



Global E-Commerce Intelligence
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SAMPLE REPORT
**GLOBAL B2C E-COMMERCE PLAYERS
DYNAMICS & TRENDS 2024**

PUBLICATON DATE: JULY 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.
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- 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 coverage of 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 provides a focus on the dynamics and strategies of global B2C E-Commerce key players. It addresses trends and market comparisons among these players, offering insights into their performance and strategies. The report examines the top E-Commerce and retail websites by traffic share, visits, and other engagement metrics. It highlights strategic shifts and innovations by key players like Amazon, Alibaba, and other major companies. Additionally, the report explores the integration of AI and other emerging trends that are shaping the future of the E-Commerce landscape.

Report Structure

- The report begins with a management summary, offering a concise overview of the key findings and insights. Following this, a section on key takeaways distills the analysis into clear insights for strategic decision-making. It starts with an overview of latest strategic moves by global key players in B2C E-Commerce, followed by a global overview, detailing the dynamics and trends among top E-Commerce players worldwide. Subsequently, it is organized into region-specific chapters, ranked by market size, including Asia-Pacific, North America, Europe, Latin America, the Middle East, and Africa. Each regional chapter is further divided into country-specific sections.

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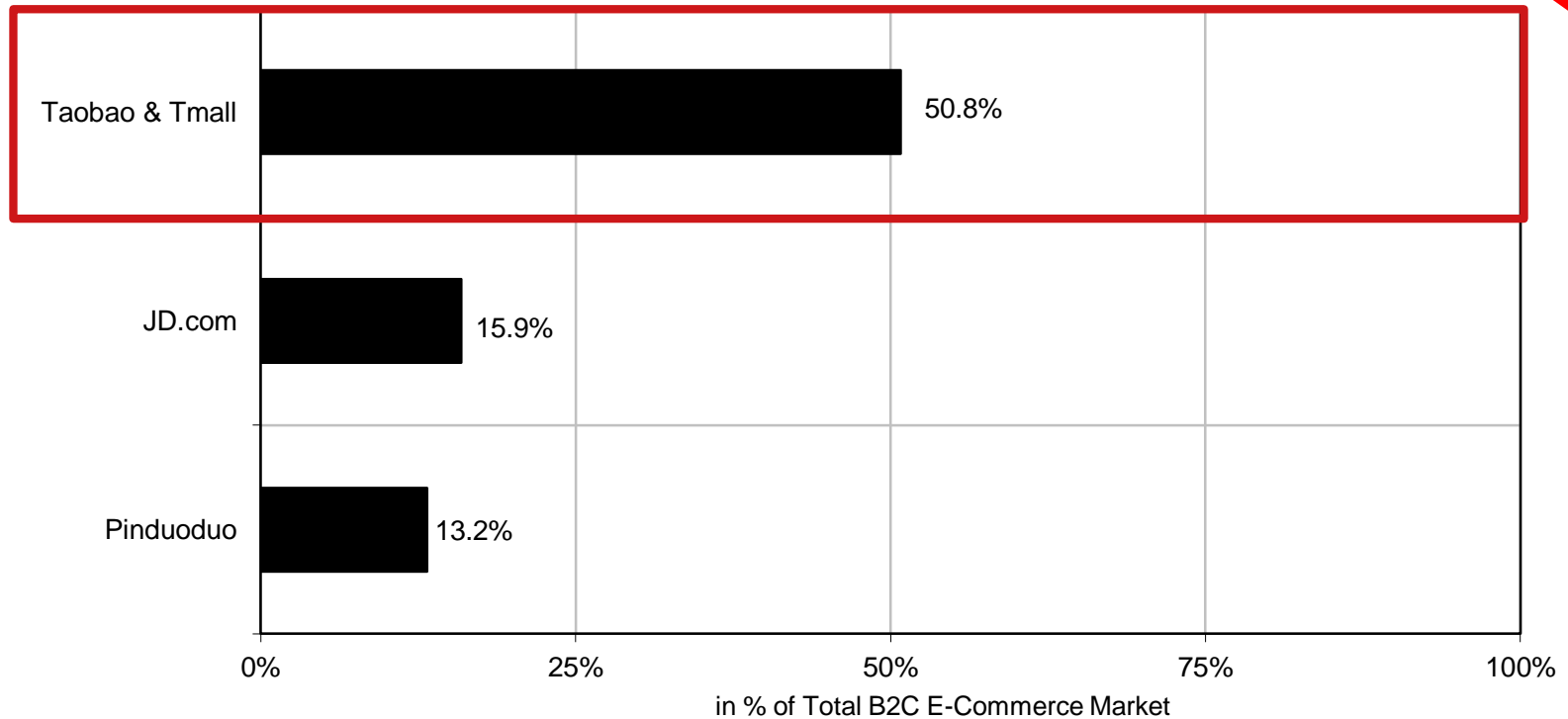
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In China, the domestic B2C E-Com. platforms “Taobao & Tmall” held a market share of 50.8% of the total B2C E-Com. market, as of April 2023.

China: Top 3 Domestic B2C E-Commerce Platforms, in % of Total B2C E-Commerce Market, as of April 2023



Note: does not add up to 100% due to the nature of the data
Source: International Trade Administration, April 2023

Amazon.ca dominated the Canadian retail sites in May 2024 with 195.11 mil. monthly visits, surpassing the next 9 competitors combined

Canada: Top Retail Websites, by Visits in millions, Bounce Rate in %, And Pages Per Visit, May 2024 (Source: Semrush)

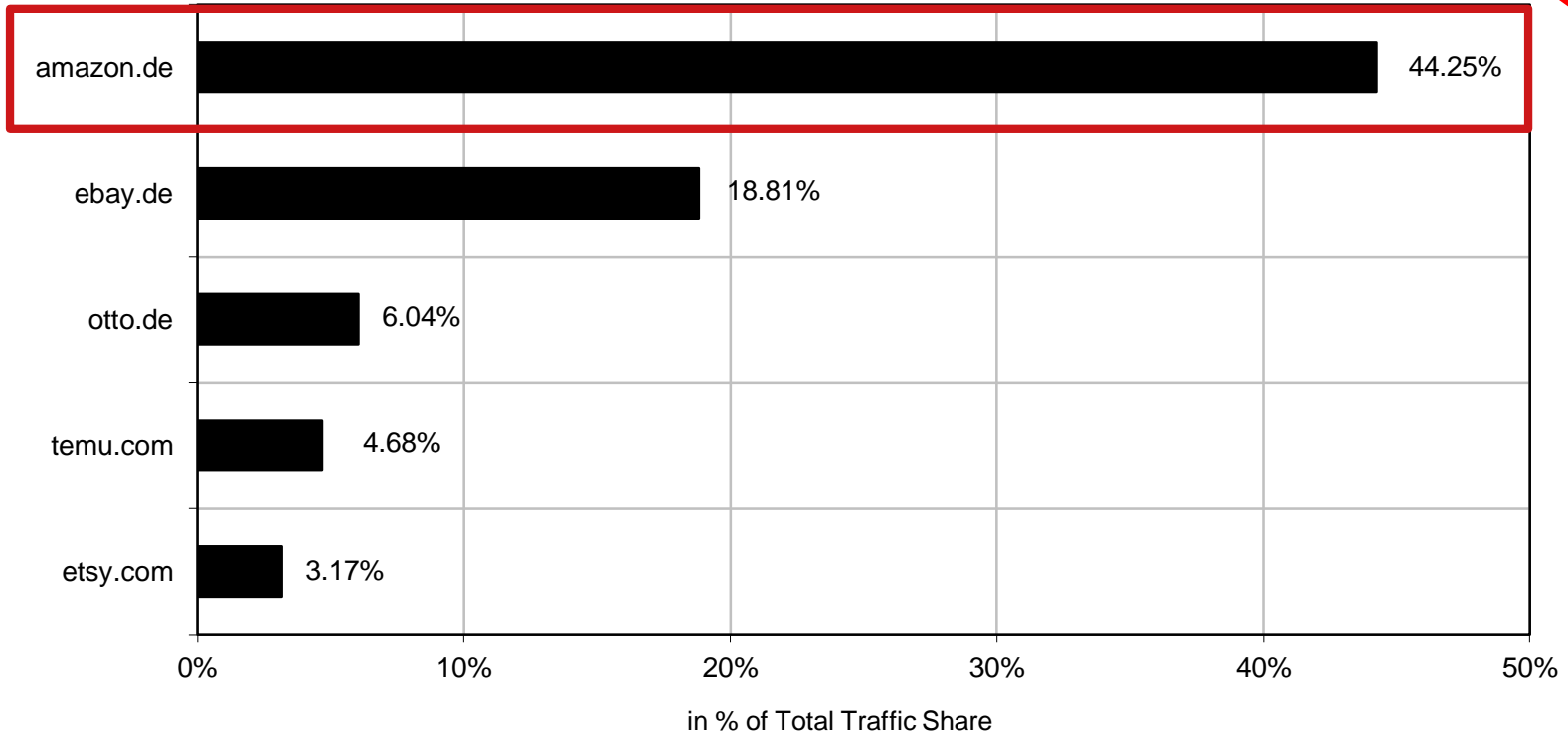
Rank	Website domain name	Number of monthly visits, in millions	Bounce rate	Pages per visit
1.	amazon.ca	195.11	38.45%	6.78
2.	walmart.ca	29.62	59.37%	3.56
3.	canadiantire.ca	29.50	50.00%	3.09
4.	homedepot.ca	27.70	47.42%	3.03
5.	costco.ca	20.48	40.80%	4.33
6.	etsy.com	16.99	48.14%	4.98
7.	bestbuy.ca	16.48	58.41%	2.90
8.	aliexpress.com	16.32	48.29%	4.61
9.	redflagdeals.com	15.28	36.02%	4.01
10.	wayfair.ca	12.95	57.35%	3.71

Source: Semrush, May 2024



In April 2024, Amazon.de dominated as the top B2C E-commerce marketplace in Germany, making up 44.3% of the total traffic

Germany: Top B2C E-Commerce Marketplace Websites Ranking, % of Total Traffic Share, April 2024

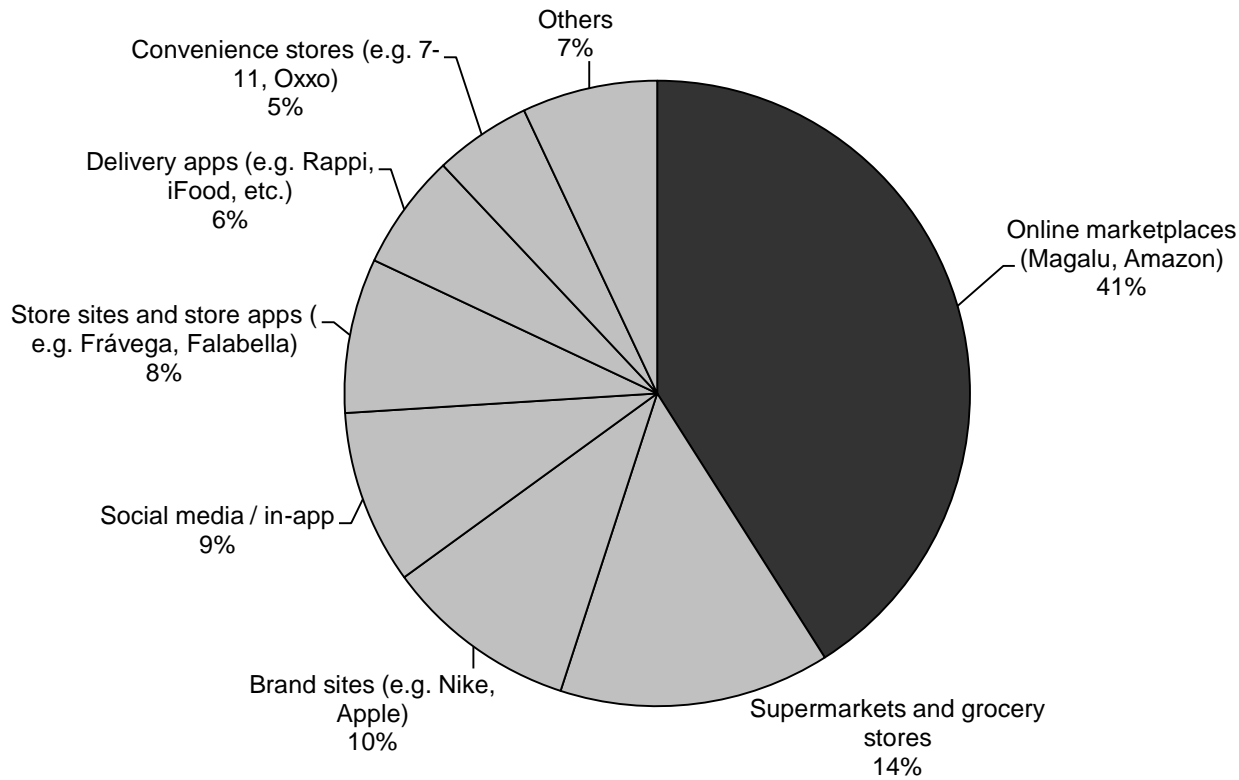


Note: does not add up to 100% due to the nature of the data
 Definition: traffic share refers to the percentage of traffic sent to each player
 Source: SimilarWeb, April 2024



Online marketplaces (41%) were the most popular B2C E-commerce site type in LATAM, as estimated in 2023.

Latin America: Breakdown of Top B2C E-Commerce Sites, by Type, in % of Online Shoppers



Survey: based on a survey of online shoppers from Argentina, Brazil, Mexico and Colombia
Source: Wunderman Thompson cited by Americas Market Intelligence, November 2023



As of March 2024, “Temu” was the top free mobile shopping app in the UAE in both the Apple App Store and the Google Play Store

UAE: Top 10 Free Mobile Shopping Apps in the Apple App Store and Google Play Store, by March 2024

Rank	Apple App Store	Google Play Store
1	Temu	Temu
2	Noon Shopping	Noon Shopping
3	Trendyol	SHEIN
4	Tabby	Amazon Shopping
5	SHEIN	Tabby
6	Amazon Shopping	Flipkart
7	Tamara	Amazon India Shop, Pay, miniTV
8	Max Fashion	Meesho
9	Centrepont	INAAM
10	Nice One	Carrefour

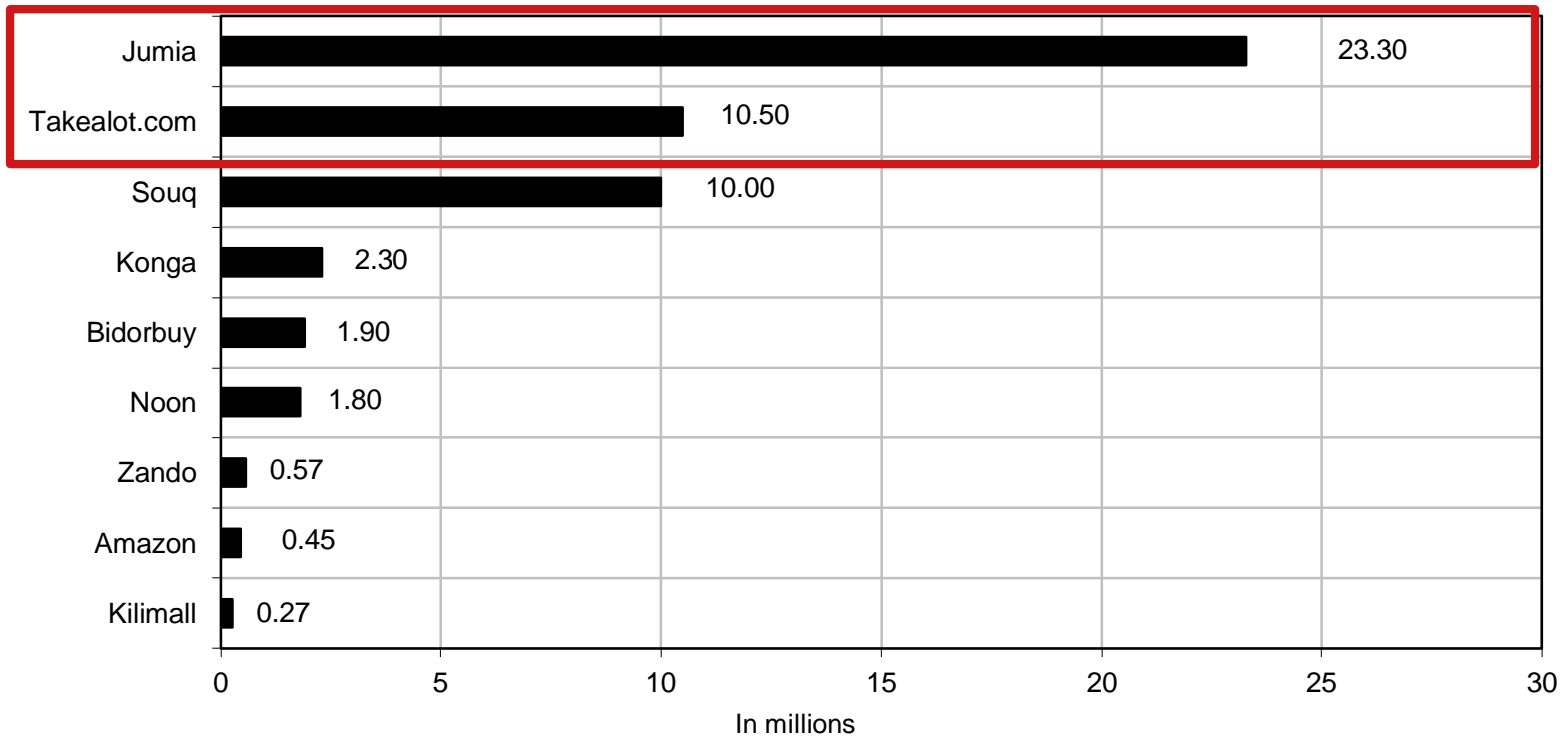
Note: rankings for Apple App Store and Google Play Store are separated as both of them have the different order of rankings for the top 10 mobile shopping applications according to the source; ranked by store rank; Apple App store data excludes iPad

Source: SimilarWeb, March 2024



With 23.3 mil. monthly visits in March 2024, “Jumia” is the top online marketplace in Africa, followed by “Takealot.com”

Africa: Top Online Marketplaces, by Monthly Visits, in millions, March 2024



Source: Webretailer.com, March 2024



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