



Ecommerce Report United States 2018



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SAP



Safe.Shop™
The Global Ecommerce Trust Mark

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Thank you for downloading this report. We hope it will help you take the next step in selling online in the United States.

The Ecommerce Foundation is an independent organization, initiated by worldwide national ecommerce associations as well as online and omnichannel selling companies from industries such as retail, travel & finance. Our **mission** is to **foster global digital trade** as peace is the natural effect of trade. By facilitating digital commerce we hope to make the world a slightly better place.

We especially would like to **thank** our Report Partners: namely **.Shop, Payoneer, Mazars, SAP, and Safe.Shop**. Without their support, this report would not have been created.

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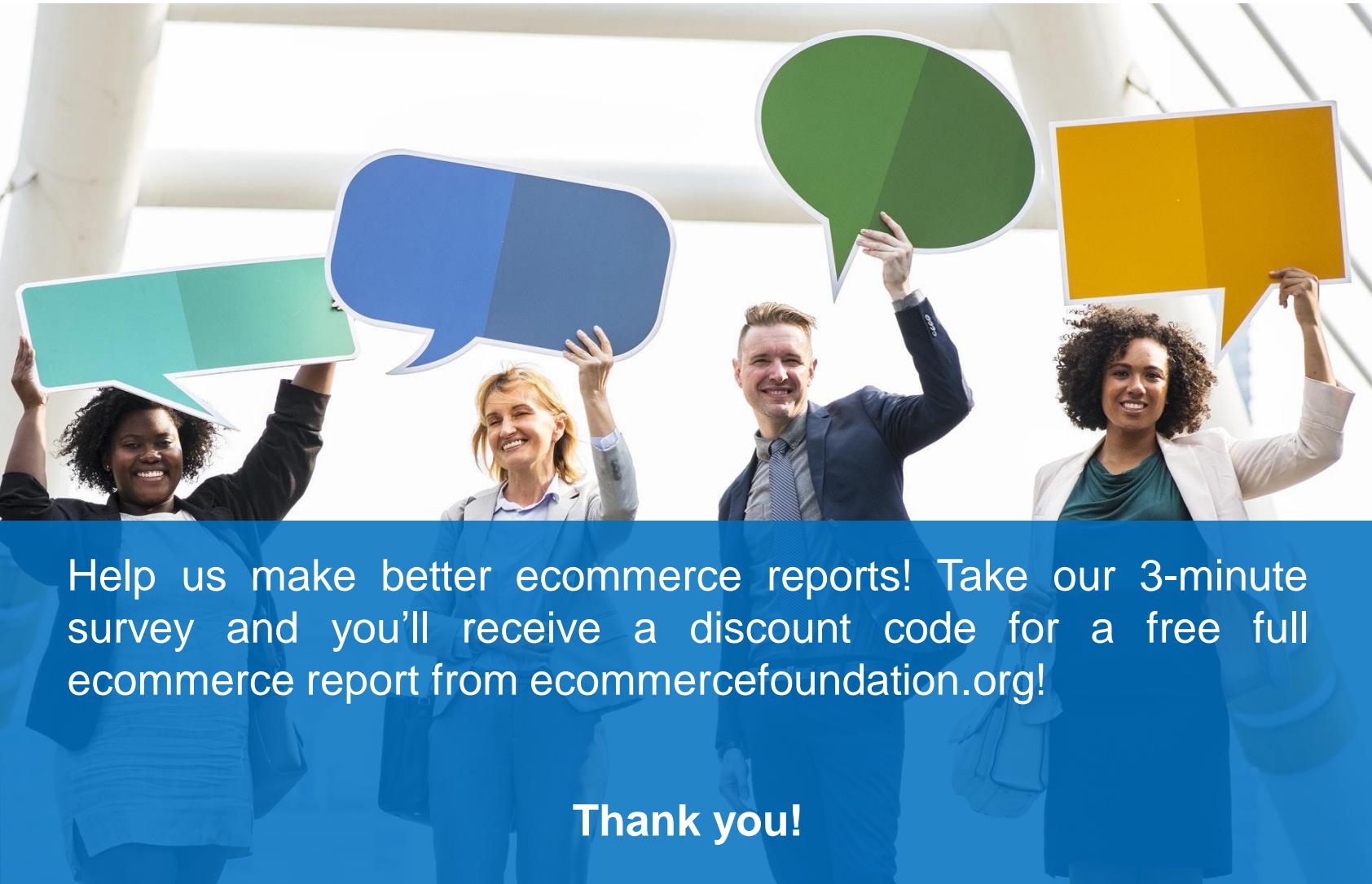
Jorij Abraham
General Manager
Ecommerce Foundation



Jorij Abraham has been active in the international ecommerce community since 1997. He was an Ecommerce Manager at Bijenkorf, TUI and Sanoma Media and Director of Consulting at Unic.

From 2013 to 2018 he has been Director of Research & Advice at Thuiswinkel.org and Ecommerce Europe (the Dutch and European Ecommerce Association)

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Payoneer empowers global commerce by connecting online sellers and ecommerce marketplaces with its innovative cross-border payments platform. Payoneer enables millions of sellers worldwide to reach new customers by facilitating seamless, cross-border payments, as well as services to pay suppliers, VAT and manage international currencies. The world's leading marketplaces including Amazon, Lazada, Wish, Linio, Shopee, Cdiscount, Tophatter and Rakuten rely on Payoneer to pay their sellers worldwide. Payoneer was founded in 2005 with offices worldwide and was listed on the 2018 CNBC Disruptor 50 list.



Mazars is an international, integrated and independent organization, specializing in audit, accountancy, advisory, tax and legal services. As of 1st January, 2018, Mazars operates throughout the 86 countries and territories that make up its integrated partnership. Mazars draws upon the expertise of 20,000 women and men led by 980 partners working from 300 offices worldwide. We assist clients of all sizes, from SMEs to mid-caps and global players as well as start-ups and public organizations, at every stage of the development.



.shop is a domain name for ecommerce. Short, meaningful and relevant, .shop allows ecommerce businesses to choose a brandable online address that instantly identifies ecommerce websites to online shoppers around the world. A .shop domain name can also help offline retailers and service providers to be discoverable online. For businesses, .shop domain names are a more powerful marketing tool and can be used to distinguish their corporate website from their online shop, and provide an enhanced user experience for their customers.



Safe.Shop™

Safe.Shop is the global trust mark for online shopping, helping consumers and merchants shop & sell with confidence at home & abroad. Safe.Shop checks if online stores are reliable by verifying if they comply with national laws and/or the Global Ecommerce Code of Conduct. The Safe.Shop logo ensures that consumers have the right to return the goods, privacy is protected, consumers will get the good(s) they paid for, the payment is safe, consumer rights are protected, prices are clear and real, and any complaints will be listened to and handled properly. Safe.Shop is issued by the Ecommerce Foundation.



SAP Customer Experience is a business unit of SAP, providing omnichannel customer engagement and commerce solutions that allow organizations to build up a contextual understanding of their customers in real-time, deliver a more impactful, relevant customer experience and sell more goods, services and digital content across every touch point, channel and device. Through its state-of-the-art customer data management, context driven marketing tools and unified commerce processes, SAP Customer Experience has helped some of the world's leading organizations to attract, retain and grow a profitable customer base.

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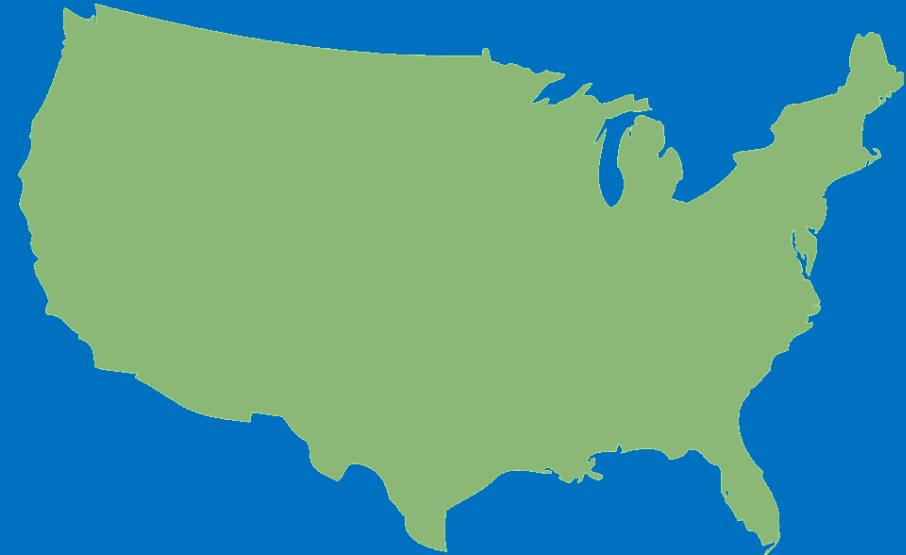
Introduction: The United States



United States Overview



Area: 3,796,742 km²
Capital: Washington D.C.
Currency: United States Dollar (\$)



Government:

Federal Republic



Internet users: 88%
Internet penetration growth: 1.21%
URL country code: .us

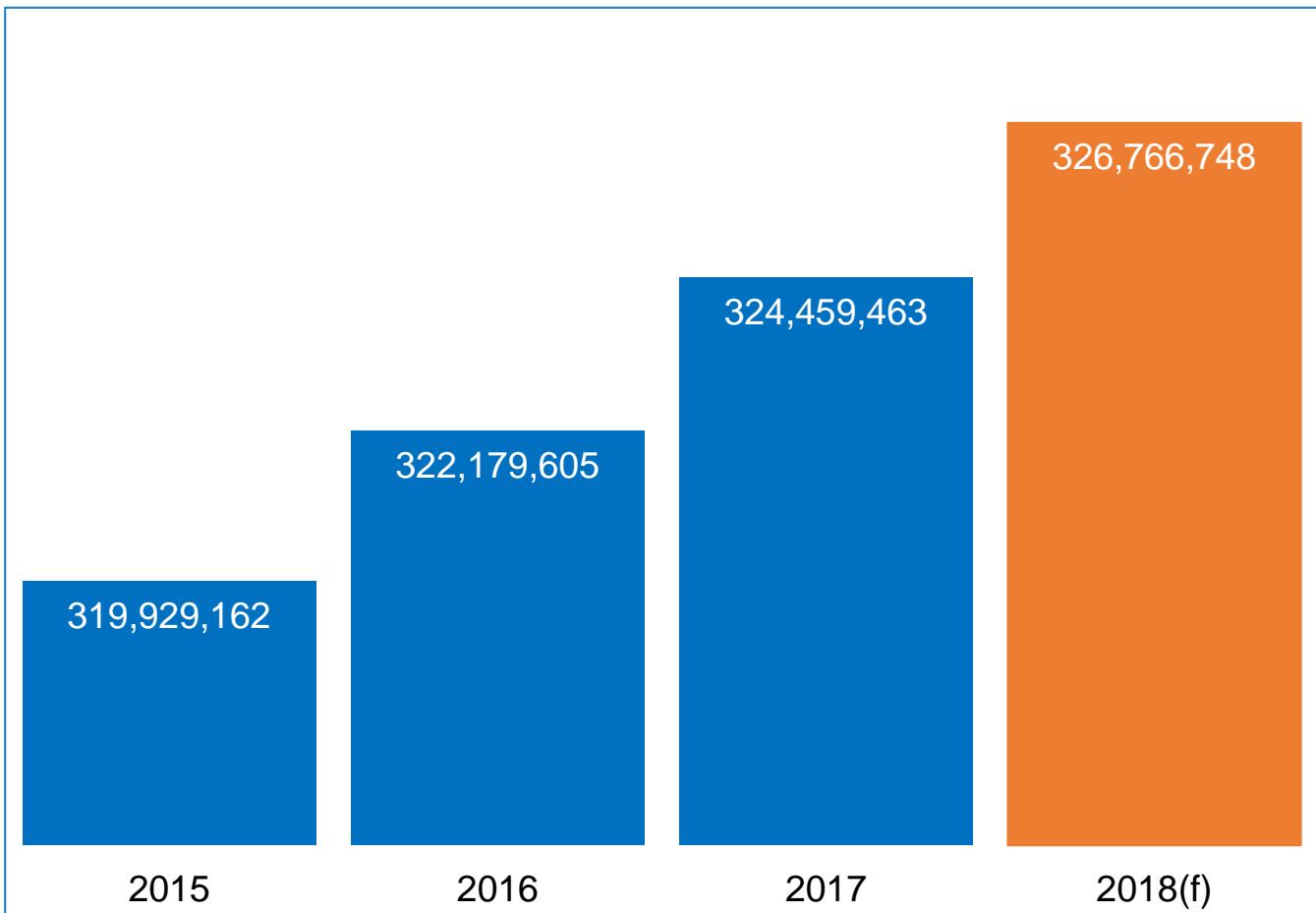


Official languages: English
Widely spoken foreign language: Spanish, French, German, Arabic

Most of population between ages 25-54

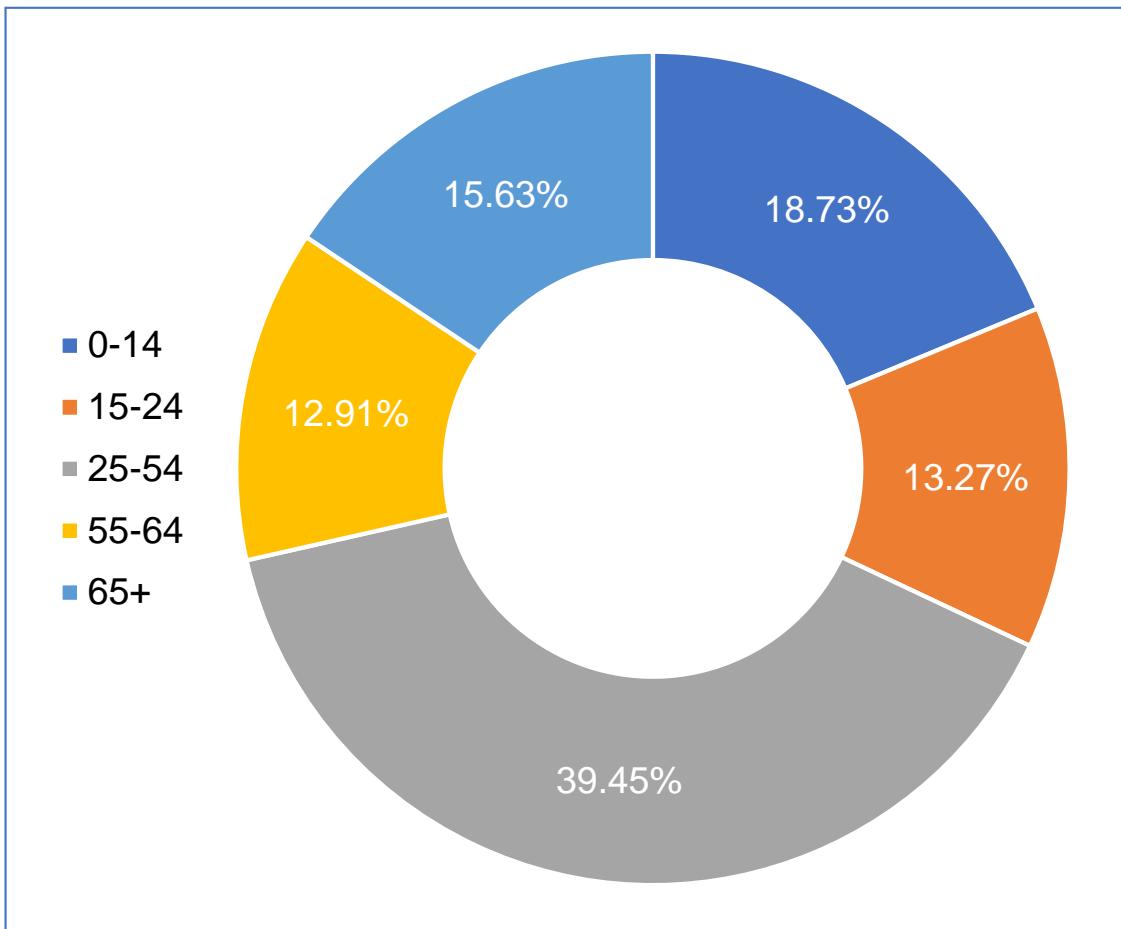
POPULATION

Total population, 2015-2018(f)



AGE STRUCTURE

Age structure of the total population, 2018

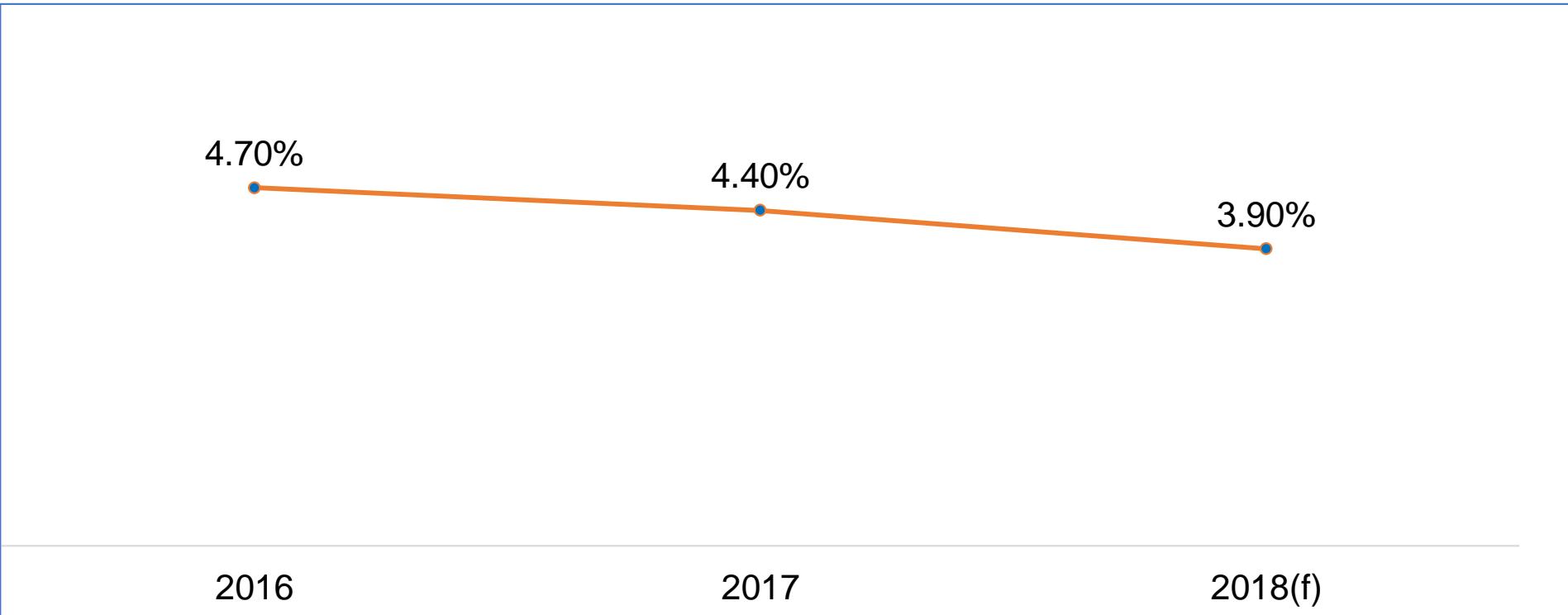


Source(s): Worldometers; CIA World Factbook, 2018

Unemployment is dropping at a decent rate

UNEMPLOYMENT RATE

Unemployment rate (aged 16 and over, seasonally adjusted), 2016-2017



Source(s): IndexMundi

GDP continues to increase at around 4%

GROSS DOMESTIC PRODUCT (USD)

GDP (trillions) & Growth Rate, 2014 – 2018(f)

Year	Gross Domestic Product (GDP), trillions of Dollars	Growth Rate YoY
2014	US\$ 17.393	4.20%
2015	US\$ 18.037	3.70%
2016	US\$ 18.569	2.95%
2017	US\$ 19.417	4.57%
2018(f)	US\$ 20.352	4.82%

Source(s): IMF; Quandl, 2017.



Infrastructure and Logistics



Around 88% of the population accessed the Internet in 2017

The Inclusive Internet Index

The Index outlines the current state of Internet inclusion across 86 countries, and aims to help policymakers and influencers gain a clearer understanding of the factors that contribute to wide and sustainable inclusion.



Availability

This category examines the quality and breadth of available infrastructure required for access and levels of Internet usage.



Affordability

This category examines the cost of access relative to income and the level of competition in the Internet marketplace



Relevance

This category examines the existence and extent of local language content and relevant content.



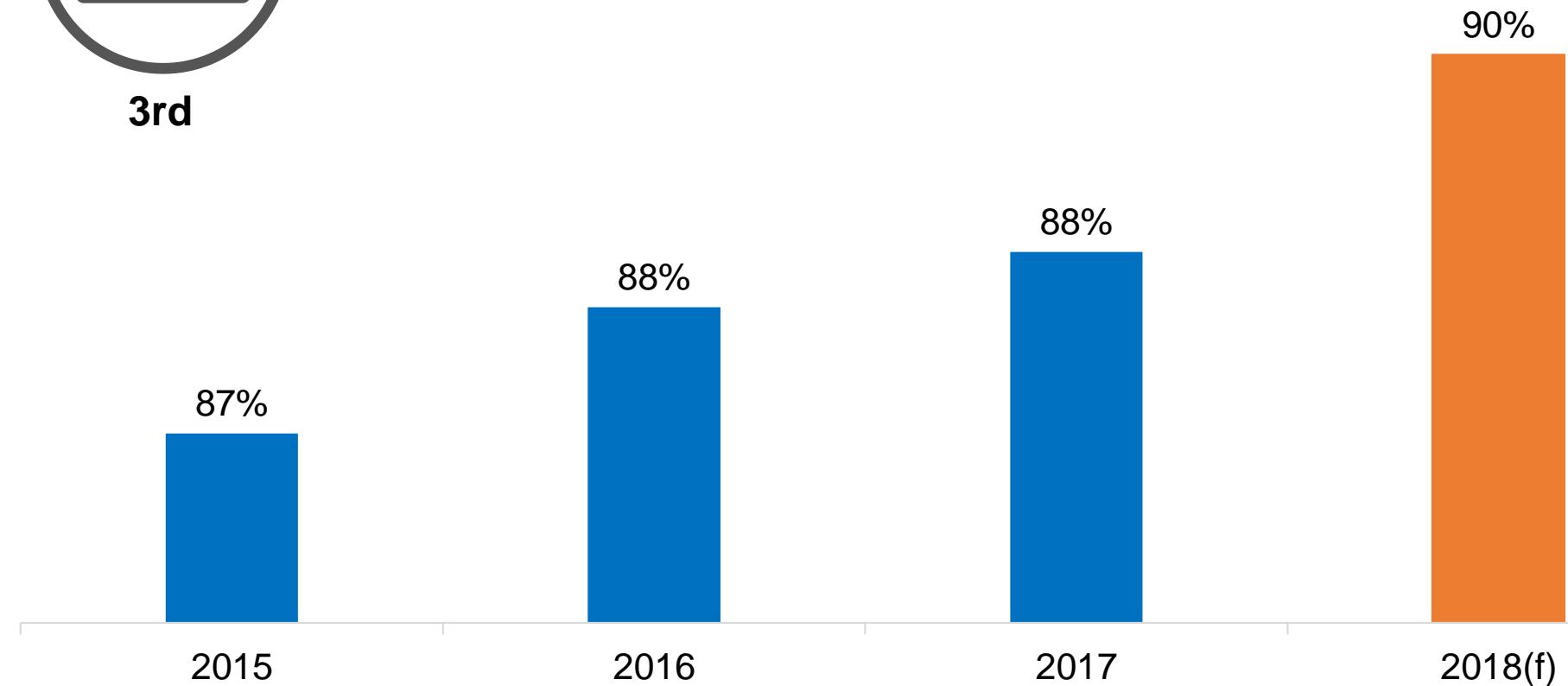
Readiness

This category examines the capacity to access the Internet, including skills, cultural acceptance, and supporting policy.



3rd

Online population in the United States



Source(s): Statista; Internet World Stats, 2017

Infrastructure and Logistics in the United States

Logistics Performance Index

The LPI overall score reflects perceptions of a country's logistics based on, among other things, efficiency of customs clearance process, quality of trade- and transport-related infrastructure and ease quality of logistics services.



Logistical
Performance Index

Ease of Doing Business Index

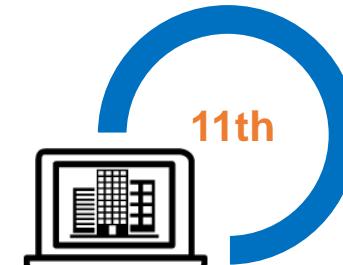
A high ease of doing business ranking means the regulatory environment is more favorable for the starting and operation of a local firm. The rankings are determined by sorting the aggregate distance to frontier scores on 10 equal topics.



Ease of
Doing Business Index

E-Government Development Index

The UN's E-Government Index provides a comparative assessment of the e-government development of UN Member States. Important factors contributing to a high level of e-government development are concurrent past and present investments in telecommunication, human capital and provision of online services.



E-government
Index

Source(s): Worldbank; United Nations, 2018



Wendy Cismoski
VP of Americas Marketing,
SAP Customer Experience



Wendy Cismoski is currently the VP of Americas Marketing who partners with executives and global teams to drive game-changing marketing and sales growth for SAP Customer Experience. She leads the North America and Latin America marketing team, strategy, plans and execution to meet revenue targets for SAP Customer Experience business unit.

With over two decades of holding marketing leadership roles for multiple brands like Salesforce, Jobvite, Sterling Commerce, TIBCO Software and EMC, Wendy knows what truly drives conversions and unparalleled customer success.

Looking at the ecommerce environment within the United States, what is the status of the digital transformation of businesses?

Digital transformation for businesses is becoming more of a status quo than the trend in the US market. In fact, our customers tell us they are continually looking to enhance their sales strategies, improve omnichannel customer experiences, and expand commerce initiatives be it B2C (online shopping) or B2B (manufacturers, wholesalers). They are elevating the way they run their business by applying a holistic approach across every touch point with their buyers – online, in-store, mobile. In order to meet short and long-term goals, Chief Digital Officers and VPs of Commerce recognize the need for a modern commerce cloud platform that connects an organization to their customers.

A feature-rich and comprehensive commerce platform simplifies digital transformation, reduces TCO, and accelerates time-to-value. Ease of integration and the flexibility to quickly innovate and test is equally important for internal stakeholders. Ultimately, business agility and digital transformation help companies deliver greater customer success.

How can small to medium-sized business take advantage of cloud computing and machine learning - now and in the near future?

Small and medium-size companies across industries are highly competitive. Where we have seen success among this market segment in our client pool are ones evolving and embracing new strategies and technologies. It's not only a mindset shift but an understanding of how to take advantage of innovations that best suit one's unique business requirements. Machine learning and cloud computing are not going away as customer expectations continue to rise.

Every business regardless of size seeks to grow their revenue through adopting technologies that enable them to run smarter, predictive and more intelligent. SMB organizations can start small, then extend and expand the way they use cloud computing and machine learning for new areas of their business. By retaining and attracting the best customers, small companies can quickly become large enterprise leaders.



With such a mature ecommerce market and a high purchasing power. In what way would you advise businesses to differentiate themselves when moving to the US consumer base?

The ongoing discussions we have with our customers, partners, and industry experts, always boils down to three key factors to differentiate one's business in today's digital economy. First, it's making sure you have intelligent, actionable data to deliver the most relevant and meaningful customer engagements in sales, digital, service, and marketing. Second, trust is key to business viability which means it's important to give customers what they want, when they want and how they want it -- all the time. Finally, it's about speed and consistency in keeping customers happy and loyal to your brand. According to Forrester Consulting Research, 63% of customers are more willing to engage with companies that deliver better customer experiences. Buyers are savvier than ever so the impact of customer referrals, crowdsourcing, and community postings can truly make or break a brand. Now more than ever, differentiation is a matter of exceeding customer expectations.

The background image shows a vast, rugged landscape featuring towering red rock formations under a bright blue sky with wispy white clouds. In the foreground, a paved road curves through a lush green valley dotted with shrubs and small trees. The overall scene is one of natural beauty and adventure.

Ecommerce Landscape

B2C ecommerce turnover

B2C ECOMMERCE TURNOVER (US DOLLARS)

B2C ecommerce turnover, billions of USD, 2015-2018(f)

E-GDP

Ecommerce share of GDP, 2015-2018(f)

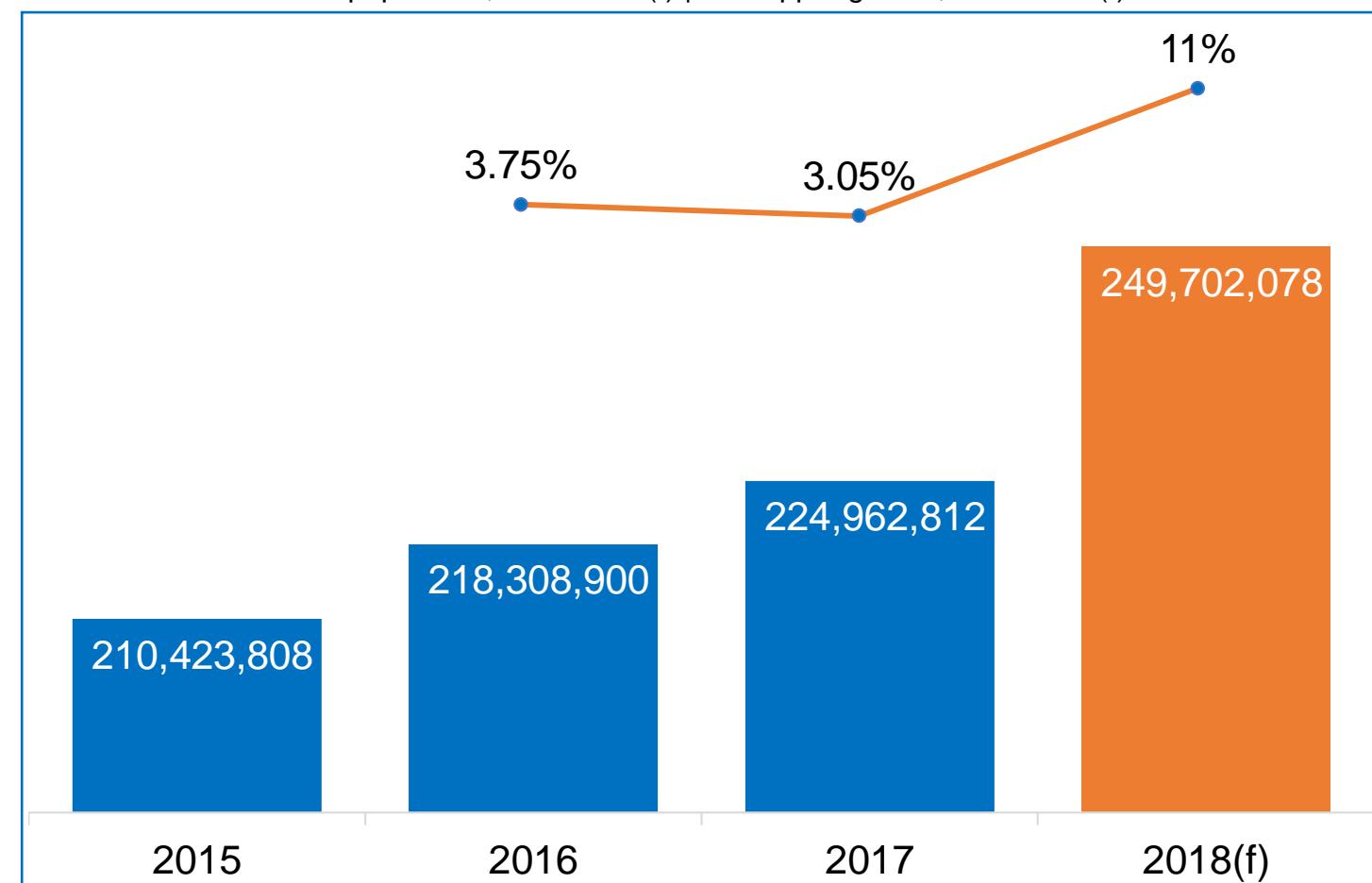
Full version available at www.ecommercefoundation.org/shop

Source(s): Statista, 2017

E-shopper penetration is expected to grow at 11% in 2018

E-SHOPPER PENETRATION

Share of the total online population, 2015-2018(f) | E-shopper growth, 2016-2018(f)



E-SHOPPER SPENDING, USD \$

Average spending per e-shopper, in USD, 2015-2018(f)

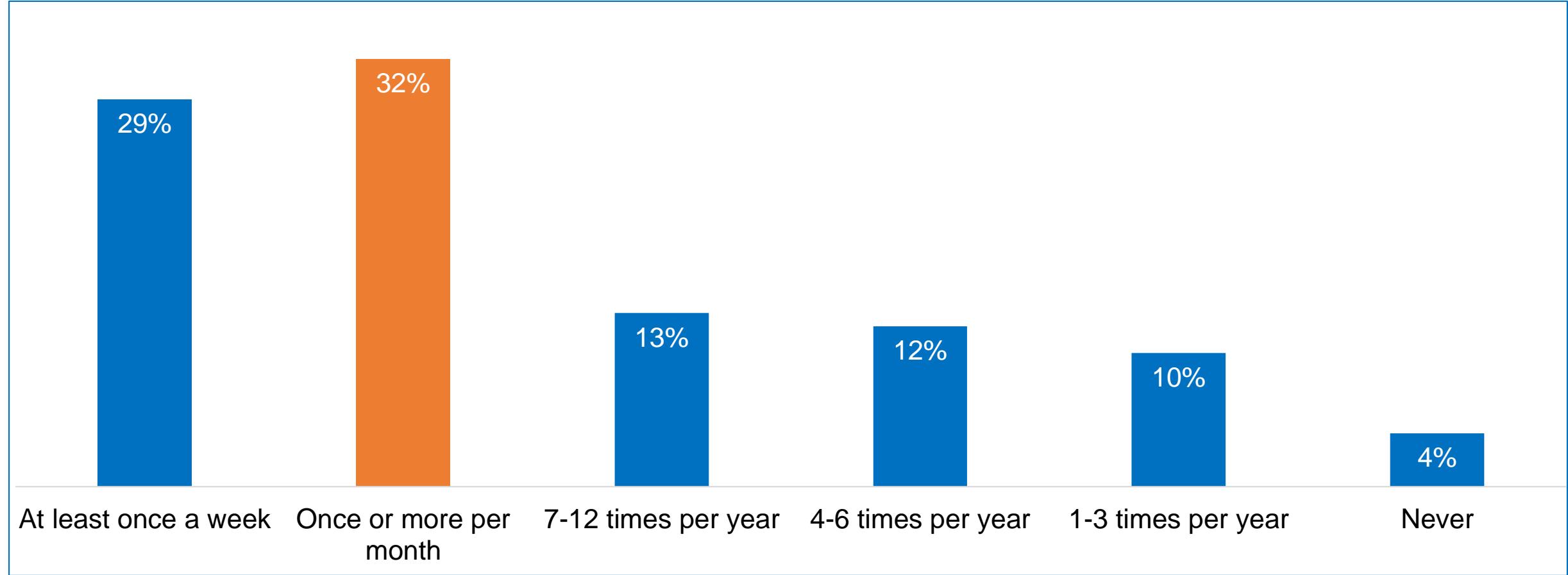
Full version available at
www.ecommercefoundation.org/shop

Source(s): Statista; Worldometers, 2018

Most eShoppers shop once or more per month

ONLINE SHOPPING FREQUENCY

Online shopping frequency of internet users, as of March 2017, time frame: 2014-2017

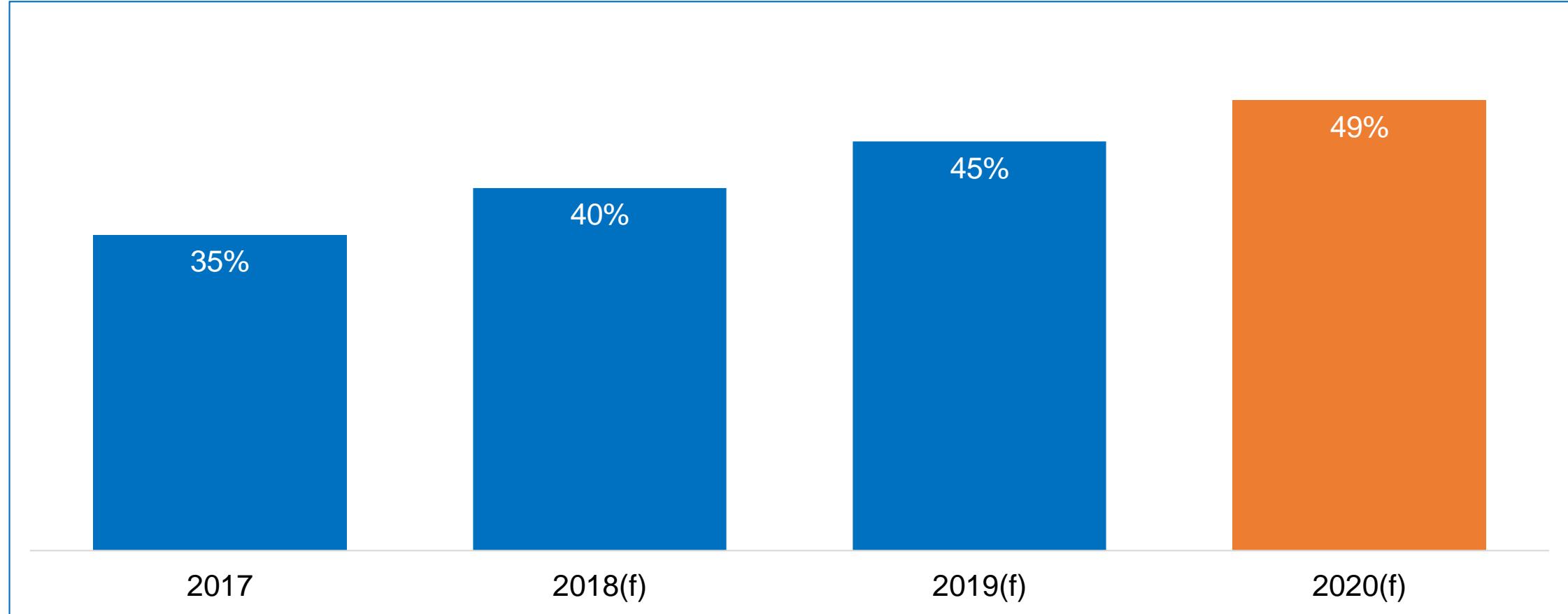


Source: Statista; Walker Sands, 2017

2018 forecast: 40% of retail ecommerce sales will be mobile

M-COMMERCE SALES

Mobile retail commerce sales as percentage of retail ecommerce sales, 2017-2020(f)



Source(s): Statista; eMarketer, 2017

Most bought online via desktop computer

ECOMMERCE SPENDING: PRODUCT CATEGORIES

Distribution of digital commerce spending in selected product categories, by platform, as of 3rd quarter 2017

Product Category	Desktop	Mobile
Toys & hobbies	42%	58%
Video games, consoles & accessories	45%	55%
Music, movies & videos	49%	51%
Jewelry & watches	49%	51%
Flowers, greetings & misc. gifts	50%	50%
Computer software	59%	41%
Sports & fitness	60%	40%
Furniture, appliances & equipment	67%	33%
Home & garden	67%	33%
Apparel & accessories	74%	26%
Event tickets	76%	24%
Total digital commerce	77%	23%
Books & magazines	78%	22%

Source(s): Statista; comScore, 2018

Consumer electronics led in 2017 among eRetail categories

LEADING ERETAIL CATEGORIES

Revenue of leading eRetail categories, in billions of USD, 2017

Full version available at www.ecommercefoundation.org/shop

Source(s): Statista; ecommerceDB.com, 2018



Stuart Nussbaum

**Partner and Consumer Products
Sector Leader,
Mazars USA**



Stuart leads the Consumer Products Group Practice. His clients include businesses engaged in apparel and footwear, accessories, home furnishings, health and beauty products, and other categories within retail, wholesale and distribution.

Stuart has more than 25 years of experience delivering accounting, auditing, tax, and consulting services to companies. His expertise includes budgeting and forecasting, operations assessment, internal controls, benchmarking, and product and customer profitability. He also performs royalty and contract compliance examinations and consults on licensing arrangements and preservation of brand image and integrity.

An recent article stated that while digital brands have been forward-thinking when it comes to ‘understanding them [customers], capturing data, messaging to their consumer’ - this is an expensive pursuit and one that is not necessarily sustainable in all cases. What are your thoughts on this point?

Look at any business that has experienced sustainable success and you will see that they have evolved and adapted based on what they thought was needed in order to continue their path to prosperity. Digital brands are no different, in that to be long-lived they will constantly adapt to changes in technology, costs and customer preferences.

Digital marketers are continuously getting closer to being able to calculate a true ROI for their campaigns and will be in a better position to adjust marketing spend to optimize their overall budget. Metrics such as CPM (impressions), CPC (clicks) and CPL (leads) will be rolled up into overall measures. Also, as companies employ an omnichannel strategy, digital will no longer stand alone as a separate discipline. Instead, digital will become more integrated with real-life experiences in brick and mortar stores and the two will become strategically seamless. Lastly, digital brands have attracted the attention of larger brands as

we saw in several acquisitions such as Walmart picking up Bonobos and Camuto Group's purchase of Sole Society. The large brands see a digital brand acquisition as a quick way to have an established digital platform with all the forward-thinking analytics already set up. U.S. brands will continue to look for and acquire these digital brands to leverage their platform for their other products and offerings.

Scalability is a core aspect of SME business models. By investing in a service such as a cloud platform they can both start small and expand as their business grows. How do you see the utilization of such platforms evolving in the future with regards to ecommerce?

In the US, service platforms have long been an invaluable resource for SME businesses allowing these businesses to enter a market without needing to make the capital investment that would scare away many new entrants. With the ability to use ecommerce to sell B to C, starting a business and selling products is now more accessible than ever. However, I have seen that launching a company is not just about selling something and making a living. It is also the ability to tell your story about who you are and what you are passionate about. For example, the recent rise in awareness of the need for environmental sustainability in

“... [It is] not just about selling something and making a living... tell your story about who you are and what you are passionate about.”

the fashion world is primarily being fuelled by emerging companies such as Allbirds, Everlane and others who are intent on transforming the fashion world into a more sustainable industry. Many more emerging companies are being established and they know that an optimized online store is essential to ecommerce success. Companies looking to drive the best return on investment and experience the most growth are those that are securing affordable and scalable ecommerce platforms.

As such, the future looks bright for the ecommerce platform industry. With respect to options, historically, the ecommerce space has been dominated by a select few solutions until recently when Shopify began to attract retailers with its ease of use, power and flexibility. However, there's no shortage of platforms to meet a business's specific needs.



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How have American organizations pushed forward with business models based on further customer personalization and differentiation?

Organizations have realized for some time now that customer personalization improves the individual customer experience which, in turn, makes it more likely that they will make a purchase. Most analysts have considered the lack of a quality customer experience to be the main reason for the decline in brick and mortar stores in the US. One recent study pointed out that by 2020 the average brick and mortar store will reduce its size by 15-20%.

However, it is clear that the future of retail does include brick and mortar as part of an omnichannel customer-centric strategy. Because so much information on products is now available online, customers need personalization to help curate products so that the offerings they see are those that appeal most to them, reducing the time needed to browse and shop.

To do this, retailers are employing data analytics from information both captured within their point of sale systems (little data) and data related to human behavior and interactions (big data) to increase conversion sale rates. Gathering and analyzing data on your customers allows you to understand buying patterns and

subsequently cross- and upsell with personalized offers. Stitchfix, a monthly clothing box subscription and personal shopping service does a great job of using feedback data they gather to personalize selections and greatly reduce return rates.

Retailers are also seeing that differentiation is a tool that they can use to increase sales. Retailers gaining exclusive access to designers and brands will be in the enviable position of offering unique products and experiences to loyal customers, greatly increasing the chance of making a sale. Personalization and differentiation are not easy to execute, but it is essential to make retail work the way customers are hoping and, increasingly, expecting it to.

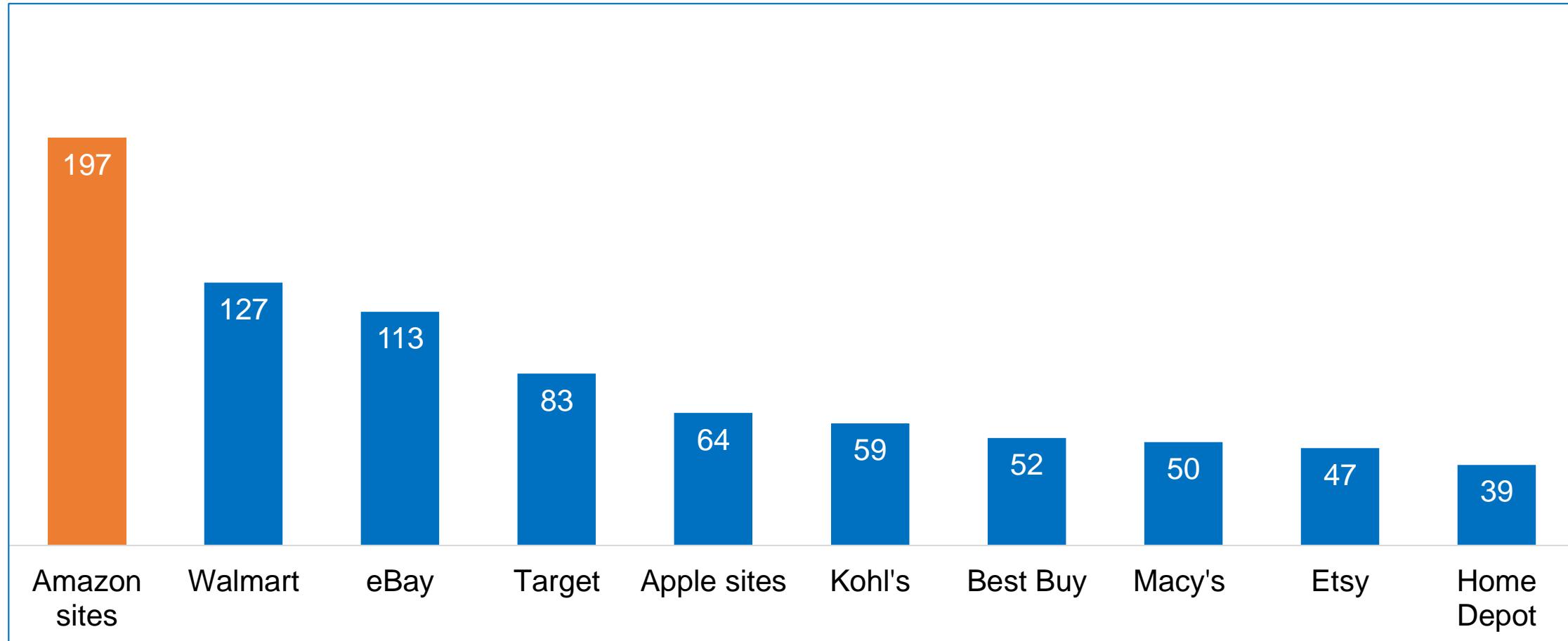


“...it is clear that the future of retail does include brick and mortar as part of an omnichannel customer-centric strategy... customers need personalization to help curate products so that the offerings they see are those that appeal most to them, reducing the time needed to browse and shop.”

Amazon sites lead in popular retail websites

POPULAR RETAIL WEBSITES

Most popular retail websites, ranked by visitors, in millions, as of December 2017



Source: Statista; comScore, 2017

Amazon, eBay and Etsy are leading online marketplaces

POPULAR ONLINE MARKETPLACES

Most popular online marketplaces according to online sellers, index rating, as of January 2018

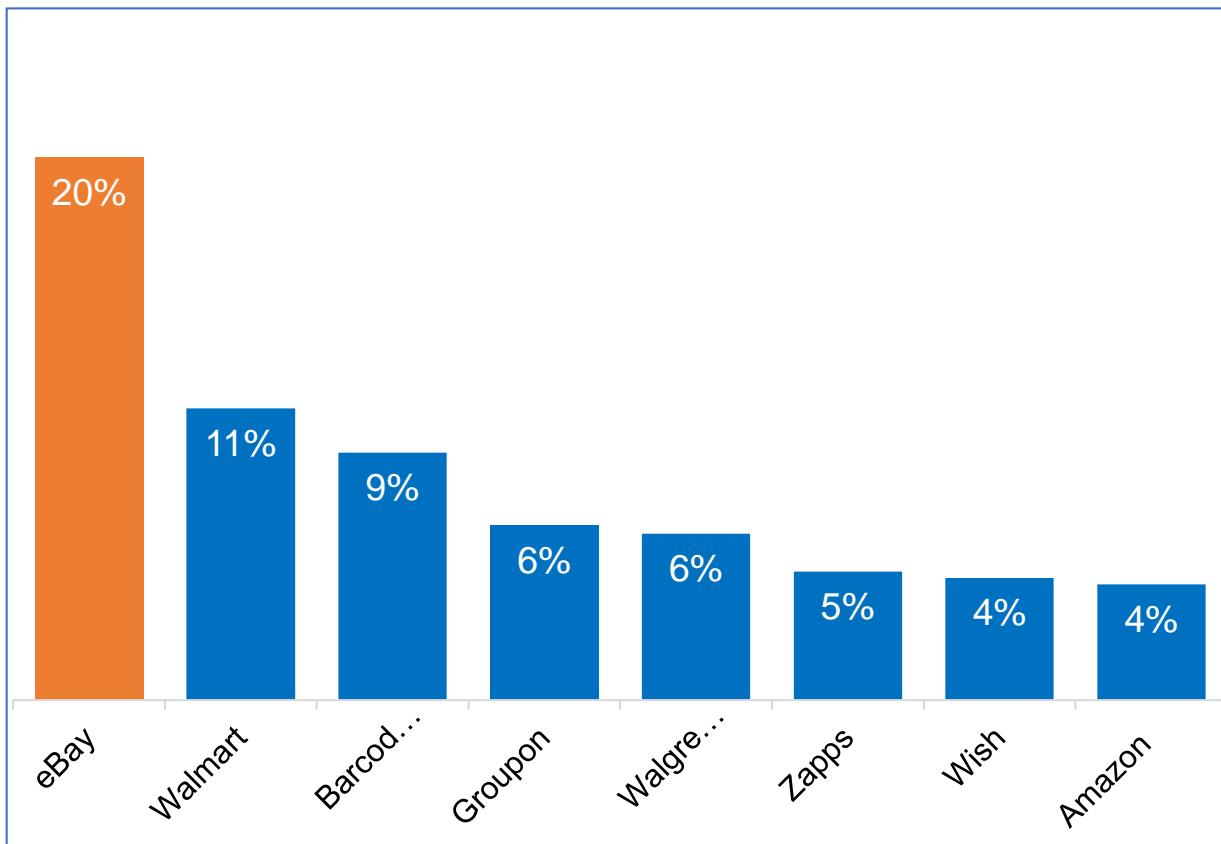
Full version available at www.ecommercefoundation.org/shop

Source: Statista; EcommerceBytes, 2017

eBay was the #1 retail app in the US for both Android & iOS

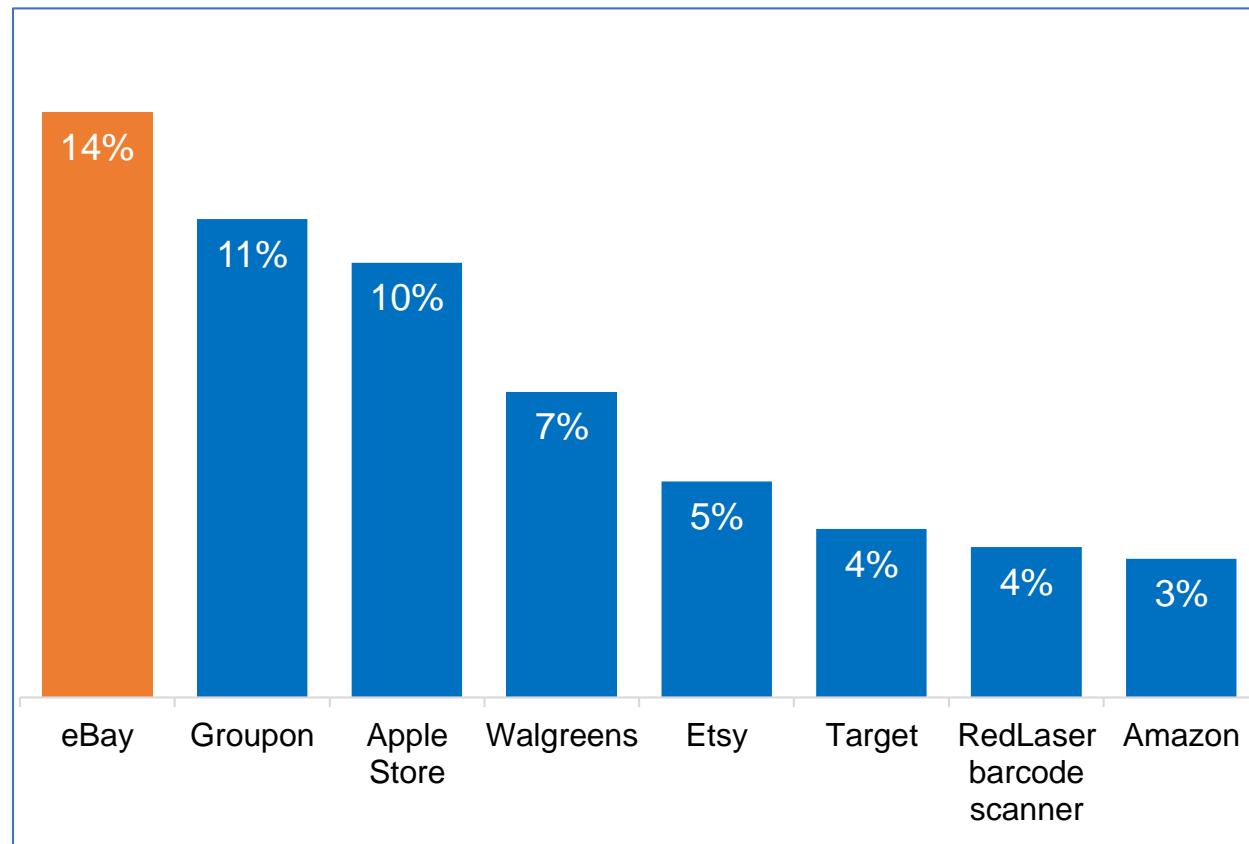
POPULAR ANDROID APPS

Market reach of the most popular Android retail apps, as of June 2018



POPULAR IOS APPS

Market reach of the most popular iOS retail apps, as of June 2018



Source(s): Statista; Shared2you, 2017



Hiro Tsukahara
CEO,
GMO Registry

GMO REGISTRY

.shop

Born in Tokyo, Japan Hiro was educated in Boston, Massachusetts, and holds a BA in Economics.

Hiro was one of the founding members of GMO Registry, Inc. and has served as the Chief Executive Officer since October 2012. Based in Tokyo, Japan, GMO Registry was established in 2009 with the vision of building a secure meaningful and trusted namespace for ecommerce. Today the company operates more than 40 Top Level Domains including .tokyo and other Japanese geo domains, as well as dedicated brand domains for some of Japan's largest corporate brands.

When looking at Generic Top-level Domains (gTLDs), how do you believe they help can differentiate an ecommerce business from the competition?

A domain is an important marketing tool for any ecommerce business. Your domain name is your business identity and a short, meaningful and brandable domain name can differentiate you from your competitors by clearly identifying what it is that your business does, and making it easy for customers to remember where they can find you online.

China, Germany, and Japan make up the top three locations for the .shop domain globally. Why do you think these particular countries are most on the lookout for a TLD, and what product type/category of Ecommerce have you seen been most popular with the brand?

I think there are different reasons why .shop has been successful in different markets. China is a huge market with big ecommerce players like Alibaba that are helping to drive our growth, while in Japan we have definitely had a home ground advantage with GMO Internet Group being the number one domain registrar, hosting company and ecommerce solutions provider in Japan. In Germany and in Europe more broadly there seems to be a higher

awareness of new domains, and willingness to use different domain extensions. I think that comes from Europeans being used to seeing different country code extensions (eg .de for Germany or .fr for France), whereas for example in the US, Internet users have traditionally been very much limited to .com when it comes to exposure to domains.

What are your top three tips for creating a domain name for your brand in a foreign country you're planning to expand to?

My number one tip would be to keep your domain name simple, intuitive and memorable. Choose a name that is easy to read and avoid "creative" spelling. Before new domain extensions were introduced many businesses were tempted to use derivative spellings of common words in order to be able to have a short .com name. Now that there are so many domain extensions available, there is absolutely no need to make sacrifices like this to acquire a good domain name as there are now so many available choices. Does your domain name withstand the radio test? Meaning will listeners be able to understand and locate your domain name if they hear it on the radio? In most regions, including English speaking markets, it is generally recommended to avoid hyphens although in some markets such as Japan, hyphenated names are quite common.

"Your domain name is your business identity and a short, meaningful and brandable domain name can differentiate you from your competitors... making it easy for customers to remember where they can find you online."

Secondly, use keywords! Using relevant keywords in a domain name can boost the SEO ranking of your domain name. It also helps the user to immediately understand the purpose of your website.

Lastly, choose a relevant domain extension to identify your business. If you are targeting a specific geography then you may consider a geographic domain such as .nyc, .miami or .tokyo. Or choose a domain name that describes the function of your website like .shop, .blog or .app.



Hiro Tsukahara
CEO,
GMO Registry

GMO REGISTRY

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When looking at domain names globally, .com is still by far the most popular domain name to utilize. Why should ecommerce businesses thinking of going cross-border to the US consider alternative TLDs?

Most ecommerce businesses outside of the US are more than likely to be using a local ccTLD like .jp or .uk. This is still a great choice for a local ecommerce business as it is generally trusted in the local market and is familiar to the local online shopper.

However, an ecommerce business planning to go cross-border, will need to consider different currencies, different payment methods and different languages, and it may make sense to separate these out under a different domain name that is more recognizable to an international audience. Nowadays there are many options that can add meaning to your domain name and provide a strong global identity.



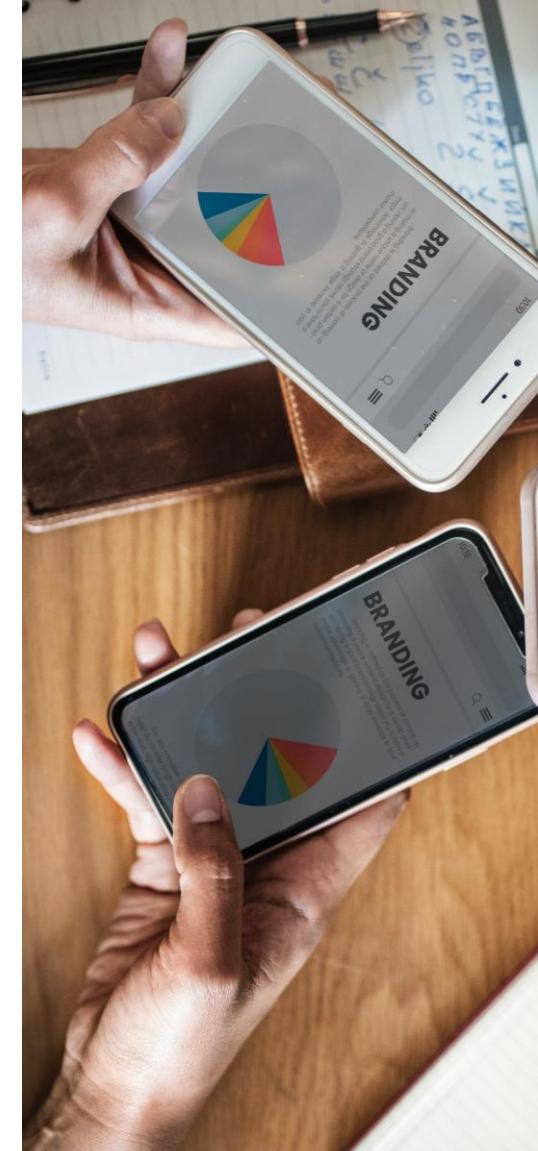
Example Case

"...We started Wear Eponymous in 2014 and the associated website was weareponymous.com. People couldn't easily read the two names in the website address and would think it was we are... rather than wear.

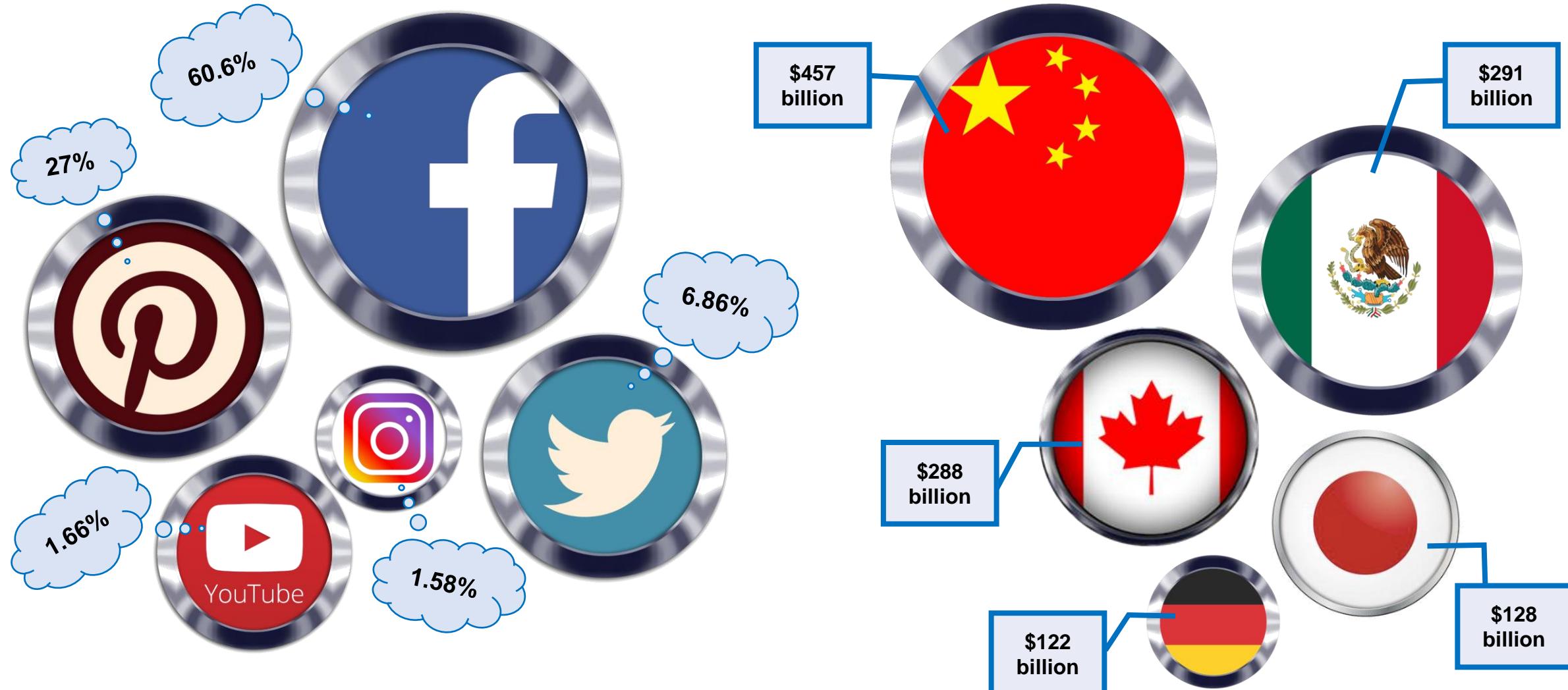
We discovered the new move towards a domain name which describes what you do and how it was no longer thought of as a negative. The old thinking used to be that .com was the ultimate choice in domain name. We decided that it was much cleaner and far easier to identify us if it was eponymous.shop.

The new domain has served us well and we are extremely pleased that we made the change. We feel the first point of contact with a new customer is now completely self-explanatory. We are a shop and you know that from the moment you type in or read the web address who we are and what we do."

- Elaine Burns, Eponymous Co-founder & Creative Director



China is biggest ecommerce importer, & Facebook is leading



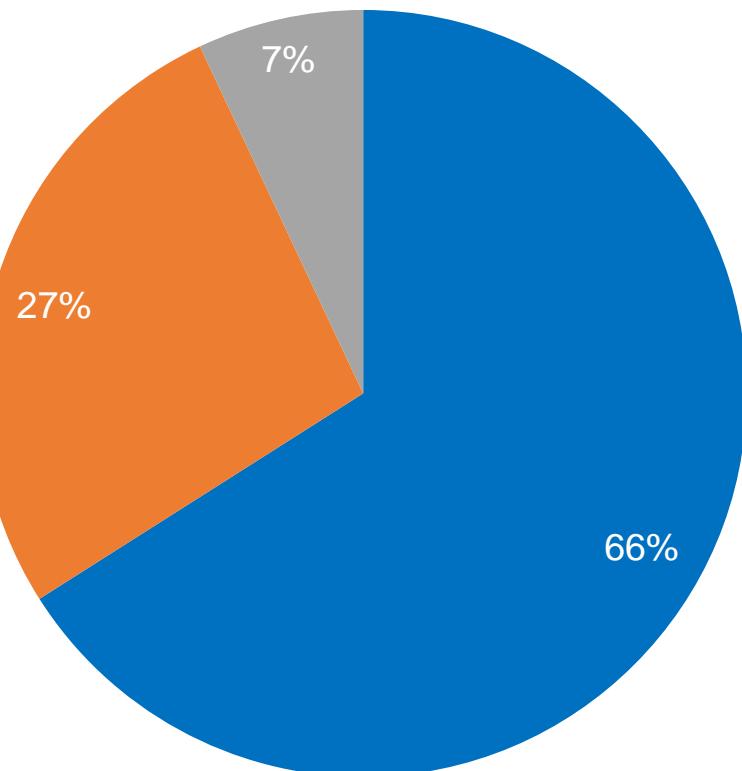
Source(s): Statcounter, eShopWorld; OEC Atlas Profile, 2018

Majority of consumers shop online domestically only

CROSS-BORDER SHOPPING

Share of consumers shopping either cross-border and/or domestically, 2018

■ Shop domestically only



SOCIAL MEDIA PURCHASING

Share of consumers purchased products directly via social media, 2018

18%

Yes

82%

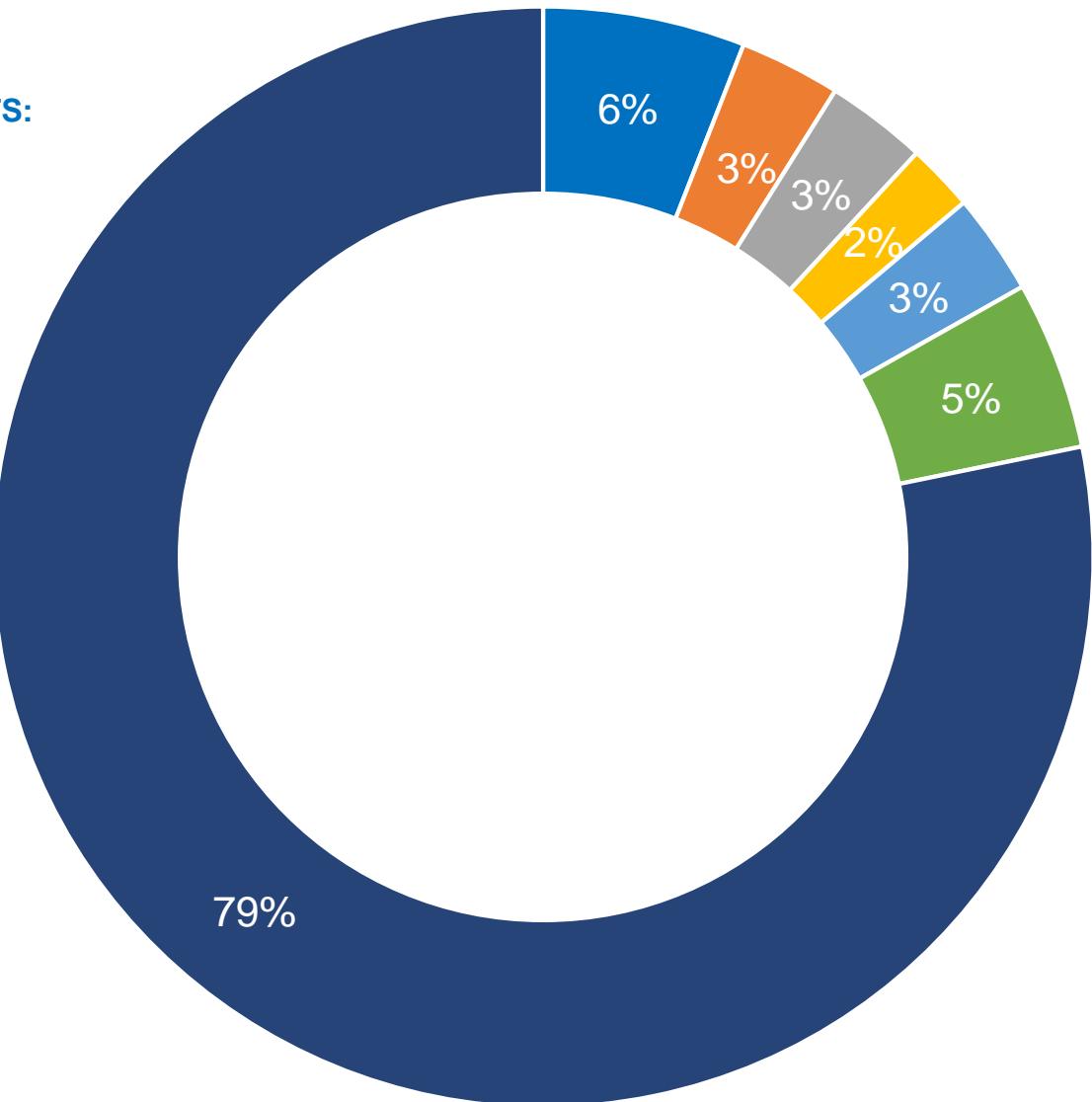
No

Source(s): Statista; Ipsos; PayPal; Sumo Heavy; Local Search Association 2018

Most do not have/use Facebook messenger payments

FREQUENCY OF USING FACEBOOK MESSENGER PAYMENTS: FOR MONEY TRANSFERS & PAYMENTS

- Several times a day
- Once a day
- A few times a week
- About once a week
- Once a month
- A few times a year
- I do not have an account or do not use



Source(s): Statista; Morning Consult, 2017

Credit card is most used amongst US eShoppers

CONSUMER BEHAVIOR: PAYMENT METHODS

'How have you conducted online payments in the past 12 months?', 2018

Survey



62%

Credit card

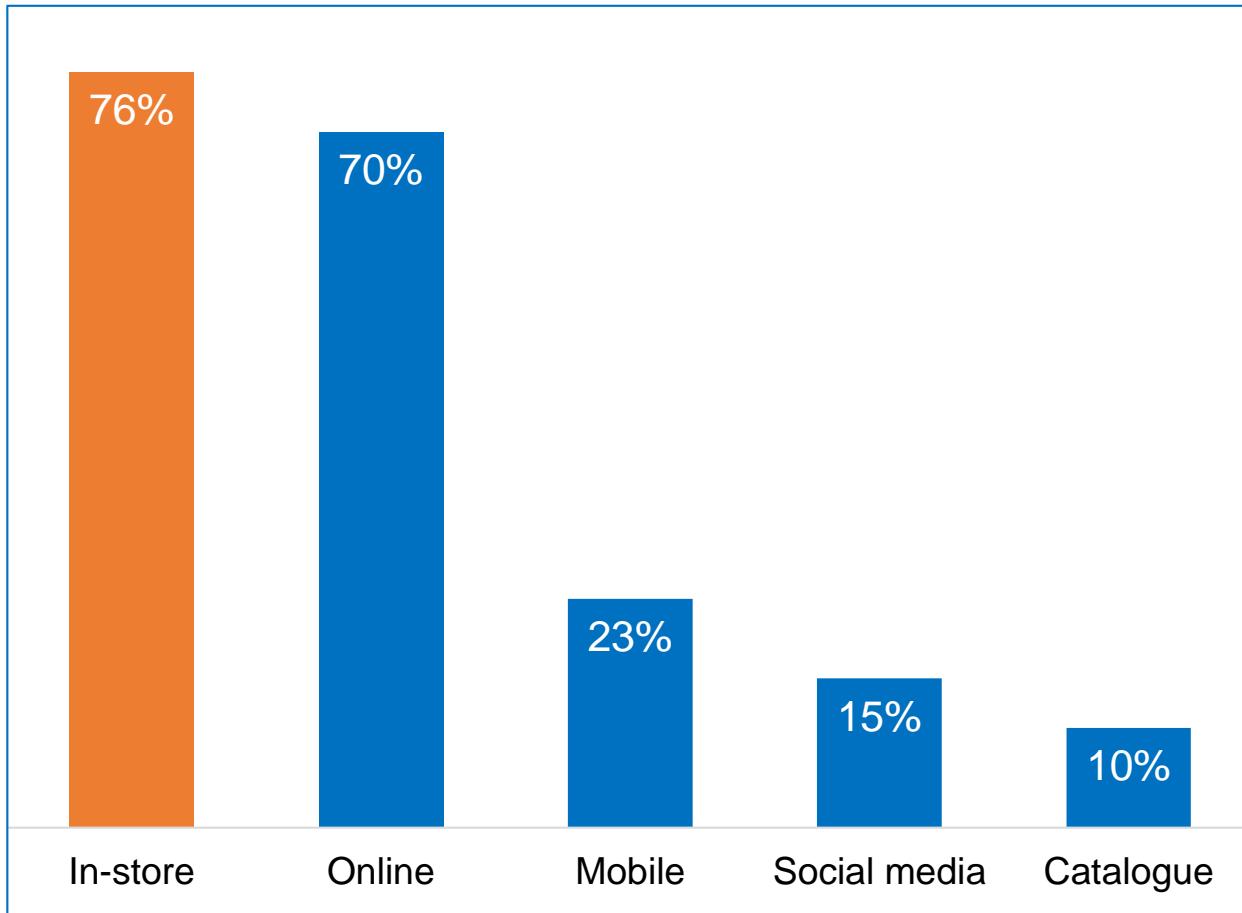
Full version available at www.ecommercefoundation.org/shop

Source(s): Statista Survey, 2017

Majority of online holiday shopping is done via desktop

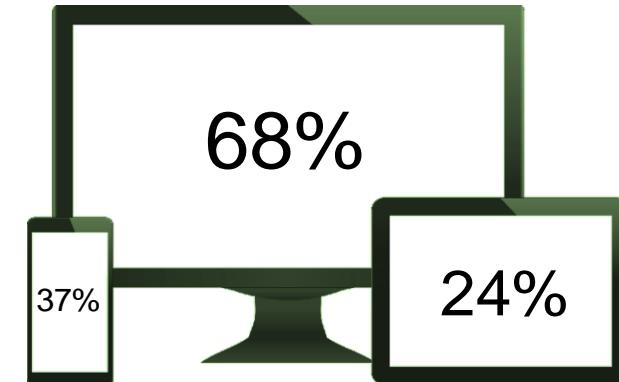
HOLIDAY SHOPPING CHANNELS

Shopping channels consumers plan to use for holiday season shopping, 2018



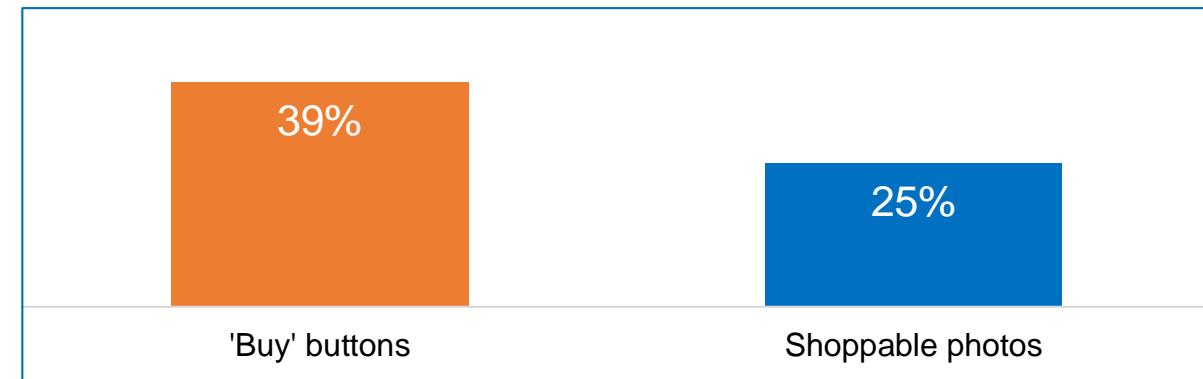
HOLIDAY SHOPPING: DEVICE USE

Connected device usage for holiday shopping (according to consumers), 2017



HOLIDAY SHOPPING: SMARTPHONES

How holiday shoppers use smartphones/wearable devices to shop digitally, 2018



Source: Statista; Accenture; Coleman Parkes Research; PwC; eMarketer, 2018



Jonny Steel
VP Marketing,
Payoneer



Jonny Steel is a seasoned marketing leader who has scaled several consumer, B2B and fintech companies from startup to successful global businesses.

Jonny has been the Vice President of Marketing at Payoneer since 2014, where he is responsible for building the company's brand all over the world. Jonny holds a degree in law and an MA in War Studies from Kings College, London.

What opportunities can be found for smaller ecommerce business's within an Amazon dominated ecommerce landscape?

Product sales of Amazon marketplace sellers totalled \$119 billion in 2017, up 25% from \$95 billion in 2016. This is huge and looks like it will keep on growing. There are over 5 million marketplace sellers across Amazon and plenty of market share to go round for more to enter and succeed. And Amazon is only part of the picture.

Payoneer is partnered with marketplaces all over the world that are serving their local consumers in a localized way. While Amazon is leading in terms of market share in the US, there are a wide range of other marketplaces that each have their own identity, strength in specific product categories, and loyal customers. One such example is Wish, an incredibly fast-growing mobile shopping app that boasts 500 million customers and a network of 100 million manufacturers. Sellers aiming to reach consumers via Wish will need to offer their products at low price and look to find something unique. Another example is Tophatter, an online auction marketplace that sells jewelry, electronics, fashion, beauty products, home goods and hobby supplies, drawing 20 million shoppers and continuing to grow fast.

In addition these new retailers, eBay and Walmart also continue to offer sellers opportunity to reach millions of consumers across the US, and Payoneer provides a one-stop shop to manage payments from all of them.

How do you see ecommerce business will evolve their methodology/strategy when it comes to creating a personalized experience (in the near/medium term)?

The reason that marketplaces are growing so fast is that consumers are looking for the perfect blend of choice, good value and a simple user experience. Marketplaces can offer precisely that. They are able to offer an extremely wide range of products, giving consumers a range that covers marketing-leading brands through to unique items from niche brands all over the world.

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The sheer number of sellers on their platforms ensures that pricing is competitive. And platforms like Amazon make customer experience their number one priority, ensuring that the shopping interface through to payment and shipping is simple and intuitive. With increasing loyalty to the marketplaces, they are equipped with the customer data to personalize, giving each customer a sense that the entire store was designed for them. The same focus is offered to the sellers too, making it easier than ever before for an online seller anywhere in the world to get their products in front of millions of buyers in the US. And part of this is the payments, so marketplaces are looking for a solution to be able to offer sellers in China, Japan, India, Malaysia, Europe and beyond with a seamless way to get paid by US marketplaces without suffering from high conversion fees.

2018 is said to be the year of marketplace maturity with every ecommerce business factoring them into their business plan.

What effect will the continued dominance of Amazon in the United States have on the commerce world?

While the market share of Amazon continues to grow, there is a growing place for other marketplaces that offer a unique identity or focus. Etsy and Wish both cater for very different consumers and offer unique items that you won't find easily on Amazon.

Small ecommerce sites are embracing the opportunity to expand their brand simultaneously through their own site and their store on Amazon. There is no contradiction between these channels and it only helps to build a brand.

"Small ecommerce sites are embracing the opportunity to expand their brand simultaneously through their own site and their store on Amazon. There is no contradiction between these channels and it only helps to build a brand."



Case Study: Etsy vs. Amazon



Amazon's got 99 problems, and a Senator is one

It's no secret that Amazon dominates the ecommerce market, both around the world as well as in the United States. And it is clear to see why – no matter which country you delve into regarding ecommerce, Amazon usually ranks in one of the top 3 positions for marketplace (usually in 1st place for several western countries, including the United States).

However, Amazon's success hasn't necessarily trickled down. The exorbitantly wealthy Founder and CEO, Jeff Bezos, has come under fire recently in the U.S. regarding the treatment and working conditions of employees, which doesn't help their image, something Americans (and consumers worldwide) are beginning to care about more and more.

In fact, a study published in 2015 by [Nielsen](#) showed that 56% are willing to spend more on a product if it comes from a company known for its commitment to social value. And it's not just Americans – in the same Nielsen study, 43% of global respondents are in the market for products from a company known for its commitment to social values. This is going to make the road to market domination longer and more difficult for Amazon if it continues to pay workers sub-standard living wages.

To throw more fuel on the fire, Senator Bernie Sanders (D-VT) publicly (and heavily) criticized Amazon for paying its employees such low wages that they require public assistance to make ends meet, which doesn't sit well with a majority of its consumer base. The 2016 presidential contender went so far as to propose the '[Stop BEZOS Act](#)', the acronym being, 'Bad Employers by Zeroing Out Subsidies'. Regardless of whether the bill would be tenable, the point seemed to be more to bring awareness to the issue. Suffice it to say, it worked.

Although the bill has not gone through, the social media uproar and backlash forced Jeff Bezos' hand. Amazon announced that on November 1, the new minimum wage will be \$15/hour and will apply to both full- and part-time employees. Moreover, Amazon's public policy team will apparently [begin lobbying](#) for an increase in the federal minimum wage.

Although staunchly criticized by Senator Sanders previously, the Tweets are proof that if companies like Amazon can become more socially responsible, there may be hope yet.

Jeff Bezos @JeffBezos Follow

Thank you @SenSanders. We're excited about this, and also hope others will join in.

Bernie Sanders @SenSanders What Mr. Bezos has done today is not only enormously important for Amazon's hundreds of thousands of employees, it could well be a shot heard around the world. I urge corporate leaders around the country to follow Mr. Bezos' lead. twitter.com/AP/status/104712

12:51 PM - 2 Oct 2018

Bernie Sanders @SenSanders Following

What Mr. Bezos has done today is not only enormously important for Amazon's hundreds of thousands of employees, it could well be a shot heard around the world. I urge corporate leaders around the country to follow Mr. Bezos' lead.

The Associated Press @AP BREAKING: Amazon says it is increasing its minimum wage for all US workers to \$15 per hour starting next month.

11:48 AM - 2 Oct 2018

*We interviewed a British owner of an Etsy shop (living in the Netherlands) to see what her experience was in selling via Etsy to the United States, find it on page 33.



Millennials will tell you what they want

...what they really really want

However, there is a generation amongst the consumer base that has a strong digital memory and is not always the most forgiving: millennials. The general feeling when reading the Twitter comments are that Jeff Bezos felt extreme pressure (a bill was *literally* named after him), and only then made the change.

The issues surrounding ‘Corporate Social Responsibility’ (CSR) are going to prove troublesome for businesses with the upcoming generations purchasing online. A study published in 2015 by Cone Communications revealed that millennials are prepared to pay more for a product (70%), from a responsible company. Moreover, 87% were more willing to purchase a product with a social/environmental benefit. It’s likely they will not soon forget the Amazon controversy, or the ‘Stop BEZOS Act’.

So, what is the alternative for these socially- and environmentally-minded generations? Is Etsy the answer? What is Etsy? Here is what [they say](#):

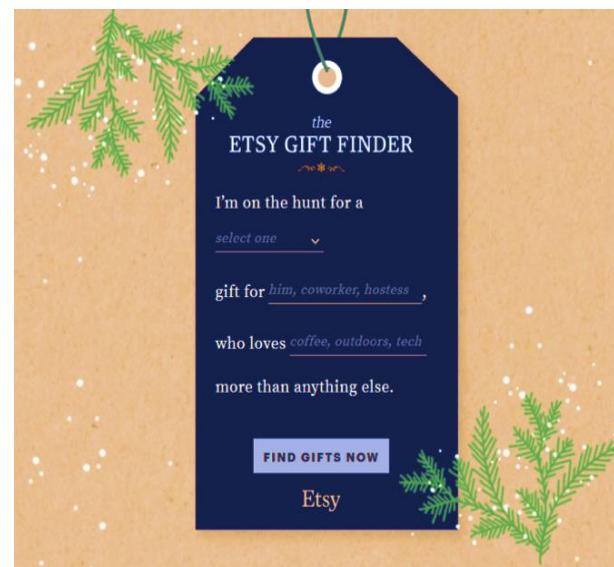
Etsy is the global marketplace for unique and creative goods. It's home to a universe of special, extraordinary items, from unique handcrafted pieces to vintage treasures. In a time of increasing automation,

it's our mission to keep human connection at the heart of commerce. That's why we built a place where creativity lives and thrives because it's powered by people.

A mission statement like this sounds socially responsible, and better yet, the data prove it as well (found in the [Etsy Impact Update Report](#), published August 2018):



It seems the population has also accepted Etsy as a great option compared to Amazon. Etsy had a [40% jump](#) in sales (Q3, 2018) and the stock is up 150% for 2018 – better than Amazon’s 40%. The holidays are another opportunity for Etsy to shine, and they know that Americans especially love giving personalized and handmade gifts. They’ve even got their own ‘Etsy Gift Finder’ with added holiday cheer, and if a user allows it, you can see which items they have favorited so you don’t have to guess if your relative just wants socks again this year.



What about shipping costs...?

By both talking-the-talk and walking-the-walk, Etsy appears to be contributing to helping small- and medium-sized business owners expand their customer base, particularly [across the border](#). As of 2017, [33.4 million buyers](#) purchased goods via Etsy shops, and [Etsy Payments](#) is available for shops in almost all European countries (including the U.K. and Switzerland), as well as Canada, Australia, New Zealand and Hong Kong.

As for whether the ethos of sustainability and social benefit are present in Etsy and Etsy's shops, there are [blogs](#) dedicated to which Etsy shops you can (and apparently, *should*) buy from if you want to support a good cause, [Etsy was](#) 'one of the first companies to IPO with a B Corp certification, a third-party validation of its commitment to social responsibility', and shockingly, Etsy spent \$40 million in building its new office, 'with green walls fed by rainwater, solar panels on the roof, and numerous spaces dedicated to yoga, meditation, printmaking, and cooking, among other modes of employee self-actualization'.

With all these steps towards being a more socially responsible company, there are still some issues to solve for it to overtake Amazon as the 'socially responsible'

marketplace for online shoppers, namely shipping costs. Josh Silverman, CEO of Etsy was asked about shipping costs, and [answered](#):

"We know that shipping remains one of the top friction points in our marketplace. For example, in the third quarter, less than 20% of listings on Etsy offered free shipping and our research suggests that buyers perceive about half of the items in our marketplace as having high shipping prices. It not only impacts conversion rates on those items, it also damages the brand perception of Etsy overall. We are determined to fix this. Our first step has been to educate sellers about the impact of high shipping prices and ask them to think of shipping as just another component of their cost of goods sold. Next, we're evolving our search algorithms in order to more prominently promote items that have competitively priced shipping. We've introduced notifications to sellers whose shipping prices are perceived as too high, tools to help them adjust shipping prices, if they so choose and we launched the Holiday Sweepstakes for sellers who offer free shipping."

Etsy is aware of the issue surrounding shipping charges, as well they should be. There's a reason why memes about free shipping are circulating social media:



Although comical, there is also some truth in the meme -- consumers seem much more willing to pay for something thinking they are receiving something for free, like shipping. If Etsy sellers are willing to 'bake' it into the sale price of a product, it may play better for them, especially with a generation in love with free shipping. That said, Etsy sellers seem to be at the forefront of transparency, especially if they prefer showing the shipping cost of a product to consumers.

If Etsy can remedy their shipping charges to reflect more of what their consumer base wants, they'll have a fighting chance in the battle with Amazon. However, the 2018 holiday sales will reveal who pushes ahead to become the millennial marketplace leader.





Katie Joy Privett
Owner and Designer,
Uniquely You Jewellery

UNIQUELY YOU JEWELLERY

Katie earned her BA in Design and Technology and dabbled in the jewelry-marking process whilst at London College of Fashion and at Goldsmiths University. She started her own online jewelry business, Uniquely You Jewellery, in 2012. Katie sells her designs globally and has experienced selling, working and living in both the United Kingdom and the Netherlands. Katie is also the Editor in Chief for ExpatsHaarlem, where she connects further with the expat community via articles and events.



You're based in the Netherlands, but you also sell to the U.S. via your Etsy shop. How does Etsy make this easier/more affordable than would otherwise be possible if you were to do it solely from a webshop?

Etsy has a much larger presence in the U.S. compared to what I could personally do by myself. The footfall from Etsy is better because they market well in the U.S.. If I left Etsy and started my own website, based in the EU, I would still get footfall, but it won't be as much compared to what Etsy could provide me from their own marketing strategies.

However, as a shop owner, you still need to have a good marketing strategy, especially for other countries. Selling to the U.S. is also made easier because Etsy has a good selling fee structure. It only costs a few cents per listing, that is a small business cost I am willing to make to achieve a wider audience.

Which social media platform(s) do you use to promote your Etsy shop for the U.S. market? Pinterest seems to be quite huge for sellers on Etsy, how does this resonate with you?

I use most social media platforms, such as Facebook and Instagram. Occasionally, I used Pinterest and Snapchat. According to my shop stats, the most views I receive from the social media avenue are actually from Pinterest and Instagram. I suppose this could be because both of these platforms are image-heavy.



Also, Pinterest is very much a DIYer's haven, so the tag/keyword 'Handmade' would be used a lot in search results; handmade is Etsy's ethos, so I am not surprised that a lot of sellers get hits from Pinterest. However, my conversion rate isn't high from social media. I have noticed that when people log on to Etsy and search for an item through their search engine and then they buy.

Can you give some specific insights into U.S. consumers and their buying habits, particularly for Etsy-style shops like yours? What are some unique qualities about Americans you don't see in some of the other countries you sell in?

I find that Americans tend to buy multiple purchases at once, compared to customers based in the EU who would just buy one item at a time. This could be due to shipping costs and how long it takes for items to arrive from overseas. I have also noticed that Americans tend to buy for other people; I have more gift wrapping and personal note requests. EU purchases seem to be for themselves, not for others.

Of course, this isn't everybody, but a trend would suggest that my American customers are buying multiple items to give away as gifts. Also, my American customers are a lot more chatty. I receive more conversations asking about items, shipping times, gift wrap options and more. Maybe this is because Americans are used to a certain level of customer service, even online.

You can find Katie's [Etsy shop here](#), and her [webshop here](#).

A photograph showing several people's hands holding lit sparklers. The background is slightly out of focus, showing the red, white, and blue colors of the American flag.

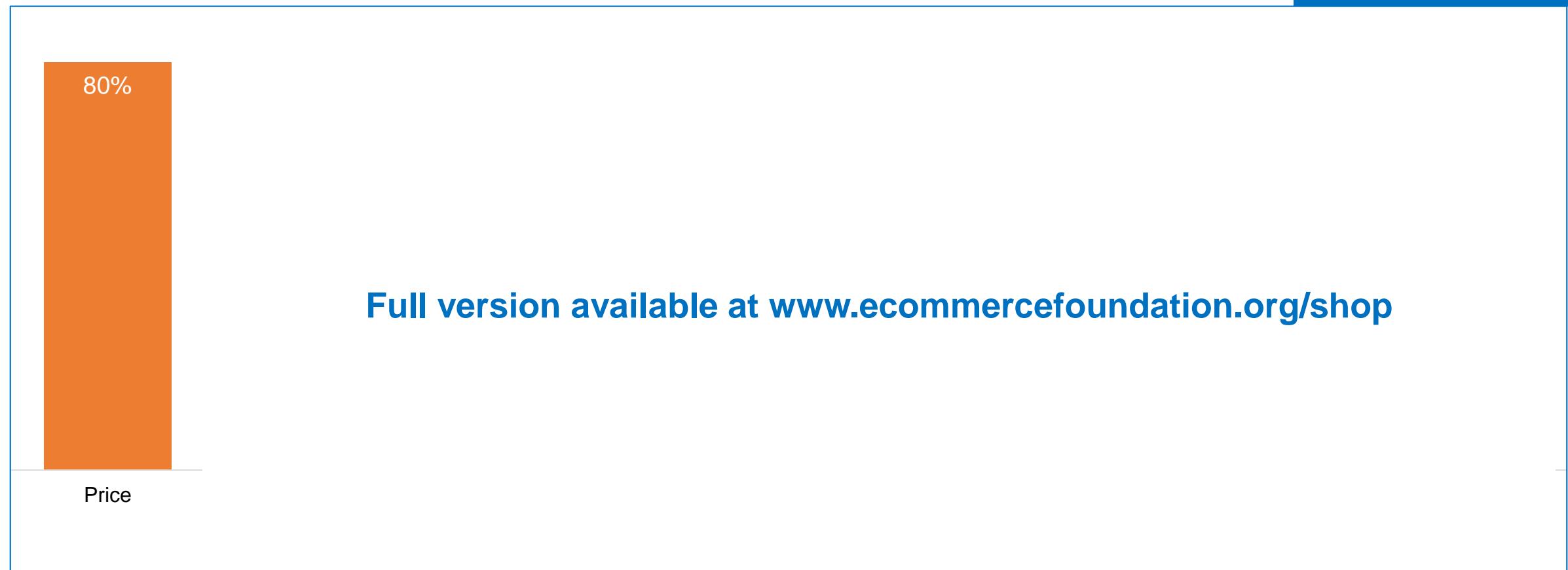
U.S. Consumers

Price is most important factor for online shoppers

CONSUMER OPINION: IMPORTANT ECOMMERCE FACTORS

'How important are each of the following to you when you shop for a product online?', 2017

Survey



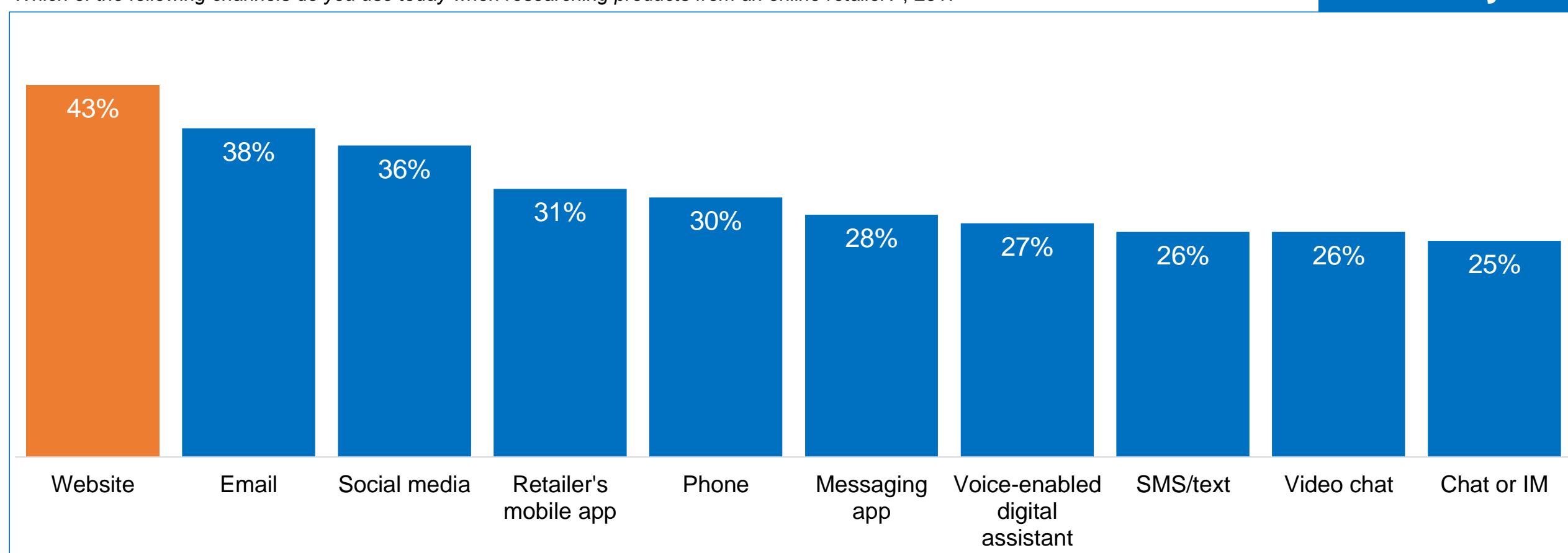
Source(s): Statista; Salesforce Research; Harris Poll, 2017

Most use websites to do pre-purchase product research

PRODUCT RESEARCH CHANNELS

'Which of the following channels do you use today when researching products from an online retailer?', 2017

Survey



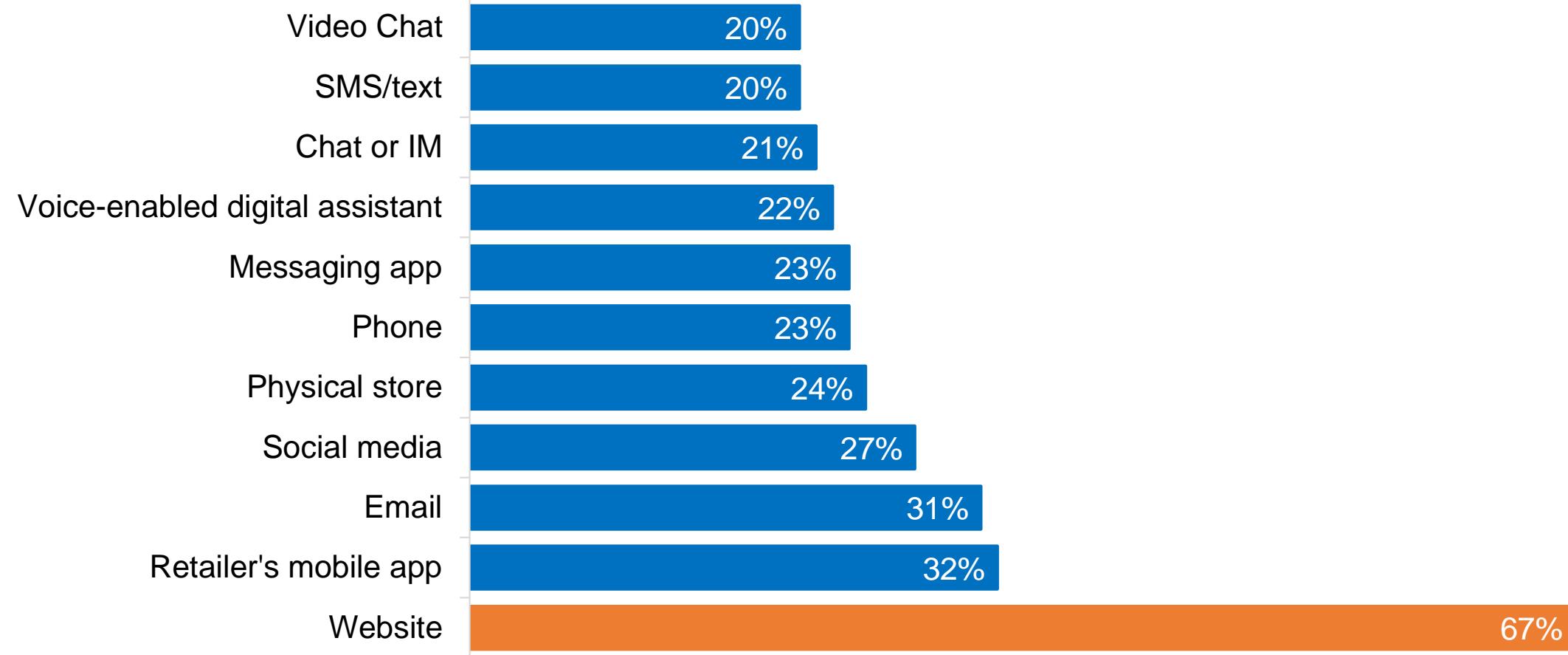
Source(s): Statista; Salesforce Research; Harris Poll, 2017

Most use websites to buy products from online retailers

ECOMMERCE BUYING CHANNELS

'Which of the following channels do you use today when buying products from an online retailer?', 2017

Survey



Source(s): Statista; Salesforce Research; Harris Poll, 2017

Consumers would like to pay with smartphone all the time

CONSUMER PREFERENCE: SMARTPHONE PAYMENTS

'In what situations would you like to be able to pay with your smartphone (without debit/credit card or cash)?', 2018

Survey

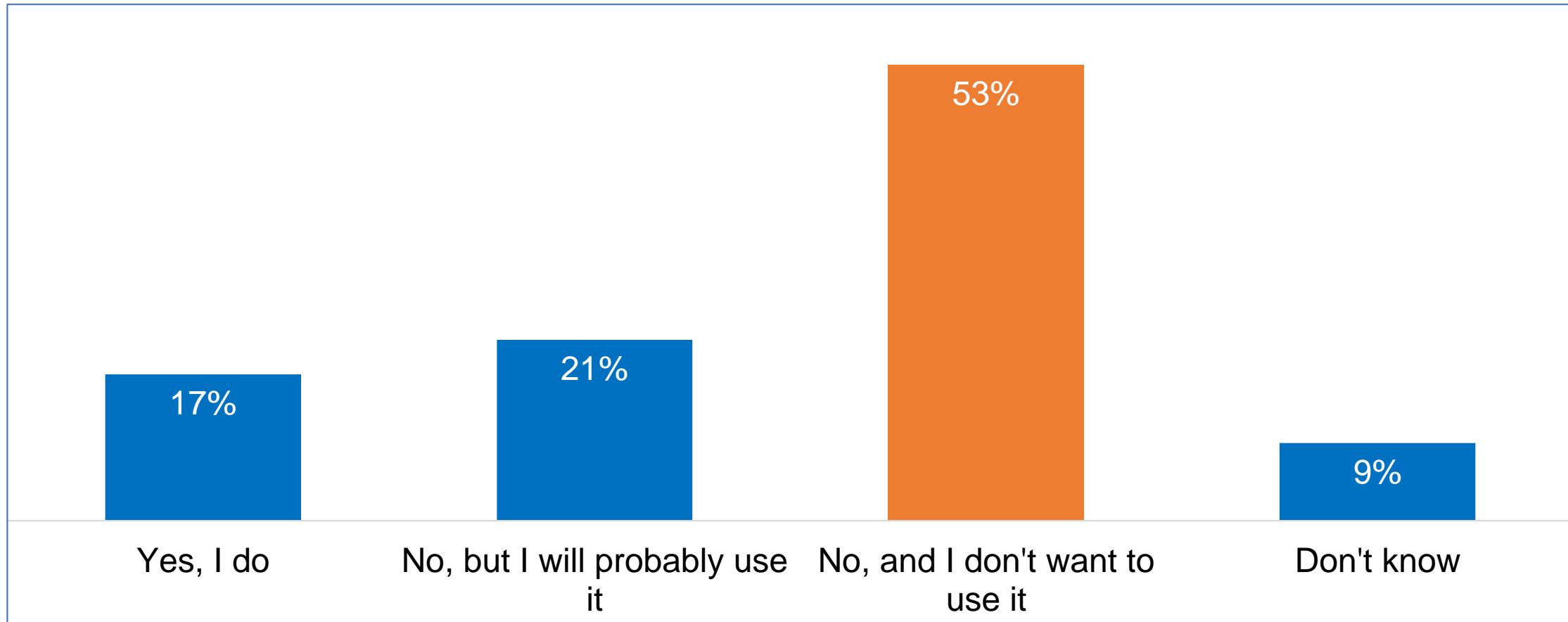
Full version available at www.ecommercefoundation.org/shop

Source(s): Statista, 2018

Most don't want to begin using digital wallets at all

DIGITAL WALLETS

Share of online consumers using digital wallets, as of May 2017



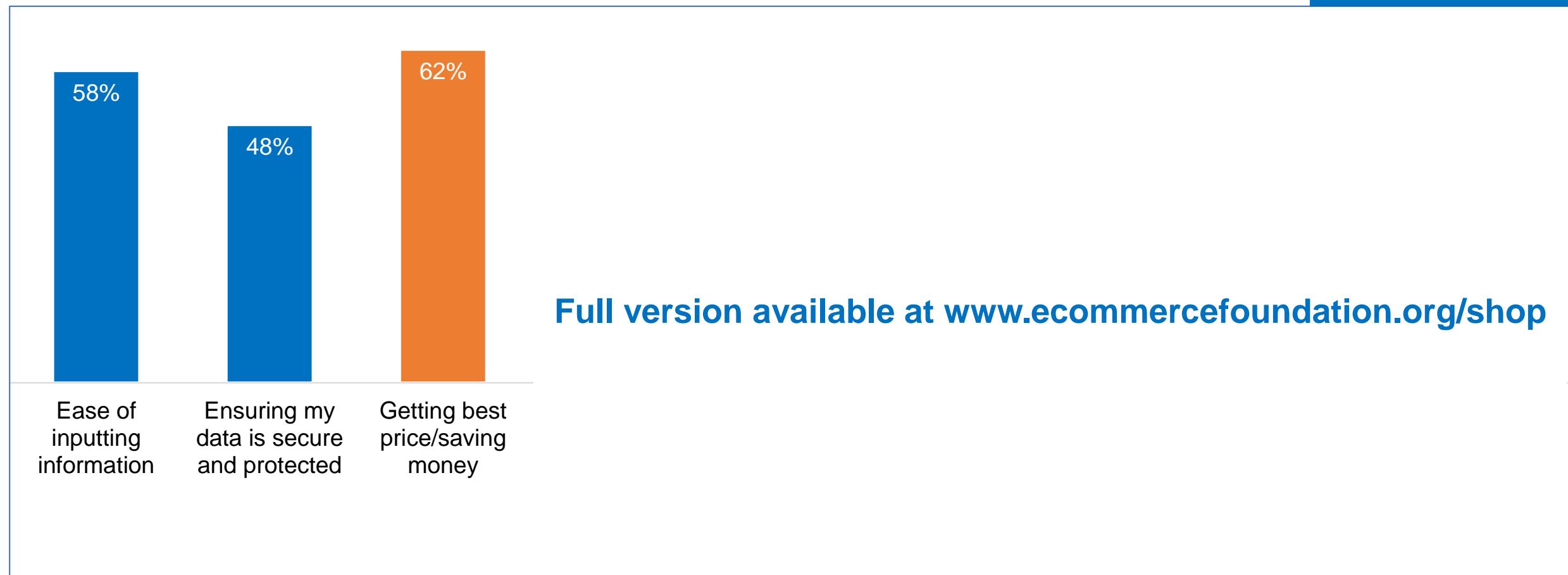
Source(s): Statista, 2017

Saving money = most important holiday factor for mobile

CONSUMER OPINION: IMPORTANT SMARTPHONE ASPECTS

Most important smartphone holiday shopping aspects according to smartphone shoppers, as of October 2017

Survey

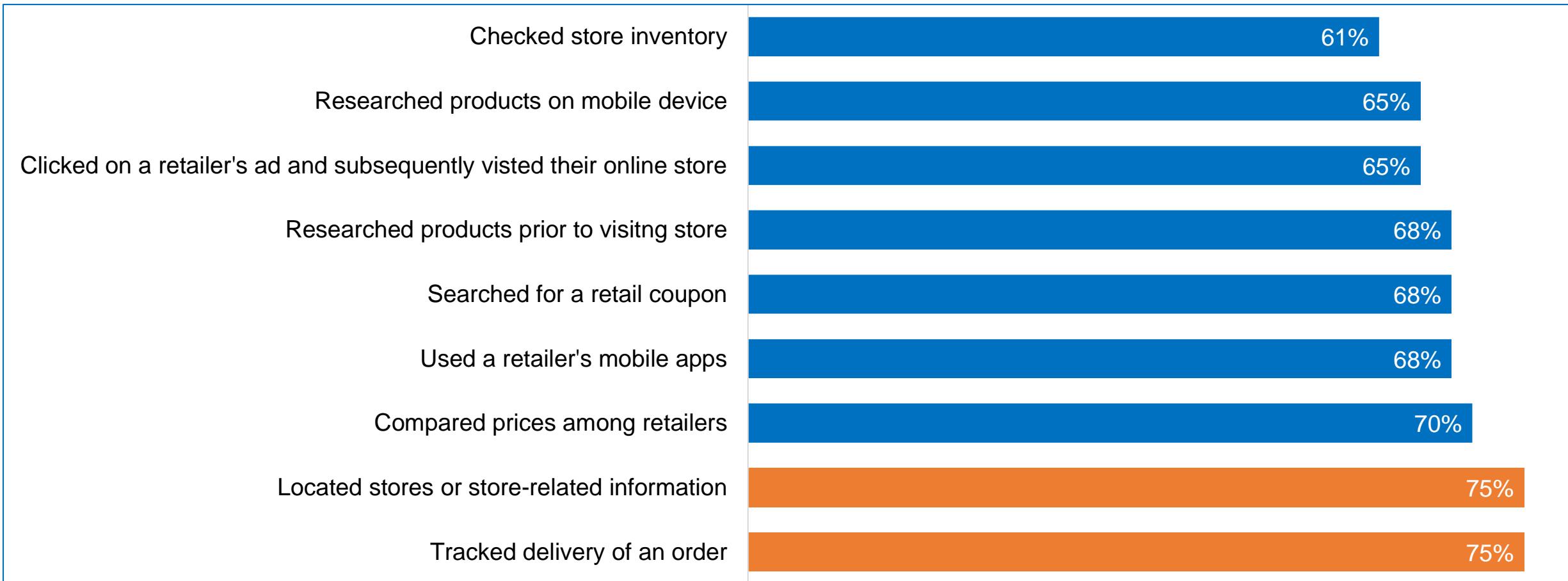


Source(s): Statista, 2018

Most are tracking order deliveries via mobile device

CONSUMER BEHAVIOR: MOBILE ACTIVITIES

Share of consumers using their mobile phone for shopping related activities, as of February 2017

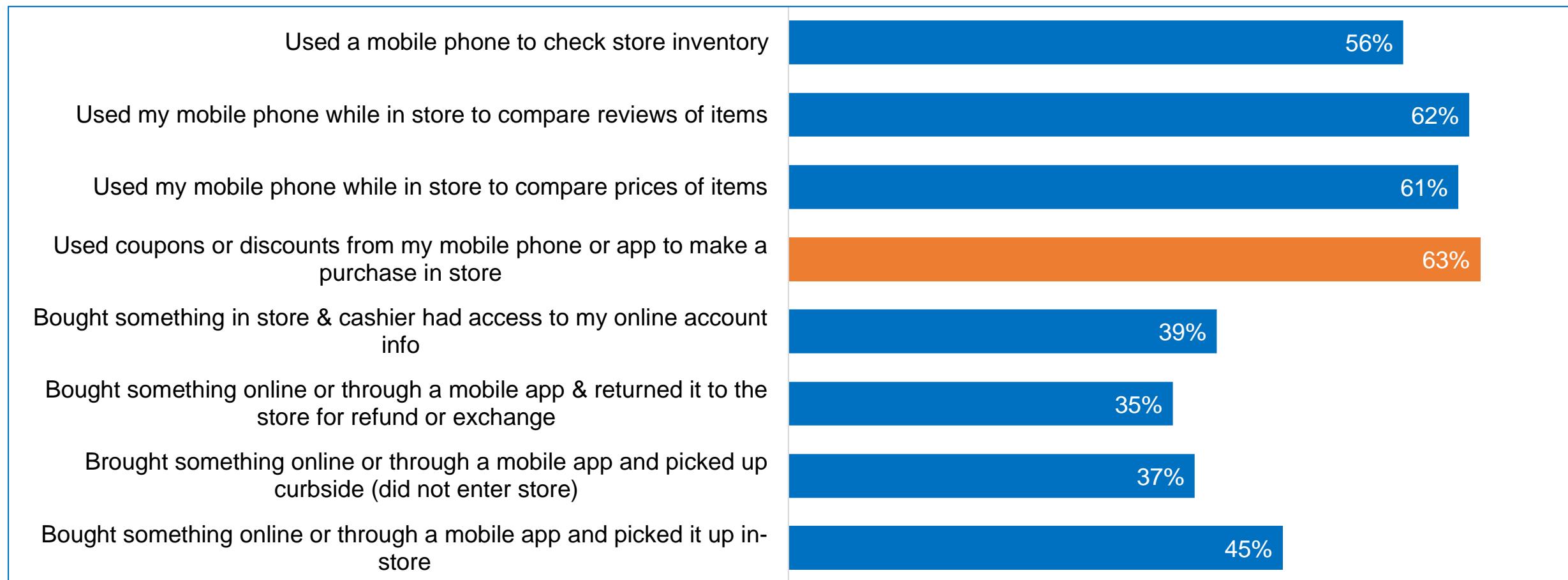


Source(s): Statista; comScore; UPS, 2017

Most use mobile for coupons/discounts for in-store purchase

MOBILE DEVICE SHOPPING ACTIVITIES

Share of consumers using their mobile phone for shopping related activities, as of June 2017



Source(s): Statista; Worldpay; Socradic Technologies, 2017

Regardless of age, delivery to home is most popular

DELIVERY METHODS: BY AGE

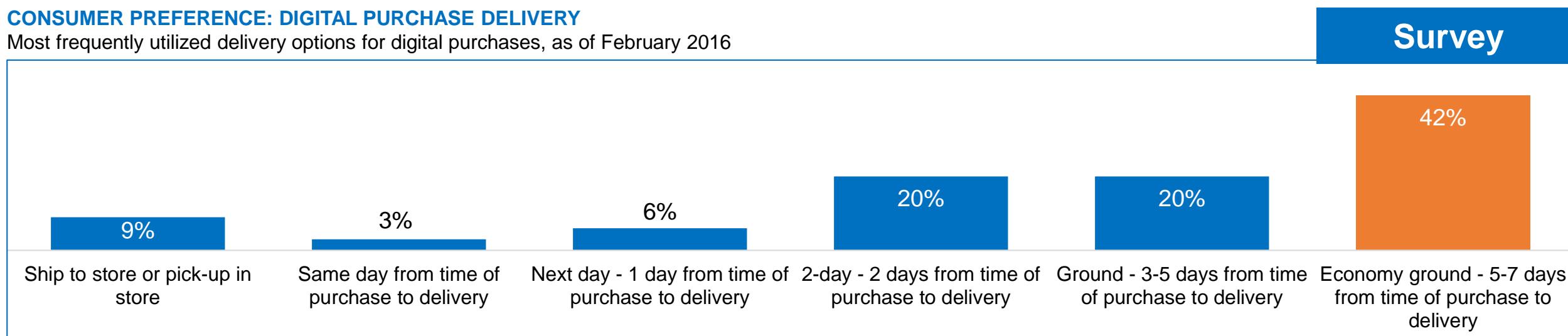
Delivery methods used by internet users for digital purchases, by age group, as of February 2018

Age	Deliver to home	Buy online, pick up in-store	Ship-to-store	Deliver to work	Curbside pickup	Deliver to locker
18-29	77%	34.9%	18.3%	8.7%	6.4%	4%
30-39	84.6%	25.4%	15.9%	8%	5%	2.5%
40-49	81.4%	28.5%	19.8%	8.7%	4.1%	.6%
50-59	76.9%	24%	15.6%	7.6%	2.1%	1.3%
60+ years	76.5%	16.1%	9%	2.4%	1.3%	.5%

CONSUMER PREFERENCE: DIGITAL PURCHASE DELIVERY

Most frequently utilized delivery options for digital purchases, as of February 2016

Survey



Source(s): Statista; comScore; UPS; eMarketer; Bizrate Insights, 2017

Delivery methods used by consumers

CONSUMER BEHAVIOR: DELIVERY METHODS

Delivery methods used by consumers for digital purchases, 2018

Full version available at www.ecommercefoundation.org/shop

Source(s): Statista; Walker Sands, 2018

Consumers are willing to pay for express shipping (1-3 days)

CONSUMER PREFERENCES: ONLINE ORDER SHIPPING

Consumer expectation regarding online order shipping, as of February 2017

Consumer expectation regarding online order shipping (as of February 2017)	What consumers want	Consumer willing to pay for service	Survey
Hyper local (1-3 hour shipping)	41%	38%	
Same day shipping (1 day)	42%	49%	
Overnight shipping	52%	x	
Express shipping (1-3 days)	64%	51%	
Standard shipping (5-7 days)	63%	37%	
Collect from store	38%	29%	
Collect from locker/other collection point	37%	25%	
Specified timeslot for delivery	43%	31%	
Guaranteed weekend or after hours shipping	46%	34%	
International delivery	35%	x	

Source(s): Statista; Temando; Research Now, 2018

Most consumers would like to use self-checkout from phone

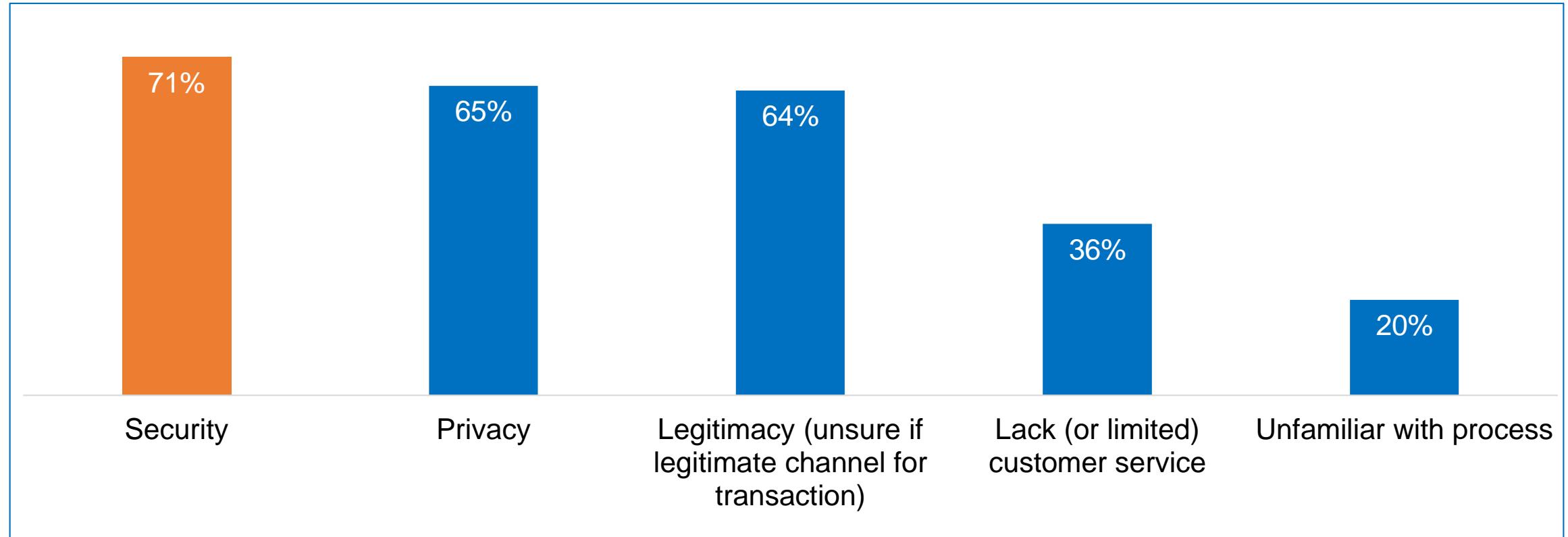
Interest of digital buyers in new shopping options and technologies as of May 2018	Would like to use	Using now or have used	Survey
Grab-and-go stores with self-checkout from your phone	59%	9%	32%
Interactive, shoppable screens	56%	6%	38%
Home delivery	45%	8%	47%
Order-only stores (products only shipped to home)	44%	23%	33%
Virtual (computer-generated) try-on for glasses, clothing, beauty, etc.	43%	4%	53%
Augmented reality in-store	40%	3%	58%
Remote services (e.g. using interactive screens/displays)	38%	9%	53%
In-home product order buttons so you never run out	38%	5%	57%
Drone delivery	38%	2%	60%
Subscription orders of shopper-selected products regularly delivered	36%	15%	49%
Subscription products selected for me regularly delivered	31%	12%	57%
Ordering while in a smart car connected to the internet	29%	3%	68%
Robot services in stores	28%	2%	70%

Source(s): Statista; Temando; Research Now, 2018

Biggest concern with purchasing via social media is security

SOCIAL MEDIA CONCERN

Concerns that stop online consumers from purchasing directly through social media, 2018



Source(s): Statista; Sumo Heavy, 2017

About the Report



About the Authors



Sara Lone
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Sara holds a Master in Public Policy from the University of California in the United States.

Sara oversees the Ecommerce Foundation Research Team in its creation of country reports, custom research, content and webinars. Additionally, Sara presents on research around the world and advises stakeholders in furthering ecommerce globally.



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Researcher

Isabela holds a Master in Development Economics from the University of Auvergne in France.

At Ecommerce Foundation, she is part of the Research Team providing support in data analysis and the creation of country reports. Her interests and experience include analysing data as well as conducting policy evaluations.



Shaun Packiarajah
Researcher

Shaun graduated with a Master's degree in Victimology and Criminal Justice from the University of Tilburg.

He works for the Research Team at Ecommerce Foundation in creating research-related content and reports. His background is in policy creation and analysis, in addition to practical knowledge of business development.

Definitions related to the Internet, e-commerce & e-tailing

- **Broadband access:** the availability of broadband is measured by the percentage of households that are connectable to an exchange that has been converted to support DSL technology, to a cable network upgraded for Internet traffic, or to other broadband technologies. It includes fixed and mobile connections (source: Eurostat)
- **Cross-border ecommerce:** percentage of ecommerce purchased at foreign sites
- **Ease of Doing Business Index:** The Ease of Doing Business Index is developed by the World Bank, and averages the country's percentile rankings on nine topics. It is made up of a variety of indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to June 2010. The Index covers 185 countries.
- **E-commerce (or electronic commerce), a subset of e-business:** any B2C contract on the sale of products or services fully or partly concluded by a technique for distance communication.
- **E-commerce GDP:** total amount of goods and services online divided by the total Gross Domestic Product (GDP).
- **Economic Freedom Index:** the Index of Economic Freedom is an annual guide published by The Wall Street Journal and The Heritage Foundation, Washington's No. 1 think tank. For over a decade, the Wall Street Journal and The Heritage Foundation have tracked the march of economic freedom around the world with the influential Index of Economic Freedom. There are 5 categories, ranking from Free (with a score between 80 and 100) to Repressed (between 40 and 49.9).
- **E-households:** number of households that use the Internet for personal gain.
- **E-household expenditure:** expenditure per household that bought goods or services in the past year.
- **Global Online Measurement Standard for B2C ecommerce (GOMSEC):** aims to provide guidelines to measure and monitor B2C ecommerce in order to enable all European countries to provide data with respect to the penetration of B2C ecommerce in a standardized way.
- **E-Government Index:** The UN's E-Government Index provides a comparative assessment of the e-government development of UN Member States. One of the primary factors contributing to a high level of e-government development is concurrent past and present investment in telecommunication, human capital and provision of online services.
- **Gross Merchandise Volume:** the total sales facilitated by a third party, such as a market place.
- **E-services or electronic services:** "Deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-retailing, customer support, and service delivery." This definition reflects three main components: service providers, service receivers and the channels of service delivery (i.e. technology). (Jennifer Rowley, Professor Information and Communications, Manchester Metropolitan University, UK)
- **Inactive online population:** users that have access to the Internet but have not (yet) purchased goods or services online in the past year.

Definitions related to the Internet, e-commerce & e-tailing

- **Market place:** online platform on which companies (and consumers) sell goods and/or services.
- **Logistics Performance Index (LPI):** The Logistics Performance Index (LPI) measures the “logistics friendliness” of 155 countries. It helps countries identify the challenges and opportunities they face in their trade logistics performance and what they can do to improve this. The Index is developed by the World Bank and is based on a worldwide survey of operators, such as global freight forwarders and express carriers.
- **Mobile commerce (or m-commerce):** the ability to conduct commerce using a mobile device e.g. a mobile phone, a PDA, a smartphone, a tablet or other (emerging) mobile equipment.
- **Mobile subscriptions:** mobile cellular telephone subscriptions are subscriptions to a public mobile telephone service using cellular technology, which provide access to the public switched telephone network. Post-paid and prepaid subscriptions are included (source: Eurostat).
- **Networked Readiness Index (NRI):** The NRI measures the tendency for countries to exploit the opportunities offered by information and communications technology (IT). The NRI comprises three components: the environment for IT offered by a given country or community, the readiness of the country's key stakeholders to use IT, and the usage of IT among these stakeholders.
- **Online buyer (or e-shopper, e-buyer):** an individual who regularly bought or ordered goods or services through the Internet.
- **Online expenditure:** spending per user who purchased goods or services online.
- **Online Retail (or e-retail, electronic retail or retailing or even e-tailing):** the selling of retail goods and services on the Internet. In the limited sense of the word, sectors such as online leisure travel, event tickets, downloading music or software are not included. Online-only retail shops are often referred to as pure players.
- **Penetration levels:** the percentage of a population using the Internet, mobile phones, smartphones or tablet devices.
- **Real economic growth rate:** a measure of economic growth from one period to another expressed as a percentage and adjusted for inflation. The real economic growth rate is a measure of the rate of change that a nation's gross domestic product (GDP) experiences from one year to another.
- **Retail sales:** the selling of mainly goods from businesses to individuals from a traditional or so-called bricks-and-mortar shop.
- **Statcounter research method:** Statcounter is a web analytics service and their tracking code is installed on more than three million sites globally. These sites cover various activities and geographic locations. Every month, Statcounter records billions of page views to these sites. For each page view, they analyze the browser/operating system/screen resolution used and they establish if the page view is from a mobile device. They calculate their Global Stats on the basis of more than fifteen billion page views per month, by people from all over the world onto more than three million member sites.

Definitions related to the Internet, e-commerce & e-tailing

GOMSEC aims to provide guidelines for measuring and monitoring **B2C ecommerce**. As a result, all countries worldwide are able to provide data with respect to the penetration of B2C ecommerce in a standardized way. All Ecommerce Foundation figures and estimates are based on GOMSEC, unless stated otherwise.

The GOMSEC reports on sales figures for the total B2C ecommerce worldwide and for each country separate in the country profiles, **based on total sales of goods and services**.

These total sales of goods and services are based on the **areas/sectors/classification of areas and sectors, as stated on the next few pages**.

All data reported in **the national currency of the country involved** is converted into euros according to **the average (annual) rate of exchange** as provided by, preferably, **the European Central Bank (ECB)** or **the national bank** of the particular country. The reference period that is used for this was from **1 January to 31 December of each report year**. Growth rates are calculated and measured by the B2C ecommerce sales in the national currency.

Definition of B2C ecommerce sales

“Any B2C contract regarding the sale of goods and/or services, fully or partly concluded by a technique for distance communication.”

Technique for distance communication: means that can be used for communication regarding the offer made by the trader and the conclusion of a contract, without the necessity of the consumer and trader being in the same place at the same time.

Contract: a contract whereby use is made, either solely or in part, of one or more techniques for distance communication within the framework of a system organized by the trader for the distance sale of goods and/or services, up to and including the moment that the contract is concluded.

Classification of B2C ecommerce

The following classification on the next few pages provides an overview of areas and sectors included in GOMSEC.

Online purchases of the following items are **excluded from GOMSEC**:

- Transactions between private individuals/consumers (C2C), such as auctions and marketplaces, and between businesses (B2B)
- Online gambling and gaming
- Cars and other motor vehicles
- Houses and real estate
- Utilities (e.g. water, heating and electricity)
- Mortgages, loans, credit cards and overdrafts
- Savings accounts, funds, stocks & shares and bonds

B2C ecommerce therefore **includes** all online transactions between businesses and consumers using desktop computers, laptops, tablets, smartphones, point-of-sales and smart-wearables, for instance through online shops, physical stores (“online instore”), email, QR codes, catalogs, etc. B2C ecommerce includes Value Added Tax (VAT) or other sales tax, delivery costs and apps, but excludes returns.

Global Online Measurement Standard for B2C ecommerce (GOMSEC)

Media & Entertainment
Music (physical, download & streaming)/Spotify based on new subscriptions
Video (DVD, Blu-ray, downloads)
Games hardware & games software
Books & e-books
Apps
New subscriptions newspapers and magazines (no single copy sales)

Electronics		
Consumer Electronics	Information Technology (IT)	Household Electronics
Photo equipment	IT hardware (PCs, laptops, tablets, etc.)	MDA: air-conditioning, dishwashers, wash machines and other white goods
Audio equipment	Computer Software	
TV/video equipment	Music instruments	
Car electronics (navigation, audio, etc.)	USB sticks, DVD/CD-recordable, ink cartridges, computer accessories	SDA: equipment for personal care, home comfort, kitchen appliances

Fashion	
Clothing	Shoes & Personal lifestyle
Underwear & Upperwear	Shoes
Children's wear	Jewelry, Bijoux, Watches & others
Swimwear & Sportswear	fashion accessories (e.g. sunglasses)
Nightwear & legwear	Bags, wallets, suitcases

Sports & Recreation
Sports hardware (e.g. soccer shoes, tennis rackets)
Bicycles & accessories
Articles for camping and recreation

Global Online Measurement Standard for B2C ecommerce (GOMSEC)

Home & Garden

Furniture and kitchens
Floor and window coverings (e.g. curtains and blinds)
Home textiles
Cookware (sets), kettles and oven equipment
Table and kitchen articles
Articles for cleaning, wash and store
Decoration
Lamps and fixtures
DIY-articles
Garden articles
Flowers and plants (in home)

Food/Nearfood/Health

Food/Nearfood	Health & Beauty
Food & Beverages	Personal care & Hygiene
Fresh produce	Baby care
Packaged consumer goods	Perfume
Detergents/household cleaning	OTC
Animal feed	
Tobacco	

Telecom

Smartphones, mobile phones & mobile devices
Telefax and answering machines
Headsets & Accessories (mobile) phones
Prepaid cards and tariffs of new phone subscriptions

Other: Products

Cars components
Glasses and contact lenses
Stationery
Pictures and photo albums
Pet supplies
Erotica

Global Online Measurement Standard for B2C ecommerce (GOMSEC)

Insurance		
<i>New indemnity, Life and Health Insurances</i>		
Liability insurance	ANW-gap insurance (insurance for receiving a payment in addition to a survivor's allowance)	Health Insurance – Base
Car insurance		Health insurance – additional
Fire and theft insurance		
Bike/caravan/motorbike/ Scooter insurance	Annuity insurance Pension	Disability insurance – entrepreneurs
Accident insurance	Life insurance	Disability insurance – private
Boat insurance	Funeral insurance	
Legal assistance insurance	Endowment insurance based on savings	Mortgage-related disability insurance
Home insurance		
Travel insurance (continuous/annual + short term)	Endowment insurance based on investments	Mixed insurance (=endowment insurance + life insurance)
Insurance package		

Travel	
Package Travel	Flight Tickets & Accommodations
Package travel Private transport if booked through a tour operator	Flight Tickets Hotel stays Apartment/bungalow/camping site -> all of the above not booked in combination with other travel-parts
Event Tickets	
Tickets for concerts and festivals Tickets for (movie) theaters Tickets for zoos and amusement parks Tickets for museums Tickets for sports games	
Other: Services	
New subscriptions to dating service Other services	

Sources used in the report

The report could only be realized by consulting a great number of valuable sources. These were available in various countries and regions in Europe and around the globe. The wide variety of sources include public domain publications, blogs, websites, industry and financial specialist publications, regional and local news, annual reports, and press releases.

Sometimes the information sources are contradictory and sometimes different figures and data were given by varying sources within the same country, for example due to different definitions. In our reports we have mentioned the different sources, definitions and outcomes of such reports, studies and interpretations.

The report is based on information that we consider reliable, but we cannot vouch for it being completely accurate or complete, nor should it be relied upon as such. Opinions expressed are our current opinions as of the date of this report.

Accenture
Bizrate Insights
CIA World Factbook
Coleman Parkes Research
comScore
EcommerceBytes
ecommerceDB.com
eMarketer
eShopWorld
Harris Poll
IMF
IndexMundi
Internet World Stats
Ipsos
Local Search Association
Morning Consult
OEC Atlas Profile
PayPal
Pixabay
PwC
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Socratic Technologies
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Sumo Heavy
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United Nations
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About Ecommerce Foundation

Our History

Ecommerce Foundation is an independent organization, initiated by worldwide national ecommerce associations and online and omnichannel selling companies from industries such as retail, travel & finance.

Why Ecommerce Foundation?

Our mission is to foster global digital trade as peace is the natural effect of trade. By facilitating digital commerce we hope to make the world a slightly better place.

How does Ecommerce Foundation help?

We facilitate the development of practical knowledge, insights and services for which individual institutions, retail and ecommerce associations and B2C selling companies do not have the (financial) resources and/or capabilities. By combining collective goals and efforts, Ecommerce Foundation is able to realize projects which could not have been realized on an individual basis.

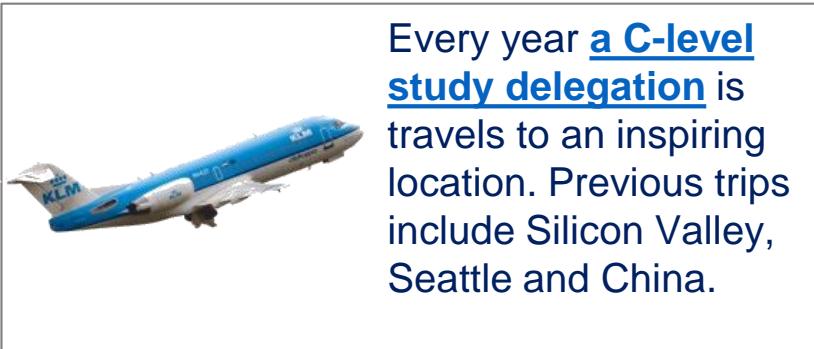
What does Ecommerce Foundation do?

Ecommerce Foundation has developed and offers several services such as the Ecommerce Benchmark, the EcommerceWiki and the National Ecommerce Reports.

Ecommerce Foundation Services



20+ National Ecommerce Reports
supporting retailers going cross border.



Every year **a C-level study delegation** is travels to an inspiring location. Previous trips include Silicon Valley, Seattle and China.



The **EcommerceWiki Week** brings digital end-reponsibles back to school to update their knowledge on everything ecommerce.



Our **Ecommerce Webinars** zoom in on country-specific facts by pairing up with experts and getting on-the-ground advice.



The **EcommerceWiki** is the online guide for ecommerce managers with templates, process descriptions, etc.



EcommerceReports curates all e-commerce related research accross the globe by adding an editorial board and peer review.



Lectures & presentations are offered to help members look into the future of shopping.



Custom research is done for a diverse set of topics both co-branded as well as white labeled.

About our Ecommerce Reports and where to find them...

The National Ecommerce Reports are published by Ecommerce Foundation. They provide overviews of the mature and emerging markets in the field of ecommerce.

In total, Ecommerce Foundation publishes multiple country reports and two overview reports per year, covering the most important ecommerce markets worldwide.

To have a tailor-made ecommerce report made, completely based on your wishes and requirements, please contact us via info@ecommercefoundation.org.

The full reports can be online purchased via:
<http://www.ecommercefoundation.org/reports>.

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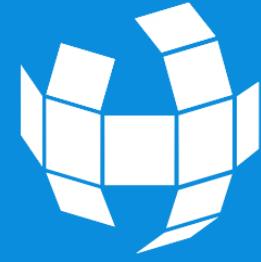
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