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**SAMPLE REPORT**  
**GLOBAL B2C E-COMMERCE MARKET 2023**  
PUBLICATION DATE: SEPTEMBER 2023

# PREFACE

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## 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.
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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 global B2C E-Commerce market. Major global regions are covered in the report. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- This report contains relevant international comparisons, information about market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods and players. Not all types of information were included for each region/country, due to varying data availability.

## Report Structure

- The report starts with an overview of the global B2C E-Commerce market. The rest of the report is divided into regional chapters and presented in the descending order of retail E-Commerce sales. Within each regional chapter, regional information is presented first, followed by country chapters.
- Each country description starts with an overview of the market, highlighting the overall B2C E-Commerce development in that country. Depending on data availability, overview charts include also information about the major E-Commerce players, the number of users, sales volume, number of monthly visits, leading product categories, share of sales, Internet economy and consumers' buying behavior. Not all the mentioned types of information are available for each of the countries covered.



## DEFINITIONS

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

- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from business 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.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **M-COMMERCE** M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- **ONLINE TRAVEL** 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.
- **ONLINE PAYMENT** Transfer of money made over the Internet following a consumer’s payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- **CROSS-BORDER 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.
- **SOCIAL COMMERCE** the use of social media in E-Commerce transactions, where social networks and other social media platforms assist the selling and buying of products and services online.
- **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.
- **GROSS MERCHANDISE VALUE** abbreviated as GMV, a total value of successfully completed transactions between buyers and sellers through a C2C (customer-to-customer) exchange platform. Depending on the source, might include shipping costs.

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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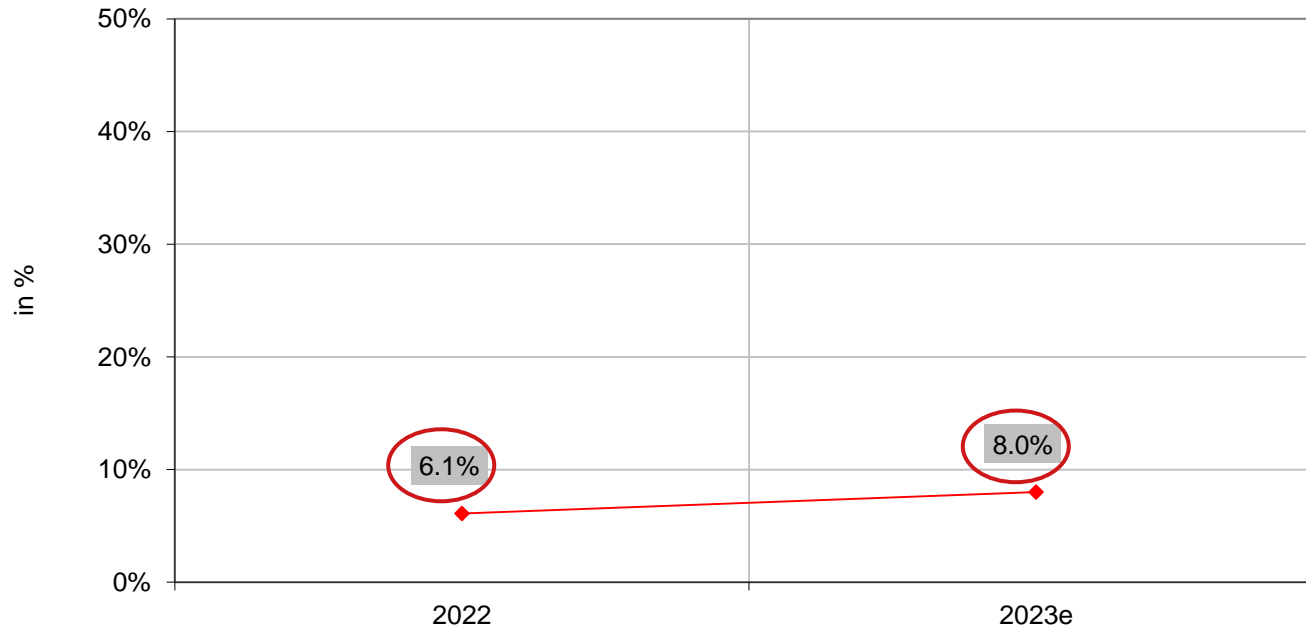
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# In China, the annual B2C E-Commerce sales growth is expected to reach 8% in 2023, witnessing a slight increase from 6.1%

China: Year-Over-Year Growth in B2C E-Commerce Sales, in %, 2022 & 2023e



Note: the exchange rate applied in the action title is the average rate for 5 months to May 2023: USD 1 = EUR 0.9275; taxes, money transfers, bill payments, food services, or any other sales of vice goods are not included; excludes Hong Kong

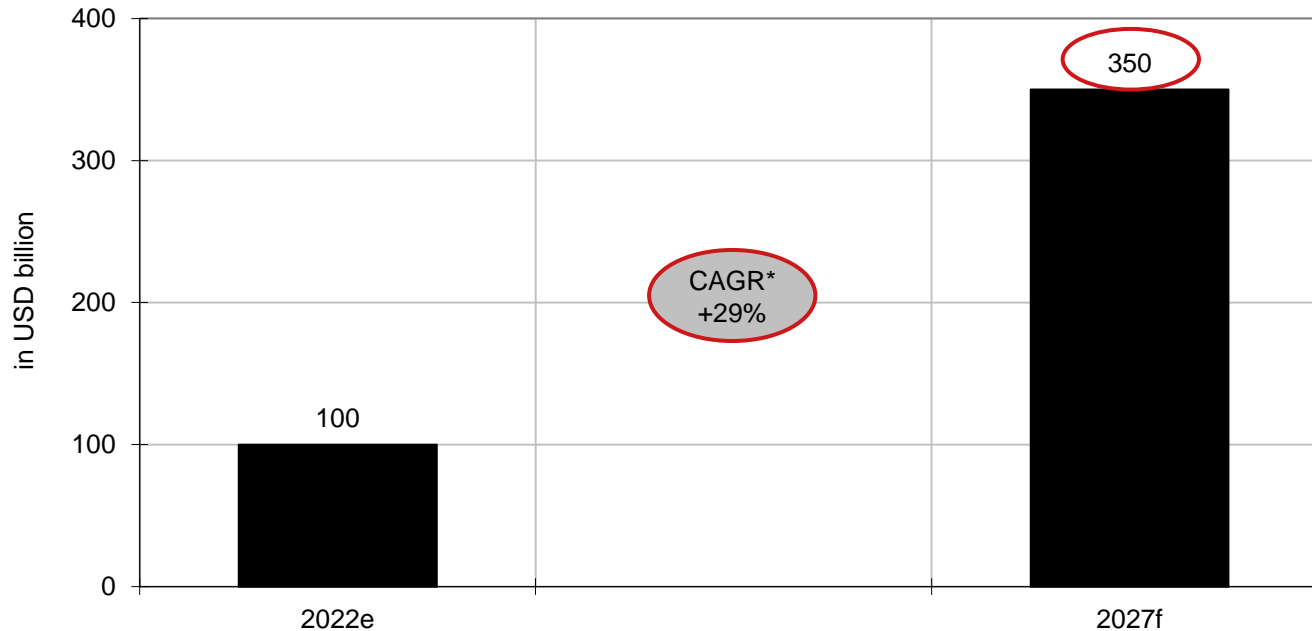
Source: Insider Intelligence, January 2023





# The GMV achieved by online marketplaces in India is projected to reach USD 350 bil. (EUR 324 bil.) in 2027, with a CAGR of +29%

India: B2C E-Commerce Marketplace GMV, in USD billion, 2022e & 2027f



Note: \*CAGR was calculated using data provided by the source; the exchange rate applied in the action title is the average rate for 7 months to July 2023: USD 1 = EUR 0.9256  
Source: Bain & Company, December 2022



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