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EUROPEAN ONLINE SHOPS

2014

Top-100 largest European online shops e-commerce turnover 2013 in million Euros

Rank	Company name	E-Commerce Turnover 2013 (Europe only, Mio Euros)	Country of origin	Online growth 2013	Main sector	% E-Commerce
1	Amazon	19.050,0	Luxembourg	14%	All sectors except food	100%
2	Otto	6.145,0	Germany	8%	Fashion	51%
3	Apple Inc. ¹	3.500,0	Luxembourg	9%	Consumer electronics	12%
4	Tesco	2.944,0	UK	19%	Food/all sectors	5%
5	Home Retail Group	2.651,0	UK	0%	Household, electronics, telecom	39%
6	Kering (former Redcats/PPR) ¹	2.400,0	France	21%	Consumer electronics	63%
7	Dixons Retail Group	1.862,0	UK	16%	Consumer electronics	22%
8	Cdiscount (Casino group)	1.782,0	France	2%	Consumer electronics	9%
9	Zalando	1.762,0	Germany	52%	Footwear, leather and fashion	100%
10	Vente-privee	1.600,0	France	23%	Fashion	100%
11	Next PLC	1.579,0	UK	16%	Fashion	36%
12	Shop direct (littlewoods)	1.552,0	UK	-1%	Fashion, homeware, electronics	78%
13	Carrefour ¹	1.550,0	France	3%	Food/all sectors	3%
14	ASDA ¹	1.400,0	UK	8%	Food/all sectors	5%
15	Staples Inc	1.315,0	USA	-6%	Office supplies	44%
16	John Lewis Plc	1.295,0	UK	9%	Fashion	33%
17	E.Leclerc	1.276,0	France	25%	Food/all sectors	3%
18	Metro Group (Mediamarkt/Saturn) ¹	1.250,0	Germany	66%	All sectors	2%
19	3 Suisses International	1.228,0	France	3%	Fashion	80%
20	Sainsbury's	1.180,0	UK	20%	Food/ All sectors	4%
21	Group Auchan	1.135,0	France	12%	Food/all sectors	2%
22	Viking Direct (Office depot) ¹	1.100,0	USA	10%	Office supplies	36%
23	Dell Inc. ¹	1.000,0	USA	23%	Consumer electronics	36%
24	Ocado Ltd	993,0	UK	19%	Food/ All sectors	100%
25	Mark & Spencer	941,0	UK	17%	Fashion	8%
26	The Carphone Warehouse ¹	850,0	UK	6%	telecom	22%
27	Misco (Systemax Inc.)	824,0	USA	-6%	Consumer electronics	100%
28	Migros	757,0	Switzerland	29%	All sectors	3%
29	GetGoods.de AG	700,0	Germany	74%	Consumer electronics	100%
30	Inditex	700,0	Spain	104%	Fashion	6%
31	Komplett group ¹	666,0	Norway	24%	Consumer electronics	100%
32	Play.com (Rakuten) ¹	650,0	UK	0%	Games, DVD	100%
33	Shift IT (alternate/waze) ¹	630,0	Germany	13%	Consumer electronics	100%
34	N Brown Group plc	629,0	UK	23%	Fashion	64%
35	Weltbild	597,0	Germany	-8%	Books, Music, electronics,household	37%
36	RFS Holland Holding Bv (wehkamp)	589,0	Netherlands	4%	All sectors except food	100%
37	Ozon	565,0	Russia	48%	Books, Music, electronics	100%
38	Privalia.com ¹	560,0	Spain	33%	Fashion/footwear/Leather	100%
39	Cyberport GmbH	548,0	Germany	2%	Consumer electronics	100%
40	Medion AG	541,0	Germany	-10%	Consumer electronics	42%
41	Conrad ¹	536,0	Germany	7%	Consumer electronics	62%
42	ASOS Plc	534,0	UK	8%	Fashion	100%
43	Printus ¹	525,0	Germany	5%	computers, office equipment	100%
44	Ulmart	515,0	Russia	43%	Consumer electronics	67%
45	Fnac	514,0	France	-11%	Consumer electronics, books, games	13%
46	CDON Group	513,0	Sweden	-14%	Fashion	100%
47	Kingfisher Plc ¹	510,0	UK	6%	DIY	4%
47	Notebookbilliger.de AG	510,0	Germany	4%	Consumer electronics	100%
49	H & M Hennes & Mauritz AB ²	500,0	Sweden	11%	Fashion	3%
50	Delticom AG	495,0	Germany	9%	Car parts & accessories	98%

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51	Darty	486,0	France	7%	household electronics	14%
52	Musikhaus Thomann e.K. ²	480,0	Germany	4%	Consumer electronics	89%
53	K-mail order GmbH & Co. KG (Klingel) ¹	470,0	Germany	34%	Fashion	60%
54	Yoox.com	456,0	Italy	21%	Fashion	100%
55	Zooplus	444,0	Germany	32%	Pet care	100%
56	Debenhams Plc	432,0	UK	53%	Fashion	13%
57	Digitec AG ¹	414,0	Switzerland	0%	Consumer electronics	100%
58	BoL.com	413,0	Netherlands	2%	Consumer electronics, books, games	100%
59	bonprix Handelsgesellschaft mbH ²	410,5	Germany	15%	Fashion/footwear/Leather	32%
60	Baur Versand (49% otto)	408,0	Germany	0%	Fashion	61%
61	Hewlett-Packard ¹	400,0	USA	14%	Computers/printers	1%
61	LVMH [*]	400,0	France	14%	Personal Care	5%
61	Tchibo GmbH ²	400,0	Germany	11%	All sectors except food	12%
64	Alternate GmbH ²	366,9	Germany	21%	Computer, Consumer electronics	66%
65	Wildberries	366,0	Russia	n/a	Fashion	12%
66	myToys.de GmbH ²	360,0	Germany	38%	Toys	94%
67	Waitrose	353,0	UK	42%	Food	5%
68	C and A ¹	350,0	Luxembourg	30%	fashion	5%
68	Showroomprivee.com (SRP groupe)	350,0	France	40%	Fashion	100%
70	Findel	348,0	UK	22%	All sectors except food	51%
71	Albert (Ahold)	341,0	Netherlands	14%	Food	3%
72	Rue du Commerce (groupe Altarea)	328,0	France	1%	Consumer electronics	100%
73	Bijoudumois.com ¹	310,0	France	3%	Fashion accessories	100%
74	Toys'R'Us	304,0	USA	4%	Toys	8%
75	Arcadia Group Ltd. ¹	300,0	UK	20%	Fashion	9%
75	Esprit Retail B.V. & Co. KG ²	300,0	Germany	-8%	fashion	25%
75	Nespresso ¹	300,0	Switzerland	25%	Coffee	2%
78	citilink	288,0	Russia	220%	Homeware & consumer electronics	44%
79	Degussa Sonne/Mond Goldhandel ²	277,7	Germany	n/a	Collectables	100%
80	LDLC	255,0	France	38%	electronics	100%
81	adidas	250,0	UK	58%	Footwear, leather and fashion	19%
82	Avon Products Inc. ¹	240,0	USA	9%	Personal Care	11%
83	Verkkokauppa.com	238,0	Finland	11%	Electronics, music, telecom, toys	100%
84	Coolblue	232,0	Netherlands	38%	Consumer / household electronics	100%
85	Sanicare ¹	230,0	Germany	4%	Personal Care	43%
86	Ebuyer UK Ltd	229,0	UK	-1%	Consumer electronics	100%
87	The Hut.com Ltd	208,0	UK	7%	Fashion	100%
88	Farfetch	207,0	UK	n/a	Fashion	100%
89	Cora.fr ¹	200,0	France	11%	Food/all sectors	4%
89	Private Sale GmbH/Brand4friends ²	200,0	Germany	7%	Fashion/footwear/Leather	100%
91	Get-it-quick GmbH ⁴	191,6	Germany	n/a	all sectors	100%
92	QVC Handel ²	189,9	Germany	-2%	all sectors	27%
93	KPN telecom	188,0	Netherlands	25%	Telecom	2%
94	EMAG	187,0	Romania	4%	Electronics	100%
95	redcoon ²	186,1	Germany	4%	all sectors	100%
96	DocMorris N.V. ²	184,3	Netherlands	3%	Medicines	60%
97	Lamoda	182,0	Russia	n/a	Fashion	100%
98	Hepsiburada	180,0	Turkey	20%	all categories except food	100%
99	Westfalia-Werkzeug ²	170,2	Germany	4%	all sectors	n/a
100	BAS group	170,0	Netherlands	25%	Computers	40%

In cooperation with:
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Figures are based upon www.retail-index.com;
¹ some data estimated
² only revenue in Germany. Based upon EHI/Statista
³ total revenue, not europe only

^{*} only revenue in Germany. Based upon EHI/Statista;
before: Getgoods.de (insolvent)



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15 JAHRE ERFAHRUNG

Studies: The e-commerce markets in Germany, Austria and Switzerland

„E-Commerce-Markt Deutschland 2014“ (980 Euros + VAT) and „E-Commerce-Markt Österreich/Schweiz 2014“ (480 Euros + VAT) published by the EHI Retail Institute and Statista. In Germany the 1.000 largest online shops were examined in detail. Enclosed is an Excel spreadsheet and a PDF with diagrams and graphs of the principal findings.

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