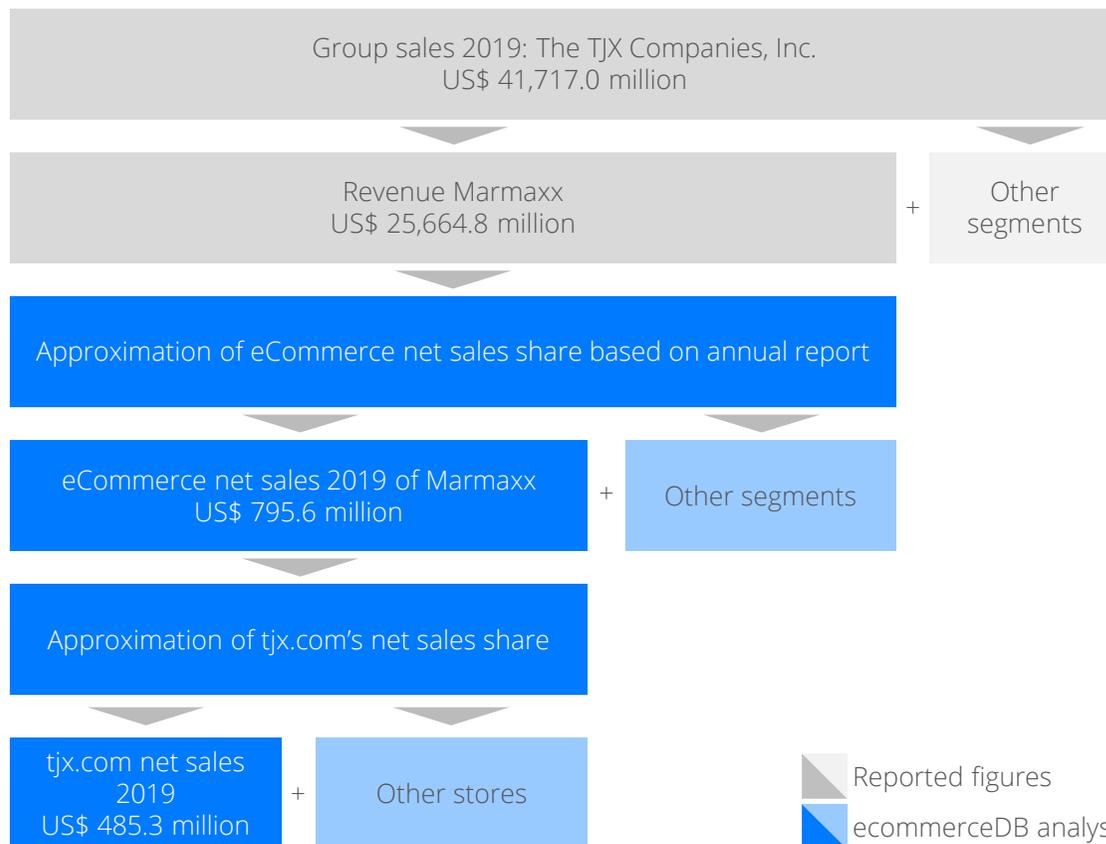


## Top-down net sales approximation

Referring to the annual report of The TJX Companies, Inc., group sales in 2019 amount to 41,717.0 million US\$<sup>1</sup>. Total group sales include revenue through online and offline retail in various segments. About 61.5% of the Group's revenue is generated by the Marmaxx segment, comprising online and offline retail revenues<sup>1</sup>.

The reported share of online net sales in Marmaxx revenue increased from 2% to 3% between 2015 and 2019<sup>2</sup>. Based on this steady increase and with reference to the positive development of revenue in the eCommerce fashion market<sup>3</sup> and the positively formulated prospects of the management in connection with further investments in the eCommerce segment<sup>1</sup>, we calculate an average eCommerce net sales share of 3% in 2019 to approximate the eCommerce net sales of Marmaxx. As a result, 795.6 million US\$ are generated by Marmaxx's three online stores (tjx.com, sierra.com, and marshall.com).

Considering individual website performance indicators and additional success factors, tjx.com accounts for approximately 61% of Marmaxx eCommerce net sales or 485.3 million US\$ .



Reported figures  
ecommerceDB analysis

# wayfair.com net sales approximation based on top-down approach



Historical ecommerce net sales development (2/3)

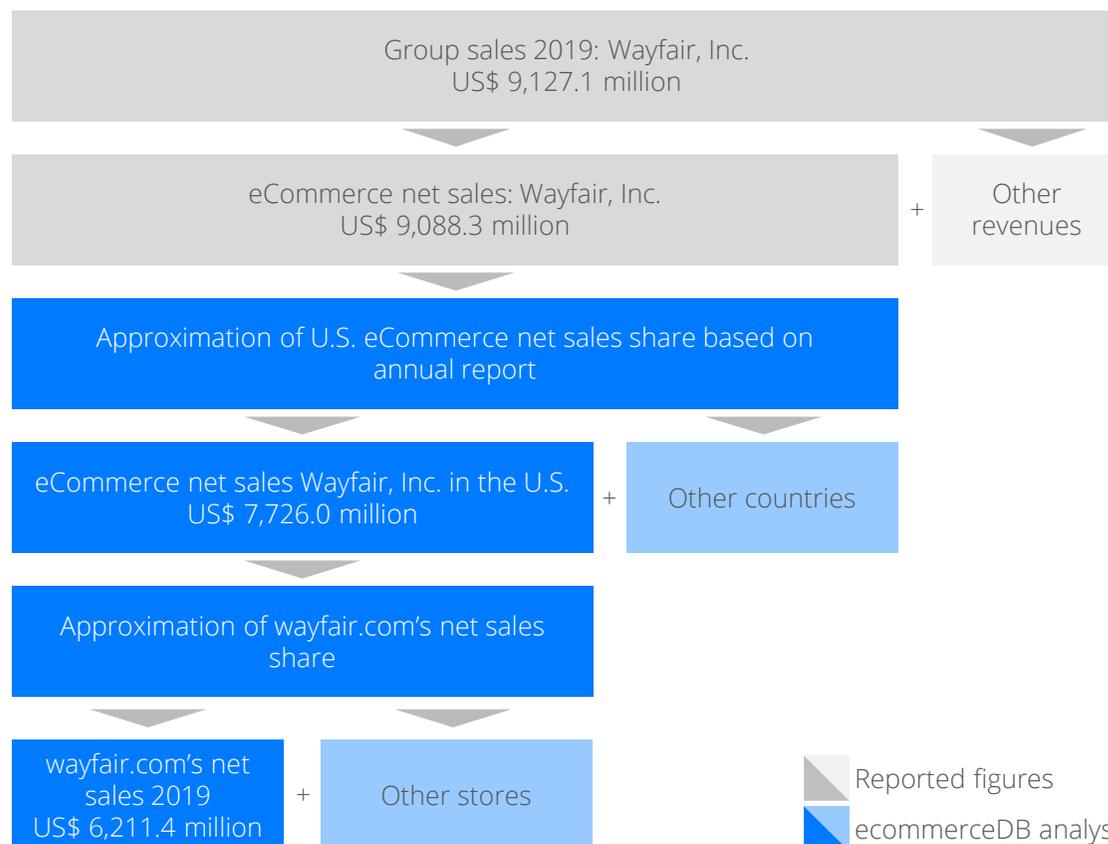
## Top-down net sales derivation

The total group sales of Wayfair, Inc. in 2019 amount to 9,127.1 million US\$<sup>1</sup>. They include revenue through different international online stores, retail partner websites, and media solutions.

The direct retail net revenue is also reported in the annual report, but there is no further information on the revenue distribution by country. But based on last year's annual report, we assume that non-ecommerce revenue is subsumed under "U.S. revenue" and that "International" revenue is eCommerce only. By subtracting that from the total direct retail net revenue, the U.S. eCommerce revenue amounts to 7,726 million US\$.

eCommerce net sales in the U.S. are generated mainly via wayfair.com but also via jossandmain.com, allmodern.com, birchland.com, and perigold.com.

Considering individual website performance indicators and additional success factors, wayfair.com accounts for approximately 61% of the U.S. eCommerce net sales or 6.211,4 million US\$.



Reported figures  
ecommerceDB analysis

# Algorithm-based bottom-up revenue modeling is driven by a broad range of success factors

Historical ecommerce net sales development (3/3)

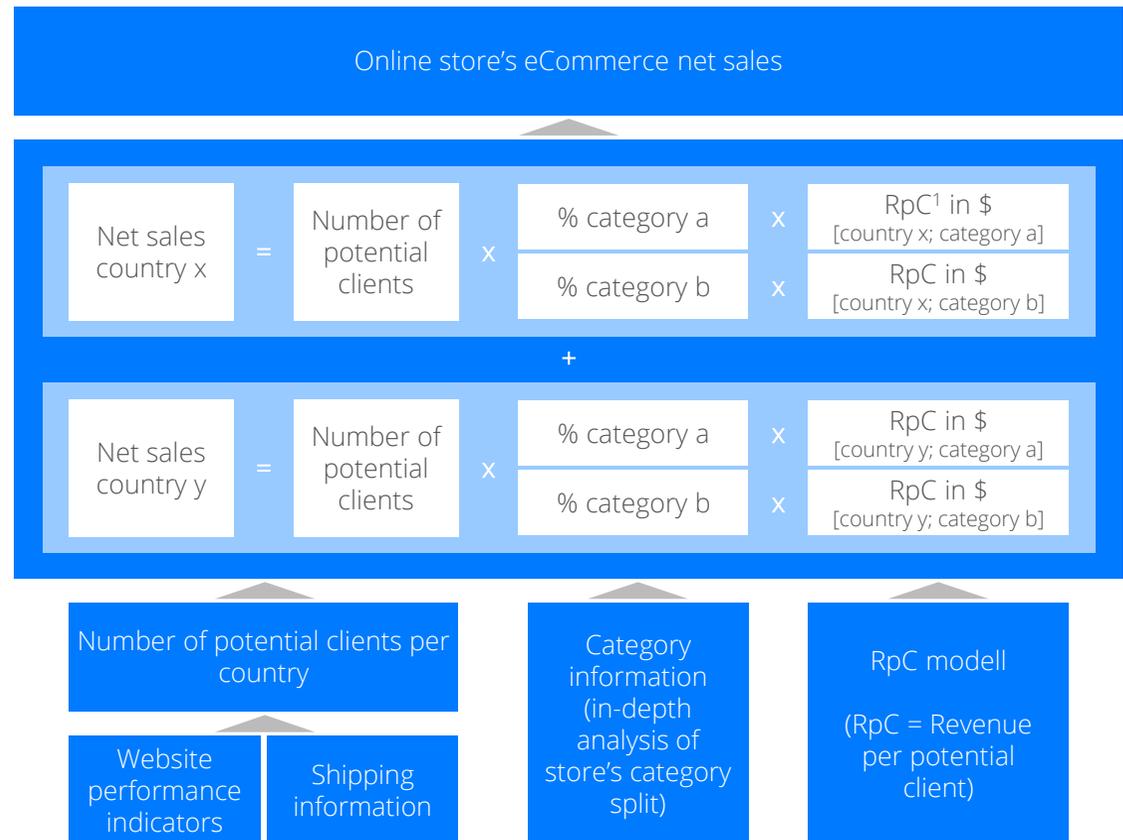
## Bottom-up net sales derivation

If there is no information about the company's (eCommerce) revenue, we apply our algorithm-based approach using a broad range of KPIs to approximate the online store's eCommerce net sales.

The algorithm is based on the correlations between success factors and revenue, which are derived using primary data from the top-down approach.

The main success factors are:

- the number of potential clients per country, derived from general website performance indicators (visits, time on site, etc.<sup>1</sup>) in combination with information on conversion rates by category and research on the store's shipping destinations
- the online store's offered product range and the average price level
- the information on average revenue per potential client for each country and category, which has been determined by a regression analysis, based on the primary data from the top-down approach



# The revenue forecast of an online store is driven by four indicators

Future ecommerce net sales development (1/2)



## Forecast approach

Our forecast approach to anticipate future eCommerce net sales development of an online store considers a variety of underlying data.

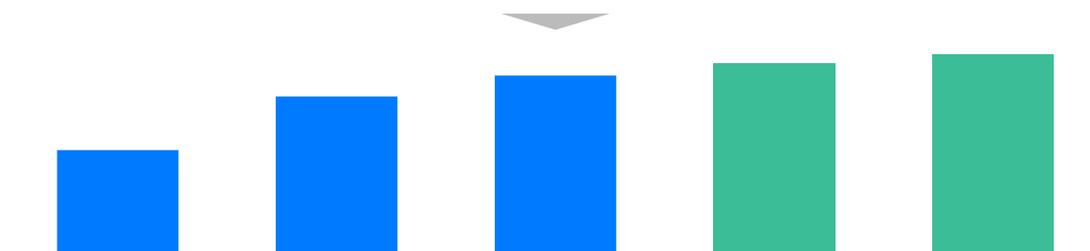
On the one hand, we examine internal and external historical information, e.g., previous net sales and traffic development of the online store<sup>1</sup>.

On the other hand, we also take indications of future developments into account. Here, we consider internal and external information such as statements by the company on its assessment of future developments and market forecasts, as conducted by our Statista Market Outlook team<sup>2</sup>.

These four indicators are individually weighed by our eCommerce analysts to assure the best possible forecast based on the available information.

	Internal information	External information
Historical information	1 Store's net sales development	2 Traffic & conversion development
Future development indicators	3 Store's individual statements regarding its continued net sales development	4 Statista Digital Market Outlook

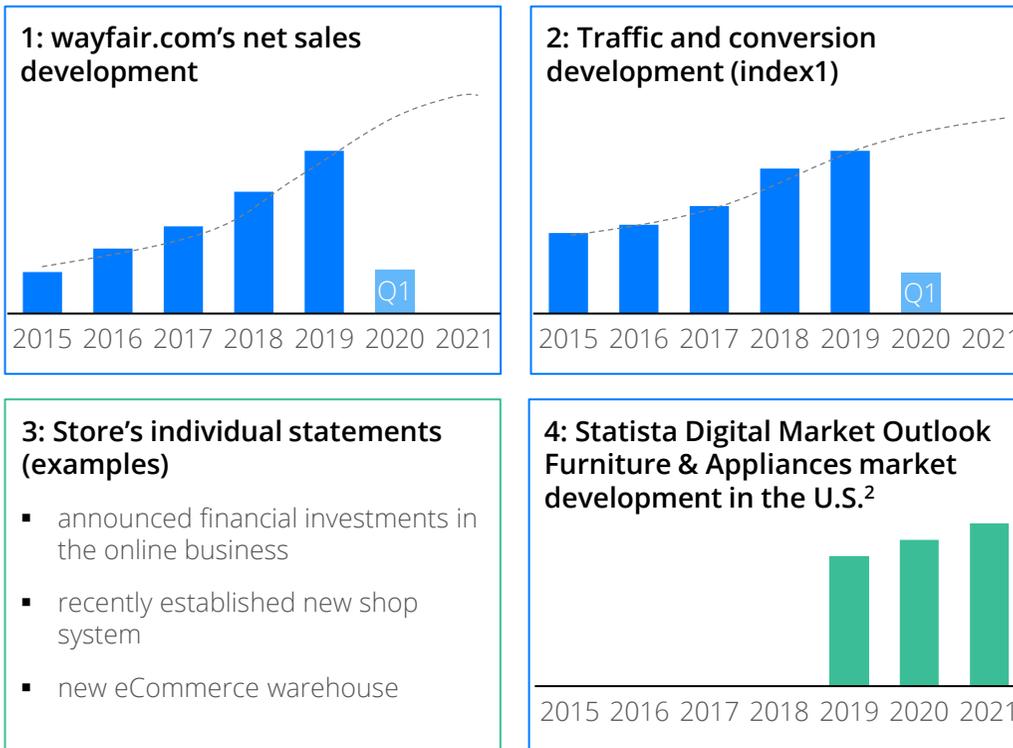
These four indicators are weighed by our eCommerce analysts



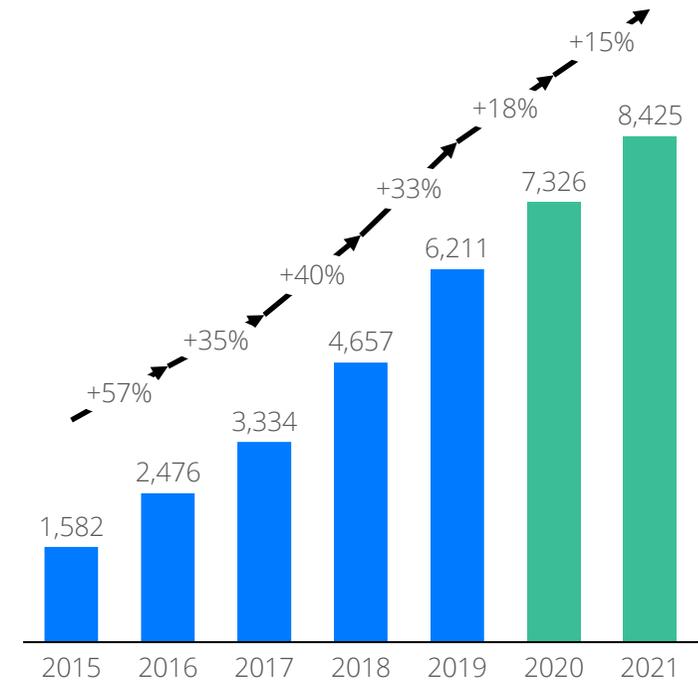
# Forecasting wayfair.com's eCommerce net sales by considering historical and future indicators

Future ecommerce net sales development (2/2)

## Input data



## wayfair.com net sales development in mUSD





## Modeling approach GMV on marketplaces

- Definition GMV and online marketplaces
- Historical eCommerce GMV development
  - Top-down approach
  - Bottom-up approach

# Definition GMV and subdivisions of online marketplaces

Methodology: Marketplaces

## Marketplace definition

An online marketplace is an eCommerce platform that enables third-party sellers to sell new or used products on its platform (= marketplace).

This report spotlights the global B2C landscape, which primarily involves new products originating from commercial sellers. For this reason, pure C2C marketplaces (= classifieds) are not included in this survey.

However, marketplaces that enable both private and commercial sellers (such as eBay, MercadoLibre, and Tokopedia) to offer and trade products are considered because the majority of these products stem from commercial sellers.

## Marketplace perspective

Marketplace models are becoming increasingly attractive to retail companies as a complement to their own product and service range.

Additionally, different brands of one company have their own marketplace section. Since brands are most visible to the customer, we differentiate between brands and not between companies. Accordingly, the database displays the marketplaces by brand instead of by company.

This also means that brands with multiple URLs in different countries (e.g., amazon.com, amazon.co.uk) are treated as a whole.



# GMV modeling is based on diverse data types and expert analyses

eCommerce Gross Merchandise Volume (GMV) modeling approach

## Different approaches depending on data availability

### 1) Historical eCommerce GMV development

When approximating past GMV trends, the modeling approach depends on which types of data are available. Our ecommerceDB experts conduct research on companies based on existing information, i.e., information published by the company and secondary sources. This information is supplemented by other store-specific drivers, such as traffic information, price level, number of third-party sellers, and the commission rates of the relevant marketplace. Depending on data availability, we use two different approaches:

 Top-down: Finding information about the eCommerce GMV and/or turnover of a company or business unit and enhancing it with further store-specific data enables our analysts to determine the GMV for the marketplace.

 Bottom-up: If there is no information about the company's eCommerce GMV, we adopt an algorithm-based approach using marketplace-specific KPIs, such as traffic, product category, geographical operating area, business scope, and type of marketplace, to approximate the marketplace's GMV. The algorithm is based on the correlations between success factors and GMV, which are derived from primary data obtained using the top-down approach.

### 2) Forecast

 Forecasting the relevant marketplaces' GMV for the current calendar year and the following years takes multiple factors into account. Our experts evaluate the store's historical GMV development, traffic trends, general market forecasts, and individual store information.

## Underlying data sources

Quantitative and financial data from public sources:

- Annual reports and financial statements
- Press releases
- Secondary sources

Studies & third-party data:

- The Statista Digital Market & Consumer Market Outlooks
- International organizations and associations such as the IMF, World Bank, and OECD

Marketplace-specific data:

- Traffic information
- Product range and main product category
- Price level information
- Number of third-party vendors
- Type of commission
- Commission rates
- Geographical operating area
- Scope of the marketplace
- Type of marketplace

# Etsy & Reverb GMV approximation based on a top-down approach



Historical eCommerce GMV development



## Top-down derivation of net sales

In 2020, the total GMV of Etsy, Inc., amounted to US\$10,281.1 million<sup>1</sup>. This includes the dollar value of items sold on the marketplaces operated by Etsy, Inc. Etsy, Inc., excludes revenues that are generated by services, such as shipping fees, and item values related to failed transactions. In its annual report, Etsy, Inc., has also disclosed the amount of its service revenues, which totals US\$ 422.5 million. According to our GMV definition, however, revenues from logistic services, advertising, and/or further marketplace-related services are part of the GMV. Therefore, the company's GMV and service revenues are aggregated, with the total figure amounting to US\$10,703.6 million.

The stated GMV and service revenues are generated mainly via etsy.com but also via reverb.com, which was acquired by Etsy, Inc., in 2019.

Considering individual website performance indicators and additional success factors, etsy accounts for approximately 91.5% of the company's GMV and service revenues, i.e., US\$9,793.8 million. Thus, reverb accounts for the remaining 8.5% of the company's GMV and service revenues, i.e., US\$909.8 million.



 Reported figures  
 ecommerceDB analysis



## FAQs

# FAQ: General questions about ecommerceDB (1/2)

## Which countries are available?

We offer detailed rankings of online shops in about 50 countries and are continuously working on adding more countries.

Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greater China, Greece, Hungary, India, Indonesia, Israel, Italy, Japan, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Norway, Pakistan, Peru, Poland, Portugal, Republic of Ireland, Romania, Russia, Serbia, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, Ukraine, United Kingdom, United States, Vietnam

## Who can access the data?

The data is made available as part of our subscription model starting at \$395/month. You can find out more here or contact our customer support.

## Are free trials offered for ecommerceDB?

Trials are not possible, but we are happy to offer you a webinar in which you can experience ecommerceDB live.

## Can I download the data?

Yes, downloading store profiles as Excel sheets is possible with a Corporate Account or an Enterprise Account.

## What is the difference between the Statista database and the ecommerceDB platform?

The statista.com portal offers an intuitive search engine for quantitative data. Statista is the fast and comprehensive starting point for researching numbers, data, and facts. This database is a "generic" database that aggregates statistics and studies from approximately 18,000 (external and internal) sources. By contrast, ecommerceDB is a specialized database focusing solely on eCommerce, comprehensive metrics, and information about B2C online stores in the retail sector. The detailed content and sales analyses are generated by and at Statista. With the exception of infographics, all of which are free of charge, the contents of ecommerceDB cannot be found at the statista.com portal.

# FAQ: General questions about ecommerceDB (2/2)

## How are the online stores that are shown on ecommerceDB selected?

The database is designed to display all the relevant online stores in a country (primarily based on sales and brand awareness).

## What is the difference between the eCommerce studies published by Statista and EHI and the ecommerceDB platform?

The eCommerce studies are published once a year, whereas ecommerceDB is continuously expanded with additional parameters. The major differences are as follows:

- The database shows several countries with a wider range of online stores. The studies are published for Germany (in cooperation with EHI), and more than 30 additional countries, e.g., the United States, the United Kingdom, Poland, and China (published separately by Statista).
- The database shows sales analyses of the online stores based on category and country. The studies solely show the total net sales per online store.
- The database is frequently updated and shows store revenues in a continuous time series format. The studies are published annually, showing only the sales of the most recent complete calendar year.

## Which reports are offered?

There are three different types of reports:

- Country reports: eCommerce markets at a glance
- Brand reports: Customer behavior by online store
- Trend reports: Deep dives into specialized topics
- Company reports: Extensive key facts and data of companies

ecommerceDB publishes a broad range of in-depth reports, covering analyses of national eCommerce markets, customer behaviors and purchase patterns, market trends, and top stores. We dive deep into topics in the field of eCommerce and turn complex insights into ready-to-use analyses for you. The reports are included in Corporate Accounts and Enterprise Accounts. Individual users can purchase the studies via [statista.com](https://www.statista.com).

# FAQ: Store profile and net sales (1/3)

## What is the store profile?

The store profile is the central place where all relevant information about an online store is displayed. These profiles exist for all stores contained in the database and form the core of the database. It contains eCommerce revenue analytics including global net sales, YOY growth, revenue splits by category, and revenue splits by country. Also included are competitor analyses and market developments, key performance indicators (such as SEA and SEO budgets), traffic data, payment methods offered, store software implemented, shipping providers, social media activity, contact information, and information about the company.

## How are eCommerce net sales defined?

eCommerce net sales are defined as the amount of first-party sales generated by a specific online store at the domain level after the deduction of returns, allowances for damaged or missing goods, and any authorized discounts. Only online stores with a focus on end users (B2C) will be considered. If an online shopping website also offers click & collect, an app, or a marketplace store on a site such as eBay or Amazon, the resulting revenue is also included in the store's eCommerce net sales.

## How often is sales data updated?

Sales data is updated on a continuous basis. We regularly screen relevant news outlets and press releases and update data as soon as new relevant insights are published / at least once a year.

Additionally, for companies that report financial information, we review the annual and quarterly publications (if available and relevant) in a timely manner.

## How is the category split (revenue split by category) analyzed?

The category split is subject to our definition set that is established by Statista. The category split is primarily based on a web store analysis. Factors such as the catalog system, number of products per category, average price level per category, shopping cart composition (number of products per category in a given shopping cart), as well as product presentation (hypothesis: higher-priced products are presented more prominently) are considered. In addition, information from company surveys on the category split as well as consumer surveys impact the category split analysis.

## How is the country split (revenue split by country) analyzed?

When analyzing the country split, several factors are taken into consideration. The first one is the online store's available shipping countries. Statista additionally considers various country-related factors, such as country size and eCommerce volume, purchasing power, and the relevance of sold categories in the respective country. Furthermore, Statista takes traffic data into consideration for its country split analysis.

# FAQ: Store profile and net sales (2/3)

## Why are the sales figures on ecommerceDB not identical to the figures from the respective company's annual report?

- There are a number of reasons why our numbers may differ from reported figures:
- There might be brick-and-mortar stores that contribute to the sales.
- If the company operates more than one online store, sales are distributed across these stores.
- The company might have additional sales sources that are not included in our sales definition, such as sales from third-party sales commissions (Amazon Marketplace) or other services they offer (AWS, Amazon Prime, Audible, etc.).
- The figures from the annual report might be stated in a different currency and it was necessary to convert the figures using the average exchange rate for the reporting period.
- The figures reported did not represent the net sales and it was necessary to adjust them for VAT and returns.

## What currencies are used in the database?

All sales data in the database are shown in USD. However, we offer the possibility to convert the values into other currencies. The conversion, both for historical and forecast values, is based on the flexible exchange rates of the International Monetary Fund (IMF). We offer conversion to the following currencies:

- USD: United States dollar
- EUR: Euro
- GBP: Pound sterling
- CHF: Swiss franc
- CAD: Canadian dollar

# FAQ: Store profile and net sales (3/3)

## Which stores are in-scope?

An online store is in focus if it corresponds to the following criteria:

- The store sells tangible products
- The online shopper can order and pay online
- The store focuses on end users
- The store sells formerly tangible products such as software for download

## Which stores are out-of-scope?

Online stores based on the following services or business models are out-of-scope:

- Services such as
  - Lending (e.g., drexcode.com)
  - Subscriptions (e.g., netflix.com)
  - Advertisers (incl. classifieds) (e.g., subito.it)
  - Meal-kit providers (e.g., quomi.it)
  - Price comparators (e.g., trovaprezzi.it)
- Business models such as:
  - Auctions, couponing, bonuses, and deals (e.g.,groupon.it)
  - Online stores that deliver products considered illegal
  - Marketplace platforms only (which are displayed separately within our marketplace section)
  - C2C

# FAQ: Key performance indicators (1/2)

## Which KPIs are covered?

We show over 30 KPIs for our online stores, including:

- payment methods
- shipping providers
- click & collect
- distribution channels
- contact information
- shop software
- social media activity
- traffic data (in cooperation with Amazon Alexa)
- marketing performance indicators (in cooperation with search metrics)

## How often are the KPIs updated?

KPI data is constantly updated. As soon as there are new publications or, for example, information through surveys, we supplement or adapt them at ecommerceDB.

## How is the data collected?

KPI data is either collected by semi-automated processes and verified by eCommerce experts or collected by eCommerce experts analyzing different sources such as annual reports, secondary sources, and/or the store's website (e.g., terms & conditions, FAQ, checkout). KPI data is collected from the viewpoint of a customer shopping from the country where the store generates the most revenue (main country).

KPIs analyzed by experts:

- payment methods
- shipping providers
- distribution channels
- contact information

KPIs collected by semi-automated processes or provided by partnerships:

- store software
- traffic data
- marketing performance indicators
- social media activity

# FAQ: Key performance indicators (2/2)

## What are marketing performance indicators?

Marketing performance indicators (MPI) are key figures that indicate the store's performance on search engines. This is done by calculating indicators for search engine advertising (SEA) and search engine optimization (SEO), based on the data of our partner Searchmetrics.

## How is store software defined and collected?

Store software is defined as the software that is used to operate the online store. In other words, it is the engine behind an online store that makes it possible to manage the website and fulfill orders. We collect the store system information by surveying companies and by using the platform BuildWith.

## How are payment methods defined and collected?

A payment method is defined as the way in which a customer can pay for an online order. Payment methods are classified under the following groups: bank transfers, cards, cash on delivery, e-wallets, invoices, installments, and direct debits. Other payment methods such as gift cards are also collected. When collecting the payment methods, Statista eCommerce experts go through the entire check-out process of each store and analyze additional sources such as the store's terms & conditions and FAQs.

## How are shipping providers defined and collected?

In the shipping section, information is collected with regard to the method of how the customer can access the ordered item(s). Some examples include home delivery, click & collect, and pickup point collection. In case of home delivery or pickup point collection, the names of the shipping providers operating for a certain store are listed. If no information is available, "not communicated" is stated; if the information about shipping is incomplete, "Forwarding agent (not exactly named)" is stated. When collecting information about shipping providers, Statista eCommerce experts go through the entire check-out process of each store and analyze additional sources such as the store's terms & condition or FAQs.

## What distribution channels are considered and how are these defined and collected?

In the distribution channel section, information is collected about other channels through which an online store generates sales. This refers to the multichannel strategy of an online store, including retail stores (brick & mortar), orders by phone or orders by mail (i.e., from a catalog), as well as marketplaces (Amazon, eBay). Information about an online store's distribution channels is collected with in-depth research by eCommerce experts from a variety of sources. Among these are annual reports, secondary sources, store website information, and relevant marketplace websites (Amazon, eBay).

# FAQ: Data tool & categories (1/6)

## What is the Data Tool?

The Data Tool provides access to country and market-specific rankings, which can be customized with the help of filter settings. By clicking on "Stores" in the top bar on the website, you can access the Data Tool. The Data Tool is located on the left side, and the filtered ranking appears on the right side. The rankings are sorted by descending filtered sales and reflect the market of a country, a category, or a combination of the two.

In addition to filtered rankings, the Data Tool has a number of useful functions. You can display the sales figures in different currencies (USD, EUR, GBP, CHF, and CAD), narrow down the search results by net sales using the slider, choose from 11 groups of online stores that are active in only one specific product category, or reduce the search results to pure online players by clicking on the adjacent checkbox.

## Which categories are considered by ecommerceDB?

ecommerceDB considers 5 categories and (13 sub-categories). The categories correspond to those of the DMO. These are:

- Electronic & Media  
Books, Movies, Music & Games | Consumer Electronics
- Fashion  
Apparel | Bags & Accessories | Footwear
- Food & Personal Care  
Food & Beverages | Personal Care
- Furniture & Appliances  
Furniture & Homeware | Household Appliances
- Toys, Hobby & DIY  
DIY, Garden & Pets | Hobby & Stationery | Sports & Outdoor | Toys & Baby

# FAQ: Data tool & categories (2/6)

## How is the Electronics & Media market defined?

The eCommerce market category “Electronics & Media” covers sales via a digital channel of physical media (e.g., books, DVDs, CDs, Blu-ray discs, computer/console games), consumer electronics (e.g., televisions, DVD players), and communication devices (e.g., desktop computers, laptops, smartphones, tablets). Online stores dedicated to digital media are not considered. Please note: Digital media partially contributes to market volume on account of online stores selling physical goods in a primary capacity and digital media in a supplementary capacity (i.e., the digital media share of the total eCommerce net sales is less than 50 percent). Market volume, market growth, and all monetary figures at store level refer to the annual eCommerce net sales after the deduction of returns.

- Books, Movies, Music & Games

The eCommerce market category “Books, Movies, Music & Games” covers the sale of physical media, i.e., books, DVDs, CDs, Blu-ray discs, and computer/console games via a digital channel. Please note: Digital media partially contributes to market volume on account of online stores selling physical goods in a primary capacity and digital media in a supplementary capacity. One of the most important providers in the market category “Books, Movies, Music & Games” is the US internet-based retailer [amazon.com](https://www.amazon.com).

- Consumer Electronics

The eCommerce market category “Consumer Electronics” includes the online sale of consumer electronics, e.g., radios, television sets, MP3 players, stereo systems, and DVD players. The category also includes hardware derived from the field of communications electronics, e.g., desktop computers, laptops, tablets, and smartphones. Well-known and important online stores that focus on these types of equipment are [bestbuy.com](https://www.bestbuy.com) and [amazon.com](https://www.amazon.com).

# FAQ: Data tool & categories (3/6)

## How is the Fashion market defined?

The eCommerce market category “Fashion” includes the online trade of articles of clothing (for men, women, and children), shoes, and shoe care products (e.g., cleaning products) as well as accessories and bags (e.g., hats, scarves, gloves, leather bags, suitcases, purses, and briefcases). Outdoor and sports apparel, outdoor and athletic footwear, as well as baby apparel fall under other categories (see: “Toys, Hobby & DIY”).

Market volume, market growth, and all monetary figures at store level refer to the annual eCommerce net sales after the deduction of returns.

- Apparel

The eCommerce market category “Apparel” covers the digital sale of almost all types of clothing articles, including men’s, women’s, and children’s apparel (+4 years), underwear, costumes, and workwear. Toddler and baby apparel, sports and outdoor apparel, as well as jewelry are not included in this category. The main competitors in this market category are multi-brand merchants (e.g., asos.com, nordstrom.com) and online stores of individual fashion retailers (e.g., zara.com).

- Bags & Accessories

The eCommerce market category “Bags & Accessories” contains various types of bags and accessories. Examples include leather bags, suitcases, and purses, as well as jewelry, hats, scarves, and gloves. The main competitors in this market category are online fashion retailers (e.g., asos.com, nordstrom.com, zalando.de) and retailers focusing on bags and accessories such as ebags.com.

- Footwear

The eCommerce market category “Footwear” includes all types of shoes (e.g., casual shoes, slippers,) – except for sports footwear – as well as shoe accessories and care products. The main competitors in this market category are multi-brand merchants (e.g., asos.com, zappos.com) and online stores of individual shoe retailers (e.g., clarks.com).

# FAQ: Data tool & categories (4/6)

## How is the Food & Personal Care market defined?

The eCommerce market category “Food & Personal Care” contains the online trade of food and beverages (excluding baby food), as well as medicine, cosmetics, and pharmaceutical and personal care products (including prescription drugs for the private end user, i.e., B2C). The market category also includes medical products for private use (e.g., blood pressure monitors, disinfectants, dressings).

Market volume, market growth, and all monetary figures at store level refer to the annual eCommerce net sales after the deduction of returns.

- Food & Beverages

The eCommerce market category “Food & Beverages” contains the online sale of fresh and packaged foods (excluding baby food), delicacies, and beverages. This market category covers for example the sales of fruit, vegetables, pasta, snacks, sweets, refrigerated products, frozen food, soft drinks, and alcoholic drinks via a digital channel. The most significant competitors for online sales of food and beverages are, at present, the online stores of the large supermarkets and warehouse stores such as walmart.com. Not included in this market category are delivery services of ready-to-eat meals.

- Personal Care

The eCommerce market category “Personal Care” includes the sale of medical, pharmaceutical, and cosmetic products via a digital channel (including the sale of prescription drugs), such as online pharmacies or the online stores of drugstores and other individual traders (e.g., cvs.com, walmart.com). Alongside medicines, this market category also includes cosmetics, cleaning and care products, and nutrition, as well as medical products for private use (e.g., blood pressure monitors, disinfectants, and dressings).

# FAQ: Data tool & categories (5/6)

## How is the Furniture & Appliances market defined?

The eCommerce market category “Furniture & Appliances” is composed of the digital sale of furniture, kitchens, and household goods (e.g., kitchen accessories, bathroom accessories, and home textiles), as well as electronic household appliances (e.g., washing machines, dishwashers, and coffee machines) for the end user.

Market volume, market growth, and all monetary figures at store level refer to the annual eCommerce net sales after the deduction of returns.

- Furniture & Homeware

The eCommerce market category “Furniture & Homeware” includes the online sale of furniture, kitchens, and household goods, such as kitchen and bathroom accessories, textile furnishings, lamps, decorations, candles, pottery, and china. Electronic household appliances are not included in this market category. Important providers in this market category are the online stores wayfair.com and ikea.com.

- Household Appliances

The eCommerce market category “Household Appliances” covers the online sale of long-lasting electronic home appliances. These are, for example, major domestic appliances a.k.a. “white goods” such as washing machines, dishwashers, refrigerators, and washer-dryers. Furthermore, the online sale of small domestic appliances such as coffee machines, espresso machines, food processors, microwaves, and vacuum cleaners belong to this market category. Electronic home appliances can be purchased via a variety of online platforms, including internet retailers (amazon.com), furniture stores (ikea.com), and electronic retailers (bestbuy.com).

# FAQ: Data tool & categories (6/6)

## How is the Toys, Hobby & DIY market defined?

The eCommerce market category “Toys, Hobby & DIY” includes the online trade of toys, baby products (including baby food and clothing), sporting goods, outdoor products, DIY, and garden products (e.g., sports equipment, outdoor equipment, flowers, plants, tools, DIY products), as well as hobby & stationery articles (e.g., art/collectors’ items, car parts, and adult entertainment products).

Market volume, market growth, and all monetary figures at store level refer to the annual eCommerce net sales after the deduction of returns.

- DIY, Garden & Pets

The eCommerce market category “DIY, Garden & Pets” includes items for the garden such as flowers and plants, garden furniture, BBQ equipment, sunscreens, fertilizer, compost, as well as garden tools. Pet food, other pet products, tools for handymen and DIYers, car parts, tools, building materials, and craft supplies are also included in the category “DIY, Garden & Pets.”

- Hobby & Stationery

The eCommerce market category “Hobby & Stationery” contains the online sales of hobby items and stationery goods. Musical instruments, photo and printing needs, office equipment, pens & paper, collectors’ pieces (including art and antiques), and adult entertainment products are included in this category. Hobby-related products already found in the “Sports & Outdoor” and “DIY, Garden & Pets” market categories are not included.

- Sports & Outdoor

The eCommerce market category “Sports & Outdoor” includes leisure products relating to sports and outdoor activities. Sports and outdoor items also include clothing and shoes as well as sports and outdoor equipment, i.e., hiking poles, backpacks, fitness equipment, hunting devices, sporting weapons, swimming accessories, and winter sports gear.

- Toys & Baby

The eCommerce market category “Toys & Baby” includes the sales of toys and products for infants (e.g., clothing, care products, baby food, bottles, nursing products, playpens, strollers, and car seats). Examples of online stores in this eCommerce category are toysrus.com, mothercare.com, and childrensplace.com.

# FAQ: Specialist Groups (1/4)

## What are specialist groups?

Specialist groups refer exclusively to online stores with a specific product range. The defined product range can consist of a specific item, e.g., car tires, or multiple items, e.g., the product range of a supermarket. To belong to a specialist group, a store must generate at least 75% of its sales from the defined product range. Specialist groups are also known as peer groups. The groups have grown historically and are based on typical online stores and retail stores. They are continuously expanded, and additional specialist groups are added to the ecommerceDB at intermittent intervals. The specialist groups can be found on the ecommerceDB and can be selected via the data tool..

## Which specialist groups are considered by ecommerceDB?

ecommerceDB considers 21 specialist groups. These are:

- Babies & Children
- Beauty
- Bicycles
- Bullion & Precious Metal
- Cameras
- Car Parts
- Car Tires
- DIY & Home Improvement
- Erotic
- Flowers & Bouquets
- Garden Centers
- Jewelry & Watches
- Mattresses
- Musical Instruments
- Opticians
- Pet Supplies
- Pharmacies
- Supermarkets
- Vaping
- Wine & Liquor

# FAQ: Specialist Groups (2/4)

## How are the specialist groups defined?

- Babies & Children

The stores in the babies & children specialist group focus on the sales of items for babies, toddlers, and children such as children's furniture, children's clothes, and toys. This specialist group includes items for children up to the age of 12.

- Beauty

The stores in the beauty specialist group focus on the sales of care products such as makeup, moisturizers, hair care items, and perfume.

- Bicycles

The stores in the bicycle specialist group focus on the sales of bicycles and bicycle supplies for sports as well as leisure. Stores with a product focus on motorbikes do not belong in this peer group.

- Bullion & Precious Metal

The stores in the bullion & precious metal specialist group focus on the sales of gold, silver, and bullion as an investment. Shops with a product focus on collectors' coins do not belong in this peer group.

- DIY & Home Improvement

The stores in the DIY & home improvement specialist group sell the standard, broad range of DIY & home improvement products such as drills and hammers, construction materials, sockets and cables, painting supplies, pumps, plumbing equipment, and kitchen sinks and even ovens. Stores that only focus on one of the named products are not in this peer group.

- Cameras

The stores in the camera specialist group focus on the sales of products such as cameras and camera equipment.

- Car Parts

The stores in the car part specialist group focus on the sales of car parts such as exhaust pipes, pistons, and spark plugs. Stores that primarily sell car tires do not belong in this peer group, since they constitute a separate peer group.

- Car Tires

The stores in the car tire specialist group focus on the sales of tires for cars and trucks. The start pages for these stores often display an input mask with tire sizes and other search criteria. Stores with a product focus on car parts do not belong in this peer group, since they constitute a separate peer group.

# FAQ: Specialist Groups (3/4)

- Erotic

The stores in the erotic specialist group focus on the sales of erotic accessories and adult toys.

- Flowers & Bouquets

The stores in the flower & bouquet specialist group focus on the sales of cut flowers and bouquets. Shops with a product focus on seeds and potted plants do not belong in this peer group.

- Garden Centers

The stores in the garden center specialist group sell a broad range of gardening equipment such as garden tools, plants, flowerpots, garden furniture, and garden sheds. Stores that focus on DIY or home improvement products do not belong in this peer group. Stores that only focus on one of the named products are not in this peer group.

- Jewelry & Watches

The stores in the jewelry & watches specialist group focus on the sales of products such as rings, jewelry, bracelets, and watches.

- Mattresses

The stores in the mattress specialist group focus on the sales of mattresses, pillows, and slatted frames.

- Musical Instruments

The stores in the musical instrument specialist group focus on the sales of musical instruments and music equipment.

- Opticians

The stores in the optician specialist group focus on the sales of eyeglasses, lenses, and accessories such as lens care products. Stores with a product focus on sunglasses as fashion accessories do not belong in this peer group.

- Pet Supplies

The stores in the pet supply specialist group focus on the sales of pet-related items such as food, toys, treats, and meds. This group includes both stores that offer products for different animal species and stores that offer products for one animal species.

# FAQ: Specialist Groups (4/4)

- Pharmacies

The stores in the pharmacy specialist group sell the standard pharmaceutical product line. This includes drugs with and without prescriptions (also known as OTC or over-the-counter drugs). Stores with a product focus on homeopathy and nutrition do not belong in this peer group.

- Supermarkets

The stores in the supermarket specialist group sell the standard, broad range of supermarket products such as dairy products, meat, fish, produce, bread, and convenience food and beverages, non-food articles such as home and laundry care, beauty & personal care products, as well as tissue & hygiene items. Shops that only focus on one of the named products are not in this peer group.

- Vaping

The stores in the vaping specialist group focus on the sales of products used for vaping such as e-cigarettes and refills. Stores with a product focus on tobacco or cigars do not belong in this peer group.

- Wine & Liquor

The stores in the wine & liquor specialist group focus on the sales of wine, liquor, or both. Beverage stores with a wide product range do not belong in this peer group, since they constitute a separate peer group.

# FAQ: Marketplaces (1/2)

## What is GMV?

GMV is the abbreviation for Gross Merchandise Volume. It is the most common parameter when comparing marketplaces. A GMV is defined as the sum of sales generated by a specific marketplace by both first- and third-party sellers across all its brand domains (i.e., all Amazon URLs, such as amazon.com and amazon.de, represent one brand). Hence, it is a measure of the size of a marketplace and of how much transaction volume is generated by the respective websites.

In general, the GMV includes VAT, shipping costs, commissions and service fees paid to the marketplace operator, as well as initiated but failed transactions and returns. Since the term GMV is not standardized, the definition may vary across companies. Each definition can therefore be found within the marketplace profiles.

Only marketplaces with a focus on private end users (B2C) will be considered for our database. If there are any business-to-business (B2B) sales generated by a marketplace, these will also be included.

## What is the difference between net sales (“Stores” section) & GMV (“Marketplaces” section)?

There are three main differences between net sales and GMV. First, net sales only include revenue from the first party (i.e., the website operator itself), while GMV also measures the sales volume of third parties that sell goods via a marketplace platform.

Second, net sales are, as the term suggests, net of VAT and further revenues, such as services and other income. Thus, they merely provide information about the actual turnover generated by product sales. GMV, however, is measured in gross terms. In addition to net sales, it usually comprises VAT, service fees, shipping costs, commissions earned by the marketplace operator, as well as returns and failed transactions.

Third, the GMV data displayed on [ecommercedb.com](https://ecommercedb.com) is aggregated across all domains (if applicable) and considered brand wise, whereas the net sales data focuses on specific URLs. Given all these factors, the GMV is necessarily greater than net sales.

## How is the regional scope of a marketplace defined?

There are three ways to measure the regional scope of a marketplace. First, all countries in which a marketplace has a distinct URL are considered as part of its operating area. Second, statements of the operating company within its annual reports and/or further valid sources indicating activities within a certain country are examined. Third, web traffic analytics are conducted to assess whether considerable amounts of a marketplace's GMV is generated in certain countries.

# FAQ: Marketplaces (2/2)

## Why does the launch year differ between store and marketplace?

When looking at the different launch years within our “Stores” section and our “Marketplaces” section, it should be kept in mind that the former provides information about the launch year of an online store. The launch year one finds in marketplace profiles, on the other hand, pertains to the establishment of the marketplace business. For example, amazon.com was launched in 1995 (“Stores” section) but its marketplace in 2000 (“Marketplace” section).

## Which marketplaces are in-scope?

A marketplace is in focus if it corresponds to the following criteria:

- The marketplace sells tangible products
- The online shopper can order and pay online
- The marketplace focuses on end users
- The marketplace sells formerly tangible products such as software for download

## Which marketplaces are out-of-scope?

Marketplaces based on the following services or business models are out-of-scope:

- Marketplaces solely distributing digital media (e.g., music downloads or eBooks)
- Marketplaces selling motor vehicles (e.g., droom or auto24)
- Digitally distributed services (e.g., plane tickets)
- Marketplaces focusing on business-to-business (B2B) markets (e.g., alibaba)
- Marketplaces with a clear focus on customer-to-customer (C2C) markets (classifieds) (e.g., marktplaats)
- Subscription-based marketplaces (e.g., cratejoy)
- Social-media marketplaces (e.g., facebook, instagram)

# FAQ: Technical questions & support

## **Whom do I contact in case of feedback or questions regarding the content of the ecommerceDB platform?**

Please get in touch with our customer support for all support requests regarding our content. The request will be forwarded immediately to the responsible market analyst who can then answer your question competently.

<https://ecommercedb.com/en/contact>

## **Whom do I notify about technical errors?**

Please get in touch with our customer support for all technical support requests. The request will be forwarded immediately to our IT department, who will then remedy the errors as soon as possible.

<https://ecommercedb.com/en/contact>