

ECDB

Starter Access

Product and Services Description

Last update: June 2024

01. PRODUCT SPECIFICATIONS

About ECDB

The ECDB provides revenue information's and covers key performance indicators for more than 42,000 online stores, marketplaces and companies. In addition, the ECDB displays the most recent figures on eCommerce markets and benchmarks at a glance.

Content

No matter what your interest is, be it a certain country, a product category, or perhaps the biggest or fastest-growing online stores or marketplaces – our comprehensive and regularly updated database provides a broad range of data, including detailed revenue analytics, competitor analyses, market development figures, marketing performance indicators, and other KPIs such as website traffic, shipping providers, payment options, social media activity, SEO/SEA information, and much more.

In addition to the database, ECDB publishes a broad range of in-depth insights and 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.

Ranking Tools

Using our Ranking Tools, you can filter for countries, categories and a variety of other parameters that particularly interest you within a matter of seconds. Customize your search and use the ECDB as the starting point for your market or competitor analysis. An intuitive process enables you to filter and customize ranking lists that provide an overview of all required information. The data tool is available at ECDB for stores, marketplaces and companies.

ECDB

RetailersCountriesProduct CategoriesBenchmarksNEWInsightsUSDSearch

MARKETPLACE RANKING

Top eCommerce marketplaces worldwide

Amazon is the marketplace with the highest GMV in the global eCommerce market with US\$728,853.2 million generated in this market in 2023. Amazon is followed by Pinduoduo and Taobao with a generated GMV of US\$570,299.3 million and US\$541,277.6 million in the selected market. In general, GMV (Gross Merchandise Value) includes first- and third-party sales, including taxes, shipping fees, or additional charges, before taking into account deductions such as discounts or returns. The top marketplace ranking for the global eCommerce market is based on the top marketplace brands according to GMV in this market in the year 2023. By using the filters provided below, the list of marketplace brands can be narrowed down according to different types of research questions.

Select a market: Understand the market you are interested in by selecting a category and country.

SELECT CATEGORY

Filter results: Drill down

Search

Marketplace name

CompareRankMarketplace

☐

1

(1)

☐

2

(2)

ECDB

RetailersCountriesProduct CategoriesBenchmarksNEWInsightsUSDSearch

STORE RANKING

Top eCommerce stores worldwide

In 2023, the top five online stores in the global eCommerce market are amazon.com, jd.com, walmart.com, apple.com, and shein.com. amazon.com leads this market with revenues of US\$138,942.5 million in 2023. Followed by jd.com with sales of US\$115,834.1 million and then walmart.com with sales of US\$64,935.1 million. Together, the top three online stores account for a market share of 34.1% of the top 100 stores in the global eCommerce market. The ranking is based on the top stores by eCommerce net sales in this market in 2023. By using the filters provided below, the list of online stores can be narrowed down according to different types of research questions.

Select a market: Understand the market you are interested in by selecting a category and country.

SELECT CATEGORY

Filter results: Drill down

Search

Store name

CompareRankStore

☐

1

(1)

☐

2

(2)

ECDB

RetailersCountriesProduct CategoriesBenchmarksNEWInsightsUSDSearch

COMPANY RANKING

Top eCommerce companies worldwide

Alibaba Group Holding, Ltd. leads the global eCommerce market with eCommerce activity revenues of US\$1,154,828.2 million in 2023. Followed by Amazon.com, Inc. with sales of US\$732,998.1 million, and then PDD Holdings, Inc. with sales of US\$584,067.0 million. The ranking is based on the top companies by eCommerce activity revenue in this market in 2023. By using the filters provided below, the list of companies can be narrowed down according to various types of research questions.

Select a market: Understand the market you are interested in by selecting a category and country.

SELECT CATEGORYAll categories

SELECT COUNTRYWorldwide

Clear all

Download XLS

Compare selected (0/4)

Filter results: Drill down the ranking by different KPIs.

Search

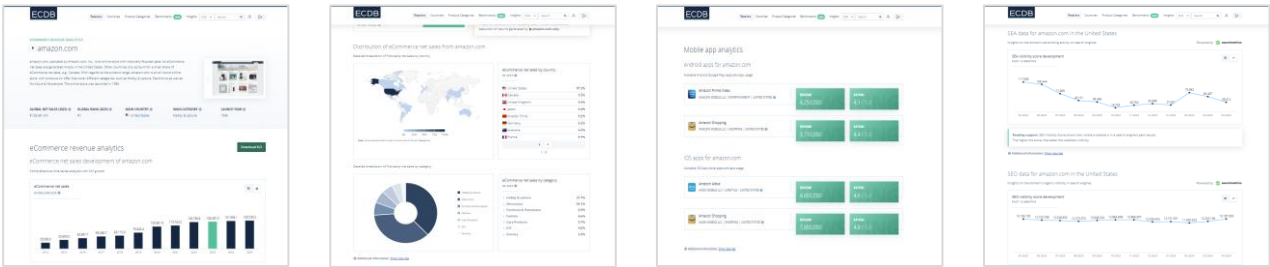
eCommerce activity revenueHeadquarterseCommerce revenue typeEmployeesContacts by department

Company nameAll revenuesWorldwideAllAll employeesAll

Compare	Rank	Company/Ultimate parent	Filtered eCommerce activity revenue/share	Global eCommerce activity revenue	Main country / share	Main category / share
<input type="checkbox"/>	1	Alibaba Group Holding, Ltd. (1) Alibaba Group Holding, Ltd.	US\$1,154,828.2m 100.0%	US\$1,154,828.2m	Greater China 91.7%	Fashion 36.5%
<input type="checkbox"/>	2	Amazon.com, Inc. (2) Amazon.com, Inc.	US\$732,998.1m 100.0%	US\$732,998.1m	United States 50.3%	Hobby & Leisure 37.0%

Store Profiles

More than 42,000 extensive store profiles provide you with detailed information, an in-depth analysis of the eCommerce net sales, including the respective country or category shares, as well as many other comprehensive key performance indicators. Directly export store data into professional Excel documents – the process is both efficient and seamless.



Key Figures and KPIs

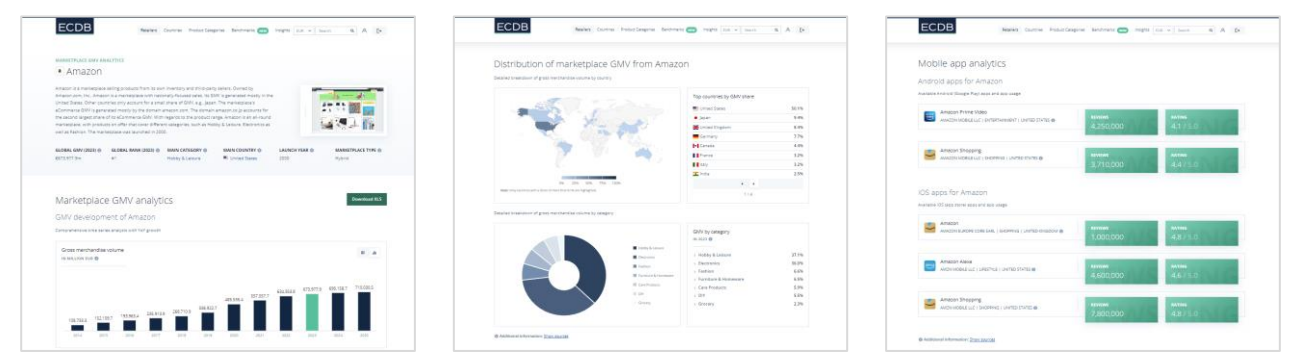
- ✓ eCommerce net sales including forecasts and Y/Y growth
- ✓ eCommerce net sales split by country and category
- ✓ Competitor analysis based on the market and country
- ✓ Information on total market sizes for each country and category
- ✓ Consumer behavior insights
- ✓ Mobile app analytics
- ✓ SEO & SEA data
- ✓ Traffic and engagement metrics
- ✓ Payment and shipping Information
- ✓ Use of online marketplaces
- ✓ Shop software analytics
- ✓ Company information & contact

Categories

- Care Products
 - Health Care
 - Household Care
 - Personal Care
- DIY
 - Garden
 - Tools & Construction Suppl.
 - Vehicle Parts
- Electronics
 - Consumer Electronics
 - Electrical Appliances
- Fashion
 - Apparel
 - Bags & Accessories
 - Footwear
- Furniture & Homeware
 - Furniture
 - Homeware
- Grocery
 - Beverages
 - Food
- Hobby & Leisure
 - Bullion & Precious Metal
 - Camping & Adventure
 - Erotic & Adults
 - Flowers & Gifts
 - Media
 - Musical Instruments
 - Pet Supplies
 - Smoking Supplies
 - Sports Equipment
 - Stationery, Crafts & Art Supplies
 - Toys
 - Other Hobby & Leisure

Marketplace Profiles

Over 300 profiles of online marketplaces provide you with a detailed analysis, including gross market volume analytics, regional scope and historic milestones. Directly export marketplace data into professional Excel documents – the process is both efficient and seamless.



Key Figures and KPIs

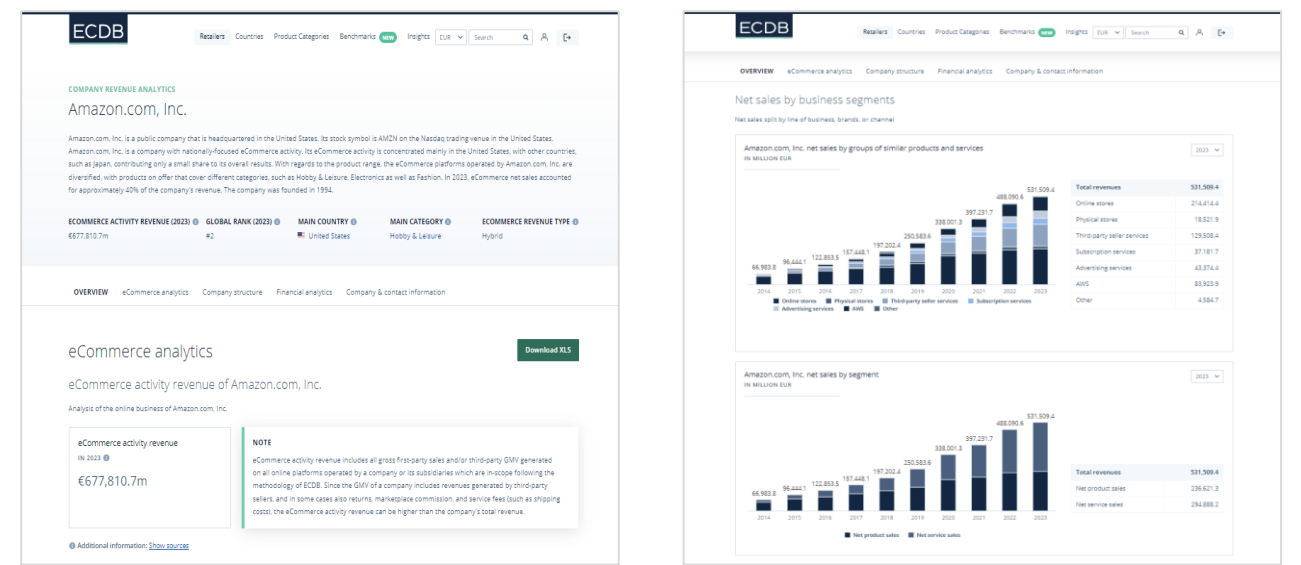
- ✓ Marketplace Gross Merchandise Volume and Y/Y growth
- ✓ GMV forecast and Y/Y growth
- ✓ GMV breakdown by top domains
- ✓ GMV 1P/3P breakdown
- ✓ Regional Scope on a world map and country of headquarter
- ✓ Mobile app analytics
- ✓ History & milestones including acquisitions, opening of new offices, launching of platforms and apps
- ✓ Breakdown of the commission scheme for third-party vendors
- ✓ Subscription fees, commission rate, further costs, available services

Categories

- Care Products
 - Health Care
 - Household Care
 - Personal Care
- DIY
 - Garden
 - Tools & Construction Suppl.
 - Vehicle Parts
- Electronics
 - Consumer Electronics
 - Electrical Appliances
- Fashion
 - Apparel
 - Bags & Accessories
 - Footwear
- Furniture & Homeware
 - Furniture
 - Homeware
- Grocery
 - Beverages
 - Food
- Hobby & Leisure
 - Bullion & Precious Metal
 - Camping & Adventure
 - Erotic & Adults
 - Flowers & Gifts
 - Media
 - Musical Instruments
 - Pet Supplies
 - Smoking Supplies
 - Sports Equipment
 - Stationery, Crafts & Art Supplies
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Company Profiles

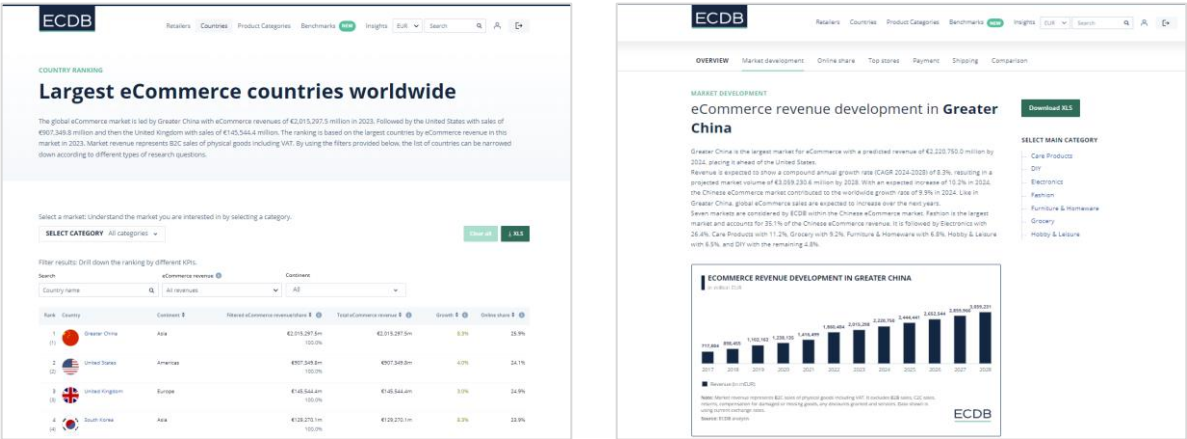
The company profiles include information on more than 10,000 eCommerce companies worldwide and offer in-depth company data based on analysis of annual reports and company publications. Directly export company data into professional Excel documents – the process is both efficient and seamless.



Countries & Product Categories

ECDB provides market profiles on all the important eCommerce country and product category markets across the globe including interesting facts on the market development, shipping providers and the competitive landscape.

In addition to the extensive market profiles, the ECDB offers two comprehensive rankings for product categories and countries, which can be used to rank and filter the various markets.



Rankings

- ✓ Rankings available for almost ~150 national markets and ~34 categories & subcategories
- ✓ Ranking by revenue, growth or online share possible
- ✓ Various filter options available
- ✓ Excel download option for all data points

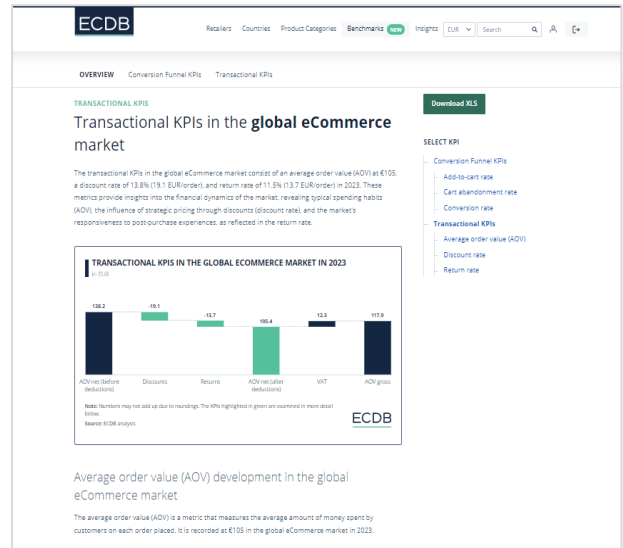
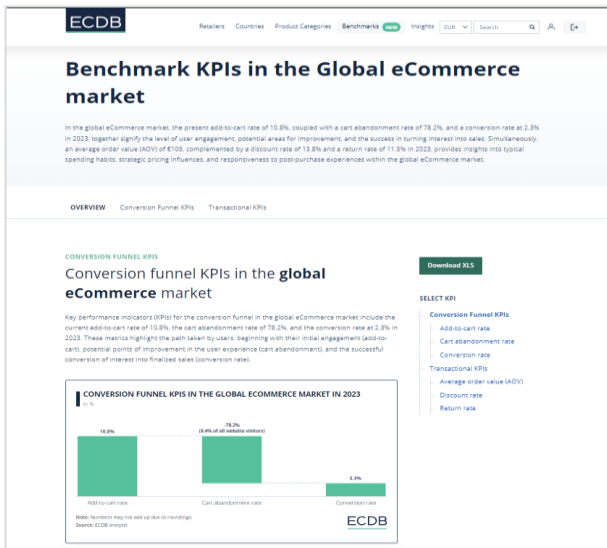
Profiles

- ✓ Important facts about the biggest eCommerce markets across the globe
- ✓ Unlimited combination of ~150 national markets and ~250 categories & subcategories possible
- ✓ Comprehensive top player analysis for each country and category combination
- ✓ Selected KPIs, e.g., Average Order Value (AOV) and Conversion Rate (CVR) by markets

Benchmarks

With the benchmarks, the ECDB provides an overview of a number of key KPIs that represent important benchmarks on the eCommerce market. These include KPIs such as Average Order Value, Conversion Rates, Discount Rates and many more.

In the benchmark profiles, which can be filtered by country and category, all important conversion and transactional KPIs can be analyzed and the development over time can be monitored.



Details

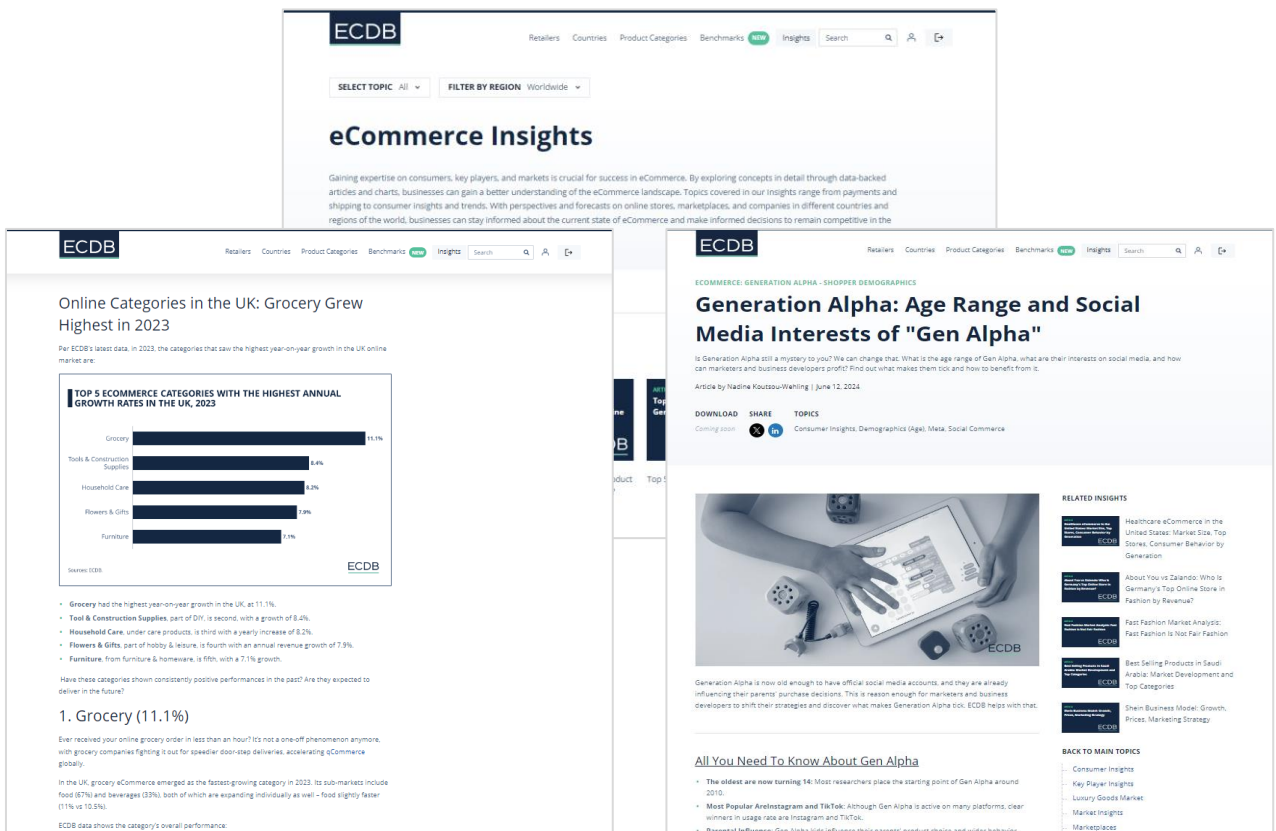
- ✓ Evaluation of the performance of businesses across diverse industries and regions.
- ✓ Global reach spanning 59 countries and covering 34 categories.
- ✓ Identification of strengths, weaknesses, and areas for improvement.

KPIs

- ✓ Conversion Funnel KPIs
 - ✓ Add-to-cart rate
 - ✓ Cart abandonment rate
 - ✓ Conversion rate
- ✓ Transactional KPIs
 - ✓ Average order value (AOV)
 - ✓ Discount rate
 - ✓ Return rate

Insights

Gaining expertise on consumers, key players, and markets is crucial for success in eCommerce. By exploring concepts in detail through data-backed articles, deep dives and charts, businesses can gain a better understanding of the eCommerce landscape. Topics covered in our Insights range from payments and shipping to consumer insights and trends. With perspectives and forecasts on online stores, marketplaces, and companies in different countries and regions of the world, businesses can stay informed about the current state of eCommerce and make informed decisions to remain competitive in the marketplace.



Key informations

- ✓ Comprehensive insights into topics around global eCommerce, including on consumers, key players, markets, and much more
- ✓ Wide range of sources including a large variety of eCommerce exclusive content
- ✓ Filterable by region and topic

Reports

ECDB publishes a broad range of in-depth reports & whitepapers, covering analyses of national eCommerce markets, customer behavior 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 data for you.

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Our eCommerce expertise tailored to **your needs**

ECDB 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.

REPORT OVERVIEW

Browse through our reports & whitepapers

In this overview, you can find all our reports or sort them by country, report type, or year of publication. To find out more about an individual report or a report type, please select the report title or type that interests you.

Search

Country

Type

Publication Year

Clear all

Type	Title	Country	Publication Year
Trend	eCommerce in Europe	Europe	2024
Trend	eCommerce in North America	North America	2024
Trend	State of Digital Retail 2024	Worldwide	2024
Trend	The Luxury eCommerce Market: Players & Category Insights 2023	Worldwide	2023

Posts per page: 25

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TREND REPORT

State of Digital Retail 2024

The global eCommerce market has shown impressive growth over the last years and is expected to reach US\$5 Trillion in 2024. This extensive report examines the biggest trends and developments shaping the global eCommerce industry in 2024 covering three different perspectives on market growth, retailer diversification and the importance of new customers in the industry.

STUDY DETAILS

State of Digital Retail 2024

Pages: 48
Filetype: pdf & xls
Published: May 23, 2024

Provision after order: Download on this page

Price: **Free US\$1-450**

Study download

What's included?

Over the course of 48 pages, the State of Digital Retail 2024 highlights the biggest insights and developments in the global eCommerce industry. The report offers an overview of the following aspects of the eCommerce market:

Global eCommerce Market 2024

- An analysis of growth in the eCommerce market over the last years
- Information on the countries with the fastest-growing eCommerce industry
- Outlook on the biggest product categories

Global eCommerce Consumers 2024

- Global eCommerce users and average revenue per user

Global eCommerce Retailers 2024

- Net Sales and Share of biggest online and marketplace
- Online and offline sales by largest eCommerce companies
- Growth outlook on the most important eCommerce players
- Deep dive into Amazon, Alibaba, Walmart and PDD

All these data points and information enable us to offer you an unbiased overall picture of the global eCommerce market and provide unique perspectives on a global industry.

Available Reports & whitepapers

Country Reports



Country Reports provide in-depth analyses of national eCommerce markets and display data regarding consumers, market developments, and the competitive landscape.

Trend Reports & whitepaper



Our Trend Reports and whitepaper dive into specialized topics within the eCommerce landscape covering analyses of markets, customer behaviors, purchase patterns, and market trends.

Methodology and Sources

ECDB examines the international B2C eCommerce market for physical goods through an ongoing market screening. The database contains structured information about net sales and GMV figures of more than 42,000 online stores, marketplaces, and companies based on a detailed analysis of the largest stores for various countries. In addition, the most recent figures on eCommerce markets and companies can be found at a glance on ECDB.

All stores, marketplaces and companies included in the database are regularly surveyed online by analyzing factors such as net sales, revenue and GMV. This data is regularly updated and supplemented by a large number of secondary sources from professional databases, such as the EHI Retail Institute, the German Federal Gazette (Bundesanzeiger), and ECDB, as well as published company key figures such as annual reports and 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. Their levels of influence are correspondingly quantified using a regression analysis. Using these results, estimates are made for missing data, and growth rates in eCommerce net sales are extrapolated from all collected data points.

Rights of Use and Publishing Rights

All users of the ECDB are granted basic rights of personal use of publicly available information (e.g., information that can be accessed without any subscription account).

The rights to use and publish available store, company or marketplace information and downloaded documents for commercial purposes are granted solely to customers with a paid subscription account.

No publishing rights whatsoever are granted for studies that are only made available after payment or that are included in the range of services from a third-party source. Links on the ECDB website to third-party products are not equivalent to a transfer of usage rights. Instead, rights of use from third-party sources must be individually and specifically requested.

Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, ECDB will occasionally adapt this product data sheet. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

02. SPECIFICATION OF SERVICES

Services Included in the Starter Access

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

- ✓ Database access for one user. The individual with an activated account may use the services from different devices.¹
- ✓ Access to all detailed store profile pages of the eCommerce database.
- ✓ Access to all ranking lists of online stores in eCommerce markets broken down by product category and country.

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

The Starter Access is available to commercial users only.² In the event of unusual usage patterns, ECDB reserves the rights to 1) block access to the account until the issues are clarified; and/or 2) terminate the respective account. This especially applies to the unauthorized sharing of an account's login details in order to grant additional individuals access to ECDB's services.

Technical Information

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

The amount of available information about stores, marketplaces, and companies varies. Not all store, marketplace, and company information remains in the database permanently. Not all store, marketplace or company information is available for download in Excel format.

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

13 | (1) Use of the database by six or more employees from different workstations is not included in the Starter Access package. Should you require access for additional users, we will be glad to provide you with a suitable solution.
(2) Purchases for private use are not permitted. The purchasing process requires the customer to affirm that he or she is indeed a commercial user.

03. ADDITIONAL INFORMATION

Our Client Success Team

Should you be interested in receiving additional information, please get in touch with our Client Success team:



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Want to book an appointment straight away?

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