



Global E-Commerce Intelligence
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SAMPLE REPORT
**GERMANY B2C E-COMMERCE MARKET INSIGHTS
& ONLINE PAYMENT TRENDS 2024**

PUBLICATON DATE: MAY 2024

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.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
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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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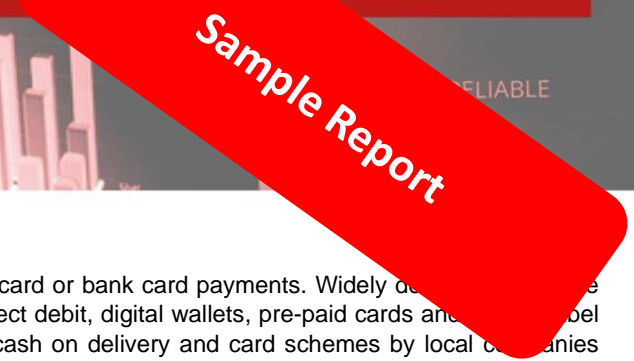
Sample Report

Report Coverage

- This report covers the B2C E-Commerce and online payments market in the UK. Major trends and topics 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 section, due to varying data availability.

Report Structure

- The report starts with an overview of the B2C E-Commerce market and trends in the UK. The rest of the report is divided into further B2C E-Commerce topics, including Social Commerce, B2C E-Commerce delivery, B2C E-Commerce players, and AI use in B2C E-Commerce and online payments. The report also includes an online payment chapter, which includes topics like open banking, digital payment breakdown, embedded finance and other payment topics.



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

- **ALTERNATIVE PAYMENTS** generally, refers to payment methods other than credit card or bank card payments. Widely used online payment methods include bank transfers and direct debit, digital wallets, pre-paid cards and gift cards, invoice, and digital currency. May also include cash on delivery and card schemes by local companies other than global card brands.
- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and identify new purchasing behaviours and trends.
- **BUY NOW, PAY LATER (BNPL)** a service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or paying back the full amount later.
- **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.
- **CLICK & COLLECT** also known as BOPIS (buy online, pick up in-store), a service that allow customers to purchase an item online and collect it from a physical store branch, as opposed to a direct delivery to home or workplace.
- **CROSS-BORDER COMMERCE** Refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **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.
- **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 in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

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

- **EMBEDDED FINANCE** encompasses the offering of financial services such as payments, deposits, lending and issuing. Within, the embedded finance ecosystem, non-banks offer services such as private label credit cards at supermarkets and airlines as well as sales financing at appliance retailers, among others.
- **E-WALLET/DIGITAL WALLET** a prepaid digital account, allowing users to store money and use it in online or mobile transactions. The examples of E-Wallets or digital wallets include Alipay and PayPal.
- **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.
- **REAL-TIME PAYMENTS** also known as instant payments, are electronic payment systems which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions, crediting of the payees' accounts and confirming the payment to the payer after payment initiation.

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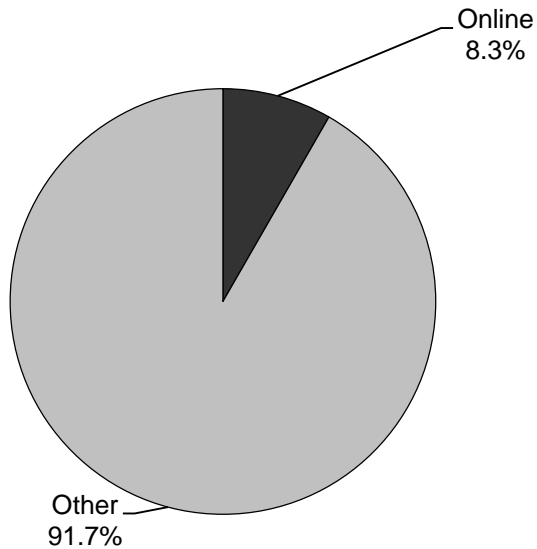
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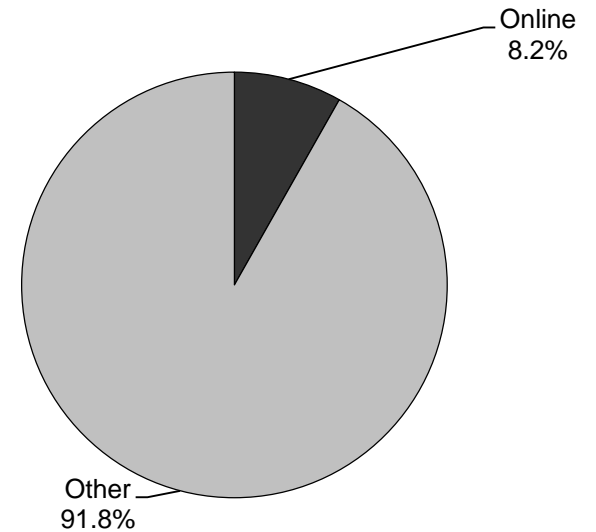
In the UK, the share of online food retail making up to total food retail decreased slightly from 8.3% in March 2022 to 8.2% in March 2023

UK: Share of Online Food Retail Making Up Total Food Retail, in %, March 2022* & March 2023

March 2022*



March 2023



Note: *value was calculated using the data provided by the source
Source: Office of National statistics cited by Computerweekly.com, April 2023



The volume of contactless debit cards in the UK was 1,295 million in March 2023, up from 1,145 million in February 2023, and 1,159 million in January 2023. This is an increase of 13.8% on the same month last year and 10.3% on the same month in 2022.

UK: Volume of Online Card Payments and Contactless Card Payments, in millions, March 2022 to March 2023

Volume of transactions, in millions		Mar 2022	Apr 2022	May 2022	June 2022	July 2022	Aug 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023
Number of Online card payment transactions	Debit card	229	227	217	202	219	212	211	225	231	228	222	197	233
	Credit Card	71	67	70	67	70	69	69	71	78	73	72	65	74
Number of contactless card payment transactions	Debit card	1,211	1,191	1,277	1,239	1,321	1,287	1,231	1,313	1,274	1,301	1,159	1,145	1,295
	Credit card	185	189	203	201	214	212	202	209	203	211	184	181	206

Note: data on card activity in the UK refers to transactions in the UK only but on both UK-issued cards and cards issued overseas, this data is provided by acquirers
Source: UK Finance, June 2023



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ADDRESS

yStats.com GmbH & Co. KG
Behringstr. 28a | 22765 Hamburg | Germany

CONTACT

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | info@ystats.com

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 [linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)
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