



Global E-Commerce Intelligence
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SAMPLE REPORT
EUROPE BLOCKCHAIN AND CRYPTOCURRENCY
MARKET 2023

PUBLICATION DATE: MARCH 2023

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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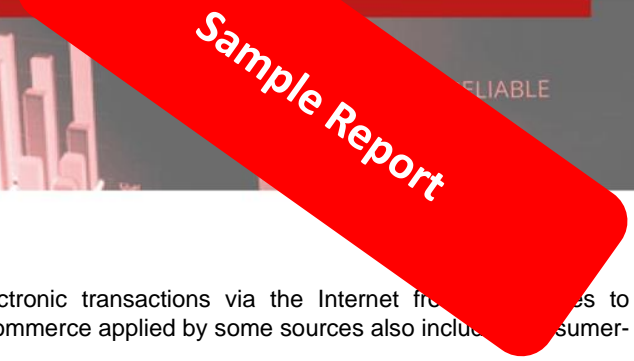
Report Coverage

- This report covers the European blockchain and cryptocurrency market. The report covers activities of various governments, businesses, banks, and consumers on the market.
- The report contains relevant information about international comparisons, market trends, blockchain and cryptocurrency adoption rates and usage, consumer preferences, and players. Not all types of information were included for each country, due to varying data availability.

Report Structure

- The report starts with an overview of the global blockchain and cryptocurrency market and country comparisons in terms of criteria relevant to the market, such as adoption rates. This is followed by the chapter covering banks' activity in the blockchain and cryptocurrency market. The rest of the report is divided into regional chapters.

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 businesses 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.
- **CRYPTOCURRENCY** A digital payment system that doesn't rely on banks to verify transactions. It's a peer-to-peer system that can enable anyone anywhere to send and receive payments.
- **BLOCKCHAIN** a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems
- **FIAT MONEY** inconvertible paper money made legal tender by a government decree
- **INTERNET USERS** the total number of inhabitants in a certain country that regularly accesses the Internet.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.

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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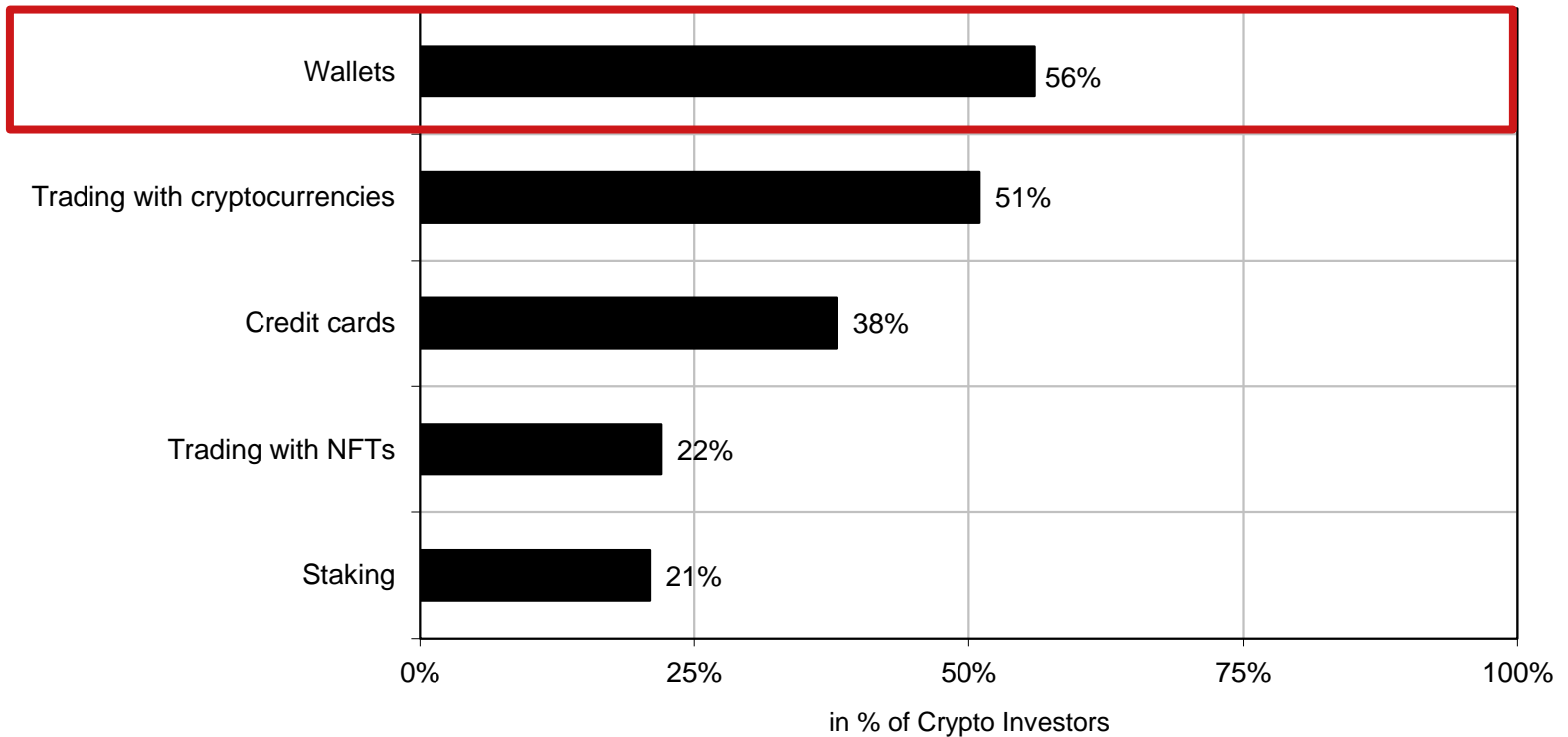
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Wallets, followed by trading with crypto were the most used offerings among crypto investors in Switzerland as of April 2022

Switzerland: Top 5 Most Used Crypto Offerings From Trading Platforms, in % of Crypto Investors

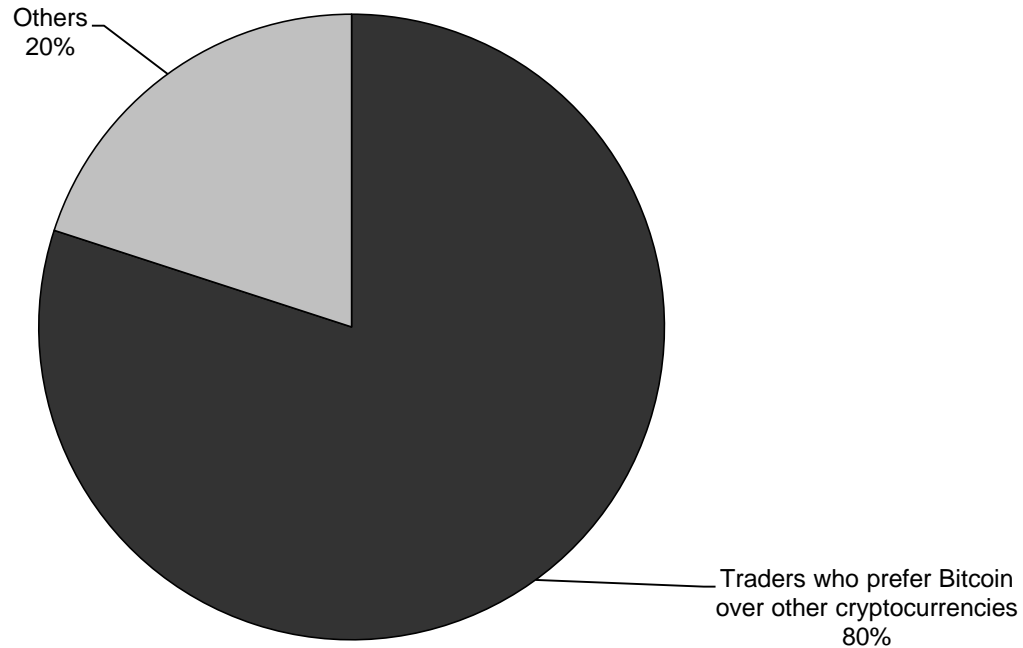


Note: does not add to 100% due to multiple answers possible
 Survey: based on a survey of 2,000 private crypto investors from Germany, Switzerland, and Turkey, 500 were from Switzerland, conducted between March 24th – 5th April 2022
 Source: Strategy& PwC, June 2022



In 2022, more than three-quarters (80%) of traders in Turkey prefer Bitcoin over other cryptocurrencies.

Turkey: Share of Traders Who Prefer Bitcoin Over Other Cryptocurrencies, in %, 2022e





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