



Global E-Commerce Intelligence
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SAMPLE REPORT

**THE ENVIRONMENTAL IMPACT
OF E-COMMERCE 2022**

PUBLICATION DATE: FEBRUARY 2022

PREFACE



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OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the B2C E-Commerce market and its environmental impact worldwide. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- The report contains relevant information about international comparisons, market trends, B2C E-Commerce sales and shares, all in the context of environmental impact, as well as returns, special sales, delivery, packaging, payment, travel and players.

Report Structure

- The report starts with an overview of the B2C E-Commerce market and international comparisons in the context of environmental impact, where the relevant environmental aspects are described in terms of criteria relevant to E-Commerce.
- Afterwards, the “Consumers Attitudes Towards Sustainability” section includes information on different attitudes towards sustainability aspects in E-Commerce and how the COVID-19 pandemics influenced them.
- Next, the “Product Returns and the Effect on the Environment” section includes an overview of market trends in the context of E-Commerce returns, including the frequency of returns in different geographies and reasons for returns.
- The section “Special Sales and Their Environmental Impact” covers the topic of Black Friday, Cyber Monday and Singles Day and discusses their development of retail B2C E-Commerce sales, their environmental impact as well as how different players decided to handle this topic in 2021.
- In the “Delivery and Online Shoppers’ Attitudes Towards Environmentally-Friendly Options” section, information about sustainable and ecological delivery options and the attitude of online shoppers towards them is included.
- In the “Sustainable Payments” section examples of measures for clients and payment companies are presented.
- The next section, “Sustainable Travel”, covers the sustainability aspects of online services and customer’s attitudes towards them.
- Finally, the “Players and Trends” section includes information about the leading E-Commerce companies, including their efforts to address environmental problems using sustainable solutions for reverse logistics, last-mile delivery and packaging.

DEFINITIONS

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The following expressions and definitions are used in this market report*:

- **B2C E-COMMERCE**

the sale of products (and services) through electronic transactions via the Internet from retailers to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **E-COMMERCE SALES**

the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **CROSS-BORDER B2C E-COMMERCE**

the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country's borders. Both B2C and C2C transactions might be included in the definition of retail cross-border E-Commerce.
- **INTERNET USERS**

the total number of inhabitants in a certain country that regularly access the Internet.
- **ONLINE SHOPPERS**

the total number of inhabitants in a certain country or region that participate in B2C E-Commerce.
- **GROSS MERCHANDISE VALUE**

abbreviated as GMV, a total value of successfully completed transactions between buyers and sellers on a marketplace. Depending on the source, might include shipping costs.
- **GREENHOUSE GAS**

greenhouse gases cause the greenhouse gas effect, these include but are not limited to carbon dioxide, methane, nitrous oxide, chlorofluorocarbons and hydrofluorocarbons.
- **CO₂ EQUIVALENT**

abbreviated as CO₂e, compares the emissions from various greenhouse gases on the basis of their global-warming potential value, other greenhouse gases are converted to the equivalent amount of carbon dioxide with their global warming potential value.
- **CARBON FOOTPRINT**

refers to the amount of carbon dioxide and typically other greenhouse gas emissions expressed as CO₂-equivalents of all the activities of an individual, company, entity, etc.
- **CARBON NEUTRALITY**

also called a net zero carbon footprint, refers to balancing carbon emissions by eliminating carbon emissions and with carbon removal so that net emissions become zero.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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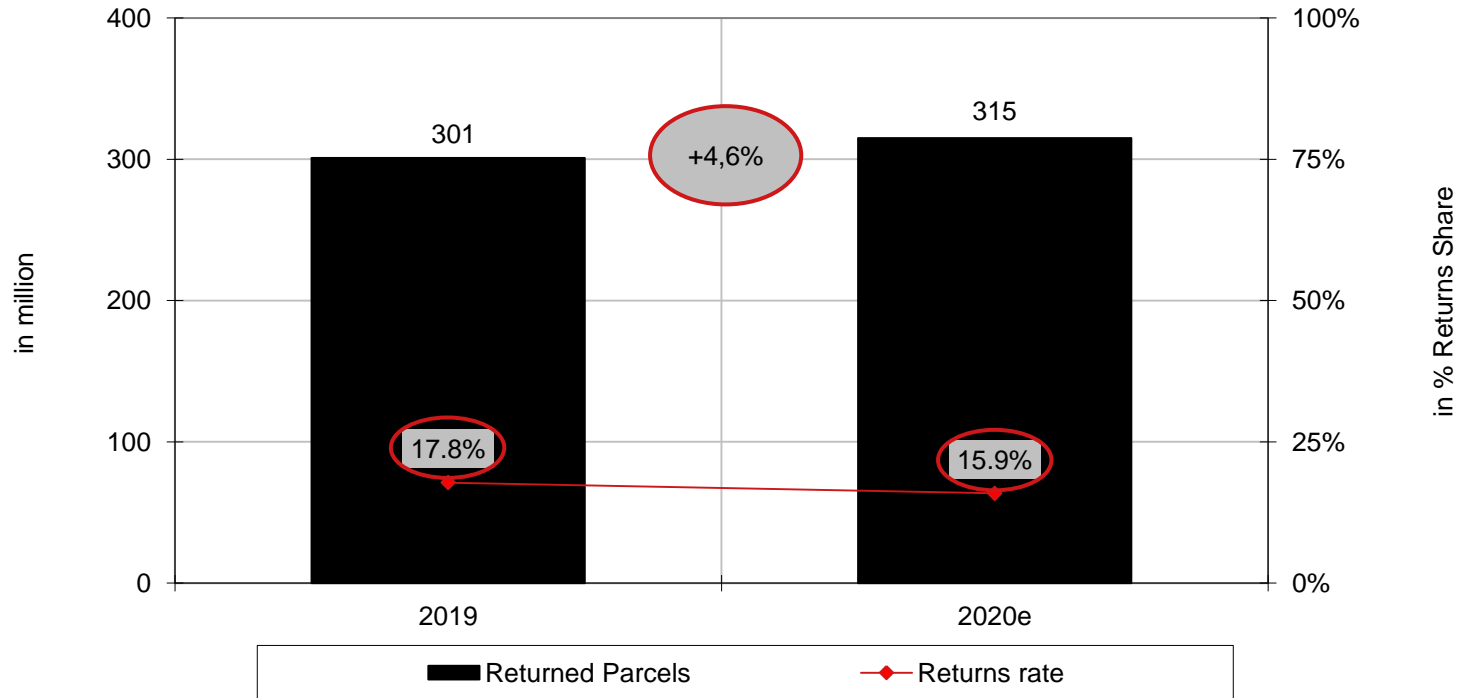
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The share of returned parcels in Germany declined in 2020 by almost 2 p.p., while the number of parcel returns grew

Germany: Number of Returned Parcels in E-Commerce, in Million, and Returns Rate, in %, 2019-2020e



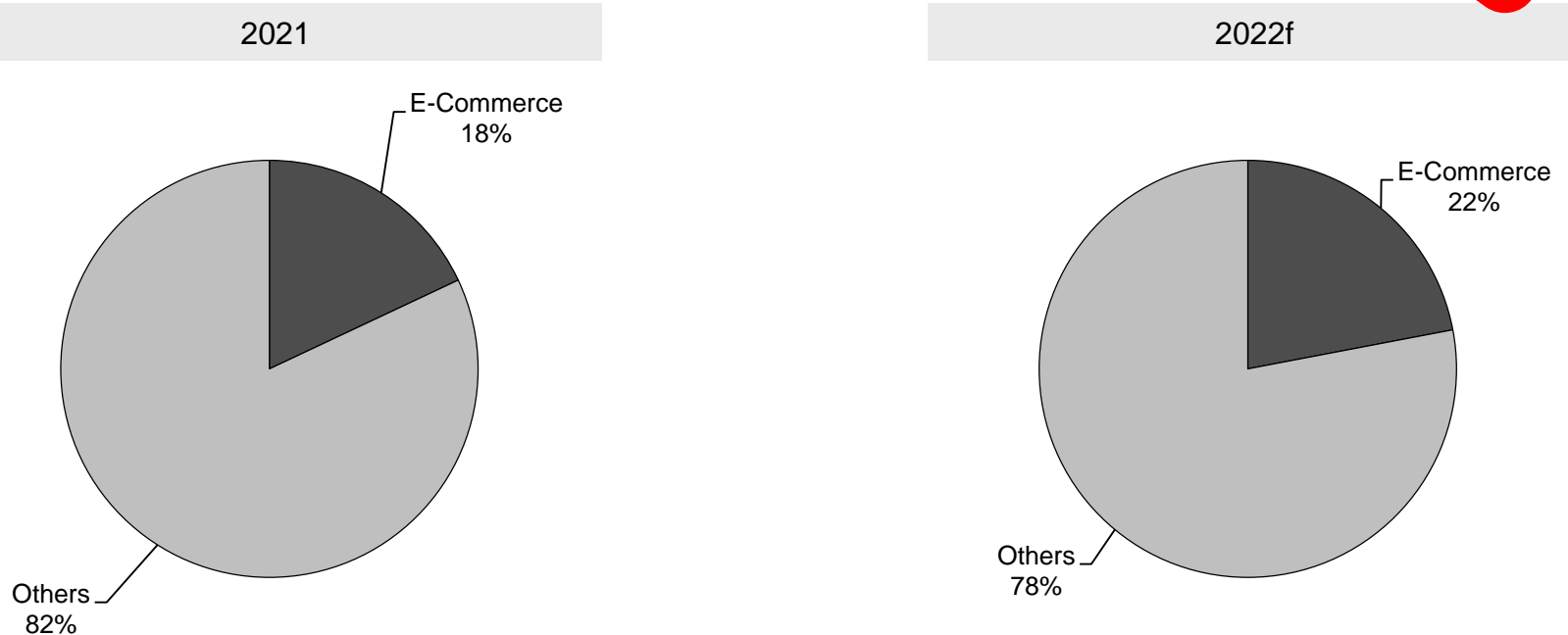
Survey: based on a survey of leading E-Commerce retailers conducted in September to October 2020 about their observations in returns management during the first six months of the COVID-19 pandemic, i.e. March to August 2020; the surveyed retailers represent 16.6% of German E-Commerce sales; a total of 103 questionnaires was analyzed

Source: Retourenforschung, December 2020



E-Commerce's share in air cargo worldwide reached and is forecast to rise to 22% by 2022.

Global: Share of E-Commerce in Air Cargo, in %, 2021 & 2022f





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