



Czech Republic B2C E-Commerce Report 2011

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Czech Republic B2C E-Commerce Report 2011

Key Findings

Covering Trends, Sales, Shares, Products, Users / Shoppers and Players

- More than 60% of Czech online shoppers paid by cash on delivery for their online purchases, while almost 35% preferred online banking transfers in 2010.
- In 2010, the share of B2C E-Commerce on total retail sales reached almost 4% in the Czech Republic.
- "Electronic Equipment" and "Clothes" are the major online product categories in the Czech Republic.
- The number of Internet users in the Czech Republic reached more than 6 million in 2010, accounting for 56% of the total population.
- Consumer electronics online shop Alza.cz, online pure player Kasa.cz and generalist Mall.cz are among the leading B2C E-Commerce players in the Czech Republic.

Company and Product Information

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- Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics as well as banking and consulting.



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Trends Sales Shares Products Users / Shoppers Players

61% of Czech online shoppers paid by cash on delivery, and 34% preferred online banking transfers in 2010.

Czech Republic: Online Shopping Payment Methods Usage, by Gender and Age, in %, 2010

	Provided credit or debit card details over the Internet	Provided pre-paid account details over the Internet (e.g. PayPal)	Electronic bank transfer via Internet banking	Cash on delivery	Cash payment	Other payment method
Total 16+	2,9	3,6	33,5	60,8	22,0	1,2
Sex						
Males	3,7	4,7	37,5	57,1	24,3	1,3
Females	2,1	2,5	28,8	64,9	19,3	1,2
Age group						
16–24	3,4	3,7	25,8	62,4	22,1	1,5
25–34	2,4	3,8	37,5	60,7	19,9	1,3
35–44	2,1	2,9	34,0	65,1	20,9	1,3
45–54	4,6	5,3	35,0	57,7	22,5	n/a
55–64	n/a	n/a	37,2	51,4	28,1	n/a
65–74	n/a	n/a	n/a	57,9	34,7	n/a
75+	n/a	n/a	n/a	n/a	69,9	n/a

Source: Czech Statistical Office, 2010

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Trends Sales Shares Products Users / Shoppers Players

“Electronic Equipment” (25%) and “Clothes” (24%) were the major online product categories in the 12 months to Q2 2010.

Czech Republic: Types of Goods ordered online, in % of Online Shoppers Age 16+, 12 Months to Q2 2010

Product Category	Percentage
Electronic Equipment	24,6%
Clothes	24,0%
Cosmetics	23,2%
Books, Magazines	21,4%
Domestic Appliances	15,5%
Mobile Phones	12,7%
Films, Music	7,7%
Software other than Games	7,4%
Toys	7,2%
Computer Hardware	5,9%
Camers	5,6%
Computer Games	4,2%
Food	2,7%
Medicine	1,5%

Note: Data is for the 12 months to Q2 2010
Source: Czech Statistical Office, November 2010

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