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@iBusiness EUROPEAN ONLINE SHOPS 2013

Top-100 largest European online shops e-commerce turnover 2012 in million Euros

Rank	Company name	E-Commerce Turnover 2012 (Europe only, Mio Euros)	Country of origin	Growth 2011/2012	Main sector	% E-Commerce
1	Amazon	16.710	USA	23%	All sectors except food	100%
2	Otto	5.700	Germany	7%	Fashion	48%
3	Cdiscount (Casino group)	3.358	France	39%	Consumer electronics	8%
4	Apple Inc ¹	3.200	Luxembourg	38%	Consumer electronics	11%
5	Home Retail Group	2.641	UK	7%	Household, electronics, telecom	39%
6	Tesco	2.466	UK	18%	Food/all sectors	4%
7	Redcats ¹	1.980	France	6%	Consumer electronics	65%
8	Dixons Retail Group	1.794	UK	6%	Consumer Electronics	18%
9	Shop direct (littlewoods)	1.572	UK	1%	Fashion, homeware, electronics	75%
10	Carrefour ¹	1.500	France	3%	Food/all sectors	3%
11	Staples Inc	1.401	USA	-9%	Office supplies	41%
12	Next PLC	1.358	UK	7%	Fashion	32%
13	ASDA ¹	1.300	UK	23%	Food/all sectors	5%
13	Vente-privee	1.300	France	17%	Fashion	100%
15	John Lewis Plc	1.183	UK	48%	Fashion	31%
16	Zalando	1.150	Germany	56%	Footwear, leather and fashion	100%
16	The Carphone Warehouse ¹	1.050	UK	3%	telecom	26%
18	Group Auchan ¹	1.020	France	14%	Food/all sectors	2%
19	E.Leclerc ¹	1.000	France	30%	Food/all sectors	2%
19	Viking Direct (Office depot) ¹	1.000	USA	66%	Office supplies	33%
21	Sainsbury's	987	UK	5%	Food/ All sectors	4%
22	Misco (Systemax Inc.)	876	USA	10%	Consumer electronics	100%
23	Ocado Ltd	837	UK	11%	Food/ All sectors	100%
24	Dell Inc. ¹	810	USA	n/a	Consumer electronics	n/a
25	Mark & Spencer	804	UK	22%	Fashion	6%
26	3 Suisses International	800	France	-19%	Fashion	50%
26	Metro Group (Mediamarkt/Saturn)	800	Germany	57%	All sectors	1%
28	Gucci (PPR) ¹	720	France	17%	Fashion accessories	20%
29	Inditex ¹	650	Spain	5%	Fashion	6%
29	Play.com (Rakuten) ¹	650	UK	8%	Games, DVD	100%
29	Weltbild	650	Germany	2%	Books, Music, electronics, household	40%
32	Medion AG ¹	600	Germany	11%	Consumer electronics	37%
33	CDON Group	599	Sweden	37%	Fashion	100%
34	Migros	585	Switzerland	6%	All sectors	3%
35	Fnac (PPR)	577	France	9%	Consumer electronics, books, games	14%
36	RFS Holland Holding Bv (wehkamp)	569	Netherlands	17%	All sectors except food	96%
37	Shift IT (alternate/waze)	559	Germany	12%	Consumer electronics	100%
38	Cyberport GmbH	538	Germany	32%	Consumer electronics	100%
39	Komplett group	537	Norway	4%	Consumer electronics	100%
40	Baur Versand (49% otto)	533	Germany	29%	Fashion	61%
41	N Brown Group plc	511	UK	15%	Fashion	55%
42	Notebookbilliger.de AG ¹	510	Germany	9%	Consumer electronics	100%
43	Conrad ¹	500	Germany	5%	Consumer electronics	63%
43	Printus	500	Germany	5%	computers, office equipment	100%
45	ASOS Plc	494	UK	29%	Fashion	100%
46	Kingfisher Plc ¹	480	UK	13%	DIY	4%
47	Musikhaus Thomann e.K. ^{1, 2}	460	Germany	11%	Consumer electronics	90%
48	Darty	456	France	18%	household electronics	12%
48	Delticom AG	456	Germany	-5%	Car parts & accessories	100%
50	H & M Hennes & Mauritz AB ^{1, 2}	450	Sweden	33%	Fashion	2%

Rank	Company name	E-Commerce Turnover 2012 (Europe only, Mio Euros)	Country of origin	Growth 2011/2012	Main sector	% E-Commerce
51	Privalia.com	422	Spain	24%	Fashion/footwear/Leather	100%
52	Digitec AG	415	Switzerland	22%	Consumer electronics	100%
53	BoL.com	405	Netherlands	12%	Consumer electronics, books, games	100%
54	GetGoods.de AG	402	Germany	21%	Consumer electronics	100%
55	Ozon	383	Russia	37%	Books, Music, electronics	100%
56	Yoox.com	376	Italy	23%	Fashion	100%
57	Tchibo GmbH ²	360	Germany	42%	All sectors except food	n/a
58	bonprix Handelsgesellschaft mbH ²	357	Germany	0%	Fashion/footwear/Leather	n/a
59	Findel ¹	350	UK	9%	All sectors except food	53%
59	Hewlett-Packard Co. ¹	350	USA	9%	Computers/printers	1%
59	K-mail order GmbH & Co. KG (Klingel) ¹	350	Germany	29%	Fashion	33%
59	LVMH ¹	350	France	14%	Personal Care	4%
63	Zooplus	336	Germany	27%	Pet care	100%
64	Esprit Retail B.V. & Co. KG ²	328	Germany	24%	fashion	n/a
65	Atlas For Men	325	France	5%	Sportswear, Fashion, footwear	100%
65	Rue du Commerce (groupe Altea)	325	France	4%	Consumer electronics	100%
67	Mister Gooddeal (Groupe M6)	310	France	2%	Consumer electronics	100%
68	Ahold	300	Netherlands	37%	Food	2%
68	Bijoudumois.com	300	France	2%	Fashion accessories	100%
70	Toys'R'Us	293	USA	18%	Toys	6%
71	Debenhams Plc	282	UK	40%	Fashion	9%
72	C and A ¹	270	Luxembourg	7%	fashion	4%
73	Arcadia Group Ltd. ¹	250	UK	12%	Fashion	7%
74	myToys.de GmbH ²	244	Germany	26%	Toys	n/a
75	Nespresso ¹	240	Switzerland	8%	Coffee	2%
76	Ebuyer UK Ltd	233	UK	4%	Consumer electronics	100%
77	Sanicare	221	Germany	3%	Personal Care	42%
78	Avon Products Inc. ¹	220	USA	9%	Personal Care	10%
79	Verkkokauppa.com	215	Finland	12%	Electronics, music, telecom, toys	n/a
80	Showroomprivee.com (SRP groupe) ¹	210	France	14%	Fashion	100%
81	The Hut.com Ltd	194	UK	15%	Fashion	100%
82	QVC Handel GmbH ²	193	Germany	39%	All sectors except food	n/a
83	LDLC	185	France	4%	electronics	100%
84	Cora.fr	180	France	38%	Food/all sectors	3%
84	EMAG	180	Romania	19%	Electronics	100%
86	reichelt elektronik GmbH & Co. KG ²	179	Germany	38%	All sectors except food	n/a
87	DocMorris N.V. ²	178	Netherlands	-15%	Medicines	n/a
88	redcoon GmbH ²	175	Germany	-14%	All sectors except food	n/a
89	Coolblue	168	Netherlands	32%	Consumer / household electronics	100%
90	SANICARE-Apotheke - Dr. Volkmar Schein e.K. ²	165	Germany	-31%	medicines	n/a
91	Westfalia Werkzeugcompany GmbH & Co KG ²	163	Germany	15%	All sectors except food	n/a
92	HMV Group Plc	160	UK	6%	Books, music, electronics	7%
92	LeShop ¹	160	Switzerland	6%	Food	1%
94	adidas	158	UK	24%	Footwear, leather and fashion	9%
95	PEARL GmbH ²	157	Germany	n/a	Computers telecom	n/a
96	El Corte Ingles	150	Spain	11%	all categories	1%
96	Hepsiburada	150	Turkey	12%	all categories except food	100%
96	KPN telecom	150	Netherlands	13%	Telecom	n/a
99	Brack Electronics	145	Switzerland	17%	Computers telecom	40%
100	Walbusch Walter Busch GmbH & Co. KG ²	144	Germany	16%	Footwear, leather and fashion	n/a

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Figures are based upon www.retail-index.com; ¹ estimated
² Revenue in Germany. Based upon EHI/Statista research



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,E-Commerce-Markt Deutschland 2013' (980 Euros + VAT) and ,E-Commerce-Markt Österreich/Schweiz 2013' (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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