

Press Release

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Top 2000 Global Online Shops: Amazon is Number One

The recently published "Top 2000 Global Online Shops" ranking by Hamburg-based secondary market research specialist yStats.com ranks the top online shops for different regions and countries of the world. For the first time, data for all regions worldwide is compiled in one unique publication.

Besides the global ranking, yStats.com also offers "Top 1200 Online Shops in Europe 2012" and "Top 350 Online Shops in Asia-Pacific 2012", including only information about the relevant regions.

The report includes a global ranking and separate rankings of online shops for almost 30 countries and regions of the world. According to the report, Amazon is among the top players worldwide in this area and the German OTTO Group is playing an increasingly important role. Another significant trend in global online shopping is the growing importance of manufacturers such as Apple and IKEA.

Online Shops Ranking based on comprehensive Data Analysis

In addition to the regions North America, Latin America, Middle East and Africa, the report covers numerous countries in Europe and Asia. A separate ranking is provided for each region, based on traffic data from May 2012; online sales have also been included as a basis for the ranking, wherever available. In addition to separate rankings for different countries and regions, a global ranking, based on global traffic data, as well as further global product category rankings, have been compiled. For all online shops, the report lists name, main product category, traffic figures such as unique visitor numbers, and for selected regions and countries online sales. The data was obtained from various secondary sources, or where necessary, individually compiled by yStats.com's experts after extensive research.

Mass Merchants clearly dominate in North and Latin America

According to the "Top 2000 Global Online Shops" ranking by yStats.com, in North America, Amazon generates the highest sales of all online shops, while Staples and Apple are only a distant second and third. In terms of traffic, in May 2012, Amazon also came ahead of the competition with 120 million unique visitors. In Latin America, Brazilian mass merchant Mercadolibre.com.br was the leading online shop with 16 million unique visitors, followed by online shoe store Netshoes.com.br and mass merchants Americanas.com.br and Mercadolibre.com.ar.

European Online Shopping dominated by Amazon

In May 2012, LaRedoute.fr, Cdiscount.com and Amazon.fr took the lead in France, while in the UK, Amazon.co.uk came ahead of Argos.co.uk and Tesco.com. Amazon was also the most successful online shop in Germany, followed by OTTO. Among the 10 leading competitors here, there were many other mass merchants, such as Bonprix and Baur. The Austrian market is mostly dominated by German players, with Amazon.at, Universal.at and Ottoversand.at generating the highest online sales. In Russia, online supermarket Utkonos.ru generated the highest online sales in 2011 ahead of mass merchant Ozon.ru and office supplier Komus.ru. In Poland, mass merchant Allegro.pl was especially successful, followed by computers/electronics online shops Neo24.pl and Electro.pl. On the Turkish market for online-shopping, mass merchant Sahibinden.com was by far the leading competitor, followed by Trendyol and Hepsiburada. In Sweden, local businesses dominated, such as

housewares/home furnishings retailer Ikea.com, which has also been very successful in Norway, mass merchant Ellos.se and apparel/accessories online retailer Hm.com.

Mass Merchants also successful in Asia-Pacific Region

In Japan, where the online market is dominated by mass merchants, Rakuten.co.jp beat Amazon.co.jp, whose visitor numbers in May 2012 were slightly lower than those of shopping mall Rakuten. In China, the market was also dominated by mass merchants. In 2011, Tmall.com generated the highest trade volume ahead of 360buy.com and Amazon.cn. In South Korea, the market was mostly dominated by local competitors. In May 2012, in terms of traffic volume, mass merchant Gmarket.co.kr came out on top with 13 million unique visitors, ahead of 11st.co.kr and Shopping.Naver.com (both also mass merchants). In India, mass merchants Jabong.com, Flipkart.com and Homeshop18.com took the lead and in Australia, mass merchant Oo.com.au had the highest number of unique visitors in May 2012 ahead of mass merchant Myer.com.au and apparel/accessories online shop Asos.com.

Online Computers/Electronics Retailers popular in the Middle East and Africa

In May 2012, mass merchant Souq.com was the most successful online shop in the Middle East in terms of traffic, while online books/music/video seller Neelwafurat.com and online computers/electronics retailer Extrastores.com came in second and third place. In South Africa, mass merchant Kalahari.com, apparel/accessories online shop Zando.co.za and housewares/home furnishings seller Homechoice.co.za were leading in May 2012. In the rest of Africa, mass merchant Nefsak.com, computers/electronics online retailer Buyright.biz and health/beauty shop Agzakhana.com were the most successful online shops in May 2012.

Overall, online retail shows a rather heterogeneous development with a few common trends. Amazon in particular is globally successful and also other generalists dominate at least the regional markets.

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About yStats.com

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.