



**INTERSHOP**

**I don't have time for experiments. Do you?**

20 years of e-commerce experience.  
Great things start with Intershop.

[www.intershop.com](http://www.intershop.com)

**360° E-Commerce**  
Front-end | Back-end | Online Marketing | Photography

Die Wieth Group steht als Multichannel-Agentur für erfolgreichen Online-Vertrieb von Konsumgütern. Ihre Stärke liegt in der Verzahnung von Online- und Offline-Kommunikationen. Im Online-Marketing zählt Wieth zu den größten E-Commerce-Agenturen Deutschlands, mit einem von Europas größten Film- und Fotostudios in Bremen. Zu den Kunden gehören u. a. TOM TAILOR, Marc O'Polo, Bogner, engelhorn, VAN GRAAF und Galeria Kaufhof.

As a multi-channel agency, the Wieth Group stands for successful online sales of consumer goods. Its strength lies in the integration of online and offline communications. In online marketing, Wieth is among the largest e-commerce agencies in Germany, with one of Europe's largest film and photographic studios in Bremen. Clients include TOM TAILOR, Marc O'Polo, Bogner, engelhorn, VAN GRAAF and Galeria Kaufhof, among others.

Wieth Group GmbH · Hermann-Müller-Straße 12 · 49124 Georgsmarienhütte · T +49 (0) 5401 3651-200 · www.wieth.com

**THE e-FASHION Company**

*Wieth*

**YOU CAN ALSO ATTRACT PASSING TRADE ON THE INTERNET. WE CAN SHOW YOU HOW.**

Hermes Fulfillment is the specialist for your online store – and for everything that will make it successful. We offer you a full service solution from one and the same partner – including logistics, payment management and call centre services.

[www.hermesworld.com](http://www.hermesworld.com)  
Sourcing & Product | Transport Logistics | Fulfillment | Distribution

**Hermes**

# @iBusiness EUROPEAN ONLINE SHOPS 2012

## Top-100 largest European online shops e-commerce turnover 2011 in million Euros

Rank	Company name	E-Commerce Turnover 2011 (Europe only, Mio. Euros)	Country of origin	Growth 2010/2011	Main sector	% E-Commerce
1	Amazon	12.905	USA	28%	All sectors except food	100%
2	Otto	5.319	Germany	10%	Fashion	46%
3	Home Retail Group	2.464	UK	5%	Household, electronics, telecom	37%
4	Cdiscount (Casino group)	2.061	France	15%	Consumer electronics	6%
5	Tesco	2.011	UK	13%	Food/all sectors	3%
6	Apple Inc	1.995	Luxembourg	32%	Consumer electronics	10%
7	Redcats (PPR)	1.860	France	0%	Consumer electronics	61%
8	Dixons Retail Group	1.692	UK	14%	Consumer Electronics	18%
9	Shop direct (littlewoods)	1.563	UK	8%	Fashion, homeware, electronics	70%
10	Staples Inc	1.524	USA	-2%	Office supplies	40%
11	Carrefour	1.450	France	21%	Food/all sectors	2%
12	Next PLC	1.269	UK	18%	Fashion	32%
13	Vente-privee	1.084	France	11%	Fashion	100%
14	The Carphone Warehouse	1.020	UK	12%	telecom	25%
15	ASDA	1.000	UK	20%	Food/all sectors	4%
16	3 Suisses International	950	France	-5%	Fashion	50%
17	Sainsbury's	933	UK	9%	Food/ All sectors	4%
18	Misco (Systemax Inc.)	790	USA	0%	Consumer electronics	100%
19	Ocado Ltd	741	UK	13%	Food/ All sectors	100%
20	Dell Inc.	720	USA	1%	Consumer electronics	n.a.
21	E.Leclerc	700	France	14%	Food/all sectors	2%
22	Weltbild	636	Germany	3%	Books, Music, electronics,household	40%
23	Mark & Spencer	626	UK	24%	Fashion	6%
24	Inditex	620	Spain	3%	Fashion	5%
25	John Lewis Plc	614	UK	26%	Fashion	20%
26	Play.com (Rakuten)	600	UK	4%	Games, DVD	100%
27	Gucci (PPR)	600	France	-7%	Fashion accessories	19%
28	Fnac (PPR)	550	France	2%	Consumer electronics, books, games	13%
29	Migros	550	Switzerland	9%	All sectors	3%
30	Medion AG	535	Germany	11%	Consumer electronics	37%
31	Conrad	520	Germany	4%	Consumer electronics	69%
32	Komplett group	515	Norway	8%	Consumer electronics	100%
33	Zalando*	500	Germany	52%	Fashion	100%
34	Delticom AG	480	Germany	13%	Car parts & accessories	100%
35	Printus	475	Germany	16%	computers, office equipment	100%
36	Wehkamp	473	Netherlands	11%	All sectors except food	100%
37	RFS Holland Holding Bv	473	Netherlands	11%	Fashion, Sportswear	100%
38	Notebookbilliger.de AG	465	Germany	27%	Consumer electronics	100%
39	CDON	450	Denmark	34%	all categories except food	100%
40	Deutsche Telekom	440	Germany	n.a.	Telecom	1%
41	N Brown Group plc	434	UK	13%	Fashion	50%
42	Kingfisher Plc	420	UK	5%	DIY	4%
43	Musikhaus Thomann E.k.	410	Germany	28%	Consumer electronics	91%
44	Baur Versand (49% otto)	377	Germany	3%	Fashion	61%
45	CDON Group	377	Sweden	38%	Fashion	100%
46	Darty	375	France	27%	household electronics	13%
47	Ebuyer UK Ltd	370	UK	5%	Consumer electronics	100%
48	Cyberport GmbH	364	Germany	26%	Consumer electronics	100%
49	Kesa Electricals plc	362	France	22%	Consumer electronics	11%
50	Bol.com	358	Netherlands	11%	Consumer electronics, books, games	101%
51	ASOS Plc	351	UK	14%	Fashion	100%
52	Metro Group (Mediamarkt/Saturn)	348	Germany	71%	All sectors	1%
53	Viking Direct (Office depot)	340	USA	3%	Office supplies	10%
54	Digitec AG	325	Switzerland	15%	Consumer electronics	100%
55	Privalia.com	320	Spain	48%	Fashion/footwear/Leather	100%
56	Findel	320	UK	6%	All sectors except food	52%
57	Hewlett-Packard Co.	320	USA	13%	Computers/printers	1%
58	GetGoods.de AG	317	Germany	49%	Consumer electronics	100%
59	Rue du Commerce (groupe Altarea)	312	France	-13%	Consumer electronics	100%
60	Atlas For Men	310	France	3%	Sportswear, Fashion, footwear	100%
61	Mister Gooddeal (Groupe M6)	303	France	9%	Consumer electronics	100%
62	LVMH	300	France	-20%	Personal Care	4%
63	Brands4Friends.de (Ebay)	300	Germany	20%	Fashion	100%
64	Bijoudumois.com	293	France	5%	Fashion accessories	100%
65	H&M Hennes & Mauritz AB	264	Sweden	8%	Fashion	2%
66	C and A	259	Luxembourg	20%	Fashion	n.a.
67	K-mail order GmbH & Co. KG (Klingel)	250	Germany	20%	Fashion	33%
68	Esprit	250	Germany	14%	Fashion	n.a.
69	Zooplus	244	Germany	27%	Pet care	100%
70	Toys'R'Us	240	USA	13%	Toys	n.a.
71	Ozon	240	Russia	29%	Books, Music, electronics	100%
72	Group Auchan	220	France	9%	Food/all sectors	0,5%
73	Arcadia Group Ltd.	220	UK	9%	Fashion	7%
74	Nespresso	220	Switzerland	n.a.	Coffee	n.a.
75	Sanicare	215	Germany	40%	Pharmaceuticals	41%
76	Tchibo	210	Germany	n.a.	All sectors	2%
77	Doc Morris	204	Germany	30%	Pharmaceuticals	62%
78	Avon Products Inc.	200	USA	10%	Personal Care	6%
79	Yoox.com	193	Italy	21%	Fashion	100%
80	Esprit Holdings Ltd	190	Hong Kong	11%	Fashion	15%
81	Verkkokauppa.com	190	Finland	9%	Electronics, music, telecom, toys	n.a.
82	Ahold	188	Netherlands	21%	Food	2%
83	Showroomprivee.com (SRP groupe)	180	France	n.a.	Fashion	100%
84	Comet Group Plc (split from kesa)	180	UK	n.a.	Household, electronics, telecom	9%
85	LDLC	177	France	100%	electronics	100%
86	Debenhams Plc	170	UK	42%	Fashion	7%
87	The Hut.com Ltd	165	UK	41%	Fashion	100%
88	LeShop	150	Switzerland	n.a.	Food	n.a.
89	Heinrich Heine	151	Germany	n.a.	Fashion	1%
90	HMV Group Plc	150	UK	n.a.	Books, music, electronics	7%
91	Hepsiburada	150	Turkey	20%	all categories except food	100%
92	EMAG	145	Romania	n.a.	Electronics	100%
93	El Corte Ingles	133	Spain	25%	all categories	1%
94	KPN telecom	130	Netherlands	n.a.	Telecom	n.a.
95	Gap Inc	130	USA	15%	Fashion	24%
96	Coop Denmark	125	Denmark	20%	all categories	2%
97	Brütsch/Riegen Werkzeuge AG	120	Switzerland	15%	DIY	100%
98	Brack Electronics	120	Switzerland	n.a.	Computers telecom	n.a.
99	BAS group	110	Netherlands	n.a.	Computers	n.a.
100	Wiggle Ltd.	110	UK	18%	bicycles and accessories	100%

In cooperation with: **Veraart Research** Marketing Research & Consulting [www.veraart-research.com](http://www.veraart-research.com)

All figures are based upon [www.retail-index.com](http://www.retail-index.com).  
\* estimated

Since 1991 Futures Research in interactive Business  
©HighText Verlag 2012  
Wilhelm-Riehl-Str. 13, D-80687 Munich/Germany, phone: +49 89 578387-0, fax: +49 89 578387-99  
iBusiness premium members are provided with a poster free of charge: [www.ibusiness.de/premium](http://www.ibusiness.de/premium); price per poster: 10,- €. A print-ready version of this poster can be downloaded at [www.ibusiness.de/poster](http://www.ibusiness.de/poster)

QR-Code for your mobile device

**@iBusiness**

**TRUST IS GOOD.**  
A TRUSTMARK IS BETTER!

Carried by more than 10,000 shops, and yet unique in Europe: [www.trustedshops.com](http://www.trustedshops.com).  
Increase your conversion rate and reduce the number of purchase cancellations!

**TRUSTED SHOPS**  
GUARANTEE

**heiler**  
Turning Data into Business

[www.heiler.com](http://www.heiler.com)

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

„E-Commerce-Markt Deutschland 2012“ (980 Euros + VAT) and „E-Commerce-Markt Österreich/Schweiz 2012“ (480 Euros + VAT) published by the EHI Retail Institute und 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.

Order here: [www.ibusiness.de/e-commerce-markt](http://www.ibusiness.de/e-commerce-markt)