

ecommerceDB

Starter Access

Product and Services Description

Last update: June 2023

01. PRODUCT SPECIFICATIONS

About ecommerceDB

The ecommerceDB provides revenue information's and covers key performance indicators for more than 39,000 online stores , marketplaces and companies. In addition, the ecommerceDB displays the most recent figures on eCommerce markets anf companies 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, ecommerceDB 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 use the ecommerceDB 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 ecommerceDB for stores, marketplaces and companies.

The screenshot displays the 'STORE RANKING' interface for 'Top eCommerce stores'. It features a navigation bar with 'Stores', 'Companies', 'Marketplaces', 'Markets', 'Insights', 'Reports', and a search bar. The main section includes filter options for Store name, Country, Category, Revenue, Specialist, Payment method, Shipping provider, and Shop software. A table lists 12 top stores with columns for Rank, Name, Filtered revenue / share, Global revenue, Growth, Main country / share, and Main category / share.

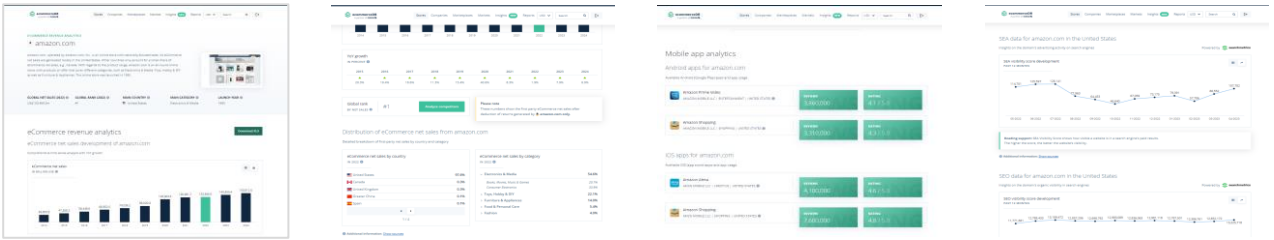
#	Name	Filtered revenue / share	Global revenue	Growth	Main country / share	Main category / share
1	amazon.com Amazon.com, Inc.	US\$133.460.0m 100.0%	US\$133.460.0m	1.9%	United States 97.6%	Electronics & Media 54.6%
2	jd.com JD.com, Inc.	US\$133.427.8m 100.0%	US\$133.427.8m	12.0%	Greater China 99.5%	Electronics & Media 37.0%
3	apple.com Apple, Inc.	US\$59.315.6m 100.0%	US\$59.315.6m	14.2%	United States 50.3%	Electronics & Media 100.0%
4	walmart.com Walmart, Inc.	US\$53.920.9m 100.0%	US\$53.920.9m	16.1%	United States 100.0%	Electronics & Media 25.0%
5	chase21.tmall.com Alibaba Group Holding, Ltd.	US\$27.617.3m 100.0%	US\$27.617.3m	38.9%	Greater China 100.0%	Food & Personal Care 80.0%
6	target.com Target Corporation	US\$22.006.0m 100.0%	US\$22.006.0m	11.3%	United States 100.0%	Toys, Hobby & DIY 29.4%
7	homedepot.com The Home Depot, Inc.	US\$20.318.4m 100.0%	US\$20.318.4m	10.5%	United States 100.0%	Furniture & Appliances 68.0%
8	shein.com Shein US Services, LLC	US\$19.652.2m 100.0%	US\$19.652.2m	53.2%	United States 50.3%	Fashion 78.0%
9	coustacts.com Coupage, Inc.	US\$18.338.2m 100.0%	US\$18.338.2m	11.2%	South Korea 99.5%	Fashion 43.0%
10	amazon.de Amazon EU S.à r.l.	US\$17.814.6m 100.0%	US\$17.814.6m	-16.1%	Germany 90.4%	Electronics & Media 54.6%
11	bestbuy.com Best Buy Co., Inc.	US\$17.608.3m 100.0%	US\$17.608.3m	7.2%	United States 100.0%	Electronics & Media 55.0%
12	us8.com Guangzhou VIP Information	US\$16.384.8m 100.0%	US\$16.384.8m	-6.9%	Greater China 100.0%	Fashion 46.0%

Additional filters and options shown include 'Clear all', 'USD', and 'XLS' buttons. A secondary table below shows more stores with columns for Name, Revenue, Growth, Main country / share, Main category / share, and Type.

#	Name	Revenue	Growth	Main country / share	Main category / share	Type
8	allegro	US\$83.535.9m	-2.4%	Generalist	Worldwide	Third party only
9	Souq.com	US\$40,007.7m	14.0%	Generalist	Asia	Hybrid
10	Rakuten	US\$35,635.7m	5.2%	Generalist	Worldwide	Hybrid
11	MercedesOnline	US\$33,758.8m	19.1%	Generalist	Americas	Hybrid
12	VIP.com	US\$30,735.6m	11.3%	Fashion	Asia	Hybrid
13	Novus	US\$28,857.2m	5.2%	Generalist	Asia	Third party only

Store Profiles

More than 39,000 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
- ✓ Social media activity
- ✓ Payment and shipping information
- ✓ Shop software analytics
- ✓ Company information & contact

Categories

Fashion

- Apparel
- Footwear
- Bags & Accessories

Furniture & Appliances

- Furniture & Homeware
- Home Appliances

Food & Personal Care

- Food & Beverages
- Personal Care

Electronics & Media

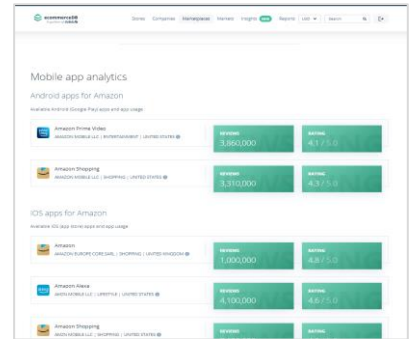
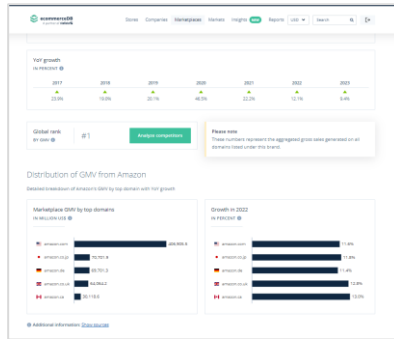
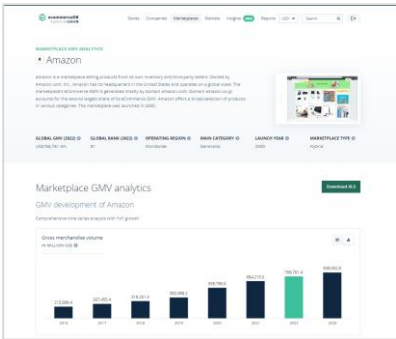
- Consumer Electronics
- Books, Movies, Music & Games

Toys, Hobby & DIY:

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

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
- ✓ 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

Fashion

- Apparel
- Footwear
- Bags & Accessories

Furniture & Appliances

- Furniture & Homeware
- Home Appliances

Food & Personal Care

- Food & Beverages
- Personal Care

Electronics & Media

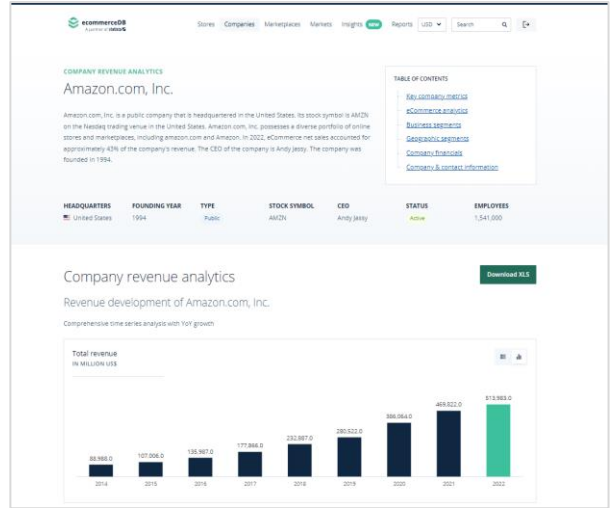
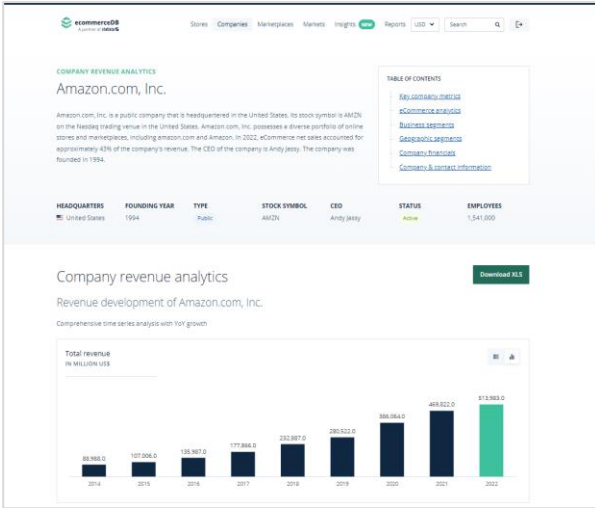
- Consumer Electronics
- Books, Movies, Music & Games

Toys, Hobby & DIY:

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

Company Profiles

The company profiles include indepth 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.



Key Figures and KPIs

- ✓ Company revenue and Y/Y growth
- ✓ Number of employees and revenue per employee
- ✓ Total eCommerce revenue development and Y/Y growth
- ✓ Segment revenue analytics by business and geographic segments
- ✓ Financial analytics of key parameters like gross profit or net income
- ✓ History & milestones including acquisitions, opening of new offices, launching of platforms and apps
- ✓ Social media activity
- ✓ Company information & contact

Markets

ecommerceDB provides insights into all the important eCommerce markets across the globe including interesting facts on the market development, shipping providers and the competitive landscape.

Whether you would like to have a look at a specific category in one of our three focus markets U.S., UK, and Germany or get an overview of the overall national eCommerce market in one of the many countries covered by ecommerceDB.

The screenshot displays the ecommerceDB interface with several key sections:

- Global eCommerce Market Overview:** Text indicating the market is expected to increase compound annual growth rate for the next four years. Five markets are considered by ecommerceDB within global eCommerce revenue.
- ECOMMERCE REVENUE DEVELOPMENT IN million US\$:** A bar chart showing revenue from 2017 to 2022.

Year	Revenue (in mUS\$)
2017	1,326,884.9
2018	1,875,261.7
2019	2,166,510.8
2020	2,825,637.6
2021	3,513,287.3
2022	3,513,287.3
- ECOMMERCE REVENUE GROWTH IN THE %:** A line chart showing growth from 2017 to 2022.

Year	Growth (%)
2017	30.0%
2018	16.0%
2019	13.0%
2020	25.0%
2021	24.0%
2022	17.0%
- ECOMMERCE NET SALES GENERATED WORLDWIDE IN 2022:** A table listing the top five online stores by net sales.

Store	Net Sales (in million US\$)
amazon.com	133,460.0
jd.com	133,427.8
apple.com	59,315.6
walmart.com	53,920.9
chaoshimai.com	27,617.3
- Filtered revenue / share & Global revenue & Growth:** A table providing detailed metrics for the top stores.

Store	Filtered revenue / share	Global revenue	Growth
amazon.com	US\$133,460.0m / 100.0%	US\$133,460.0m	1.9%
jd.com	US\$133,427.8m / 100.0%	US\$133,427.8m	12.0%
apple.com	US\$59,315.6m / 100.0%	US\$59,315.6m	14.2%
walmart.com	US\$53,920.9m / 100.0%	US\$53,920.9m	16.1%

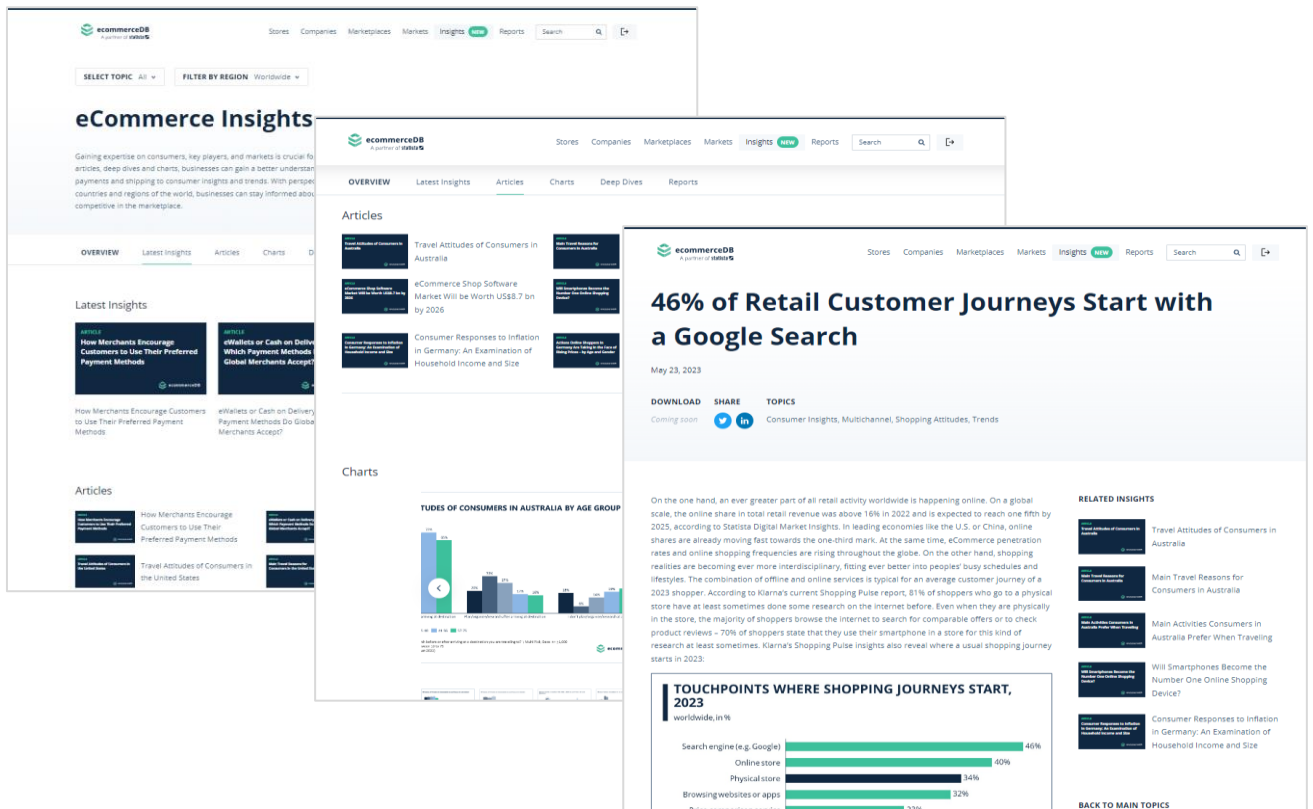
Key informations

- ✓ 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

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.

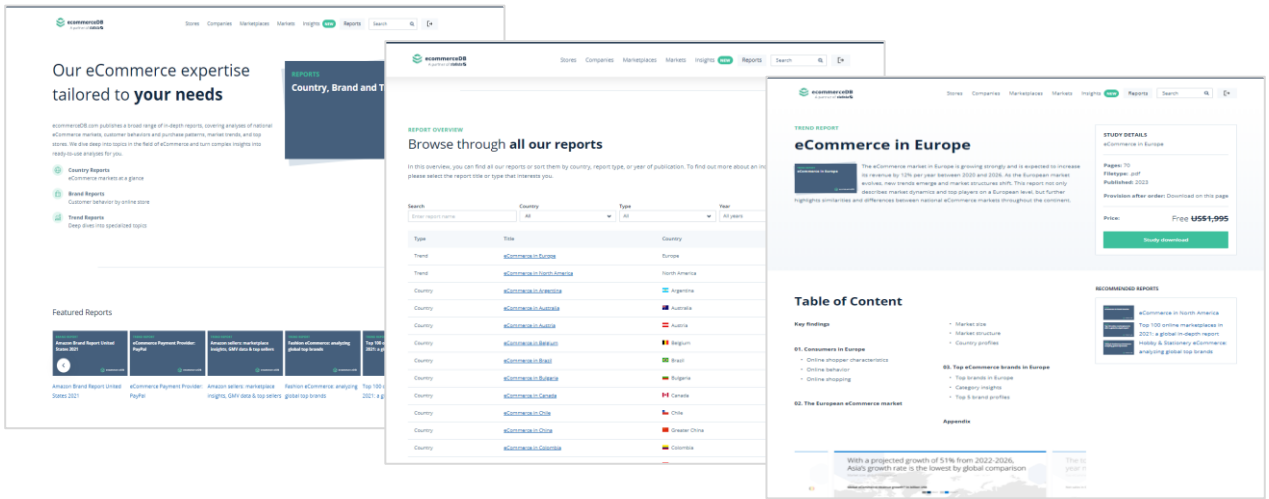


Key informations

- ✔ 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

ecommerceDB publishes a broad range of in-depth reports, 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.



Available Reports

Country Reports

TREND REPORTS
Get a deeper quantitative insight into a topic

Trend Reports

COUNTRY REPORTS
Analyze complete eCommerce markets

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

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

Methodology and Sources

ecommerceDB 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 30,000 online stores and marketplaces based on a detailed analysis of the largest stores for more than 50 countries. In addition, the most recent figures on eCommerce markets and companies can be found at a glance on ecommerceDB.

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 ecommerceDB, 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 ecommerceDB 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 ecommerceDB 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, ecommerceDB 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, ecommerceDB 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 ecommerceDB's services.

Technical Information

The technical requirement for the use of an ecommerceDB 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.

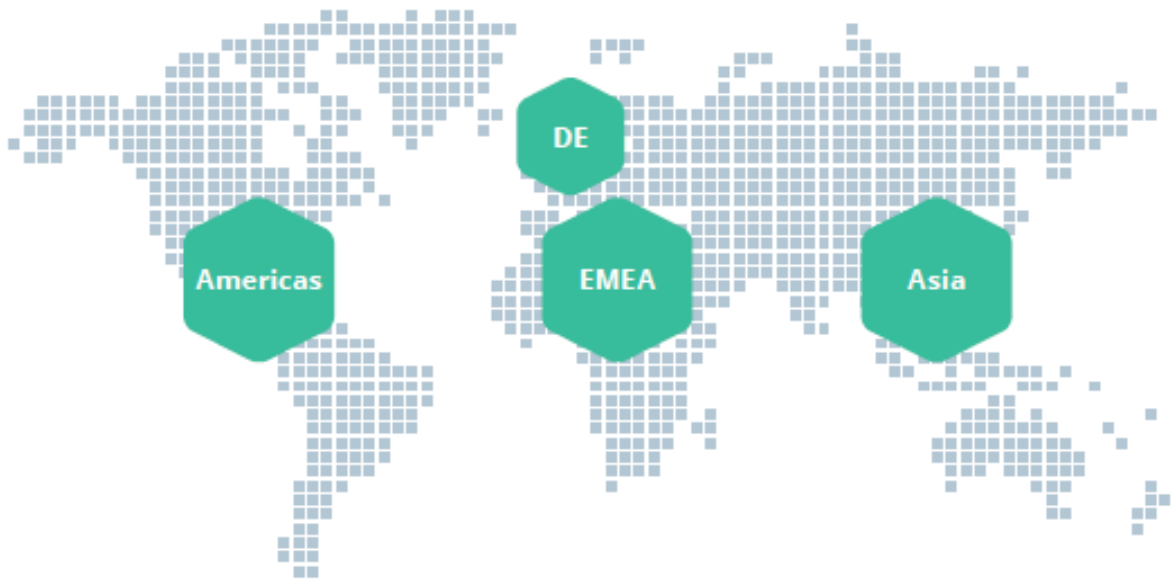
The amount of available information about stores, marketplaces, and companies varies. Not all store, marketplace, and company information remains in the database permanently. Not all store, marketplace or company information is available for download in Excel format.

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

03. ADDITIONAL INFORMATION

Contact

Should you be interested in receiving additional information, please get in touch with us:



Americas

Kilian Schuldt

Sales Manager

Johannes-Brahms Platz 1

20355 Hamburg

Tel.: +49 40 284 841-405

Mail: hello@ecommercedb.com

Asia

Pei-Tse Tseng

Sales Manager

Johannes-Brahms Platz 1

20355 Hamburg

Tel.: +49 40 284 841-289

Mail: hello@ecommercedb.com

EMEA

Tim Risse

Head of Sales

Johannes-Brahms Platz 1

20355 Hamburg

Tel.: +49 40 284 841-164

Mail: hello@ecommercedb.com

Germany

Sina Pohlmann

Head of Sales DACH

Johannes-Brahms Platz 1

20355 Hamburg

Tel. +49 40 688 93 12 51

Mail: hello@ecommercedb.com