

EUROPEAN ONLINE SHOPS

Top-100 largest European online shops e-commerce turnover 2015 in million Euros

Rank	Company name	E-Commerce Turnover 2015 (Europe only, Mio Euros)	Country of origin	Online growth 2014/2015	Main sector	% E-Commerce
1	Amazon	25.600	USA	6%	All sectors except food	100%
2	Otto	6.600	Germany	2%	Fashion	55%
3	Apple Inc. ¹	4.000	Luxembourg	7%	Consumer electronics	11%
4	Tesco	3.675	UK	4%	Food/ All sectors	6%
5	Zalando	2.958	Germany	34%	Footwear, leather and fashion	100%
6	Home Retail Group	2.764	UK	19%	Household, electronics, telecom	35%
7	Next PLC	2.286	UK	23%	Fashion	40%
8	E. Leclerc	2.274	France	20%	Food/ All sectors	6%
9	Cdiscount (Casino group)	2.180	France	-2%	Consumer electronics	12%
10	Shop direct (littlewoods)	2.130	UK	14%	Fashion, homeware, electronics	87%
11	Vente-privee	2.000	France	18%	Fashion	100%
12	Carrefour ¹	1.850	France	3%	Food/ All sectors	3%
13	Metro Group (Mediamarkt/Saturn)	1.800	Germany	20%	All sectors	9%
14	John Lewis Plc	1.730	UK	18%	Fashion	33%
15	ASDA (Walmart) ¹	1.650	UK	-3%	Food/ All sectors	6%
16	Ocado Ltd	1.526	UK	30%	Food/ All sectors	100%
17	Staples Inc	1.435	USA	1%	Office supplies	68%
18	Sainsbury's	1.375	UK	9%	Food/ All sectors	5%
19	Dixons Carphone	1.340	UK	8%	Consumer Electronics	10%
20	Group Auchan ¹	1.250	France	4%	Food/ All sectors	3%
21	Dell Inc. ¹	1.200	USA	9%	Consumer electronics	n/a
22	Migros	1.151	Switzerland	29%	All sectors	5%
23	La redoute ¹	1.150	France	11%	Consumer electronics	85%
24	Viking Direct (Office depot) ¹	1.125	USA	-2%	Office supplies	45%
25	Mark & Spencer	1.088	UK	10%	Fashion	7%
26	ASOS Plc	1.058	UK	36%	Fashion	100%
27	3 Suisses International	1.020	France	13%	Fashion	100%
28	bonprix Handelsgesellschaft mbH ²	980	Germany	8%	Fashion/footwear/leather	70%
29	Misco (Systemax Inc.)	949	USA	6%	Consumer electronics	100%
30	Ulmart	920	Russia	23%	Consumer electronics	70%
31	Inditex ¹	900	Spain	14%	Fashion	7%
32	BoL.com	900	Netherlands	32%	Consumer electronics, books, games	100%
33	Komplett group	816	Norway	2%	Consumer electronics	100%
34	Get your goods GmbH ¹	770	Germany	3%	Consumer electronics	100%
35	N Brown Group plc	764	UK	28%	Fashion	64%
36	Darty	763	France	25%	Household electronics	15%
37	H & M Hennes & Mauritz AB ¹	750	Sweden	15%	Fashion	4%
38	Zooplus	711	Germany	25%	Pet care	100%
39	Printus ¹	700	Germany	27%	Computers, office equipment	100%
40	Notebookbilliger.de AG	700	Germany	17%	Consumer electronics	100%
41	Shift IT (alternate/waze) ¹	680	Germany	5%	Consumer electronics	100%
42	Musikhaus Thomann e.K. ²	680	Germany	23%	Consumer electronics	97%
43	Cyberport GmbH	673	Germany	11%	Consumer electronics	100%
44	Digitec AG	655	Switzerland	19%	Consumer electronics	100%
45	RFS Holland Holding Bv (wehkamp)	650	Netherlands	4%	All sectors except food	100%
46	Conrad Electronics	644	Germany	12%	Consumer electronics	65%
47	Rakuten.co.uk (former play.com) ¹	640	UK	16%	Games, DVD	100%
48	Waitrose	616	UK	31%	Food	7%
49	Medion AG	560	Germany	27%	Consumer electronics	45%
50	Showroomprivee.com (SRP groupe)	555	France	16%	Fashion	100%

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51	Baur Versand (49% otto)	555	Germany	33%	Fashion	80%
52	Qliro Group (former CDON group)	553	Sweden	4%	Fashion	100%
53	YOOX NET A PORTER group limited	550	Italy	5%	Fashion	100%
54	K-mail order GmbH & Co. KG (Klingel) ¹	550	Germany	10%	Fashion	67%
55	Delticom AG	549	Germany	12%	Car parts & accessories	98%
56	Toys'R'Us ¹	540	USA	69%	Toys	11%
57	Coolblue	530	Netherlands	64%	Consumer / household electronics	95%
58	Wildberries ³	512	Russia	28%	Fashion	111%
59	Kingfisher Plc. ¹	512	UK	14%	DIY	4%
60	Hewlett-Packard Co. ¹	500	USA	11%	Computers/printers	2%
61	adidas ¹	500	UK	19%	Footwear, leather and fashion	10%
62	Fnac	495	France	10%	Consumer electronics, books, games	13%
63	myToys.de GmbH ²	490	Germany	21%	Toys	96%
64	The Hut.com Ltd	460	UK	52%	Fashion	100%
65	Farfetch	451	UK	70%	Fashion	100%
66	Tchibo GmbH ²	450	Germany	7%	All sectors except food	13%
67	Rue du Commerce ⁵	450	France	5%	Consumer electronics	100%
68	LVMH ¹	450	France	29%	Personal Care	4%
69	Arcadia Group Ltd.	421	UK	24%	Fashion	15%
70	Privalia.com	405	Spain	1%	Fashion/footwear/leather	100%
71	Nespresso ¹	400	Switzerland	14%	Coffee	n/a
72	decathlon ¹	400	France	25%	Fashion/footwear/leather	4%
73	C and A ¹	400	Luxembourg	0%	Fashion	6%
74	Findel	386	UK	3%	All sectors except food	54%
75	Alternate GmbH ²	377,0	Germany	2%	All sectors	83%
76	Debenhams Plc	370	UK	-15%	Fashion	14%
77	citilink	357	Russia	13%	Homeware & consumer electronics	48%
78	EMAG	350	Romania	35%	Electronics	100%
79	Esprit Retail B.V. & Co. KG ²	342	Germany	71%	Fashion	56%
80	Hepsiburada	337	Turkey	-2%	All categories except food	100%
81	Magasins U ¹	325	France	8%	All sectors	2%
82	LDLC	321	France	12%	Electronics	100%
83	Verkkokauppa.com	320	Finland	16%	Electronics, music, telecom, toys	93%
84	AH.nl (Ahold)	312	Netherlands	30%	Food	2%
85	Ozon	286	Russia	30%	Books, Music, electronics	100%
86	DocMorris N.V. ²	284	Netherlands	35%	Medicines	81%
87	Gap Inc	265	USA	39%	Fashion	41%
88	Weltbild ¹	250	Germany	0%	Books, Music, electronics, household	63%
89	Sanicare ¹	250	Germany	4%	Personal Care	43%
90	Avon Products Inc. ¹	250	USA	9%	Personal Care	12%
91	Wiggle Ltd.	247	UK	25%	Bicycles and accessories	100%
92	Private Sale GmbH ¹	245	Germany	17%	Fashion/footwear/leather	100%
93	Ebuyer UK Ltd ¹	240	UK	14%	Consumer electronics	100%
94	El Corte Ingles ¹	230	Spain	15%	All categories	2%
95	Degussa Goldhandel GmbH ²	227,0	Germany	18%	Luxury, Gold	n/a
96	Cora.fr ¹	220	France	10%	Food/ All sectors	5%
97	Gucci (Kering (former Redcats/PPR) ¹	205	France	2%	Consumer electronics	5%
98	Lamoda	202	Russia	9%	Fashion	100%
99	KPN telecom ¹	200	Netherlands	-5%	Telecom	3%
100	HMV Group Plc ¹	200	UK	11%	Books, music, electronics	n/a

In cooperation with:
Veraart Research
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¹ = estimate

² = only revenue in Germany, based upon EHI/Statista

³ = based upon Ruward.ru

⁴ = Kering without la redoute

⁵ = estimated, acquisition by Carrefour 2015

More information for each retailer, including HQ address etc can be found on www.retail-index.com

