

Press Release

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Global B2C E-Commerce continues to grow, bringing new Challenges for Delivery

In its "Global E-Commerce Delivery Report 2012", which provides global data about the delivery of products ordered online, market research company yStats.com analyzes delivery options for online orders across various countries. It highlights what is important to customers and demonstrates that a good infrastructure is necessary for prospering B2C E-Commerce.

While in South America, infrastructural problems make it difficult to deliver products ordered online, delivery companies in North America continue to expand their services. In Europe, people also tend to order products beyond national borders and in Asia and Africa, B2C E-Commerce continues to grow, as does the need for the delivery of orders. These and other facts are presented in yStats.com's latest report.

Differences in Infrastructure impact Deliveries in North and South America

In 2012, delivery companies in the USA have introduced new products and technologies to meet the demands of a growing market. In 2012 in the USA, UPS and Bridgeline Digital started cooperation with online retailers regarding B2C E-Commerce and delivery. In neighboring Canada, the delivery of products ordered online is also booming. In Toronto, so-called BufferBoxes were introduced in 2012, where customers can pick up or send packages. Canada Post has been preparing for growing B2C E-Commerce between Asia and Canada since May 2012.

The situation is very different in South America. In Brazil, the delivery of products ordered online is not as successful as shopping online. 2012 was marked by infrastructural problems and delayed deliveries. Brazilian B2C E-Commerce retailer B2W incurred strong losses during the twelve months leading up to March 2012 due to delayed deliveries. Now there are plans to improve the delivery system.

In Western and Central Europe Customers order even beyond National Borders

In 2011, infrastructural problems were observed for deliveries of online orders from one European country to another. Customers used this service nonetheless. In 2011, German online shops recorded a very high number of orders from Austria. 90 percent of Austrians who ordered products from another country selected German shops. For delivery, Swiss Post branched out to Norway. In 2012, it opened a branch office in this Scandinavian nation to assist with the delivery of online orders and to lower costs.

In Germany, confirmation emails following an online purchase serve to instill confidence. In December 2011, almost 40 percent of online shoppers in Germany rated them as important, closely followed in terms of significance by timely deliveries. Cosmetics and perfumery online shop Douglas.de was leading, given that it achieved a customer satisfaction rate of more than 90 percent regarding delivery times.

Shipping costs and delivery times are not equally accepted everywhere in Central and Western Europe. To ensure that packages in the UK can also be delivered if the recipient is not at home, Royal Mail in England has introduced a system where online orders can also be delivered to neighbors. In France, potential customers named shipping costs as an important reason for opting against online orders. Spaniards named a different reason against online shopping: In 2010 and 2011, Spanish consumers complained about the failure to deliver on time. In April 2012, two thirds of online shoppers in Belgium preferred home delivery. However, pick-up from designated collection stations is also popular there. B2C E-Commerce continues to grow, as does the range of products which can be purchased online. For Dutch nationals who ordered online in 2011, the trustworthiness of the shop was the most important criterion, followed by delivery times.

Challenges for Delivery differ in Scandinavia and Eastern Europe

Prompt delivery was very important to nearly half of all Scandinavian online shoppers in January 2012. Almost one third of Swedes, who purchased online from another country, chose Great Britain. In terms of delivery, Post Danmark was ahead of the competition in the second quarter of 2012 in Denmark. Nearly two thirds of all online shoppers received their purchases through this company. The Finns expressed reservations against online orders in November 2011. Many of them lament excessively high shipping costs. B2C E-Commerce retailers in the Czech Republic have been able to sell products in Germany and Slovakia since April 2012, accepting payment via Cash-on-Delivery. Parcel terminals, where online retailers are able to send off products themselves are especially popular in Estonia. In Poland, many online retailers offer delivery by parcel courier service or self pick-up. When it comes to infrastructure, Russia and Turkey show clear differences. In 2012, Russia faced major infrastructural problems relating to delivery. In Turkey, deliveries in the areas surrounding Istanbul arrived at the customer relatively fast, while remote regions faced the same problems as Russia.

B2C E-Commerce continues to grow in Asia, Australia, the Middle East and South Africa, as does the Number of Deliveries

Growth in B2C E-Commerce goes hand in hand with increasing challenges for delivery. In China, online retailers counteract inadequate logistics with their own delivery companies, cooperation initiatives and self-pick-up. In 2012, Japanese online retailer Rakuten and Japan Post launched a cooperation initiative to respond to the growth in international B2C E-Commerce and the resulting increase in deliveries. In India, retailers like Flipkart opt for their own delivery service providers to lower costs. In Singapore, parcel drop-off and collection points will be introduced in 2013 to help reduce costs. While Australian costumers complained in 2012 about increasing delivery costs compared to the previous year, South Korea promotes free delivery, along with shorter delivery times and pick-up services to respond to the needs of a growing market. To allow online retailers in the USA to ship products more easily to the Middle East, in 2012, Aramex introduced its Atlantic Plus Service. In South Africa, the number of deliveries of products ordered online increased as well. As a result, the demand for express deliveries also rose there.

In its "Global E-Commerce Delivery Report 2012", market research company yStats.com presents the latest trends for delivery of online orders. The report demonstrates the importance of a good infrastructure and transnational cooperation of all companies involved, with a focus on meeting customer needs in various countries.

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