

With data
on the top
100 stores

eCommerce in Portugal 2019

ecommerceDB Country Report

January 2020



ecommerceDB

ecommerceDB country report

Report overview

The ecommerceDB country report "eCommerce in Portugal 2019" provides a comprehensive overview of the Portuguese eCommerce market, which can be relevant for understanding your (potential) customers, strategic business development, e.g., when assessing potential target markets, or for benchmarking your store against the market, its leaders, or fast-growing competitors.

It depicts significant and comprehensive data about

- Portuguese online shoppers, providing detailed insights about their shopping interests, attitudes, and shopping patterns
- the Portuguese eCommerce market, including revenue developments and forecasts, insights into market concentration and sales channels, and extensive KPI analyses
- the competitive landscape in the Portuguese eCommerce market with key facts about the top players, profound category analyses, and a full list of the Portuguese top 100 stores

Our research has resulted in more than 55 slides on the Portuguese eCommerce market.

Data sources and background

The analysis in this report is based on exclusive data from ecommerceDB.com, the Statista Digital Market Outlook, and the 2019 Statista Global Consumer Survey.

ecommerceDB.com gives insights into more than 20,000 online stores in 50 countries, including detailed revenue analytics, competitor analyses, market development, SEA budget, and interesting KPIs.

The Statista Digital Market Outlook presents up-to-date figures on markets of the digital economy and is available for 150 countries.

The Statista Global Consumer Survey gives insights into the minds of more than 700,000 consumers in 55 countries. It is an international survey that covers more than 6,500 brands across 55 different countries.

You can find a detailed definition of eCommerce revenues and net sales, which are shown in this report, in the Appendix.

Content

01 Introduction

- Facts about Portuguese eCommerce
- Country snapshot: Portugal
- Definitions and methodology

02 Portuguese consumers

- Online shopper characteristics
- Online behavior
- Online shopping

03 The Portuguese eCommerce market

- Market size
- Market structure
- KPI analysis

04 Portuguese stores: top 100 analysis

- Portuguese top stores
- Category insights
- Top 100 ranking

05 Appendix



Introduction

This chapter summarizes the key findings of this report, provides general information about the country, and briefly describes the methodology.

- Facts about Portuguese eCommerce
- Country snapshot: Portugal
- Definitions and methodology

Facts about Portuguese eCommerce: key findings



Consumers

7 million

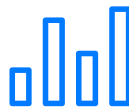
eCommerce users in
2019

65%

eCommerce
penetration

72%

Internet
penetration



Market

US\$3bn

Net sales in
Portuguese
eCommerce in 2018

9%

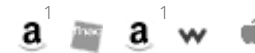
CAGR
Portuguese net sales
2018-2023

Fashion

Biggest category by
Portuguese net sales



Stores



Top 5 Portuguese online
stores by net sales

12%

Market share of the top
5 stores in total
Portuguese eCommerce



Portuguese consumers

This chapter describes the specifics of Portuguese online shoppers and provides detailed insights about their shopping interests, attitudes, and shopping patterns. It includes comparisons with the UK, the biggest eCommerce market in Europe.

- Online shopper characteristics
- Online behavior
- Online shopping

The Portuguese online shopper

by António

Online shopper characteristics

- 1. The online shopper is a young person, with an average age of 35.
- 2. The online shopper is a woman (50% of the population).

Online search

- 1. Search for the right product is the most common online shopping activity.
- 2. Search for the right product is the most common online shopping activity.

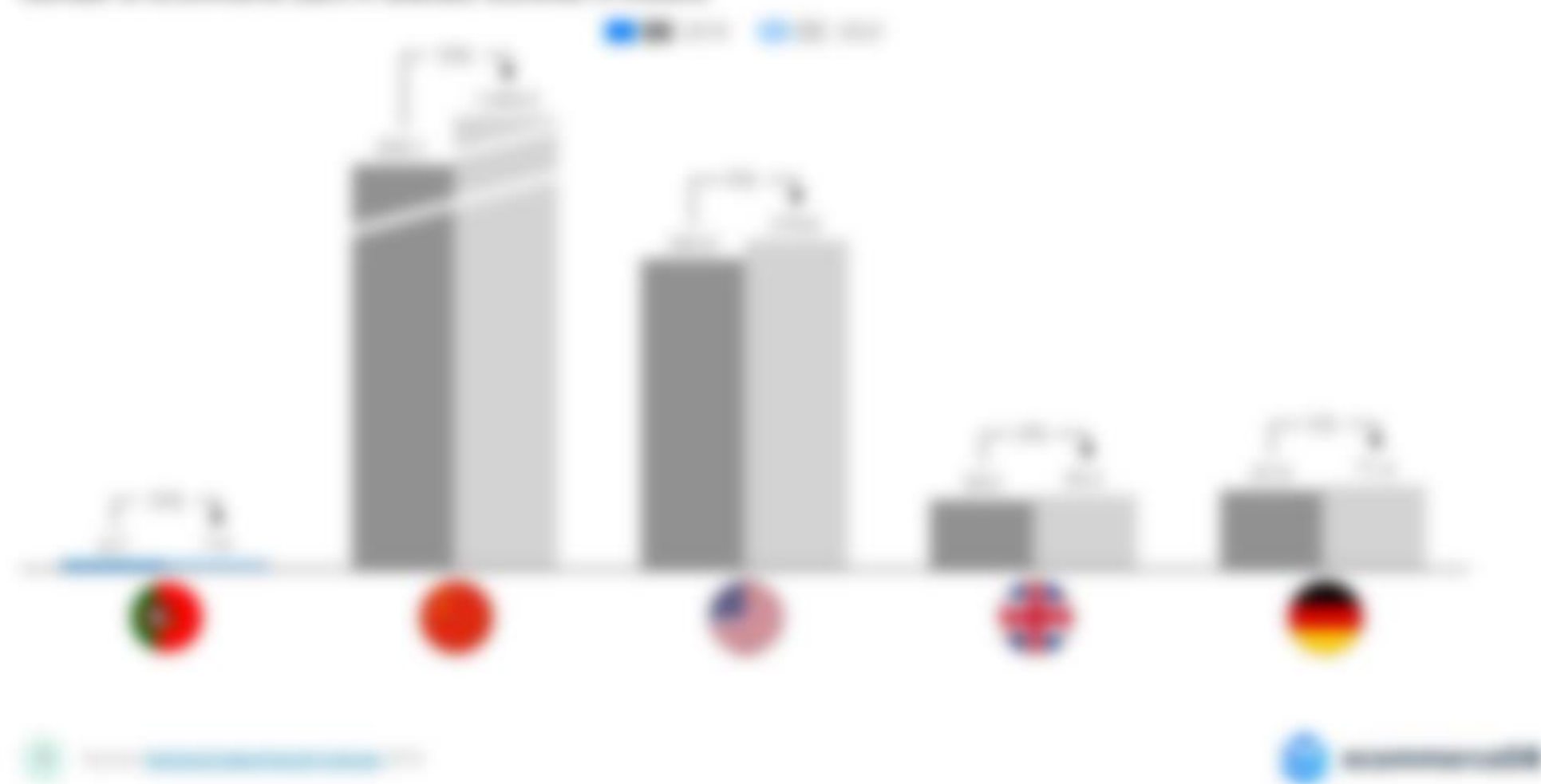
Online shopping

- 1. The online shopper is a woman (50% of the population).
- 2. Search for the right product is the most common online shopping activity.
- 3. Search for the right product is the most common online shopping activity.

The number of eCommerce users is expected to grow by 10% to 7.4 million users in Portugal until 2023

Source: Statista, "E-commerce in Portugal 2022-2023"

Number of eCommerce users in selected countries in millions



36% of Portuguese online shoppers have a high household income

Online shoppers' demographic characteristics

Gender

Female Male

Age

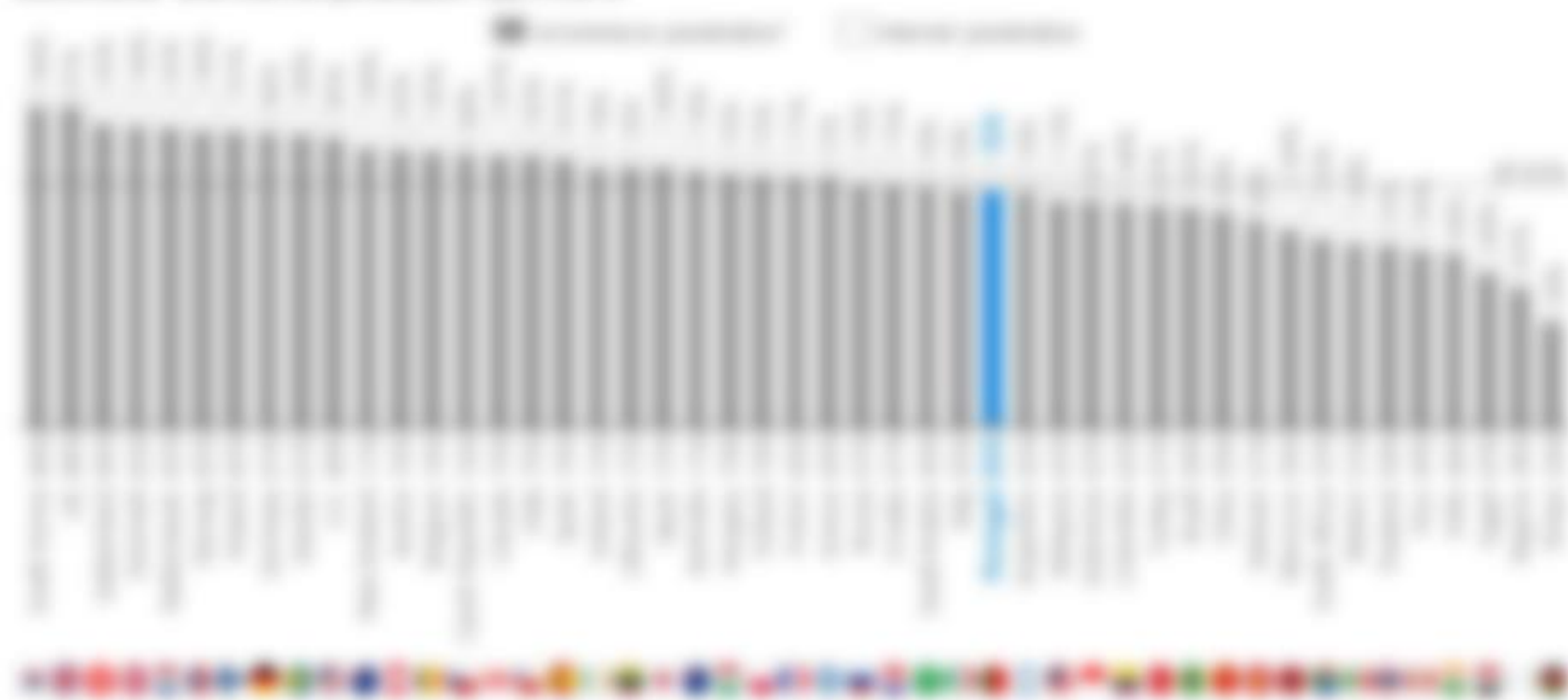
18-24 25-34 35-44 45-54 55+



Portugal ranks 30th regarding eCommerce penetration: 65% of the Portuguese population are shopping online

Source: eMarketer, 2019

Estimated* and observed penetration rates in 2019



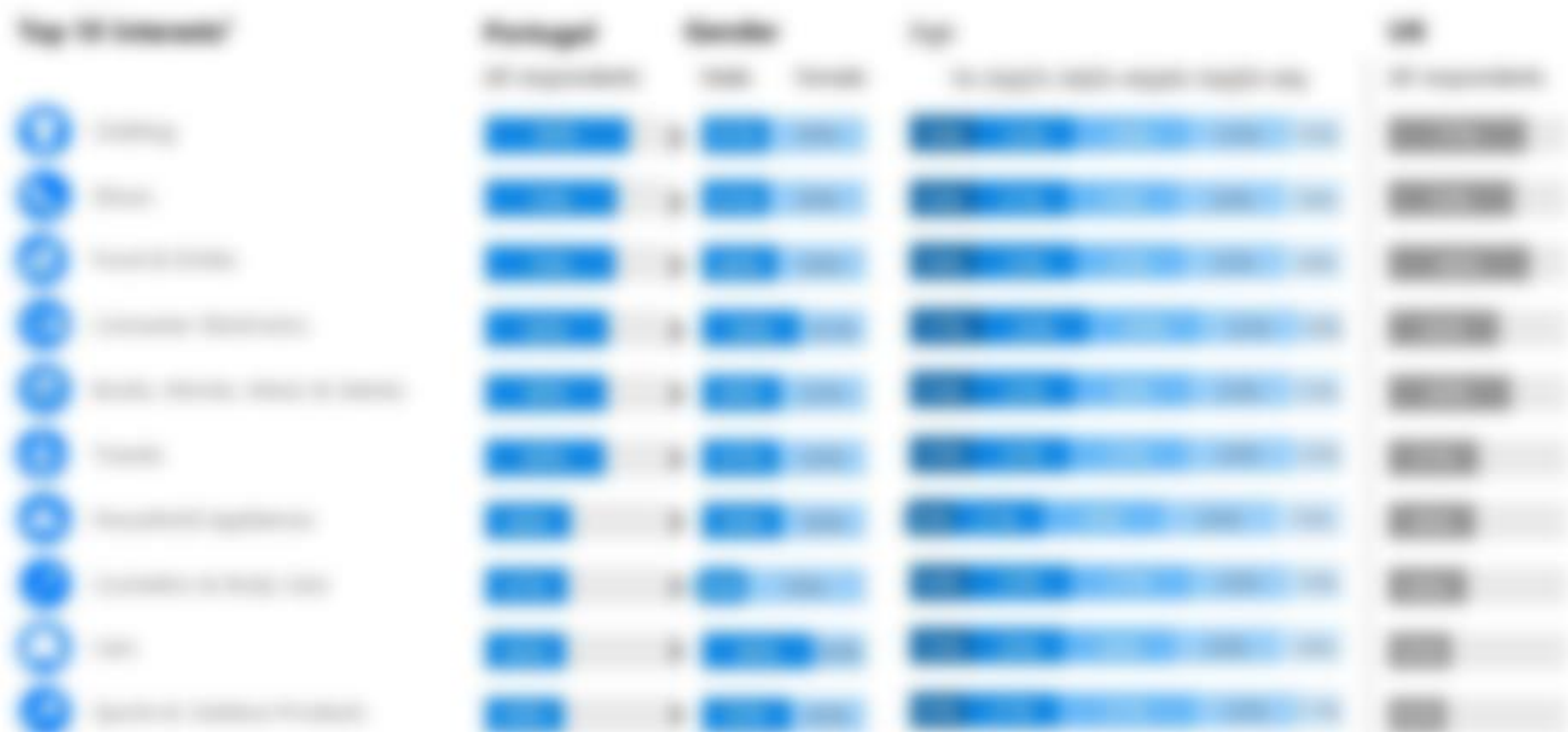
*Estimated penetration rates are based on the observed penetration rates of the top 10 countries in the world, adjusted for the country's population size.

Source: eMarketer, 2019

eMarketer

The top 3 interests of Portuguese online shoppers are Clothing, Shoes, and Food & Drinks

Online shoppers' interest in product categories



78% of Portuguese online shoppers research online when planning a major purchase

Online shopping attitudes

Agreement with statements

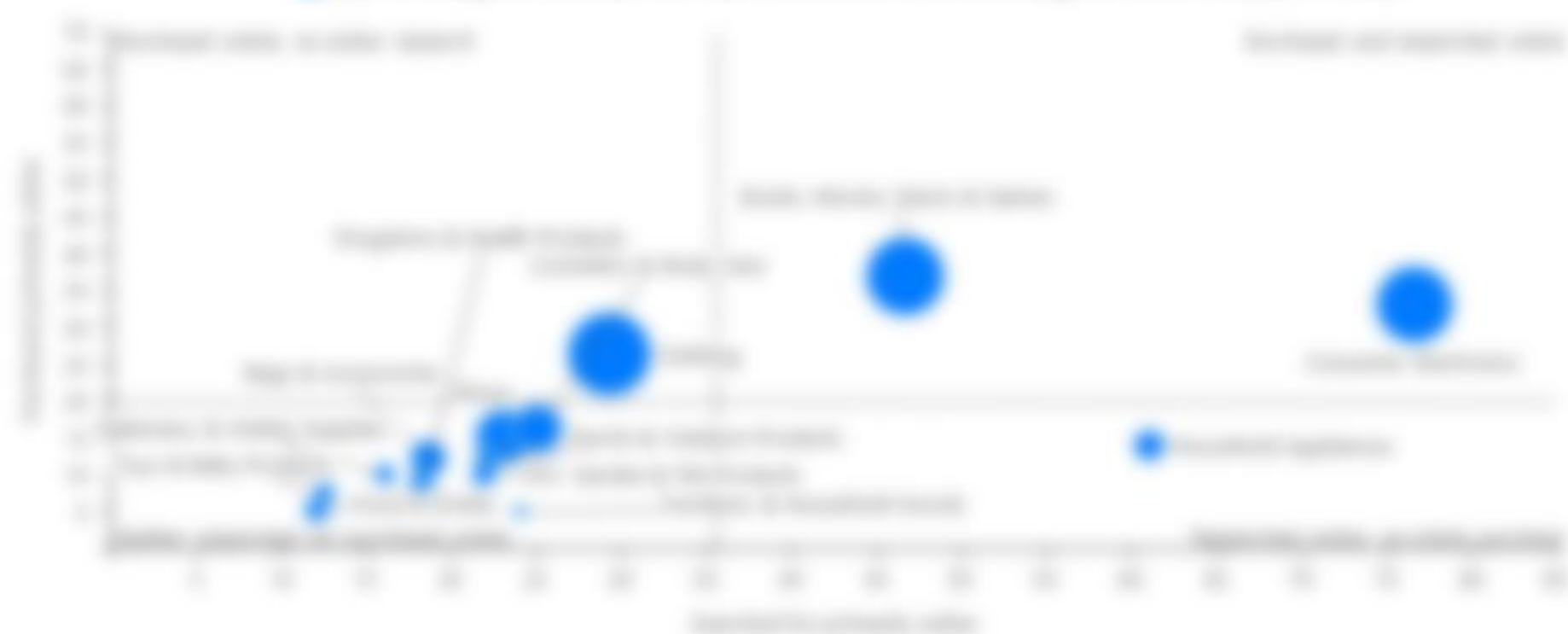


Consumer Electronics and Books, Movies, Music & Games are mainly searched for and bought online

Source: Shopping behaviour survey

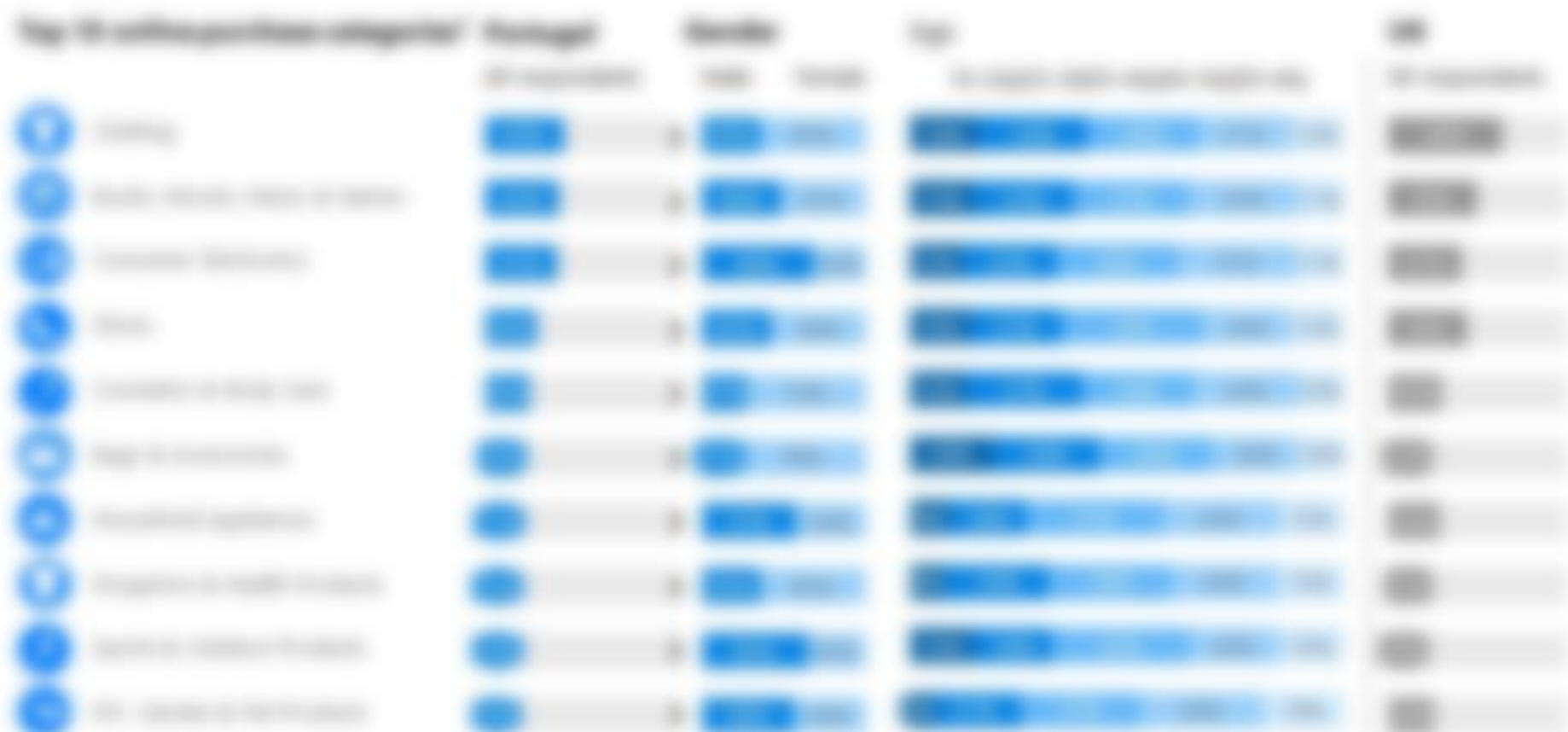
Note: All categories mentioned also primarily search for and purchase a product online in %

● All categories mentioned also have a higher share than their category value in the total population



Clothing and Books, Movies, Music & Games are the main categories for online shopping in Portugal

Online shopping by category





The Portuguese eCommerce market

This chapter contains an in-depth analysis of the Portuguese eCommerce market and draws international comparisons. It shows revenue developments and forecasts, insights into market concentration and sales channels, and extensive KPI analysis, e.g. payment and shipping methods.

- Market size
- Market structure
- KPI analysis

The Portuguese eCommerce market overview

Key findings

Context

Market overview

Development of the Portuguese market



Key findings

- The Portuguese eCommerce market is expected to grow by 10% in 2021, reaching 19.8 billion EUR.
- The market is dominated by the retail sector, which accounts for 80% of the total market.
- The market is highly competitive, with a large number of players.

Market segmentation



- The retail sector is the largest segment, accounting for 80% of the total market.
- The market is dominated by the retail sector, which accounts for 80% of the total market.
- The market is highly competitive, with a large number of players.

Market segmentation by product type



- The retail sector is the largest segment, accounting for 80% of the total market.
- The market is dominated by the retail sector, which accounts for 80% of the total market.
- The market is highly competitive, with a large number of players.

Market segmentation by distribution channel



- The retail sector is the largest segment, accounting for 80% of the total market.
- The market is dominated by the retail sector, which accounts for 80% of the total market.
- The market is highly competitive, with a large number of players.

Market segmentation by device

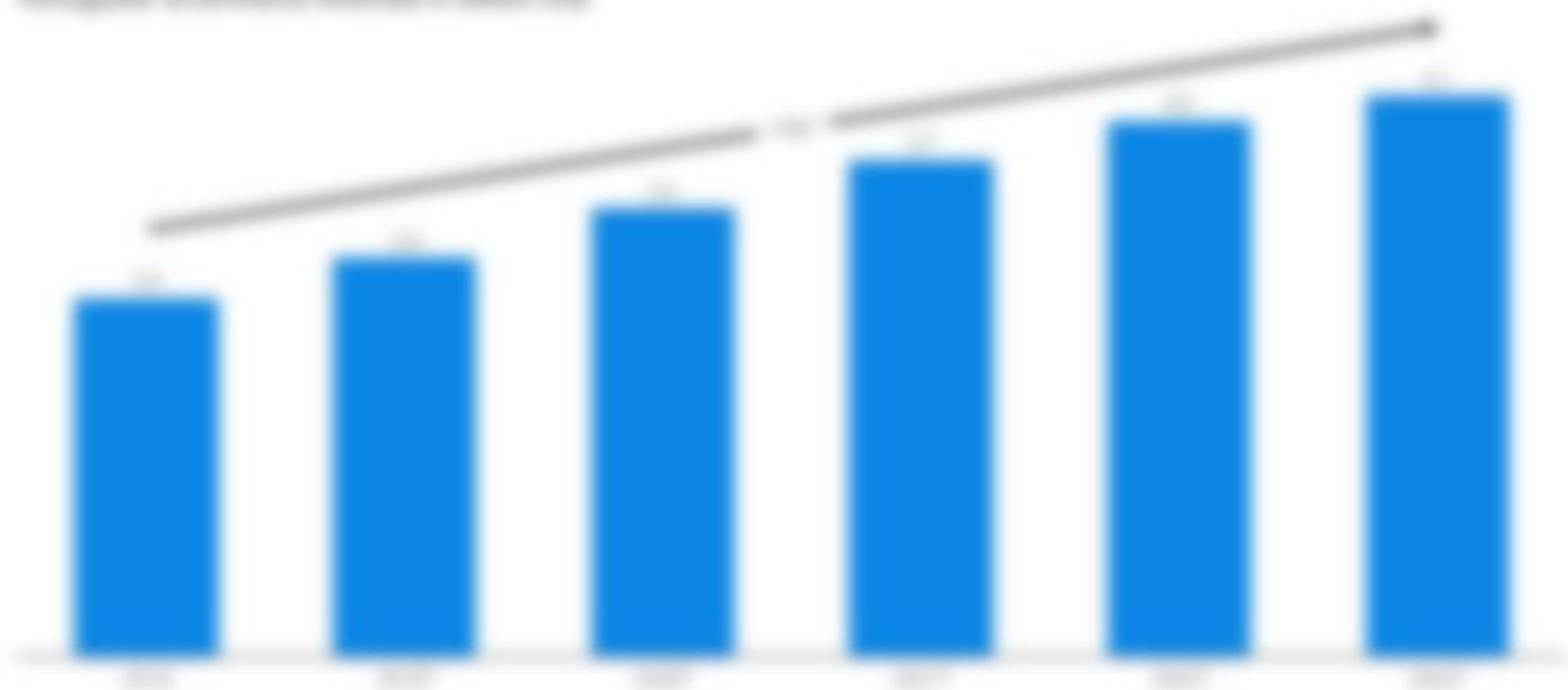


- The retail sector is the largest segment, accounting for 80% of the total market.
- The market is dominated by the retail sector, which accounts for 80% of the total market.
- The market is highly competitive, with a large number of players.

The Portuguese eCommerce market is growing 9% per year on average, reaching US\$4.1 billion in 2023

Source: eMarketer, Statista

Portuguese eCommerce revenue in billion USD



With US\$861 million, Fashion is the largest category in Portuguese eCommerce in 2018

Report by eCometer Ltd.

Portuguese eCommerce revenue in 2018 (million USD)



With a CAGR of almost 12%, Furniture & Appliances is the fastest growing eCommerce category in Portugal

Report by: [eCommerce Portugal](#)

Net sales growth in %



With US\$715 billion, China was undisputedly the biggest eCommerce market in 2018

Source: Statista, based on data from Statista

Estimated eCommerce sales in billion US dollars

2018 2019 2020 (forecast)



1. In 2018, the global eCommerce sales were estimated at 1.1 trillion US dollars.

2. China was the biggest eCommerce market in 2018, with sales of 715 billion US dollars.

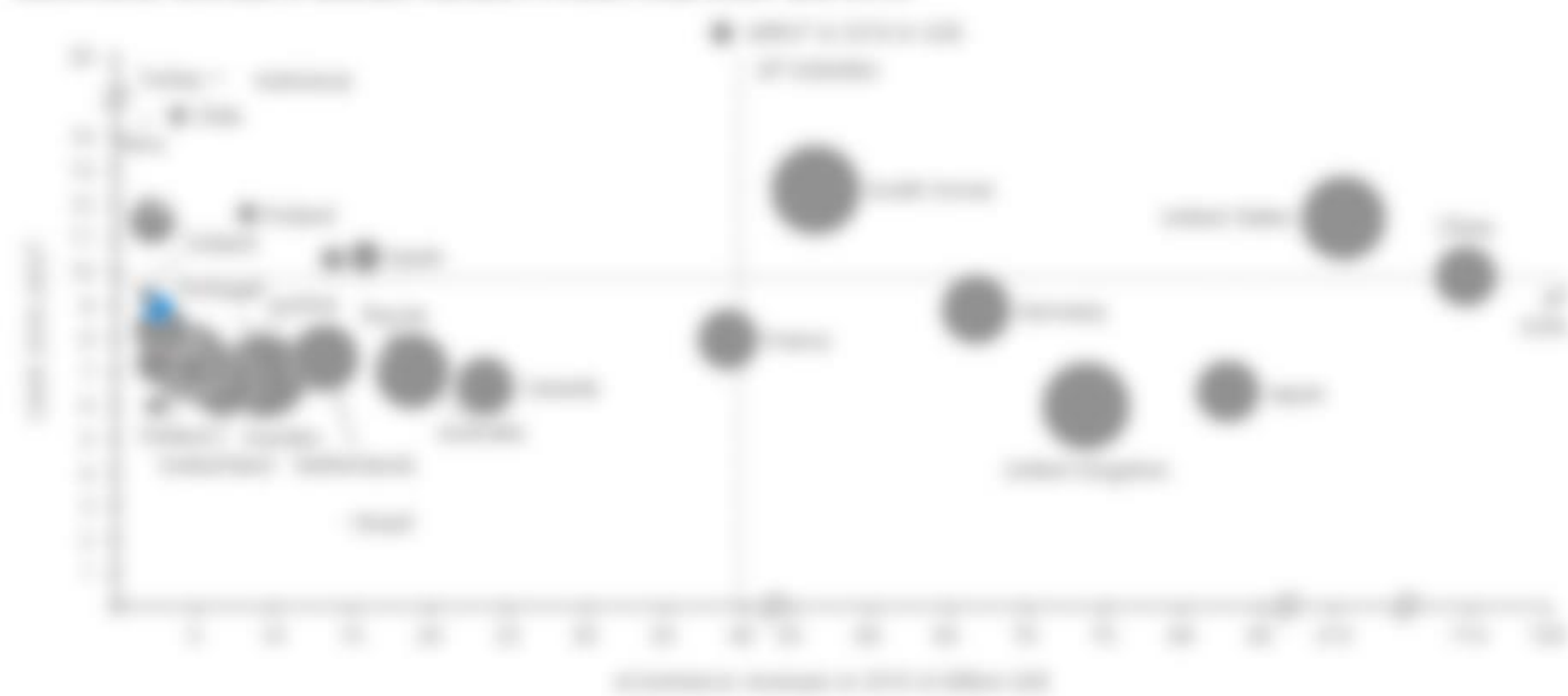
3. The second biggest eCommerce market was the US, with sales of 400 billion US dollars.

4. India was the third biggest eCommerce market in 2018, with sales of 150 billion US dollars. The forecast for 2019 and 2020 shows a strong growth in the Indian eCommerce market.

China and the U.S. are the largest markets, but Turkey and Indonesia outperform them in terms of growth

Source: IMF, World Economic Outlook (2022)

Scatter plot showing the relationship between GDP (in billion USD) on the X-axis and GDP growth rate (%) on the Y-axis.



The top 5 Portuguese stores account for 12% net sales

Source: Commercial Market Observatory

Portuguese commercial market share in 15 and net sales in million euros (2018)



Consumer Electronics has the highest online share of all Portuguese categories

Source: eMarketer, online share based on estimated retail trading

Comparison of online share to highest and lowest share in 2019



In terms of numbers, 40% of the top 100 Portuguese stores are pure players – 28% in terms of sales

Source: Euromonitor International

Distribution of online pure players in selected countries



Key findings

- 1. In terms of numbers, the Portuguese online market is still very young in terms of pure players.
- 2. In terms of sales, the Portuguese online market is still very young in terms of pure players.
- 3. In terms of sales, the Portuguese online market is still very young in terms of pure players.
- 4. In terms of sales, the Portuguese online market is still very young in terms of pure players.
- 5. In terms of sales, the Portuguese online market is still very young in terms of pure players.

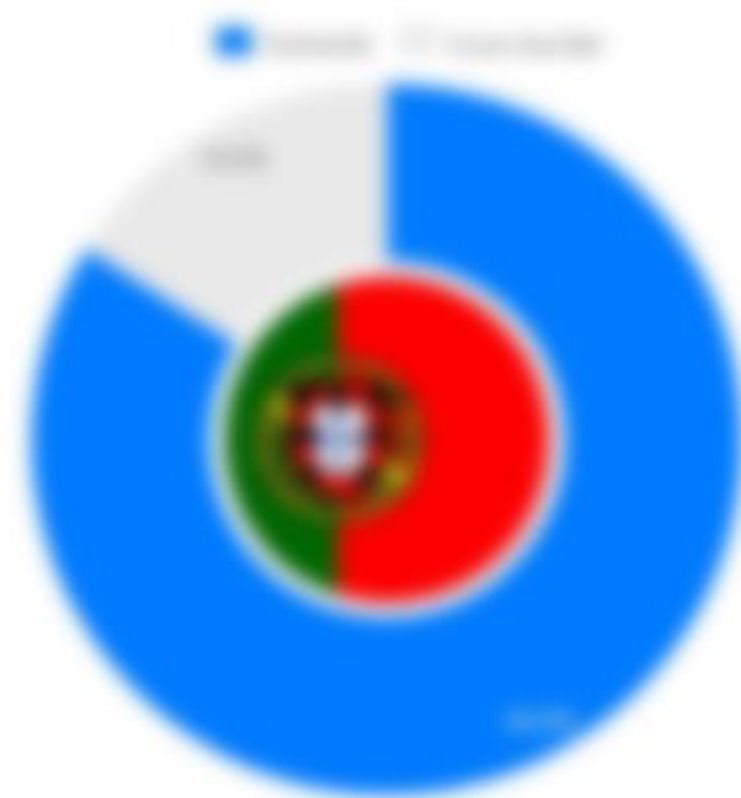
Outlook

- 1. The Portuguese online market is still very young in terms of pure players.
- 2. The Portuguese online market is still very young in terms of pure players.
- 3. The Portuguese online market is still very young in terms of pure players.

Cross-border sales constitute 16% of Portuguese eCommerce net sales

Source: Portuguese Information Observatory of eSales

Structure of Portuguese cross-border net sales in B2C



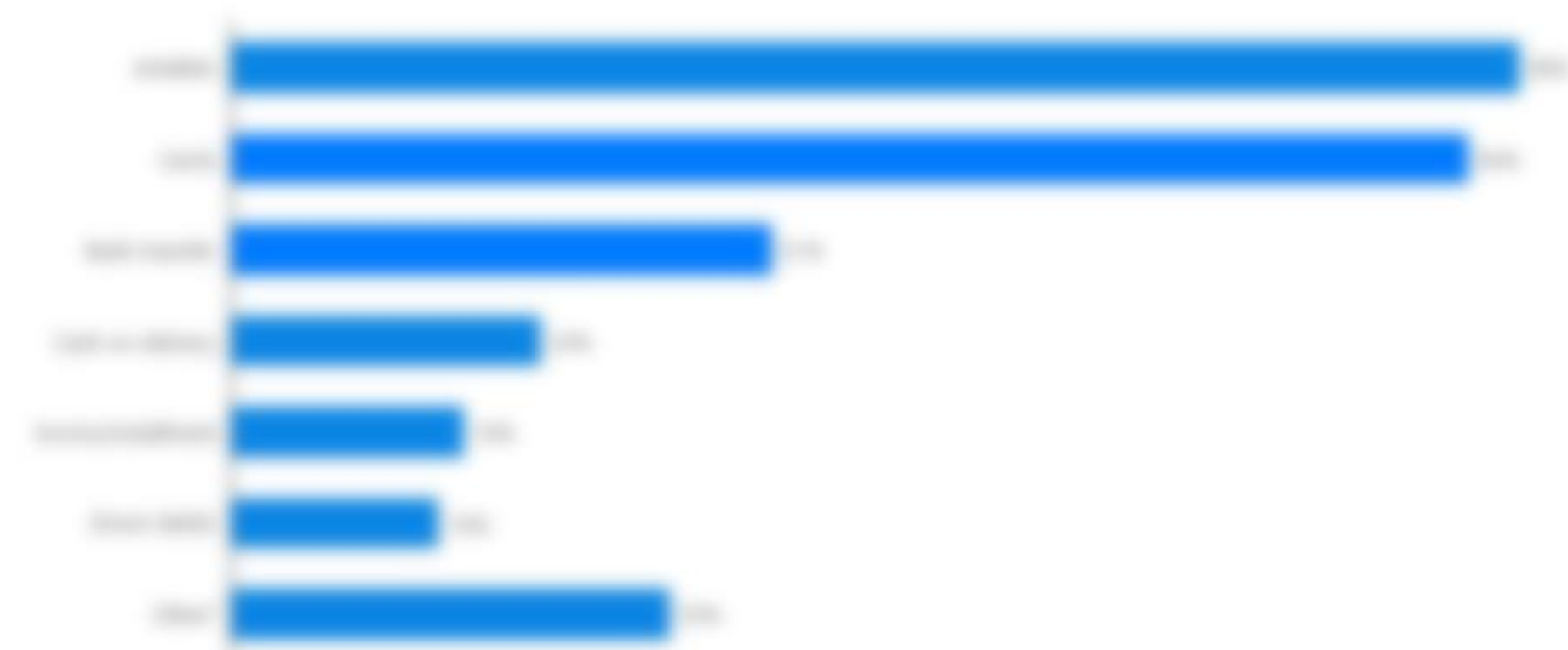
Definitions & assumptions

1. Cross-border sales include sales originating in the territory of the seller and destined to the territory of the buyer.
2. Domestic sales include sales originating in the territory of the seller and destined to the territory of the seller.
3. Other sales include sales originating in the territory of the seller and destined to the territory of the seller.
4. Cross-border sales include sales originating in the territory of the seller and destined to the territory of the buyer, regardless of the type of sale (B2C or B2B).
5. Domestic sales include sales originating in the territory of the seller and destined to the territory of the seller, regardless of the type of sale (B2C or B2B).

eWallets are the most common payment method offered by the top 100 Portuguese online stores

20th January 2020 | 10:00 AM

How often do the top 100 Portuguese online stores offer at least one payment method belonging to the following category?



Nearly every store offers payment by card - PayPal is offered by 64% Portuguese stores

© 2019 Statista. All rights reserved.

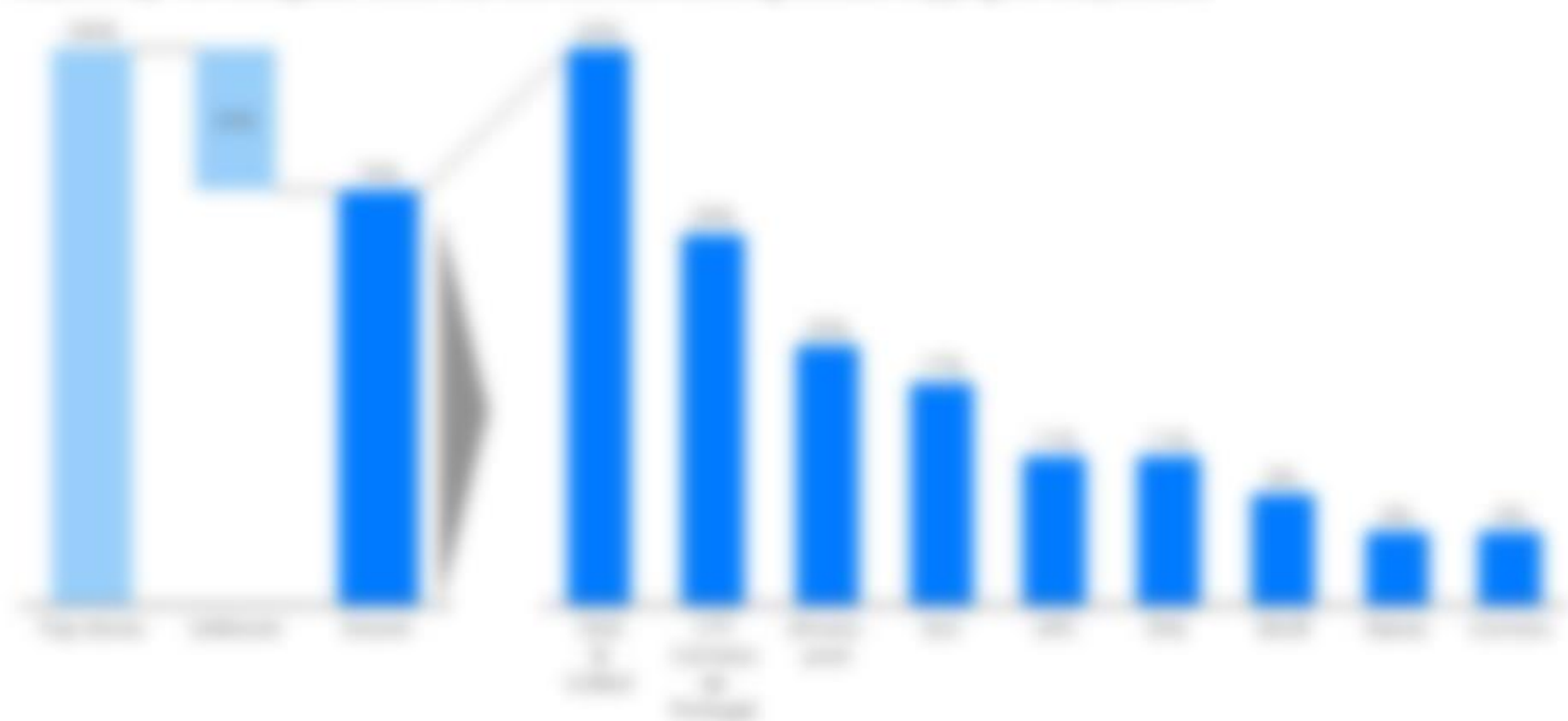
How often do Portuguese stores that offer the following selected payment methods?



The top shipping provider of the top 100 Portuguese online stores is Click & Collect

by [eCommerce Shipping](#) on 2020-09-01

How many top 100 Portuguese stores that work with the following selected shipping services provider?



When it comes to social media, Portuguese online stores mainly use Facebook

by [Eduardo Sousa](#) and [Nuno Mendes](#) 12/12/2018

Share of Portuguese stores that use social media networks

Survey from 2018



Source: [E-commerce in Portugal 2018](#), by [Statista](#). The survey was conducted between October and November 2018, among 1,000 Portuguese online stores. The results are presented in percentage points.

With 90%, stores offering Food & Personal Care have the highest percentage of social media use

© 2019 Nielsen. All rights reserved.

Share of respondents who use social media to research products

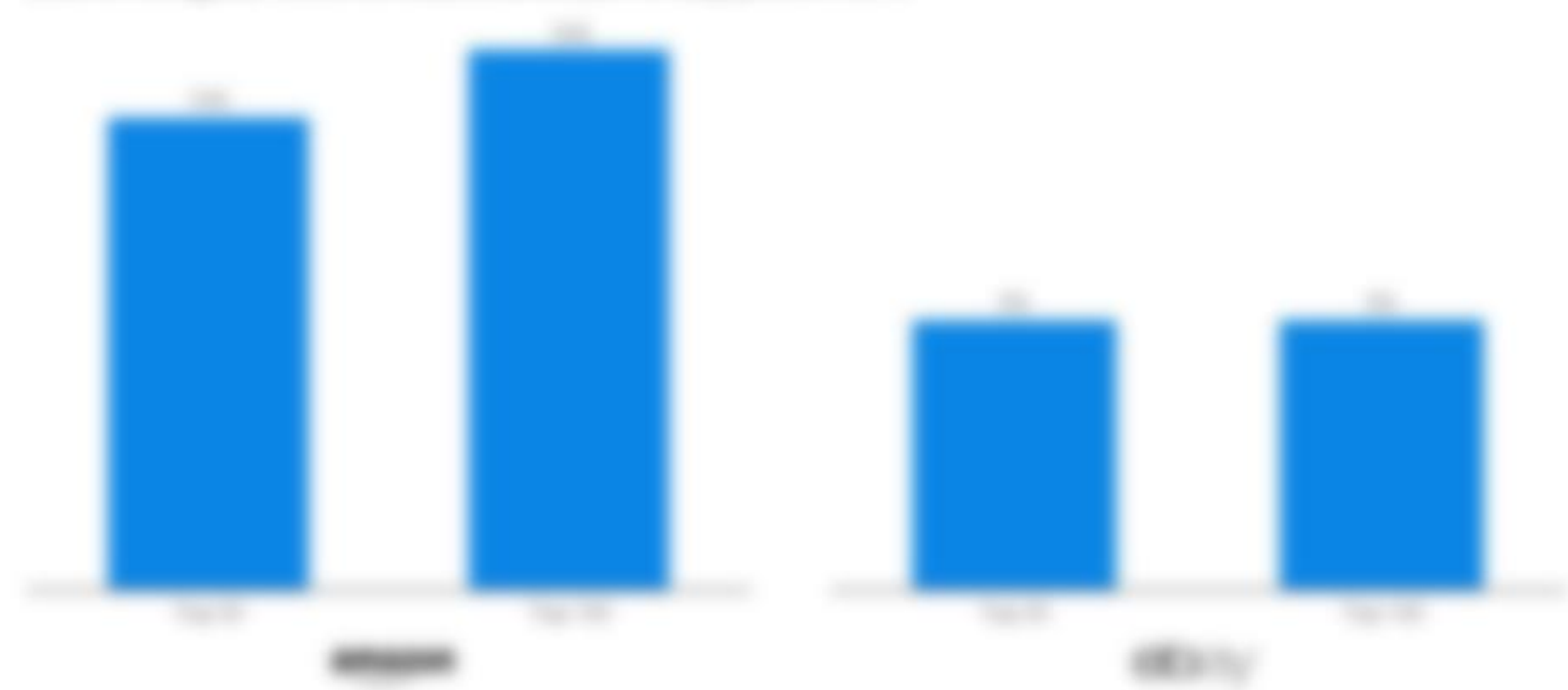
Food & Personal Care | Home Improvement | Electronics | Health & Wellness | Beauty & Skincare



Very few of the Portuguese top 100 stores also offer a marketplace shop on amazon or ebay

by [Thomas H. Davenport](#)

Share of Portuguese stores with additional shops on other platforms in 2019



Salesforce Commerce Cloud is the shop software most frequently used by the top 100 Portuguese stores

2023-2024

Distribution of selected shop software used by Portuguese stores in 2023



Methodology: Data collected from the top 100 Portuguese stores, based on their 2023 sales volume. The chart shows the percentage of stores using each software solution. The data is based on the stores' own reports.



Portuguese stores: top 100 analysis

This chapter gives an overview of the player landscape in the Portuguese eCommerce market: It includes key facts, the top players, profound category analyses, and a full list of the Portuguese top 100.

- Portuguese top stores
- Category insights
- Top 100 ranking

Amazon.com heads the list of the top 10 Portuguese stores

Portuguese top stores by 2019 sales by category



On average, Portuguese top stores achieved a year-over-year growth of 15% in 2019

Portuguese top stores: sales and growth

Net sales in the Portuguese market and growth strategy: 100 Portuguese stores in 2019



When it comes to the top 5 Portuguese categories, amazon.com is among top 5 in 3 out of 5 categories

Source: Statista, based on data from 2019

Top 5 categories by sales volume in 2019

(*) Portuguese market share in the respective category in 2019 (%)

Amazon	Walmart	Allegro	Amazon	Amazon
Electronics	Electronics	Electronics	Electronics	Electronics
Books	Books	Books	Books	Books
Home & Garden	Home & Garden	Home & Garden	Home & Garden	Home & Garden
Health & Beauty	Health & Beauty	Health & Beauty	Health & Beauty	Health & Beauty
Food & Drink	Food & Drink	Food & Drink	Food & Drink	Food & Drink

The comparison of Portuguese categories shows that most of the sales are in the most concentrated categories in Portugal, with Amazon being the most represented category in Portugal.

Portuguese Fashion: adidas.pt leads in terms of growth while zara.com is the largest player

Portuguese Electronics & Media: castroelectronicapt leads in terms of growth

castroelectronicapt | 10/05/2023 | 10:00

Key data on the Portuguese Electronics & Media market and growth of the top Portuguese Electronics & Media companies through 2022

Castroelectronicapt | Electronics & Media in the most recent segment | 10 most recent segments with highest sales volume



Portuguese Toys, Hobby & DIY: castroelectronicapt leads in terms of growth

Revised 11/15/2014. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage or retrieval system, without prior written permission from the publisher.

Portuguese Furniture & Appliances:
castroelectronicapt leads in terms of growth

See also in the Handbook: *aggressive market and growth*; *antitrust*; *Handbook of antitrust and competition law*.

Portuguese Food & Personal Care: lookfantastic.pt leads in terms of growth

Reprints: 100 copies for \$100; 250 copies for \$250; 500 copies for \$500; 1,000 copies for \$1,000. All prices include postage and handling charges. Payment in advance is required. Please allow 4-6 weeks for delivery.

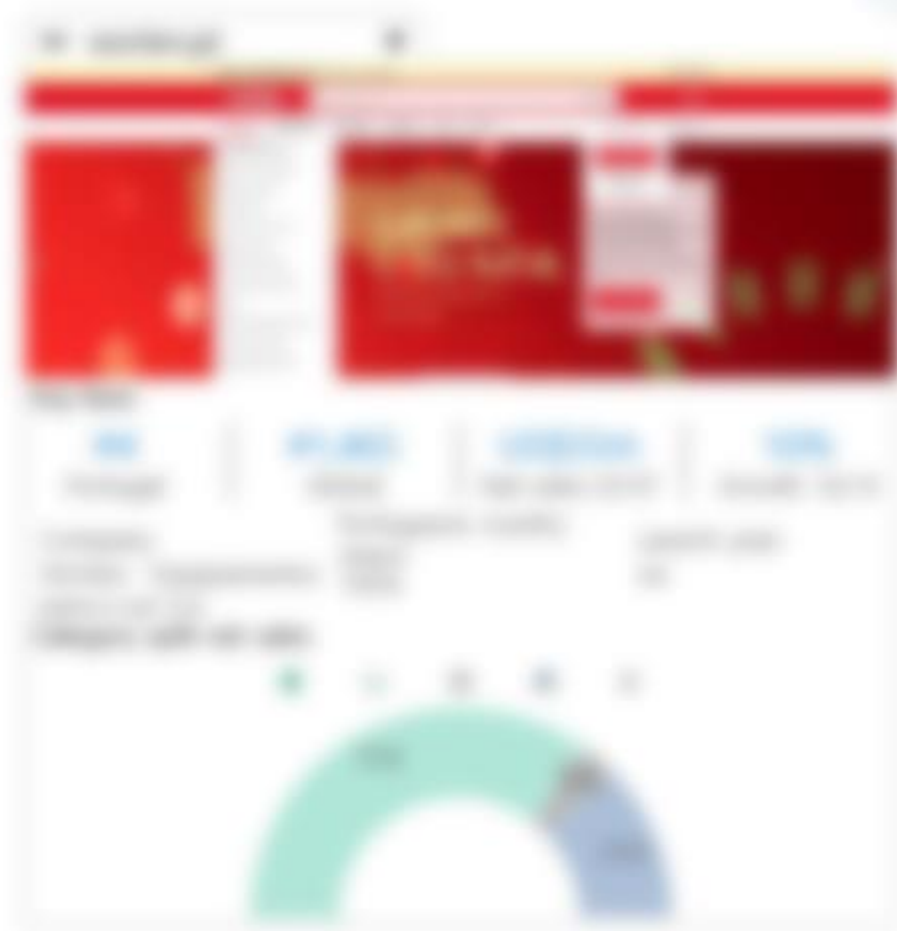
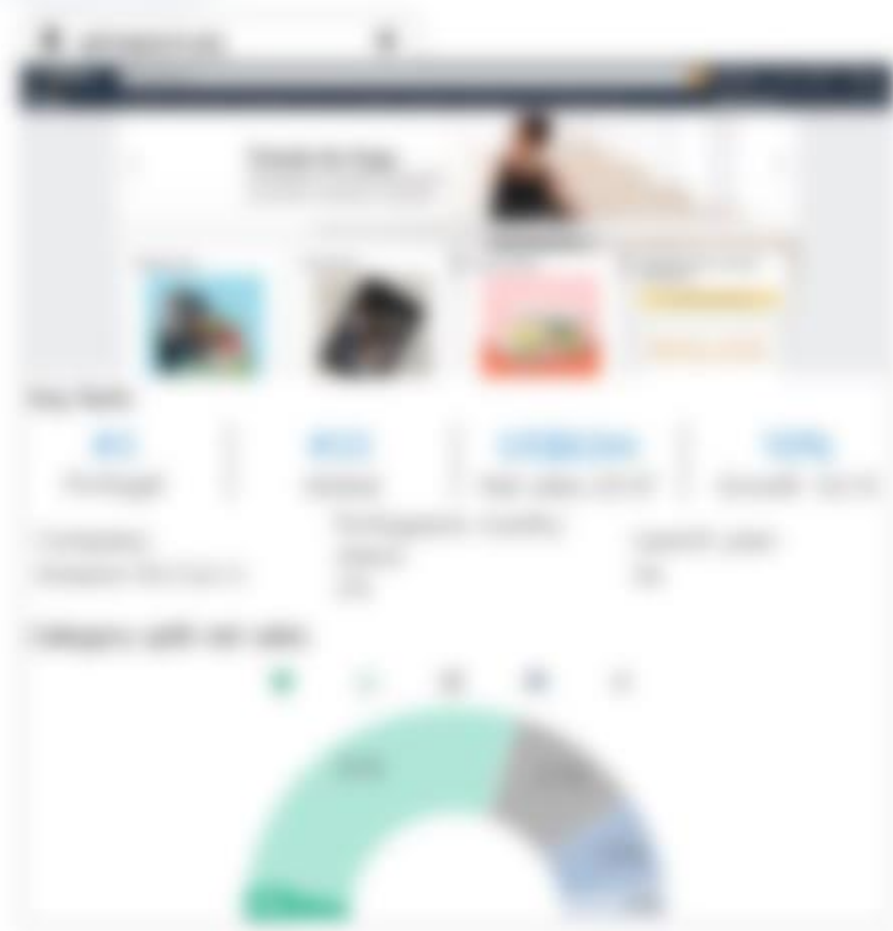
Store profiles for amazon.com and fnac.pt

For full working files, go to [source profile code](#)



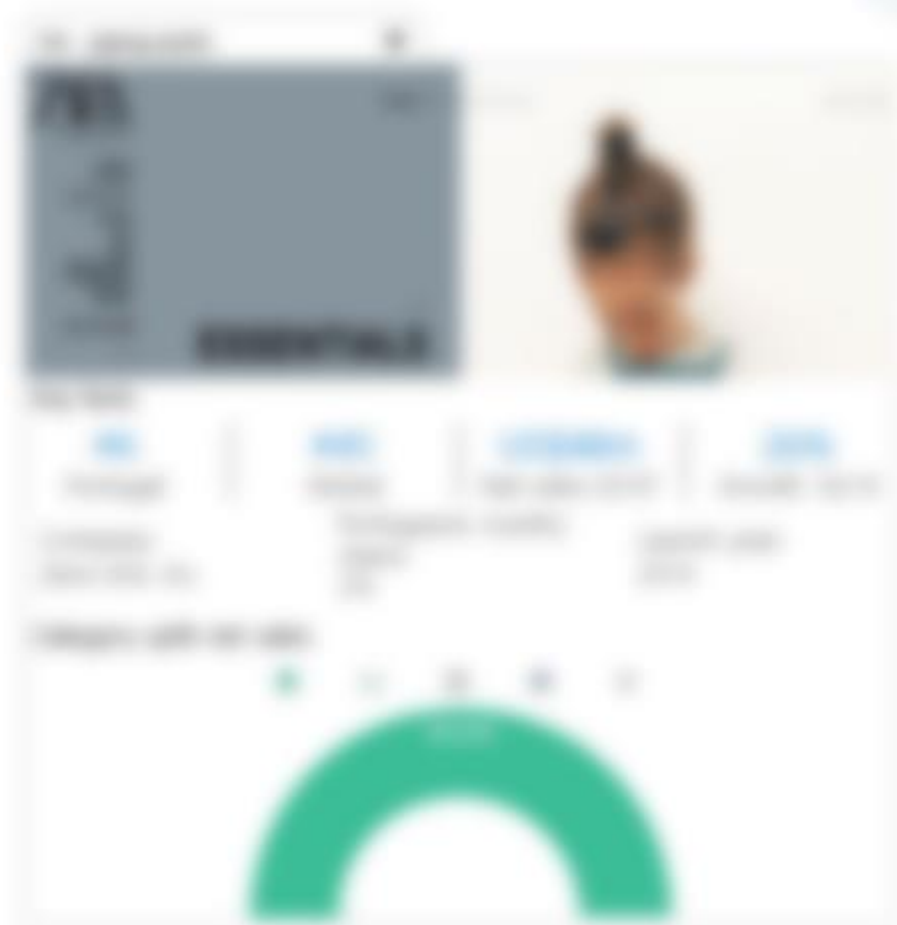
Store profiles for amazon.es and Worten.pt

For full working files, go to [www.worten.pt](#)



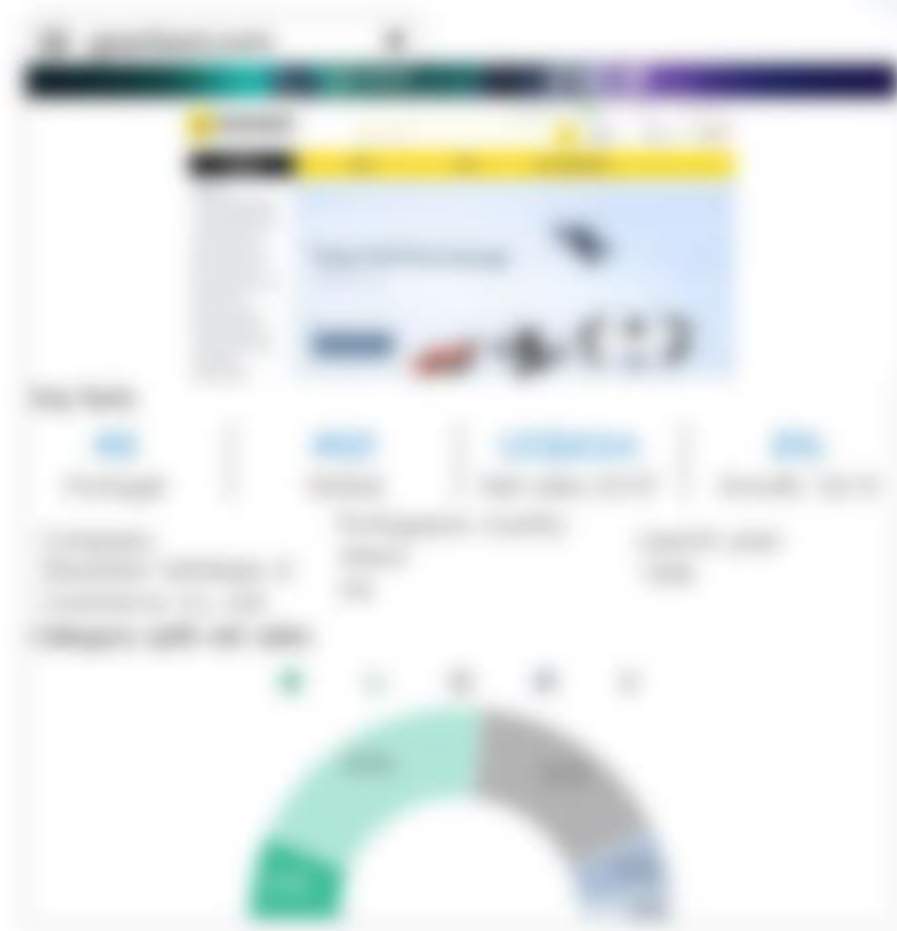
Store profiles for apple.com and zara.com

For full working app, visit <https://www.store-profiles.com>



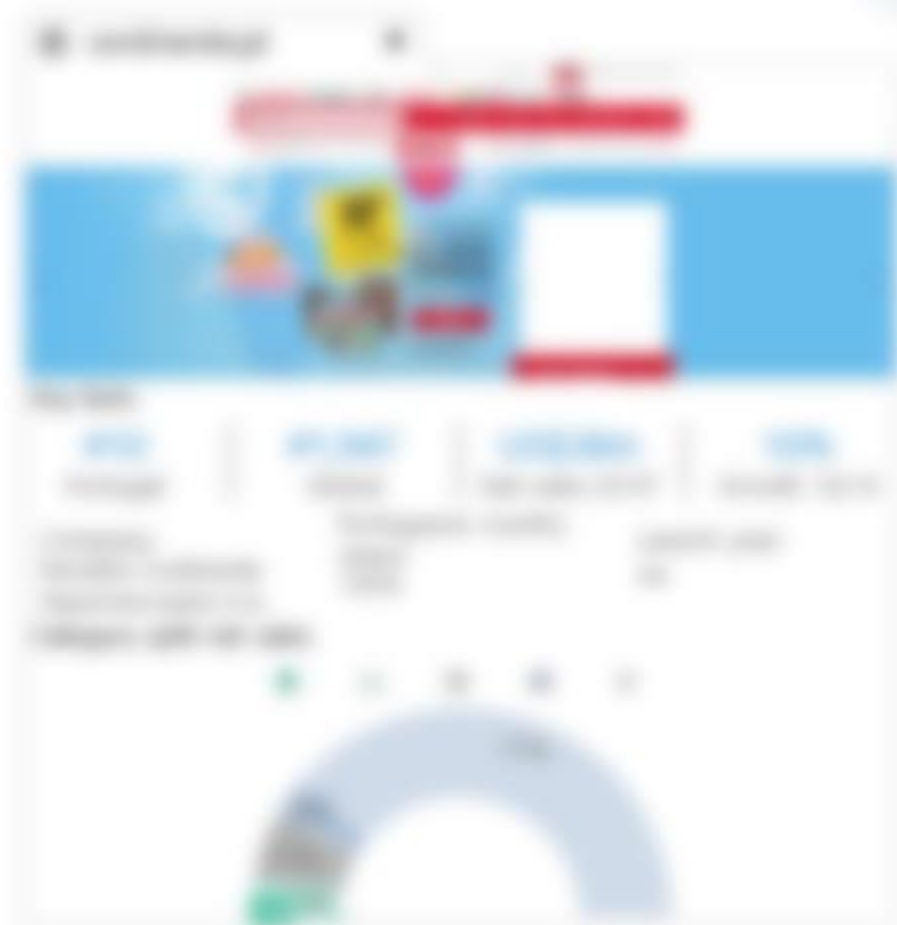
Store profiles for amazon.co.uk and gearbest.com

by 101 working for 10 years (with 100)



Store profiles for laredoute.pt and continente.pt

by 100 working days - 10 store profiles only



Top 100 online stores by net sales in Portugal 2018

Top 100 ranking (2018-11-01)

Rank	Store	Net sales (€)
1	Amazon	1.234.567.890
2	Worten	987.654.321
3	Neto	876.543.210
4	Continente	765.432.109
5	Aldeias	654.321.098
6	Neto	543.210.987
7	Neto	432.109.876
8	Neto	321.098.765
9	Neto	210.987.654
10	Neto	109.876.543
11	Neto	98.765.432
12	Neto	87.654.321
13	Neto	76.543.210
14	Neto	65.432.109
15	Neto	54.321.098
16	Neto	43.210.987
17	Neto	32.109.876
18	Neto	21.098.765
19	Neto	10.987.654
20	Neto	9.876.543
21	Neto	8.765.432
22	Neto	7.654.321
23	Neto	6.543.210
24	Neto	5.432.109
25	Neto	4.321.098
26	Neto	3.210.987
27	Neto	2.109.876
28	Neto	1.098.765
29	Neto	987.654
30	Neto	876.543
31	Neto	765.432
32	Neto	654.321
33	Neto	543.210
34	Neto	432.109
35	Neto	321.098
36	Neto	210.987
37	Neto	109.876
38	Neto	98.765
39	Neto	87.654
40	Neto	76.543
41	Neto	65.432
42	Neto	54.321
43	Neto	43.210
44	Neto	32.109
45	Neto	21.098
46	Neto	10.987
47	Neto	9.876
48	Neto	8.765
49	Neto	7.654
50	Neto	6.543
51	Neto	5.432
52	Neto	4.321
53	Neto	3.210
54	Neto	2.109
55	Neto	1.098
56	Neto	987
57	Neto	876
58	Neto	765
59	Neto	654
60	Neto	543
61	Neto	432
62	Neto	321
63	Neto	210
64	Neto	109
65	Neto	98
66	Neto	87
67	Neto	76
68	Neto	65
69	Neto	54
70	Neto	43
71	Neto	32
72	Neto	21
73	Neto	10
74	Neto	9
75	Neto	8
76	Neto	7
77	Neto	6
78	Neto	5
79	Neto	4
80	Neto	3
81	Neto	2
82	Neto	1
83	Neto	0
84	Neto	0
85	Neto	0
86	Neto	0
87	Neto	0
88	Neto	0
89	Neto	0
90	Neto	0
91	Neto	0
92	Neto	0
93	Neto	0
94	Neto	0
95	Neto	0
96	Neto	0
97	Neto	0
98	Neto	0
99	Neto	0
100	Neto	0

Rank	Store	Net sales (€)
1	Amazon	1.234.567.890
2	Worten	987.654.321
3	Neto	876.543.210
4	Continente	765.432.109
5	Aldeias	654.321.098
6	Neto	543.210.987
7	Neto	432.109.876
8	Neto	321.098.765
9	Neto	210.987.654
10	Neto	109.876.543
11	Neto	98.765.432
12	Neto	87.654.321
13	Neto	76.543.210
14	Neto	65.432.109
15	Neto	54.321.098
16	Neto	43.210.987
17	Neto	32.109.876
18	Neto	21.098.765
19	Neto	10.987.654
20	Neto	9.876.543
21	Neto	8.765.432
22	Neto	7.654.321
23	Neto	6.543.210
24	Neto	5.432.109
25	Neto	4.321.098
26	Neto	3.210.987
27	Neto	2.109.876
28	Neto	1.098.765
29	Neto	987.654
30	Neto	876.543
31	Neto	765.432
32	Neto	654.321
33	Neto	543.210
34	Neto	432.109
35	Neto	321.098
36	Neto	210.987
37	Neto	109.876
38	Neto	98.765
39	Neto	87.654
40	Neto	76.543
41	Neto	65.432
42	Neto	54.321
43	Neto	43.210
44	Neto	32.109
45	Neto	21.098
46	Neto	10.987
47	Neto	9.876
48	Neto	8.765
49	Neto	7.654
50	Neto	6.543
51	Neto	5.432
52	Neto	4.321
53	Neto	3.210
54	Neto	2.109
55	Neto	1.098
56	Neto	987
57	Neto	876
58	Neto	765
59	Neto	654
60	Neto	543
61	Neto	432
62	Neto	321
63	Neto	210
64	Neto	109
65	Neto	98
66	Neto	87
67	Neto	76
68	Neto	65
69	Neto	54
70	Neto	43
71	Neto	32
72	Neto	21
73	Neto	10
74	Neto	9
75	Neto	8
76	Neto	7
77	Neto	6
78	Neto	5
79	Neto	4
80	Neto	3
81	Neto	2
82	Neto	1
83	Neto	0
84	Neto	0
85	Neto	0
86	Neto	0
87	Neto	0
88	Neto	0
89	Neto	0
90	Neto	0
91	Neto	0
92	Neto	0
93	Neto	0
94	Neto	0
95	Neto	0
96	Neto	0
97	Neto	0
98	Neto	0
99	Neto	0
100	Neto	0

Top 100 online stores by net sales in Portugal 2018

Top 100 ranking based on 2018

Rank	Store	Net sales (€)
1	Amazon	1.200.000.000
2	Worten	800.000.000
3	Neto	750.000.000
4	Continente	700.000.000
5	Aldeias	650.000.000
6	Neto	600.000.000
7	Neto	550.000.000
8	Neto	500.000.000
9	Neto	450.000.000
10	Neto	400.000.000
11	Neto	350.000.000
12	Neto	300.000.000
13	Neto	250.000.000
14	Neto	200.000.000
15	Neto	150.000.000
16	Neto	100.000.000
17	Neto	90.000.000
18	Neto	80.000.000
19	Neto	70.000.000
20	Neto	60.000.000
21	Neto	50.000.000
22	Neto	40.000.000
23	Neto	30.000.000
24	Neto	20.000.000
25	Neto	15.000.000
26	Neto	10.000.000
27	Neto	9.000.000
28	Neto	8.000.000
29	Neto	7.000.000
30	Neto	6.000.000
31	Neto	5.000.000
32	Neto	4.000.000
33	Neto	3.000.000
34	Neto	2.000.000
35	Neto	1.500.000
36	Neto	1.000.000
37	Neto	900.000
38	Neto	800.000
39	Neto	700.000
40	Neto	600.000
41	Neto	500.000
42	Neto	400.000
43	Neto	300.000
44	Neto	200.000
45	Neto	150.000
46	Neto	100.000
47	Neto	90.000
48	Neto	80.000
49	Neto	70.000
50	Neto	60.000
51	Neto	50.000
52	Neto	40.000
53	Neto	30.000
54	Neto	20.000
55	Neto	15.000
56	Neto	10.000
57	Neto	9.000
58	Neto	8.000
59	Neto	7.000
60	Neto	6.000
61	Neto	5.000
62	Neto	4.000
63	Neto	3.000
64	Neto	2.000
65	Neto	1.500
66	Neto	1.000
67	Neto	900
68	Neto	800
69	Neto	700
70	Neto	600
71	Neto	500
72	Neto	400
73	Neto	300
74	Neto	200
75	Neto	150
76	Neto	100
77	Neto	90
78	Neto	80
79	Neto	70
80	Neto	60
81	Neto	50
82	Neto	40
83	Neto	30
84	Neto	20
85	Neto	15
86	Neto	10
87	Neto	9
88	Neto	8
89	Neto	7
90	Neto	6
91	Neto	5
92	Neto	4
93	Neto	3
94	Neto	2
95	Neto	1.5
96	Neto	1
97	Neto	0.9
98	Neto	0.8
99	Neto	0.7
100	Neto	0.6

Rank	Store	Net sales (€)
1	Amazon	1.200.000.000
2	Worten	800.000.000
3	Neto	750.000.000
4	Continente	700.000.000
5	Aldeias	650.000.000
6	Neto	600.000.000
7	Neto	550.000.000
8	Neto	500.000.000
9	Neto	450.000.000
10	Neto	400.000.000
11	Neto	350.000.000
12	Neto	300.000.000
13	Neto	250.000.000
14	Neto	200.000.000
15	Neto	150.000.000
16	Neto	100.000.000
17	Neto	90.000.000
18	Neto	80.000.000
19	Neto	70.000.000
20	Neto	60.000.000
21	Neto	50.000.000
22	Neto	40.000.000
23	Neto	30.000.000
24	Neto	20.000.000
25	Neto	15.000.000
26	Neto	10.000.000
27	Neto	9.000.000
28	Neto	8.000.000
29	Neto	7.000.000
30	Neto	6.000.000
31	Neto	5.000.000
32	Neto	4.000.000
33	Neto	3.000.000
34	Neto	2.000.000
35	Neto	1.500.000
36	Neto	1.000.000
37	Neto	900.000
38	Neto	800.000
39	Neto	700.000
40	Neto	600.000
41	Neto	500.000
42	Neto	400.000
43	Neto	300.000
44	Neto	200.000
45	Neto	150.000
46	Neto	100.000
47	Neto	90.000
48	Neto	80.000
49	Neto	70.000
50	Neto	60.000
51	Neto	50.000
52	Neto	40.000
53	Neto	30.000
54	Neto	20.000
55	Neto	15.000
56	Neto	10.000
57	Neto	9.000
58	Neto	8.000
59	Neto	7.000
60	Neto	6.000
61	Neto	5.000
62	Neto	4.000
63	Neto	3.000
64	Neto	2.000
65	Neto	1.500
66	Neto	1.000
67	Neto	900
68	Neto	800
69	Neto	700
70	Neto	600
71	Neto	500
72	Neto	400
73	Neto	300
74	Neto	200
75	Neto	150
76	Neto	100
77	Neto	90
78	Neto	80
79	Neto	70
80	Neto	60
81	Neto	50
82	Neto	40
83	Neto	30
84	Neto	20
85	Neto	15
86	Neto	10
87	Neto	9
88	Neto	8
89	Neto	7
90	Neto	6
91	Neto	5
92	Neto	4
93	Neto	3
94	Neto	2
95	Neto	1.5
96	Neto	1
97	Neto	0.9
98	Neto	0.8
99	Neto	0.7
100	Neto	0.6

Top 100 online stores by net sales in Portugal 2018

Top 100 ranking based on net sales

Rank		Store	
1		1	Amazon
2		2	Worten
3		3	Neto
4		4	Continente
5		5	Aldeias
6		6	Neto
7		7	Neto
8		8	Neto
9		9	Neto
10		10	Neto
11		11	Neto
12		12	Neto
13		13	Neto
14		14	Neto
15		15	Neto
16		16	Neto
17		17	Neto
18		18	Neto
19		19	Neto
20		20	Neto
21		21	Neto
22		22	Neto
23		23	Neto
24		24	Neto
25		25	Neto
26		26	Neto
27		27	Neto
28		28	Neto
29		29	Neto
30		30	Neto
31		31	Neto
32		32	Neto
33		33	Neto
34		34	Neto
35		35	Neto
36		36	Neto
37		37	Neto
38		38	Neto
39		39	Neto
40		40	Neto
41		41	Neto
42		42	Neto
43		43	Neto
44		44	Neto
45		45	Neto
46		46	Neto
47		47	Neto
48		48	Neto
49		49	Neto
50		50	Neto
51		51	Neto
52		52	Neto
53		53	Neto
54		54	Neto
55		55	Neto
56		56	Neto
57		57	Neto
58		58	Neto
59		59	Neto
60		60	Neto
61		61	Neto
62		62	Neto
63		63	Neto
64		64	Neto
65		65	Neto
66		66	Neto
67		67	Neto
68		68	Neto
69		69	Neto
70		70	Neto
71		71	Neto
72		72	Neto
73		73	Neto
74		74	Neto
75		75	Neto
76		76	Neto
77		77	Neto
78		78	Neto
79		79	Neto
80		80	Neto
81		81	Neto
82		82	Neto
83		83	Neto
84		84	Neto
85		85	Neto
86		86	Neto
87		87	Neto
88		88	Neto
89		89	Neto
90		90	Neto
91		91	Neto
92		92	Neto
93		93	Neto
94		94	Neto
95		95	Neto
96		96	Neto
97		97	Neto
98		98	Neto
99		99	Neto
100		100	Neto

Appendix



Category definitions

Fashion



The category "Fashion" covers the online trade of articles of clothing (for men, women, and children), shoes and shoe care products (e.g., cleaning products), as well as of accessories and bags (e.g., hats, scarves, gloves and leather bags, suitcases, purses and briefcases).

Subcategories:

- Apparel
- Bags & Accessories
- Footwear

Electronics & Media



The category "Electronics & Media" covers the online sale of physical media (e.g., books, DVDs, Blu-ray discs, computer games), consumer electronics (e.g., TVs, DVD players), and communication devices (e.g., desktop computers, laptops, smart-phones).

Subcategories:

- Consumer Electronics
- Books, Movies, Music & Games

Toys, Hobby & DIY



The category "Toys, Hobby & DIY" covers the online trade of toys, babyware (including baby food and clothing), sports, outdoor, DIY, and garden products (e.g., sports & outdoor equipment, flowers, tools, DIY products), as well as of hobby & stationery articles (e.g., art/collectors' items, car parts).

Subcategories:

- DIY, Garden & Pets
- Toys & Baby
- Hobby & Stationery
- Sports & Outdoor

Furniture & Appliances



The category "Furniture & Appliances" covers the online sale of furniture, kitchens and household goods (e.g., kitchen & bathroom accessories and home textiles), as well as of electronic household appliances (e.g., washing machines and coffee machines) for the private end user.

Subcategories:

- Furniture & Homeware
- Household Appliances

Food & Personal Care



The category "Food & Personal Care" covers the online trade of food and beverages (excluding baby food) as well as of medicine, cosmetics, and pharmaceutical and personal care products (including prescription drugs for the private end user). It also includes medical products for private use (e.g., blood pressure monitors).

Subcategories:

- Food & Beverages
- Personal Care

Definition of revenues and net sales

Definition of revenues in the eCommerce market

In-scope:

- Sale of physical goods to a private end user (B2C) via a digital channel
- Purchases via desktop computers (including notebooks) and purchases via mobile devices (e.g., smartphones)
- All monetary figures refer to the annual gross revenue

Out-of-scope:

- Digital media (e.g., music downloads or eBooks)
- Digitally distributed services (e.g., plane tickets)
- Digitally distributed goods in business-to-business (B2B) markets
- Digital purchase or resale of used, defective, or repaired goods (reCommerce)
- All monetary figures do not factor in shipping costs

Definition of online stores' net sales

- eCommerce net sales are defined as the amount of first-party sales generated by a specific online store on domain level (i.e., amazon.com and amazon.de remain separate) after the deduction of returns, allowances for damaged or missing goods, and any discounts allowed
- If an online shopping website also offers a marketplace shop on a site like eBay or Amazon, the resulting revenue is included in the store's eCommerce net sales
- If there are any business-to-business (B2B) revenues generated by a given online store, these will also be included
- Only online stores with a focus on private end users (B2C) will be considered for our database and in this report, i.e., stores with a B2B share of less than 50%
- In this study, we often refer to "Portuguese net sales", meaning that only eCommerce net sales generated in Portugal are taken into account. If a website also ships to other countries, sales generated with these shipments are not considered in this figure

About the ecommerceDB

The toolbox for all eCommerce-relevant questions

ecommerceDB.com offers direct access to URL-related revenue information together with forecasts, customizable top, country, region and category rankings, KPI analyses, and extensive eCommerce-relevant contact information to over 20,000 online stores.



In-depth analysis for over 20,000 online store URLs



Adjustable top, category, country & region rankings



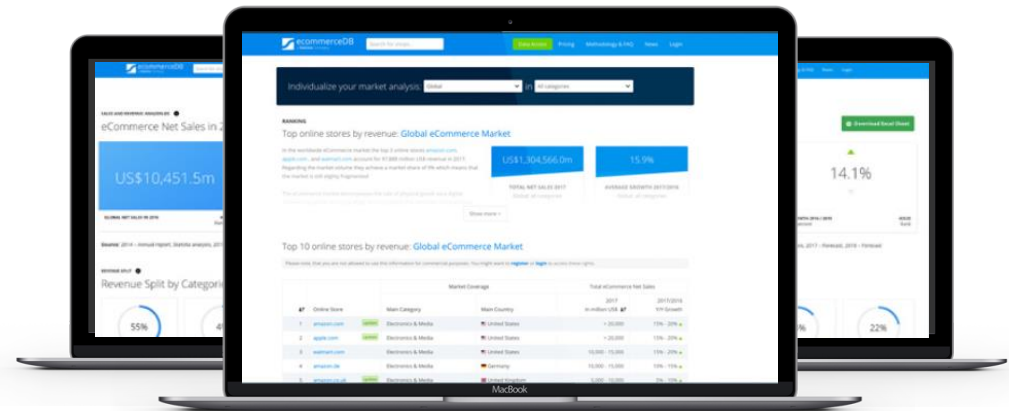
Download shop profiles for seamless processing



Direct contact to our eCommerce analysts



Find out more on ecommercedb.com



CONTACT US

TEL

+49 40 68 89 31-251

E-MAIL

sina.pohlmann@statista.com

About the Statista Digital Market Outlook

Included
in the
Corporate
Account

90+ markets
150+ regions
8 years (2017-2024)
30,000+ interactive statistics

The **Digital Market Outlook** presents up-to-date figures on markets in the digital economy. The comparable key figures are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.

What is the size of the eCommerce fashion market in Spain?
How many connected cars are already on the road in China?

The answers to these and many more questions can be found in Statista's Digital Market Outlook. It provides forecasts, detailed market insights, and key indicators for the digital economy.



Seven digital verticals: eCommerce, Smart Home, Digital Media, eServices, FinTech, Digital Advertising, eHealth



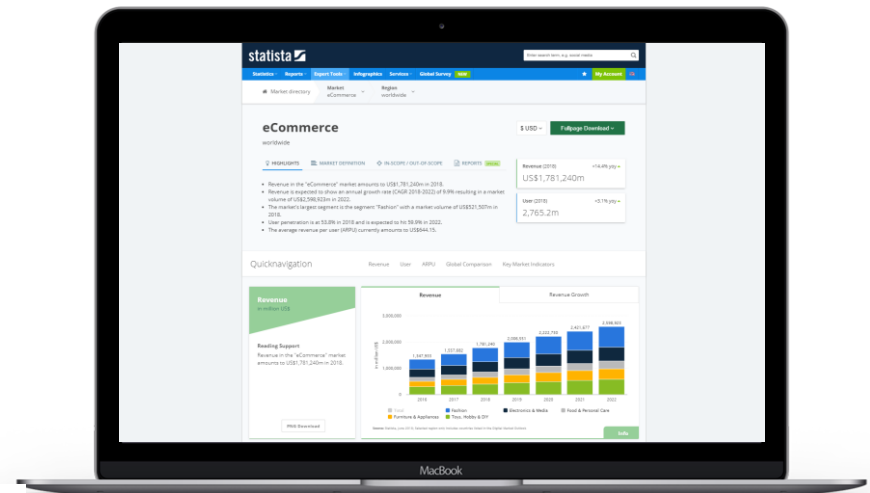
Direct access & downloads, fully integrated into the Statista database



Market insights, forecasts and key performance indicators



Outlook reports with segment-specific topics (top companies, trends, deep dives)



Find out more on www.statista.com/outlook/digital-markets

About the Statista Global Consumer Survey

Included
in the
Enterprise
Account

50+

topics & industries

55

countries

6,500+

int. brands

700,000+

consumers

The **Statista Global Consumer Survey** offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. It is designed to help marketers, planners and product managers understand consumer behavior and consumer interactions with brands.

- Cross-tabulation
- Customized target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format



Marketing &
social media



Finance & insurance



eCommerce &
retail



Health



Food & nutrition



Housing & household
equipment



Internet & devices



Travel



Media & digital media



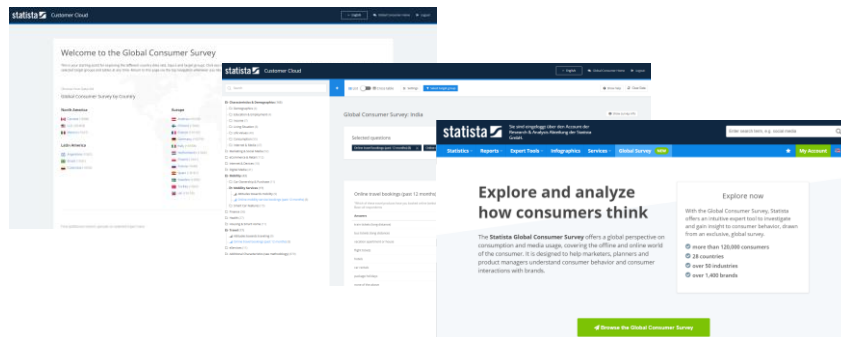
Services & eServices



Mobility



Characteristics &
demographics



Find out more on www.statista.com/customercloud/global-consumer-survey

Authors



Stefanie Eden

Director eCommerceDB

Stefanie is in charge of the exclusive eCommerceDB.com expert tool. She holds a diploma in Economics and a bachelor's degree in Communication.

She is an eCommerce expert and has gained deep knowledge of innovative business models and their effects on the economy through numerous research and consulting projects.

Before joining Statista, she worked as an advertising consultant for several national and international clients.



Anna-Lena Hoyer

Teamlead eCommerceDB Reports

Anna-Lena studied Business Administration at the University of Cologne and at ESADE, Barcelona.

She joined Statista as a Project Manager in the Research & Analysis department in 2014 and is now in charge of the reports that are provided by eCommerceDB.com.

Previously, she worked as a consultant with the Boston Consulting Group, attending to several national and international clients.



Gerard Montasell

Analyst

Gerard studied Economics at the University Pompeu Fabra, Barcelona, and Law at the University of Barcelona.

He started working at Statista in 2016. Initially a Researcher, he has specialized in eCommerce now and is in charge of the Mediterranean region.

Before joining Statista, he worked as a market intelligence specialist for the Government of Catalonia in Barcelona.



Anastasia Leve

Junior Analyst

Anastasia studied Socio-economics at the University of Hamburg and Linguistics at Tver State University, Russia, and at the University of Turku, Finland.

She joined Statista as a Junior Analyst for eCommerce markets in 2019, works on reports and the weekly eCommerceDB newsletter.

Previously, she worked on several monitoring & consulting projects in the tourism industry.

Questions? Please write us an email to reports@ecommerceDB.com
