

STATISTA HANDOUTS

eCommerce Insights

Get insights into over 42.000 eCommerce stores.



Welcome to our eCommerce Insights

Short Overview

Our [eCommerce Insights](#) offer you business relevant information on **more than 42,000 eCommerce stores**.

The insights tool combines data on different **categories**, **retailers**, **countries**, **consumers** and **benchmarks** to give our clients an **individualized** and **comprehensive overview** of the world of eCommerce.

To ensure the quality of our data, our ECDB analysts review and update our database regularly.

The screenshot displays the ECDB website interface. At the top, the ECDB logo is on the left, and navigation links for Retailers, Countries, Product Categories, Benchmarks (marked with a 'NEW' tag), and Insights are on the right. A search bar with a magnifying glass icon and a user profile icon are also present. Below the navigation bar is a large dark blue banner with the text 'Start your eCommerce analysis now'. Underneath this banner is a search bar with the placeholder text 'Find Stores, Markets, Reports, Charts and all other content' and a green 'Search' button. Below the search bar are several category tags: 'Buy now, pay later', 'Alibaba', 'Amazon', 'Fashion market', 'Social commerce', 'Shopping behaviour', 'Getir', 'Apple', 'Food market', and 'JD.com'. Below the banner is a section titled 'OUR LATEST INSIGHTS' with the subtext 'Discover our latest articles'. This section contains three article cards. The first card is dark blue with the text 'DEEP DIVE' and 'Coupang GMV: South Korea's Top Marketplace', with the ECDB logo at the bottom. The second card is light blue with the text 'ARTICLE' and 'Hobby & Leisure eCommerce Revenue Development in Greater China', with the ECDB logo at the bottom. The third card is light blue with the text 'ARTICLE' and 'Toys eCommerce Revenue Development in Greater China', with the ECDB logo at the bottom.

YOUR BENEFITS

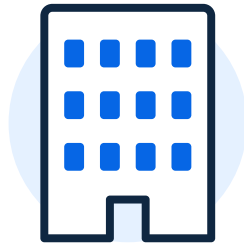
Empowering eCommerce Success – How We
Support Our Clients With Insights

The Most Important Facts

eCommerce Insights



42.000+
Online Stores



14.000+
Companies



150+
Countries



30.000
Markets



250+
Categories

How We Support You with Our eCommerce Insights

A Number of Opportunities

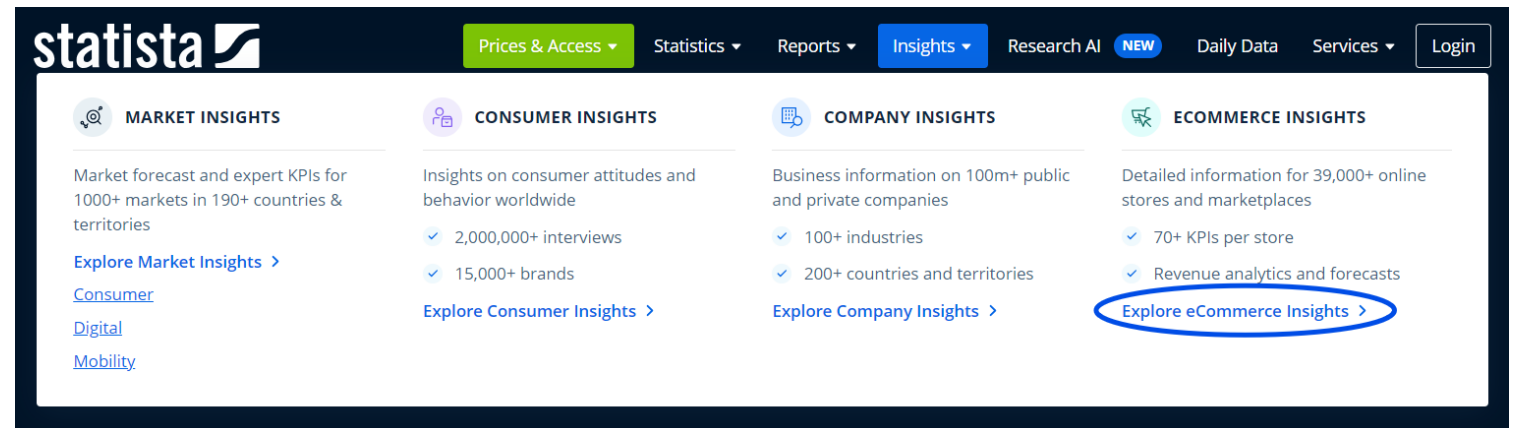


ECOMMERCE INSIGHTS EXPLAINED

How to Use the Entire Tool to Your Advantage

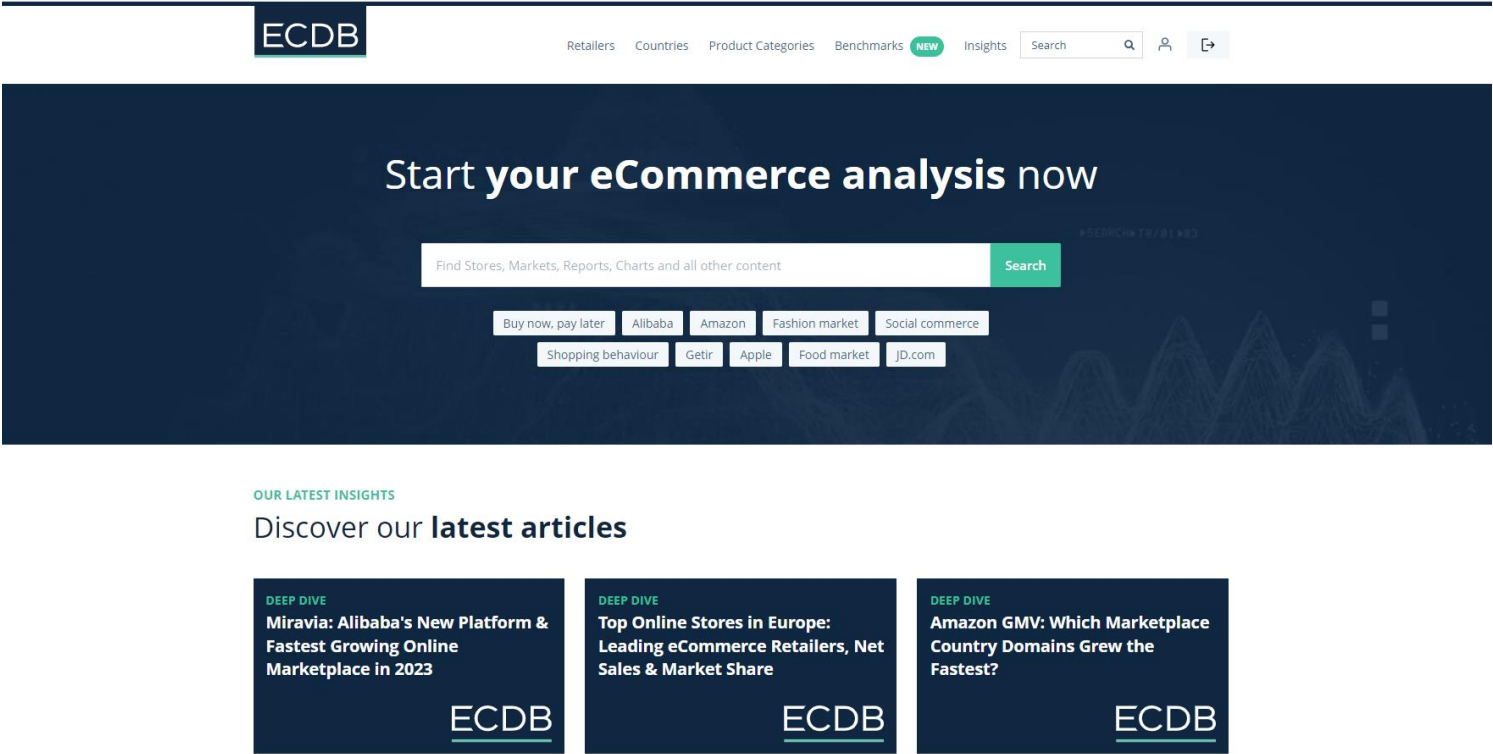
Where to Find the eCommerce Insights on Our Platform

Go to Insights on [our homepage](#) and click on “Explore eCommerce Insights” to be directly transferred to the ECDB homepage.



ECDB Homepage

On the ECDB homepage, you can start your research immediately by using the search engine or getting inspiration from the suggested topics.



Retailers

You are interested in **online stores**, **marketplaces** or **companies**? By using the Retailers tool, you can easily adjust your search and find data for your desired retailer.

ECDB

Retailers

Countries

Product Categories

Benchmarks

NEW

Insights

USD

Search

STORE RANKING

Top e

In 2023, the top f
market with reve
million. Together
top stores by eC
types of research

Stores

Analyze online stores and hybrid marketplaces.
Create your own country or category ranking
and refine it with the filters of your choice

Marketplaces

Pure and hybrid marketplaces ranked by their
Gross Merchandise Value (GMV) for your market
and selected filters

Companies

Rank and explore all major eCommerce
companies. Get a holistic view of the companies'
first- and third-party eCommerce activities

worldwide

on.com, jd.com, walmart.com, apple.com, and shein.com. amazon.com leads this
th sales of US\$115,834.1 million and then walmart.com with sales of US\$64,935.1
4.4% of the top 100 stores in the global eCommerce market. The ranking is based on the
provided below, the list of online stores can be narrowed down according to different

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

SELECT CATEGORY

All categories

SELECT COUNTRY

Worldwide

Clear all

XLS

Compare selected (0/4)

Filter results: Drill down the ranking by different KPIs.

Search

Specialist

Payment method

Shipping provider

Shop software

Revenue

Contacts by department

Store name

Q

All




All

All

All

All revenues

All

Compare	Rank	Store	Filtered revenue / share	Global revenue	Growth	Main country / share	Main category / share
<input type="checkbox"/>	1 (1)	 amazon.com Amazon.com, Inc.	US\$138,942.5m 100.0%	US\$138,942.5m	4.1%	United States 97.3%	Hobby & Leisure 37.7%
<input type="checkbox"/>	2 (2)	 jd.com JD.com, Inc.	US\$115,834.1m 100.0%	US\$115,834.1m	-4.2%	Greater China 99.5%	Electronics 45.0%
<input type="checkbox"/>	3 (3)	 walmart.com Walmart, Inc.	US\$64,935.1m 100.0%	US\$64,935.1m	23.9%	United States 100.0%	Fashion 19.0%

Countries

You would like more information on the eCommerce market of **a specific country** or **compare** the biggest eCommerce countries? Then our Countries tool can help you.

ECDB

Retailers

Countries

Product Categories

Benchmarks

NEW

Insights

USD

Search

Discover

country

Overview

Understand how eCommerce markets develop and select the country to be analyzed

Ranking

Compare the largest eCommerce countries based on revenue and growth

Unveil the global eCommerce landscape, examining market sizes across countries and emerging trends. Identify key insights into market development and discover top online retailers dominating specific markets. Get an overview of all countries included in ECDB below.

ECDB

ECDB - Country Ranking Explained

Country Ranking

OVERVIEW


Use Cases

Country Ranking


Country Overview


Methodology


OVERVIEW OF COUNTRIES COVERED BY ECDB



TOP 3 COUNTRIES

 Greater China
US\$2,179,383.3m

 United States
US\$981,226.3m

 United Kingdom
US\$157,394.7m

Product Categories

With the help of our Product Categories, you can dive deeper into specific **product categories** and gain an understanding for how they develop.

ECDB

RetailersCountriesProduct CategoriesBenchmarksNEWInsightsUSDSearch

Overview

Understand how product categories develop and select the category to be analyzed

Ranking

Compare different product categories based on revenue and growth

Discover a great product category

Dive deep into eCommerce product categories, analyzing market sizes, trends, and emerging patterns. Uncover leading online retailers within a category, shedding light on market dynamics and competition. Get an overview of all product categories included in ECDB below.

ECDB - Category Ranking Explained

ECDB

Category Ranking

OVERVIEW

Use Cases

Category Ranking

Category Overview

Methodology

All

Fashion

Electronics

Grocery

Care Products

Furniture & Homeware

Hobby & Leisure

DIY

Get an overview of all product categories

Benchmarks

Our Benchmarks tool enables you to **evaluate the performance of your business in comparison to the market standard**. Once again, you can choose your preferred category and country to adjust your search to your needs.

ECDB

Retailers

Countries

Product Categories

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Search

SELECT CATEGORYAll

SELECT COUNTRYWorldwide

Benchmark KPIs in the Global eCommerce market

In the global eCommerce market, the present add-to-cart rate of 10.8%, coupled with a cart abandonment rate of 78.2%, and a conversion rate at 2.3% in 2023, together signify the level of user engagement, potential areas for improvement, and the success in turning interest into sales. Simultaneously, an average order value (AOV) of US\$114, complemented by a discount rate of 13.8% and a return rate of 11.5% in 2023, provides insights into typical spending habits, strategic pricing influences, and responsiveness to post-purchase experiences within the global eCommerce market.

OVERVIEW

Conversion Funnel KPIs

Transactional KPIs

CONVERSION FUNNEL KPIs

Conversion funnel KPIs in the global eCommerce market

Key performance indicators (KPIs) for the conversion funnel in the global eCommerce market include the current add-to-cart rate of 10.8%, the cart abandonment rate of 78.2%, and the conversion rate at 2.3% in 2023. These metrics highlight the path taken by users, beginning with their initial engagement (add-to-cart), potential points of improvement in the user experience (cart abandonment), and the successful

Download XLS

SELECT KPI

Conversion Funnel KPIs

Add-to-cart rate

Cart abandonment rate

Insights

You are on the lookout for a **ready-to-use article** or **report**, which already comprises all the important data on one topic? Our Insights tool might offer just what you need.

ECDB

RetailersCountriesProduct CategoriesBenchmarksNEWInsightsSearch

SELECT TOPICAll

FILTER BY REGIONWorldwide

eCommerce Insights

Gaining expertise on consumers, key players, and markets is crucial for success in eCommerce. By exploring concepts in detail through data-backed articles 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.

Articles

Stay informed: Follow-up of new industry development

Reports

Get curated insights and ready-to-use analytics for topics and countries

OVERVIEW

Latest Insights

Deep Dives

Articles

Charts

Reports

Latest Insights

DEEP DIVE

Miravia: Alibaba's New Platform & Fastest Growing Online Marketplace in 2023

ECDB

Miravia: Alibaba's New Platform & Fastest Growing Online Marketplace in 2023

DEEP DIVE

Top Online Stores in Europe: Leading eCommerce Retailers, Net Sales & Market Share

ECDB

Top Online Stores in Europe: Leading eCommerce Retailers, Net Sales & Market Share

DEEP DIVE

Amazon GMV: Which Marketplace Country Domains Grew the Fastest?

ECDB

Amazon GMV: Which Marketplace Country Domains Grew the Fastest?

MAIN TOPICS

Consumer Insights

Key Player Insights

Luxury Goods Market

Market Insights

Marketplaces

Payment

Shipping

Stores

Trends

USE CASES AND STEP-BY-STEP INSTRUCTIONS

We Show You How to Use the eCommerce Insights to Develop and Implement Your Business Strategy.

USE CASE 1

Go To Market Strategy: Expanding into a Different Country

Expanding into a Different Country

Camping Gear as an Example

Let us assume you are a German supplier of camping gear. Your business is already thriving in Germany and you would now like to expand into new markets. In which countries is the demand for camping gear high and where are there still gaps in the market?

You can start by using the **Ranking** tool in the **Countries** category. Once you have chosen your product category, you will be shown a list of the countries with the highest revenue in the Camping & Adventure sector.

COUNTRY RANKING

Largest eCommerce countries worldwide

The global eCommerce market is led by Greater China with eCommerce revenues of US\$1,837,577.6 million in 2023. Followed by the United States with sales of US\$981,226.3 million and then the United Kingdom with sales of US\$142,242.1 million. The ranking is based on the largest countries by eCommerce revenue in this market in 2023. Market revenue represents B2C sales of physical goods including VAT. By using the filters provided below, the list of countries 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.

SELECT CATEGORY All categories ^

Bullion & Precious Metal

Camping & Adventure

Erotic & Adult

Flowers & Gifts

Media

Musical Instruments

Pet Supplies

Smoking Supplies

Sports Equipment

Clear all

XLS

Commerce revenue 1

Continent

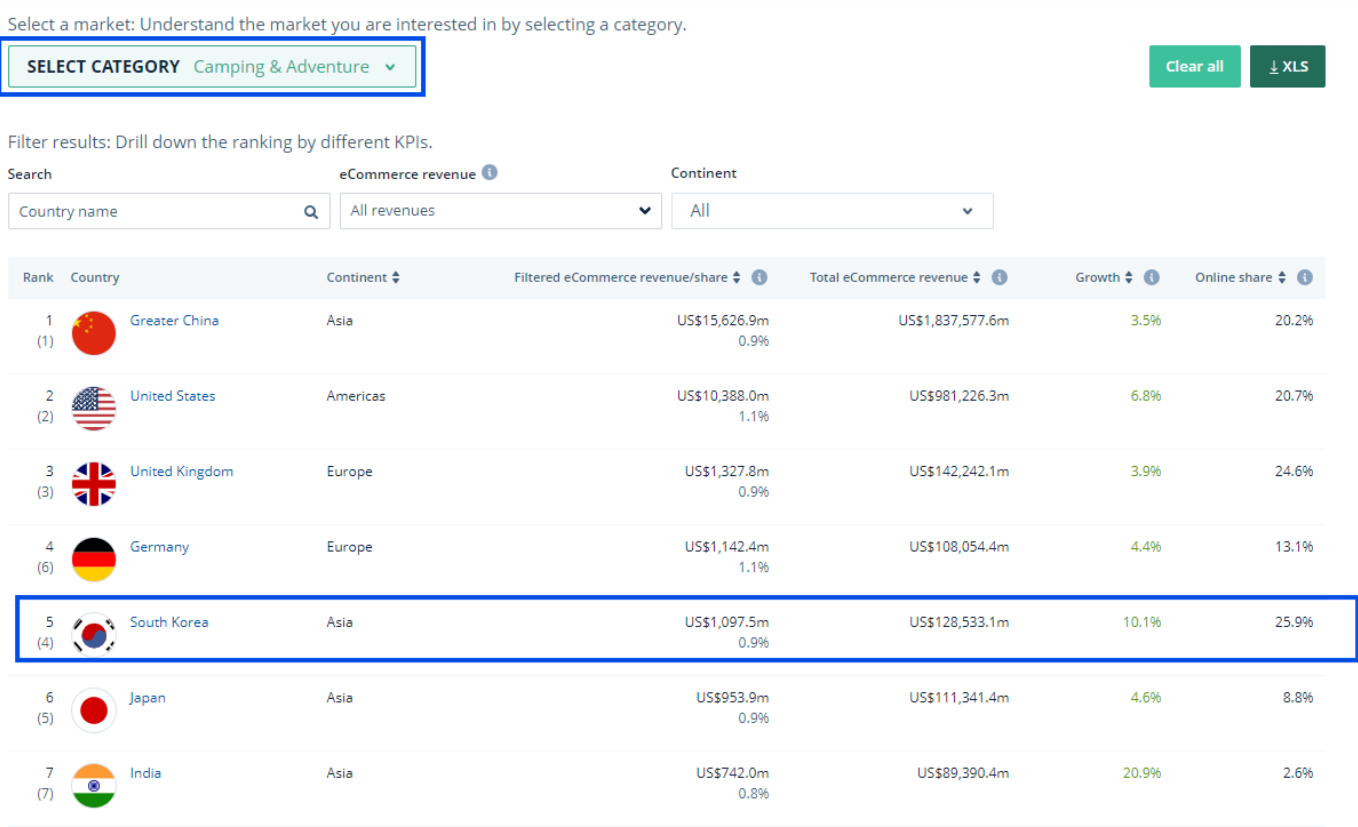
All revenues

All

Continent	Filtered eCommerce revenue/share 1	Total eCommerce revenue 1	Growth 1	Online share 1
Asia	US\$1,837,577.6m 100.0%	US\$1,837,577.6m	3.5%	25.9%
Americas	US\$981,226.3m 100.0%	US\$981,226.3m	6.8%	24.1%
Europe	US\$142,242.1m	US\$142,242.1m	3.9%	24.9%

Finding New Markets

Camping Gear as an Example



Your Results

China and America are at the top of the list. However, one glance at the growth rate sparks your interest in South Korea.

In a next step, you can dive deeper into the South Korean market for Camping & Adventure.

Understanding New Markets

Camping Gear in South Korea as an Example

SELECT CATEGORY Camping & Adventure ▾

SELECT COUNTRY South Korea ▾

Hobby & Leisure market in South Korea

The South Korean Hobby & Leisure eCommerce market is predicted to reach US\$27,919.5 million by 2024 and accounts for 20.2% of the total eCommerce market in South Korea. It is expected to increase over the next years. The expected compound annual growth rate for the next four years (CAGR 2024-2028) will be 7.9%, resulting in a projected market volume of US\$37,774.1 million by 2028.

Within the Hobby & Leisure market ECDB considers the following twelve sub-markets: Media, Sports Equipment, Stationery, Crafts & Art Supplies, Pet Supplies, Toys, Bullion & Precious Metal, Camping & Adventure, Musical Instruments, Flowers & Gifts, Other Hobby & Leisure, Erotic & Adult, and Smoking Supplies.

OVERVIEW

Monthly revenues

Market development

Online share

Top stores

Market definition

Comparison

Camping & Adventure in South Korea

Choose the Hobby & Leisure market in the Product Categories Overview.

Click on the subcategory Camping & Adventure and choose the country you need data for.

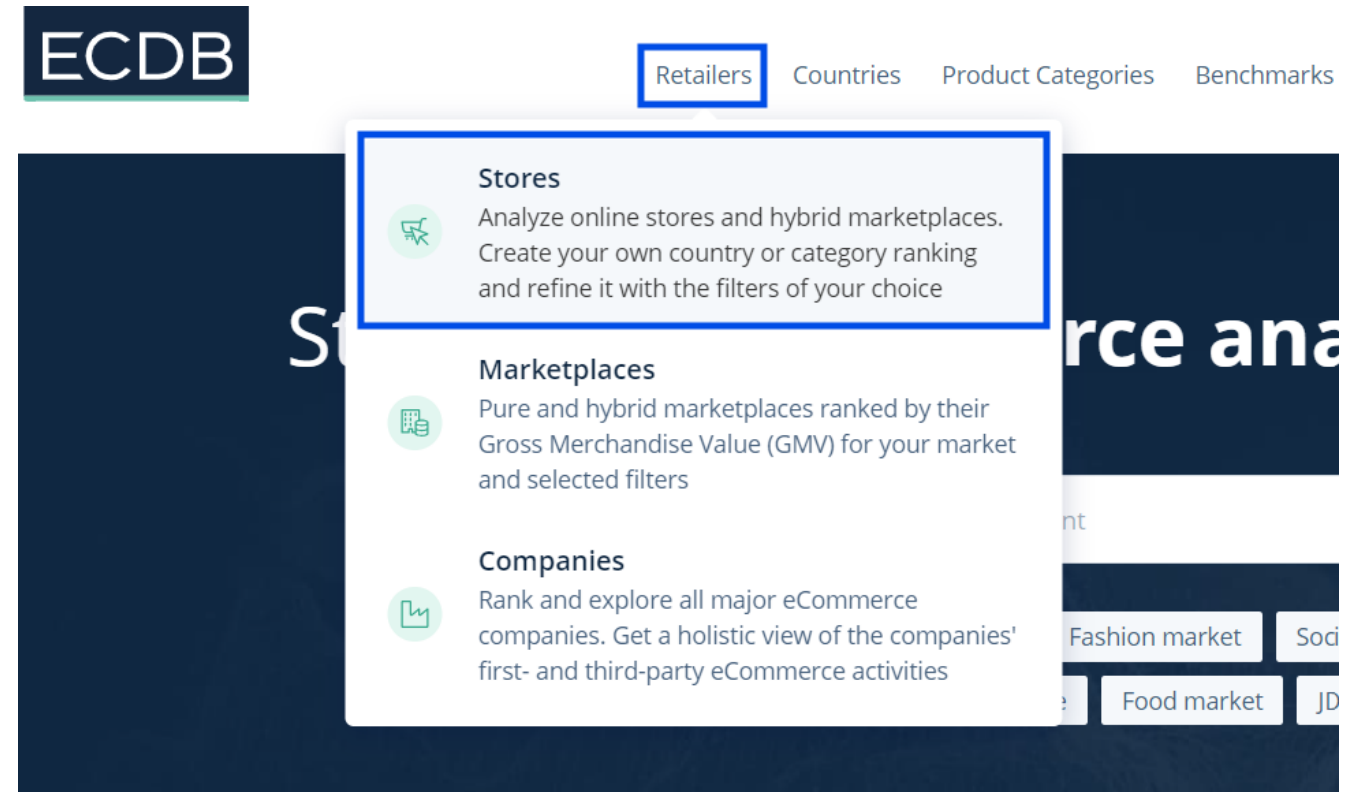
You now have access to data on monthly revenues, the top online stores and much more.

Taking a Closer Look at the eCommerce Landscape

Camping Gear in South Korea as an Example

You have decided to expand to South Korea. Now, you are looking for more information on the market and are seeking to dive deeper into the most important online stores for Camping & Adventure in South Korea.

To continue your research, first choose the **Retailer** tool and click on **Stores**.



Comparison of Online Stores Made Easy

Camping Gear in South Korea as an Example

ECDB

Retailers

Countries

Product Categories

Benchmarks

NEW

Insights

USD

Search

SELECT CATEGORY

Camping & Adventure

SELECT COUNTRY

South Korea

Clear all

↓ XLS

⌕ Compare selected (4/4)

Filter results: Drill down the ranking by different KPIs.

Search

Specialist

Payment method

Shipping provider

Shop software

Revenue

Contacts by department

Store name

All

All

All

All

All revenues

All

Compare	Rank	Store	Filtered revenue / share	Global revenue	Growth	Main country / share	Main category / share
<input checked="" type="checkbox"/>	1 (601)	ohou.se Bucket Place Co., Ltd.	US\$20.7m 7.0%	US\$295.5m	40.4%	South Korea 100.0%	Furniture & Homeware 23.0%
<input checked="" type="checkbox"/>	2 (576)	hmall.com Hyundai Home Shopping Co., Ltd.	US\$9.2m 3.0%	US\$306.4m	-5.9%	South Korea 100.0%	Fashion 42.0%
<input checked="" type="checkbox"/>	3 (978)	ssfshop.com Fashion section of Samsung C&T Corporation	US\$8.5m 5.0%	US\$170.2m	20.0%	South Korea 100.0%	Fashion 53.0%
<input checked="" type="checkbox"/>	4 (2248)	funshop.co.kr Brandworks Korea, Inc.	US\$5.2m 8.0%	US\$65.5m	-16.1%	South Korea 100.0%	Electronics 26.0%

Stores selected 4 / 4

ohou.se

hmall.com

ssfshop.com

funshop.co.kr

⌕ Compare selected (4/4)

Deselect all

▼

How To:

1. Choose your category and country to get a list of the online stores with the highest revenue.
2. You can either look at one store in more detail or compare up to four stores with each other.
3. You can then download your curated dataset directly as an XLS-file.

Refine Your Research with Relevant KPIs

Camping Gear in South Korea as an Example

ECDB

Retailers

Countries

Product Categories

Benchmarks

NEW

Insights

USD

Search

SELECT CATEGORY

Camping & Adventure

SELECT COUNTRY

South Korea

Clear all

XLS

Compare selected (4/4)

Filter results: Drill down the ranking by different KPIs.

Search

Specialist

Payment method

Shipping provider

Shop software

Revenue

Contacts by department

Store name

All

All

All

All

All revenues

All

Compare	Rank	Store	Filtered revenue / share	Global revenue	Growth	Main country / share	Main category / share
<input checked="" type="checkbox"/>	1 (601)	ohou.se Bucket Place Co., Ltd.	US\$20.7m 7.0%	US\$295.5m	40.4%	South Korea 100.0%	Furniture & Homeware 23.0%
<input checked="" type="checkbox"/>	2 (576)	hmall.com Hyundai Home Shopping Co., Ltd.	US\$9.2m 3.0%	US\$306.4m	-5.9%	South Korea 100.0%	Fashion 42.0%
<input checked="" type="checkbox"/>	3 (978)	ssfshop.com Fashion section of Samsung C&T Corporation	US\$8.5m 5.0%	US\$170.2m	20.0%	South Korea 100.0%	Fashion 53.0%
<input checked="" type="checkbox"/>	4 (2248)	funshop.co.kr Brandworks Korea, Inc.	US\$5.2m 8.0%	US\$65.5m	-16.1%	South Korea 100.0%	Electronics 26.0%

Stores selected

4 / 4

ohou.se

hmall.com

ssfshop.com

funshop.co.kr

Compare selected (4/4)

Deselect all

How to Refine Your Research Even More:

Not only can you search for specific shops, but you can also filter for relevant KPIs such as payment method or shipping provider.

You can, once again, compare stores and download your individualized dataset immediately as an XLS-file.

USE CASE 2

Business Development and Growth:
Planning Future Business Projects.

Business Development

Consumer Electronics in Germany

You are planning to open a new online store for electronics selling primarily to German customers. For your business plan, you would first like to get an overview of benchmark KPIs in your sector.

To access these relevant **KPIs**, you can make use of our new **Benchmarks** tool.

ECDB

Retailers

Countries

Product Categories

Benchmarks NEW

Insights

USD

Search

SELECT CATEGORY All

SELECT COUNTRY Worldwide

Benchmark KPIs in the Global eCommerce market

In the global eCommerce market, the present add-to-cart rate of 11.1%, coupled with a cart abandonment rate of 78.1%, and a conversion rate at 2.4% in 2023, together signify the level of user engagement, potential areas for improvement, and the success in turning interest into sales. Simultaneously, an average order value (AOV) of US\$115, complemented by a discount rate of 13.8% and a return rate of 11.5% in 2023, provides insights into typical spending habits, strategic pricing influences, and responsiveness to post-purchase experiences within the global eCommerce market.

Individualize Your Search

Consumer Electronics in Germany

ECDB

Retailers

Countries

Product Categories

BenchmarksNEW

Insights

USD

Search

SELECT CATEGORY

Consumer Electronics

SELECT COUNTRY

Germany

Benchmark KPIs in the German Consumer Electronics market

In the German Consumer Electronics eCommerce market, the present add-to-cart rate of 7.2%, coupled with a cart abandonment rate of 53.1%, and a conversion rate at 3.4% in 2023, together signify the level of user engagement, potential areas for improvement, and the success in turning interest into sales. Simultaneously, an average order value (AOV) of US\$113, complemented by a discount rate of 12.9% and a return rate of 8.5% in 2023, provides insights into typical spending habits, strategic pricing influences, and responsiveness to post-purchase experiences within the German Consumer Electronics eCommerce market.

OVERVIEW

Conversion Funnel KPIs

Transactional KPIs

How To:

1. Choose your preferred country and product category.
2. You will then be shown an overview of your selected market in form of a short text.

Benchmark KPIs

Consumer Electronics in Germany

OVERVIEW

Conversion Funnel KPIs

Transactional KPIs

CONVERSION FUNNEL KPIS

Conversion funnel KPIs in the **German Consumer Electronics** market

Key performance indicators (KPIs) for the conversion funnel in the German Consumer Electronics eCommerce market include the current add-to-cart rate of 7.2%, the cart abandonment rate of 53.1%, and the conversion rate at 3.4% in 2023. These metrics highlight the path taken by users, beginning with their initial engagement (add-to-cart), potential points of improvement in the user experience (cart abandonment), and the successful conversion of interest into finalized sales (conversion rate).

CONVERSION FUNNEL KPIS IN THE GERMAN CONSUMER ELECTRONICS MARKET

IN 2023

in %

Download XLS

SELECT KPI

Conversion Funnel KPIs

Add-to-cart rate

Cart abandonment rate

Conversion rate

Transactional KPIs

Average order value (AOV)

Discount rate

Return rate

How to Access Benchmark KPIs:

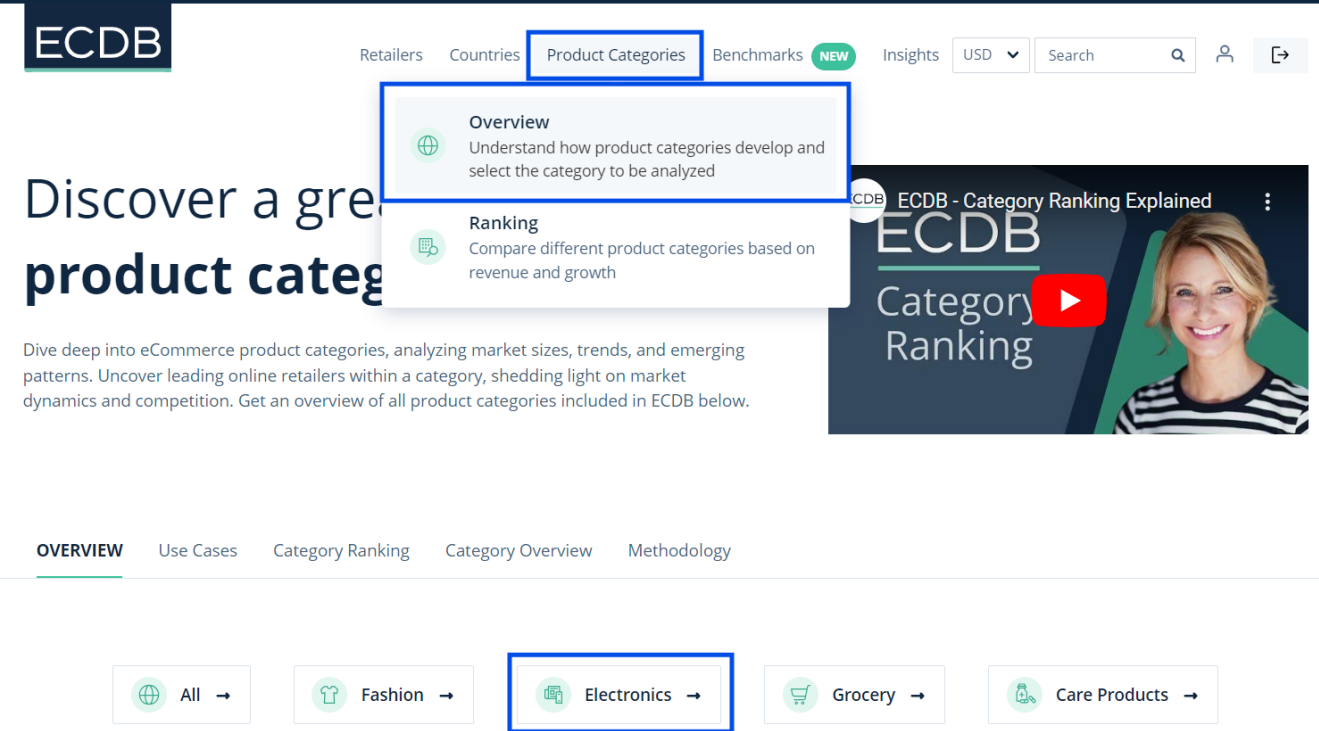
1. You can use the top navigation or more detailed overview on the right side to browse through the different conversion funnel and transactional KPIs and gain a deeper understanding of your market.
2. Once again, you can download your dataset as an XLS-file.

Planning Made Easy

Electronics eCommerce in Germany

To further plan your new endeavor, you would also like to get some insights into the most popular payment and shipping options as well as the different software used in your industry.

Our **Product Categories** tool can help you collect all the relevant information you need. In the **overview**, you can choose your market and start your research.



Further Refine Your Search

Consumer Electronics in Germany as an Example

SELECT CATEGORY Electronics ▾

SELECT COUNTRY Worldwide ▾

Global Electronics market

The global Electronics eCommerce market is expected to increase over the next years. It is predicted to reach US\$1,060,204.6 million by 2024 and the expected compound annual growth rate for the next four years (CAGR 2024-2028) will be 5.9%.

ECDB considers the following two sub-markets within the Electronics market: Consumer Electronics and Electrical Appliances. Consumer Electronics is the largest sub-market and accounts for 68.9% of the global Electronics market.

- OVERVIEW

Monthly revenues

Market development

Online share

Top stores

Payment

Shipping

Shop software
- Market definition

Comparison

How To

1. In the overview on the global electronics market, you can once again choose your desired country.
2. You also have the option to click through a plethora of market data. For our fictional use case, payment, shipping and shop software will offer us interesting insights.

SUPPORT

You need further guidance? We are happy to help!

ECDB Tutorials

Get started right away with our short videos



[Click here to watch our tutorials](#)

You need an extensive demonstration?

Our ECDB experts are here to help.

[Book a demo now](#)



ECDB

[Log In](#)

Get a **product tour**.

During this session, we will present our methodology and various use cases for different industries and address your specific needs.

- ✓ 52,000+ Retailers
- ✓ 250+ Categories
- ✓ 150+ Countries

THE INDUSTRY LEADERS TRUST ECDB

PayPal

SAMSUNG

amazon

Google

zalando

DHL

Let's talk!

+49 (40) 874 061 04 hello@ecdb.com

Or simply choose an appointment that suits you best.

[Choose date and time](#)

What our customers say

"ECDB – a great source for us to qualify Ecommerce related leads."

Kai Pohlmann
Co-Founder at MAI Marketing Automation Intelligence GmbH

"We can fully rely on ECDB data to make strategic decisions."

Michael Lüttgen
Managing Director International bei Kaufland Stiftung & Co. KG

You have questions? We have the answers!

Along your respective contact at Statista, you can also reach us here:

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