GLOBAL B2C E-COMMERCE MARKET 2014

Publication Date: October 2014

twitter.com/ystats linkedin.com/company/ystats gplus.to/ystatscom facebook.com/ystats

About yStats.com

- yStats.com provides secondary market research.
- Market reports by yStats.com inform top managers about recent market trends and assist with strategic company decisions.
- yStats.com has been committed to researching up-to-date, objective and demand-based data on markets and competitors from various industries since 2005.
- In addition to reports on markets and competitors, yStats.com also carries out client-specific research.
- 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.

yStats.com GmbH & Co. KG
Behringstr. 28a, 22765 Hamburg
Germany

info@ystats.com • www.ystats.com
Phone: +49 (0) 40 - 39 90 68 50
Fax: +49 (0) 40 - 39 90 68 51

Global B2C E-Commerce Market 2014

General Information

Product Details

Language:	English
Format:	PDF & Power Point
Number of Pages/Charts:	1051
Covered Countries/Regions:	Global, North America, Asia – Pacific, Europe, Middle East and Africa, USA, Canada, China, Japan, South Korea, Hong Kong, Taiwan, India, Indonesia, Malaysia, Singapore, Thailand, The Philippines, Vietnam, Australia, New Zealand, UK, Germany, France, Russia, Spain, Italy, The Netherlands, Turkey, Poland, Sweden, Denmark, Finland, Norway, Switzerland, Austria, Greece, Czech Republic, Hungary, Estonia, Ukraine, Brazil, Mexico, Argentina, Colombia, Chile, Peru, Uruguay, Venezuela, Paraguay, Ecuador, UAE, South Africa, Saudi Arabia, Israel, Egypt, Morocco, Qatar, Jordan, Bahrain, Kuwait, Lebanon, Nigeria, Kenya, Oman, Tunisia, Iran, Algeria, Ghana, Uganda, Iraq, Senegal, Zimbabwe, Ethiopia

Prices

Single User License:	~~€ 6,450 (excl. VAT)~~	€ 2,950 (excl. VAT)
Site License:	~~€ 9,675 (excl. VAT)~~	€ 4,425 (excl. VAT)
Global Site License:	~~€ 12,900 (excl. VAT)~~	€ 5,900 (excl. VAT)

Questions Answered in This Report

- What is the current state and the major trends on the B2C E-Commerce market worldwide?
- Which countries lead in terms of B2C E-Commerce sales and growth?
- What payment methods lead in online shopping globally and by countries?
- How does B2C E-Commerce evolve in major advanced and emerging markets worldwide?
- Who are the key players in global B2C E-Commerce?

Global B2C E-Commerce Market 2014

Key Findings

Global Online Retail Sales to Top One Trillion Euro 2014

Worldwide, the emerging markets such as China, Indonesia, Mexico, India and Russia by far outpace advanced B2C E-Commerce markets in terms of growth. With Internet user and online shopper penetration in these countries continuing to increase every year, as the payments and delivery infrastructure improves, these markets are forecasted to keep scoring rapid growth rates in online retail for several more years. Meanwhile, in the advanced markets such as the USA, Japan, South Korea, the UK, Germany and France the total B2C E-Commerce pace of growth is declining, but mobile shopping and new product categories, such as groceries, still offer potential for further growth.

Of special importance are two leading trends in E-Commerce worldwide: the use of mobile devices such as tablet computers and smartphones for shopping, referred to as M-Commerce, and cross-border online shopping.

M-Commerce is transforming the retail industry worldwide, as mobile traffic to retail sites surges and the variety of products purchased on mobile grows. In the advanced markets of North America and Europe the share of M-Commerce on total online retail already reaches 10% or several percentage points above. In emerging markets where smartphone and tablet penetration is rapidly growing the practice of online shopping through these devices is also increasing.

Cross-border B2C E-Commerce is growing to a multi-billion dollar market, where online shoppers from such countries as the USA, Brazil, Australia and others buy directly from online merchants in the UK, China, France and other countries worldwide.

New payment methods have developed and traditional payment channels have adapted to online shopping. Payment by credit card continues to predominate worldwide, however alternative payment methods such as E-Wallets are on the rise, by far outpacing the growth of credit card use. In some emerging markets, especially in Middle East & Africa, cash on delivery dominates over credit card payments. Mobile payments are also growing rapidly. For example, in China more than 100 million people or a quarter of mobile Internet users used mobile payments in 2013.

Looking at the major players in global B2C E-Commerce, US based Amazon.com Inc. remains the global leader by E-Commerce revenues, but the growth leaders in the top ten are two Chinese online companies which both conducted IPO this year, Alibaba Group Holding Ltd. and JD.com Inc. Another pure play company from the top ten from which an IPO is expected is Cnova N.V., a newly formed E-Commerce subsidiary of the French Groupe Casino. Also in the top ten online sellers are several store retailers who have intensively developed and expanded their E-Commerce channels worldwide, such as Wal-Mart Stores and Tesco.

Global B2C E-Commerce Market 2014

Table of Contents (1 of 49)

1. MANAGEMENT SUMMARY

2. GLOBAL

- M-Commerce Trends, 2014
- M-Commerce Sales, by Tablets, Smartphones and Total, in USD billion and in % Y-o-Y Growth, 2012 - 2018f
- Smartphone and Tablet Penetration in Selected Countries, in % of Total Adult Population, 2013
- Breakdown of Mobile Shopping Intention, in % of Mobile Users, March 2013
- Smartphone Owner Penetration on Total Population and Mobile Shopper Penetration on Smartphone Owners, in %, by Selected Developed Markets, May 2013
- Smartphone Owner Penetration on Total Population and Mobile Shopper Penetration on Smartphone Owners, in %, by Selected Emerging Markets, May 2013
- Mobile Shopper Penetration, by Online Purchases Made on Tablets and Smartphones, in % of Smartphone and Tablet Owners, by Region, 2013
- Breakdown of Frequency of Mobile Purchase, in % of Online Shoppers, by Tablet and Mobile Phone or Smartphone, 2013
- Actions Taken As a Result of Seeing Advertising or a Promotion, by Smartphone and Tablet, Incl. "Purchased a Product/Service Online", in % of Smartphone and Tablet Owners, 2013
- Frequency of App and Browser Usage for Shopping on Mobile Phone or Smartphone, in % of Mobile Shoppers, 2013
- Share of Smartphone App Users Using Shopping/Retail Apps Regularly, in %, by Selected Countries, 2012
- Products and Services Purchased on Mobile, in % of Mobile Shoppers, March 2013
- Cross-Border B2C E-Commerce Trends, 2014
- Total B2C E-Commerce Exports of Top Six Markets Leading by B2C E-Commerce Exports, in USD billion, 2013 & 2020f
- Cross-Border B2C E-Commerce Trade Balance of Top Six Markets Leading by B2C E-Commerce Exports, Incl. B2C E-Commerce Exports and B2C E-Commerce Imports, in USD million, 2013
- Cross-Border B2C E-Commerce Flow Between Top Six Markets Leading by B2C E-Commerce Exports, in USD million, 2013
- Total B2C E-Commerce Imports of Top Six Markets Leading by B2C E-Commerce Import, in USD billion, 2013e & 2018f
- Breakdown of Total B2C E-Commerce Imports of Top Six Markets Leading by B2C E-Commerce Imports, by Country of Import and by Top Product Categories, in %, 2013e
- Luxury B2C E-Commerce Trends, 2014
- Luxury B2C E-Commerce Sales, in EUR billion, 2012, 2013e & 2018f
- Share of B2C E-Commerce on Total Luxury Retail, in %, 2013e & 2018f
- Share of B2C E-Commerce on Total Luxury Retail, by Global and Emerging Markets, in %, 2013
- Share of Pure Online Shoppers on Total Luxury Consumers, in %, by Selected Countries, 2013

Global B2C E-Commerce Market 2014

Table of Contents (2 of 49)

2. GLOBAL (cont.)

- B2C E-Commerce Sales, in USD billion, 2013 - 2018f
- B2C E-Commerce Sales, in USD billion, 2013 - 2018f
- B2C E-Commerce Sales CAGR, by Regions, 2013 - 2018f
- Top 10 Countries by B2C E-Commerce Sales Growth, in %, 2013
- Breakdown of B2C E-Commerce Sales, by Regions, in %, 2013 & 2018f
- Online Shopper Penetration, by Region, in % of Internet Users, 2013 - 2018f
- Top 10 Countries by Growth of Internet Users, incl. Asia-Pacific Countries, by in % Growth in Q4 2013 Compared to Q4 2008
- Breakdown of B2C E-Commerce Sales by Product Categories, by Selected Countries, in %, 2012
- Breakdown of B2C E-Commerce Payment Transactions, by Methods, in %, by Regions, incl. Asia-Pacific, 2012
- B2C E-Commerce Delivery Trends, 2014
- Most Important Delivery Options in B2C E-Commerce, in % of Online Shoppers, 2013e
- Most Important Return Options in B2C E-Commerce, in % of Online Shoppers, 2013e
- Breakdown of B2C E-Commerce Delivery Preferences in Selected Countries, by Delivery Place, in % of Online Shoppers, September 2013
- Factors Influencing the Choice of Delivery Option, in % of Online Shoppers, by Selected Countries, September 2013
- Top 10 Companies by E-Commerce Revenue, in USD billion, 2013
- Year-on-Year E-Commerce Revenue Growth in Local Currency of Top 10 Companies by E-Commerce Revenue, in %, 2013
- Top 5 Companies by B2C E-Commerce Revenue, 2013
- Year-on-Year B2C E-Commerce Revenue Growth in Local Currency of Top 5 Companies by B2C E-Commerce Revenue, in %, 2013
- Shares of Top 5 Companies by B2C E-Commerce Revenue on Total B2C E-Commerce Sales Worldwide, in %, 2013
- Top 3 E-Commerce Marketplace Companies by Revenue, in USD billion, 2013
- Year-on-Year Revenue Growth in Local Currency of Top 3 E-Commerce Marketplace Companies, in %, 2013
- Gross Merchandise Volume of Top 3 E-Commerce Marketplace Companies by Revenue, 2013
- Top 5 Companies by M-Commerce Sales, 2013e
- Overview of IPOs of Selected E-Commerce Companies, 2014

Global B2C E-Commerce Market 2014

Table of Contents (3 of 49)

3. NORTH AMERICA

3.1 REGIONAL

- B2C E-Commerce Sales, in USD billion, 2013 - 2018f

3.2 USA (Top Country)

- M-Commerce Overview and Trends, 2014
- M-Commerce Sales, Excluding Travel and Tickets, in USD billion, and in % Change, 2011-2017f
- Share of M-Commerce Sales on Total B2C E-Commerce Sales, Excluding Travel and Tickets, in %, 2011-2017f
- Quarterly M-Commerce Sales, in USD billion, and in % Year-on-Year Change, Q1 2012 - Q3 2013
- M-Commerce Sales, Excluding Travel and Tickets, by Tablet, Smartphone and Other Mobile Devices, in USD billion, and in % Change, 2011-2017f
- Number of Mobile Shoppers, in millions, and in % Change, 2011-2016f
- Breakdown of Mobile Shoppers, by Gender, Age Group and Household Income, in %, Q1 2012 & Q1 2013
- M-Commerce Spending per User, by Smartphone and Tablet, in USD, H1 2013
- Breakdown of B2C E-Commerce Spending on Selected Product Categories by Desktop, Smartphone and Tablet, in %, H1 2013
- Shopping Activities Carried Out on Tablet and Smartphone, Total and Breakdown by Location, in % of Mobile Shoppers, Q1 2013
- Overview of Cross-Border B2C E-Commerce
- Top Countries to Purchase from, in % of Cross-Border Online Shoppers, 2013e
- Statistics on Cross-Border B2C E-Commerce Sales from the USA on the Black Friday and Cyber Monday, Compared to Domestic US B2C E-Commerce Sales, Incl. Y-o-Y Sales Growth, Average Order Value and Peak Shopping Time, 2013
- B2C E-Commerce Sales, in USD billion and in % Year-on-Year Change, 2010 – 2013
- B2C E-Commerce Quarterly Sales, in USD billion and in % Year-on-Year Change, Q1 2013 - Q1 2014
- B2C E-Commerce Sales, in USD billion and in % Year-on-Year Change, 2013 - 2018f
- B2C E-Commerce Sales, in USD billion and in % CAGR, 2013, 2014f & 2018
- Desktop-Based B2C E-Commerce Quarterly Spending, in USD billion and in % Year-on-Year Change, Q1 2013 - Q4 2013
- Share of B2C E-Commerce on Total Retail Sales, in %, 2013 - 2018f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2013 - 2018f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2014f & 2018f
- Online Shopper Penetration, in % of Internet Users, 2011 - 2017f
- B2C E-Commerce Sales, by Product Categories, in USD billion, 2012-2018f

Global B2C E-Commerce Market 2014

Table of Contents (4 of 49)

3. NORTH AMERICA (cont.)

3.2 USA (Top Country) (cont.)

- Breakdown of B2C E-Commerce Payments, by Method, in %, 2013
- B2C E-Commerce Delivery Overview and Trends, 2014
- Breakdown of Online Shoppers by Number of Days Willing to Wait for B2C E-Commerce Delivery, in %, February 2013
- Delivery-Related Reasons for Abandoning Shopping Cart, in % of Online Shoppers, February 2013
- Top Delivery Factors that Would Improve Online Shopping Experience, as Perceived by Online Shoppers, in %, March 2013
- Maximum Fee That Online Shoppers are Willing to Pay for Same Day Delivery, by Affluent Millennials and Other Online Shoppers, in USD, March 2013
- Share of Same Day Delivery on Total Online Purchases, in %, March 2013
- Share of Online Shoppers Who Would be More Likely to Return to the Abandoned Card if Shipping Costs and Duration are Mentioned in the Notification about Items Left in Cart, Compared to Other Factors, in % of Online Shoppers, by Online Shopper Group, August 2013
- Breakdown of Offered Cyber Monday Promotion Types, Incl. "Shipping Promos", in %, 2013
- B2C E-Commerce Delivery Methods Offered By Top 5 Companies by B2C E-Commerce Sales, April 2014
- Top 10 US-Based Merchants by Global B2C E-Commerce Sales, in USD billion, 2012 & 2013
- Top 20 US-Based Brick-and-Mortar Retailers by Global B2C E-Commerce Sales, in USD billion, incl. in % Share of B2C E-Commerce on Total Revenues, 2013

Global B2C E-Commerce Market 2014

Table of Contents (5 of 49)

3. NORTH AMERICA (cont.)

3.3 CANADA

- Breakdown of Frequency of Mobile Purchase, in % of Online Shoppers, by Tablet and Mobile Phone or Smartphone, 2013
- Cross-Border Online Shopper Penetration on Internet Users, by Users Who Have Purchased from a US Website and Users Who Have Purchased from a Non-US/Non-Canadian Website, in %, 6 Months to August 2013
- Experience with Cross-Border B2C E-Commerce, in % of Online Shoppers, by Online Shoppers Who Have Not Made Cross-Border Purchases Online and Online Shoppers Who Have Purchased from Any Foreign Website, from US Websites, and from Asian Websites, January 2014
- Top Reasons for Shopping from Foreign Online Shops, in % of Online Shoppers, January 2014
- B2C E-Commerce Sales, in CAD billion and in % Year-on-Year Change, 2012 - 2017f
- B2C E-Commerce Sales, Excl. Sales Made on Foreign Websites, in CAD billion, 2011 & 2012
- Share of B2C E-Commerce on Total Retail Sales, in %, 2012 - 2017f
- Share of B2C E-Commerce Sales, Excl. Sales Made on Foreign Websites, on Total Retail Sales, in %, 2011 & 2012
- Number of Online Shoppers, in millions, and in % Penetration on Internet Users and Population, 2013 - 2018f
- Product Categories Purchased Online, in % of Online Shoppers, 2012
- Breakdown of Preferred Payment Methods in B2C E-Commerce, in % of Online Shoppers, February 2014
- Most Important Aspect of Online Shopping Experience, Incl. Delivery, in % of Online Shoppers, 2012

Global B2C E-Commerce Market 2014

Table of Contents (6 of 49)

4. ASIA – PACIFIC

4.1 REGIONAL

- B2C E-Commerce Sales, in USD billion, 2012 - 2018f
- Breakdown of Mobile Shopping Intention, in % of Mobile Users, March 2013
- Products and Services Purchased on Mobile, in % of Mobile Shoppers, March 2013
- B2C E-Commerce Sales, by Selected Countries, in USD billion, 2013 & 2018f
- Internet User Penetration, in % of Population, by Selected Countries, 2013
- Breakdown of Mobile Phone Ownership, by Smartphone and Non-Smartphone, by Selected Countries, in %, 2013
- Mobile Shopper Penetration, in % of Respondents, by Selected Countries, December 2013
- Share of Cross-Border B2C E-Commerce on Total B2C E-Commerce in Selected Countries, in %, 2013e
- Top 10 B2C E-Commerce Companies, by in % Market Share, 2012 & 2013
- Top 5 E-Commerce Companies in South East Asia, Ranked by Revenue, 2013

4.2 CHINA (Top Country)

- B2C E-Commerce Overview and International Comparisons, 2014
- B2C E-Commerce Regulatory Trends, 2014
- Social Media and Messaging Apps in B2C E-Commerce, and Top 10 App Types of Social Sharing, incl. E-Commerce, in % of Apps, 2013
- Prospects of Multi-Channel Retailers in B2C E-Commerce and Breakdown of Current and Future Consumer Spending with Multi-Channel Retailers, in %, August 2013
- Group-Buying over the Internet and Number of Group Buying Users, in millions and in % Penetration on Internet Users, 2010 – 2013
- Luxury B2C E-Commerce and Reasons to Purchase Luxury Goods Online, in % of Luxury Online Shoppers, February 2014
- M-Commerce Overview and Trends, 2014
- Number of Mobile Shoppers, in millions and in % of Mobile Internet Users, 2012 & 2013
- Number of Mobile Internet Users, in millions and in % of Total Internet Users, 2009 – 2013
- M-Commerce Sales, in CNY billion, and in % Year-on-Year Change, Q1 2012 - Q3 2013

Global B2C E-Commerce Market 2014

Table of Contents (7 of 49)

4. ASIA – PACIFIC (cont.)

4.2 CHINA (Top Country) (cont.)

- M-Commerce Sales, in CNY billion, 2012, 2013 & 2017f
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2011-2017f
- Breakdown of the M-Commerce Sales, by Players, in %, 2013
- Cross-Border B2C E-Commerce, 2014
- Breakdown of Total E-Commerce Cross-Border Sales, Incl. Imports and Exports, by B2B and B2C, in % and CNY billion, 2012
- Breakdown of Preferred Payment Methods in Cross-Border B2C E-Commerce, in % of Online Shoppers, 2013
- B2C E-Commerce Sales, in USD billion, and in % Year-on-Year Change, 2010 – 2013
- B2C E-Commerce Sales Forecast, in USD billion, and in % Year-on-Year Change, 2014f - 2017f
- B2C E-Commerce Sales Forecast, in USD billion, by Comparative Estimates, Ranked by in % CAGR, 2014f - 2017f
- Share of E-Commerce on Total Retail Sales, in %, 2010-2017f
- B2C E-Commerce and Total Retail, incl. Year-on-Year Growth of Monthly Retail Sales of Consumer Products, in %, March 2013 - March 2014
- C2C and B2C E-Commerce, and Breakdown of B2C E-Commerce Gross Merchandise Value, by B2B and B2C, in %, 2010 – 2017
- Overview of Online Shoppers and Online Shopping Trends, 2014
- Number of Internet Users, in Millions, and in % Penetration on Population, 2009 – 2013
- Breakdown of Internet Users, by Gender, Age and Monthly Personal Income, 2012 & 2013
- Number of Online Shoppers, in Millions, and in % Penetration on Internet Users, 2010 - 2013
- Online Shoppers Number Forecast, in Millions, and in % Penetration on Internet Users, 2014f - 2017f
- Breakdown of Major Factors in Purchasing Decision, in % of Online Shoppers, by Generation, 2013
- Breakdown of Entry Points in B2C E-Commerce, in % of Online Shoppers, by Share of Total and by Activities, 2012
- Median Annual Per Capita Disposable Income of Households, by Rural Households and Urban Households, in CNY thousands and in % Annual Growth, 2009 – 2013
- B2C E-Commerce Products Overview and Trends, 2014
- Breakdown of B2C E-Commerce Sales by Product Categories, in %, 2012
- Quarterly B2C E-Commerce Sales of Consumer Electronics and Clothing, in CNY billion, in % Year-on-Year Growth, and in % Share on Total B2C E-Commerce Sales, Q1 2012 - Q3 2013
- Products Categories Purchased Online, in % of Consumers, by Male and Female, March 2013
- Breakdown of Preferred Purchasing Channels, incl. Online, by Product Categories, in % of Online Shoppers, October 2013

Global B2C E-Commerce Market 2014

Table of Contents (8 of 49)

4. ASIA – PACIFIC (cont.)

4.2 CHINA (Top Country) (cont.)

- Breakdown of Third-Party Online Payment GMV, by Segment, in %, 2009 - 2013e
- Breakdown of Preferred Payment Methods in Cross-Border B2C E-Commerce, in % of Online Shoppers, 2013
- B2C E-Commerce Delivery Overview and Trends, 2014
- Concerns about Online Shopping, incl. Delivery, in % of Consumers, February 2014
- Most Important Factors in B2C E-Commerce Delivery, in % of Online Shoppers, September 2013
- Delivery Methods Offered By Top 3 B2C E-Commerce Websites, April 2014
- Overview of Initial Public Offerings in E-Commerce, 2012-2014
- Overview of Selected Mergers & Acquisitions in B2C E-Commerce, 2012 - Q1 2014
- Overview of Local B2C E-Commerce Players, 2014
- Overview of Foreign B2C E-Commerce Players, 2014
- Breakdown of B2C E-Commerce Sales, by Players, in %, 2013
- Breakdown of B2C E-Commerce Direct-to-Consumer Sales, by Players, in %, 2013
- Breakdown of B2C E-Commerce Sales, by Websites, in %, Q1 2014
- Most Visited E-Commerce Websites, by Number of Unique Visitors, in millions, and Time Spent per Visitor, in Minutes, March 2013
- Profile of Tmall
- Profile of JD.com
- Profile of Tencent

Global B2C E-Commerce Market 2014

Table of Contents (9 of 49)

4. ASIA – PACIFIC (cont.)

4.3 JAPAN (Top Country)

- B2C E-Commerce Overview and International Comparisons, 2014
- Mobile Device Ownership, by Smartphone, Tablet, and Mobile Phones, in % of Internet Users, 2010 – 2012
- Breakdown of Experience with Mobile Shopping, in % of Mobile Phone Users, November 2013
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2010 – 2012
- Cross-Border B2C E-Commerce Overview, 2014
- Cross-Border Online Shopper Penetration on Total Online Shoppers, in %, Compared to China and the USA, 2012
- Total B2C E-Commerce Imports from China and the USA to Japan, in JPY billion, 2011, 2012 & 2020f, and B2C E-Commerce Imports from China and the USA to Japan, by Country, in JPY billion, 2012 & 2020f
- Total B2C E-Commerce Exports from Japan to China and the USA, in JPY billion, 2012 & 2020f, and B2C E-Commerce Exports from Japan to China and the USA, by Country, in JPY billion, 2012 & 2020f
- B2C E-Commerce Sales, in JPY billion, 2008 - 2012
- B2C E-Commerce Sales Forecast, by Comparative Estimates, in USD billion, Ranked by CAGR, 2013 - 2018f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2008 – 2012
- Internet Penetration, in % of Individuals, 2009 – 2013
- Devices Used to Access Internet, in % of Internet Users, End of 2011 & 2012
- Share of Online Shoppers on Individuals, in %, Q1 2013
- Average Largest Online Purchase Value, by Online Purchases Made at Home and Outside of Home, by Device, in JPY, Q1 2013
- Most Important Criteria for Selecting Online Shop, incl. Delivery, in % of Online Shoppers, 2012
- Breakdown of B2C E-Commerce Sales by Product Categories, in %, 2012
- Retail Product Categories with Highest Internet Audience Reach, in %, May 2013
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, End of 2011 & 2012
- B2C E-Commerce Delivery Overview and Trends, 2014
- Breakdown of B2C E-Commerce Delivery Time, in % of Online Shoppers, February 2013
- Most Important Delivery Options, in % of Online Shoppers, February 2013
- Delivery Methods Offered By Top 3 E-Commerce Websites, April 2014
- Overview of B2C E-Commerce Players, 2014
- Top 5 E-Commerce Websites, by Average Monthly Unique Visitors from PC, in millions, 2013
- Top 10 Retail Websites, by Monthly Unique Visitors from PC, May 2013

Global B2C E-Commerce Market 2014

Table of Contents (10 of 49)

4. ASIA – PACIFIC (cont.)

4.4 SOUTH KOREA (Top Country)

- Overview of B2C E-Commerce and Comparisons, 2014
- M-Commerce Overview and Trends, 2014
- M-Commerce Sales, in KRW trillion, and in % Year-on-Year Change, 2012 - 2014f
- M-Commerce Sales, in KRW trillion, Q1 2013 & Q1 2014
- Share of M-Commerce on Total Online Shopping, in %, Q1 2013 & Q1 2014
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2013
- Number of Mobile Shoppers, by Platform Type, in millions, H1 2012, H2 2012, H1 2013
- Cross-Border B2C E-Commerce Overview, 2014
- B2C E-Commerce Import Statistics, Incl. Number of Transactions, in million, Value of Transactions, in KRW billion and Average Transaction Value in KRW, 2012 & 2013
- Breakdown of Cross-Border B2C E-Commerce Purchases, by Country of Origin, in %, 2013
- Breakdown of Cross-Border B2C E-Commerce Purchases, by Country of Origin, in %, April 2014
- B2C E-Commerce Sales, in KRW trillion and in % Year-on-Year Change, 2009 – 2013
- B2C E-Commerce Sales, in KRW trillion and in % Year-on-Year Change, 2009 - 2013
- B2C E-Commerce Sales Forecast, by Comparative Estimates, in USD billion, Ranked by CAGR, 2013 - 2018f
- Share of Online Shopping on Total Retail Sales, in %, 2013 & 2014f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2013 & 2014f
- Year-on-Year Growth of Online Shopping, Compared to Other Retail Shopping Channels, in %, 2014f
- Number of Internet Users, in millions and in % of Total Population, 2009 – 2013
- Breakdown of Internet Users, by Gender and Age Group, in millions and in %, and in % Penetration of Internet Users on Individuals in the Relevant Group, 2013
- Breakdown of Time of the Last Online Purchase, in % of Internet Users, 2013
- Online Shopper Penetration on Internet Users, by Gender and Age Group, in %, 2013
- Breakdown of Average Monthly Online Shopping Spending, in % of Online Shoppers, 2013
- Devices Used for Online Shopping, in % of Online Shoppers, by Gender, Age Group and Total 2013
- Breakdown of E-Commerce Sales by Product Categories, in KRW trillion and in %, 2012 & 2013
- Breakdown of B2C E-Commerce Sales by Product Categories, in %, 2012
- Product Categories Purchased in B2C E-Commerce, in % of Online Shoppers, 2013
- Breakdown of E-Commerce Sales by Payment Method, in %, 2012 & 2013
- B2C E-Commerce Delivery Overview and Trends, 2014
- Breakdown of B2C E-Commerce Transactions by Delivery Method, in %, 2012 & 2013
- Delivery Methods Offered By Top 3 E-Commerce Websites, April 2014
- Overview of B2C E-Commerce Players, 2014
- Leading E-Commerce Websites, by Website Rank, August 2014
- E-Commerce Websites Most Purchased from via Mobile, in % of Smartphone Owners, by Male and Female, April 2013

Global B2C E-Commerce Market 2014

Table of Contents (11 of 49)

4. ASIA – PACIFIC (cont.)

4.5 AUSTRALIA

- B2C E-Commerce Trends, 2014
- M-Commerce Sales, in AUD billion, 2012, 2013 & 2017f
- Breakdown of Daily Website Traffic in E-Commerce Category, by Device, in %, December 2013
- Product Categories Most Purchased via Smartphone, in % of Smartphone Owners, January 2014
- Share of Mobile Shoppers on Internet Users, by Smartphone and Tablet, in %, May 2013
- Breakdown of Total B2C E-Commerce Sales, by Domestic and Import, in % and in AUD billion, FY 2011-2012
- Average Order Value of Top Cross-Border Online Shopping Product Categories, in AUD, 2012
- Top Reasons to Shop Online from the US Online Retailers, in % of Cross-Border Online Shoppers, April 2013
- B2C E-Commerce Sales, in AUD billion, 2012 & 2013
- Monthly B2C E-Commerce Sales, by Pure-Play Online Retail, Multi-Channel Online Retail and Total, June 2013 - May 2014
- B2C E-Commerce Sales Forecast, in USD billion, by Comparative Estimates, 2013 - 2018f
- Share of B2C E-Commerce on Total Retail Sales, by Pure-Play, Multichannel and Total, June 2013 - May 2014
- B2C E-Commerce Market Size, in % of Traditional Retail Sales, 2012 & 2013
- Internet Penetration, in % of Individuals, 2009 - 2013
- Number of Online Shoppers, in thousands and in % of Internet Users, by Gender, Age Group and Total, 2012/2013
- Number of Online Shoppers, in millions, and in % Year-on-Year Change, 2011 - 2017f
- Main Reasons for Not Shopping Online, in % of Internet Users Who Do Not Shop Online, 2012/2013
- Breakdown of B2C E-Commerce Sales, by Product Categories, in % and in AUD billion, 12 Months to March 2013
- Product Categories Purchased in B2C E-Commerce, in % of Online Shoppers, 2012/2013
- Breakdown of Main Usage of Credit Card, incl. Online Shopping, in % of Credit Card Owners, 2013
- B2C E-Commerce Delivery Trends, 2014 and Value of Courier Pick-Up and Delivery Services Market, in AUD billion, 2012/2013 & 2013/2014f
- Overview of B2C E-Commerce Players, 2014
- Top 10 E-Commerce Websites by Unique Visitors, in Thousands, Active Audience Reach, in %, and Time Spent per Unique Visitor, December 2013
- Most Visited Shopping Websites, by Unique Visitors, in thousands, January 2014

Global B2C E-Commerce Market 2014

Table of Contents (12 of 49)

4. ASIA – PACIFIC (cont.)

4.6 NEW ZEALAND

- B2C E-Commerce Trends, 2014
- Share of Mobile Device Owners Who Purchased Physical Goods via Mobile, by Smartphone and Tablet, in %, 2013
- Share of Mobile Shoppers on Online Shoppers, by Smartphone and Tablet, in %, July 2013
- Share of Cross-Border B2C E-Commerce Import on Total B2C E-Commerce Sales, in %, 2011 – 2013
- Breakdown of B2C E-Commerce Sales, by Domestic and Cross-Border Import, in %, 3 Months to April 2014
- Breakdown of Cross-Border B2C E-Commerce Import, by Country of Purchase, in %, 2013
- Breakdown of B2C E-Commerce Sales, by Regions, in %, 12 Months to April 2014
- B2C E-Commerce Sales, in NZD billion, 2011 - 2013e & 2017f
- B2C E-Commerce Sales, in NZD billion, 2012 - 2014f
- B2C E-Commerce Sales, in NZD billion, by Comparative Estimates, 2013
- Share of B2C E-Commerce on Total Retail Sales, 2013e
- Internet Penetration, in % of Individuals, 2009 - 2013
- Online Shopper Penetration, in % of Adult Population, 2009 - 2013
- Number of Online Shoppers, in millions, 2012 & 2013
- Breakdown of B2C E-Commerce Sales, by Product Categories, Excl. Travel, in %, 12 Months to April 2014
- Breakdown of B2C E-Commerce Sales, by Product Categories, Incl. Travel, in %, 2013
- Product Categories Purchased in B2C E-Commerce, in %, 2013
- Share of Individuals Who Paid for Purchases Online, in %, 2012
- Top 10 E-Commerce Websites by Average Monthly Unique Audience, in thousands, 2013

Global B2C E-Commerce Market 2014

Table of Contents (13 of 49)

4. ASIA – PACIFIC (cont.)

4.7 INDIA

- B2C E-Commerce Trends, 2014
- M-Commerce Trends, 2014
- Breakdown of Total Internet Subscribers, by Type, incl. Mobile, in % and in Millions, December 2013
- Number of Mobile Internet Subscribers, in millions, 2013 & 2016f
- Share of M-Commerce on B2C E-Commerce Sales, by B2C E-Commerce Players, 2013e
- Most Purchased M-Commerce Product Categories, in % of Mobile Shoppers, 2013
- B2C E-Commerce Regulatory Trends, 2014
- B2C E-Commerce Sales, in INR billion, 2009 – 2013e
- B2C E-Commerce Sales Forecasts, in USD billion, by Comparative Estimates, 2013 - 2018f
- B2C E-Commerce Sales Forecasts, in USD billion, by Comparative Estimates, 2013 - 2016f
- Share of B2C E-Commerce on Total Retail, in %, 2013
- Share of B2C E-Commerce on Total Retail Sales, in %, by Selected Product Categories, 2013
- Internet Penetration, in % of Individuals, 2009 – 2013
- Number of Internet Users, in millions, 2013 & 2016f
- Number of Online Shoppers, in millions, 2013 & 2016f
- Number of Online Shoppers, in millions, and in % Year-on-Year Growth, 2012 - 2018f
- Breakdown of Regular Online Shoppers, by Age Group, in %, 2013
- Breakdown of Regular Online Shoppers, by Gender, in %, 2013
- Reasons for Not Buying Online, in % of Internet Users who Do Not Buy Online, 2013
- Product and Categories Purchased in B2C E-Commerce, in % of Online Shoppers, 2013
- Breakdown of B2C E-Commerce Payments, by Method, in %, 2013 & 2016f
- B2C E-Commerce Delivery Overview and Trends, 2014
- Overview of E-Commerce Players, 2014
- Top Websites in the Retail Category, by Unique Visitors, in millions, incl. Year-on-Year Growth and Minutes per Visitors, June 2013
- Overview of Leading Online Shopping Websites, by Website Rank, July 2014

Global B2C E-Commerce Market 2014

Table of Contents (14 of 49)

4. ASIA – PACIFIC (cont.)

4.8 INDONESIA

- B2C E-Commerce Trends, 2014
- B2C E-Commerce Regulatory Trends, 2014
- M-Commerce Trends, 2014
- Social Media Trend in E-Commerce, 2014 and Factors that Would Encourage to Shop More Online, in % of Online Shoppers, March 2014
- B2C E-Commerce Sales of Goods and Services, and Forecast, in USD billion, and in % Year-on-Year Change, 2012 - 2016f
- B2C E-Commerce Sales of Goods and Forecast, in USD billion, and in % Year-on-Year Change, 2012 - 2016f
- B2C E-Commerce Sales and Forecasts, in USD million, by Comparative Estimates, Ranked by CAGR in %, 2012 - 2016f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2012-2016f
- Overview of Online Shoppers and Online Shopping Trends, 2014
- Number of Internet Users, in Millions, and in % Penetration on Population, 2009 – 2013
- Internet Users Number Forecast, in Millions, and in % Penetration on Population, 2014f – 2016f
- Breakdown of Internet Users, by Age Group, in %, March 2013
- Breakdown of Internet Users, by Gender, in %, March 2013
- Types of Internet Access, in % of Internet Users, 2011 & 2012
- Mobile Phone Penetration, in % of Total Population, March 2009 - March 2013, and Smartphone Penetration, March 2009 - March 2013
- Number of Online Shoppers, in millions and in % Share of Internet Users, 2012 & 2013
- Online Shoppers Number Forecast, in millions and in % Share of Internet Users, 2014f – 2016f
- Online Shoppers Number, in millions, by Comparative Estimates, Ranked by Year-on-Year Change, in %, 2012 & 2013
- Online Shoppers Number Forecast, in millions, by Comparative Estimates, 2014f – 2016f
- Breakdown of Online Shoppers, by Age Group, in %, 2013
- Breakdown of Online Shoppers by Groups, incl. Share on Total Online Shoppers, Average Spending/Frequency and Minimum Number of Categories Purchased, 2013
- Factors Influencing the Purchasing Decision, in % of Online Shoppers, 2013
- Breakdown of Most Used Online Shopping Methods, in % of Online Shoppers, March 2014
- Breakdown of Major Online Shopping Channels, in % of Online Shoppers, 2013
- Used Online Shopping Channels, in % of Online Shoppers, by Male and Female, 2012
- Products Purchased in B2C E-Commerce, in % of Online Shoppers, 2013
- Products Purchased in B2C E-Commerce, in % of Online Shoppers, by Male and Female, 2012
- Payment Methods Preferred in B2C E-Commerce, in % of Online Shoppers, 2013
- Breakdown of Used Online Payment Methods, in % of Online Payment Users, 2013
- B2C E-Commerce Delivery Overview and Trends, 2014
- Share of Online Shoppers who Received Free Delivery, in %, July 2013

Global B2C E-Commerce Market 2014

Table of Contents (15 of 49)

4. ASIA – PACIFIC (cont.)

4.8 INDONESIA (cont.)

- Share of Internet Users Having Concerns about Untimely B2C E-Commerce Delivery, in %, July 2013
- Overview of E-Commerce Players, 2014
- Most Popular E-Commerce Websites, in % of Online Shoppers, March 2014
- Most Visited Websites in Retail Category, by Unique Visitors, in Millions, March 2013
- Overview of Top 3 Online Shopping Forums and C2C Classifieds Websites by Rank, June 2014
- Overview of Top 3 Local C2C E-Commerce Websites by Rank, June 2014
- Overview of Top 3 Local B2C E-Commerce Websites by Rank, June 2014
- Overview of Top 3 Foreign E-Commerce Websites by Rank, June 2014

4.9 TAIWAN

- B2C E-Commerce Trends, 2014
- Smartphone Penetration, in % of Internet Users, 2013
- Average Mobile Shopping Spending Per Shopper, in TWD, 2012 & 2013
- Product Categories Most Purchased in M-Commerce, in % of Mobile Shoppers, 2013
- E-Commerce Sales, in TWD billion, 2012, 2013 & 2015f
- B2C E-Commerce Sales, in USD billion, 2011 & 2015f
- Internet Penetration, in % of Individuals, 2009 – 2013
- Online Shopper Penetration, by Age Group and Total, in % of Internet Users, 2013
- Online Shopper Penetration, by Gender and Total, in % of Internet Users, 2013
- Average Online Shopping Spending per Year, by Total and Gender, in TWD thousand, 2013
- Average Online Shopping Spending Per Shopper, in TWD thousand, 2012 & 2013
- Retail Product Categories with Highest Internet Audience Reach, in %, March 2013
- Online Shopping Penetration in FMCG Product Category, by Segment, in % of Households, 2013
- Overview of B2C E-Commerce Players, 2014
- Top 10 Retail Websites, by Monthly Unique Visitors, March 2013
- Top 5 Online Shopping Website, by in % of Online Shoppers Reach, 2013

Global B2C E-Commerce Market 2014

Table of Contents (16 of 49)

4. ASIA – PACIFIC (cont.)

4.10 HONG KONG

- B2C E-Commerce Trends, 2014
- Mobile Shopper Penetration, in % of Respondents, Q4 2013
- Top Contents Viewed on Tablet, in % of Tablet Users, March 2014
- Share of Cross-Border Online Shoppers Buying from Hong Kong, by Selected Countries, in %, and Rank of Hong Kong among the Destinations Most Purchased from, 2013e
- E-Commerce Sales, in HKD billion, 2012 - 2015f
- Share of E-Commerce on Total Retail Sales, in %, 2012
- Internet Penetration, in % of Individuals, 2009 - 2013
- Number of Internet Users, in millions, 2012 & 2013
- Number of Online Shoppers, in thousands, and in % Penetration on Total Population, 2008, 2009 & 2012
- Number of Online Shoppers and Penetration, by Age Group, Gender and Total, in thousands and in %, 2012
- Breakdown of the Amount Spent on Online Shopping per 6 Months, in % of Online Shoppers, 2012
- Product Categories Most Purchased Online, by Number of Online Shoppers Purchasing from the Category, in thousands and in % of Total Online Shoppers, 2012
- Retail Product Categories with Highest Internet Audience Reach, in %, March 2013
- Top Contents Viewed on Smartphone, in % of Smartphone Users, incl. Shipping, March 2014
- Players
- Top 10 Retail Websites, by Monthly Unique Visitors, March 2013

4.11 SINGAPORE

- B2C E-Commerce Trends, 2014
- M-Commerce Trends, 2014
- Share of Cross-Border B2C E-Commerce on Total B2C E-Commerce, in %, 2013e
- Top 5 Countries and Regions for Cross-Border B2C E-Commerce, by Import and Export, 2013
- B2C E-Commerce Sales, 2012 & 2015f
- Share of B2C E-Commerce on Total Retail Sales of Goods, in %, 2011 & 2016f
- Internet Penetration, in % of Individuals, 2009 - 2013
- Online Shopper Penetration, in % of Internet Users, 2008 - 2012
- Online Shopper Penetration on Internet Users, by Age Group, in%, 2012
- Breakdown of Spending on Online Shopping, by Amount, in % of Online Shoppers, 2010 – 2012
- Devices Used for Online Shopping, in % of Online Shoppers, August 2013

Global B2C E-Commerce Market 2014

Table of Contents (17 of 49)

4. ASIA – PACIFIC (cont.)

4.11 SINGAPORE (cont.)

- Major Reasons to Shop Online, in % of Online Shoppers, August 2013
- Product Categories Purchased in B2C E-Commerce, in % of Online Shoppers, August 2013
- Average Online Spending on Selected Product Categories, in USD, 3 Months to May 2014
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, by Age Group and Total, 2012
- Share of Online Shoppers who Received Free Delivery, in %, July 2013
- E-Commerce Players Overview, 2014
- Most Visited Websites in Retail Category, by Unique Visitors, in Thousands, March 2013
- Overview of Top 10 E-Commerce Websites by Rank, July 2014

4.12 THAILAND

- B2C E-Commerce Trends, 2014
- M-Commerce Trends, 2014
- The Share of Mobile on Total Online Traffic, in %, July 2012 & July 2013
- Social Media in E-Commerce Trends and Major Activities Carried Out in Social Media, in % of Social Media Users, May 2013
- B2C E-Commerce Sales, in THB billion, and in % Year-on-Year Change, 2009 - 2012
- B2C E-Commerce Sales and Forecast, in USD billion, and in % Year-on-Year Change, 2009 - 2015f
- B2C E-Commerce Sales and Forecasts, in BHT billion, by Comparative Estimates, Ranked by CAGR in %, 2012 - 2015f
- Share of B2C E-Commerce on Total Retail Sales of Goods, in %, 2011 & 2016f
- Online Shopper Overview and Trends, 2014
- Number of Internet Users, in millions and in % Penetration on Total Population, 2009 - 2013
- Mobile Phone, Internet and Computer Penetration, in % of Total Population, by Region, 2012
- Devices Used to Access Internet, in % of Internet Users, 2012 & 2013
- Breakdown of Internet Users, by Age Group, in %, March 2013
- Breakdown of Internet Users, by Gender, in %, March 2013
- Breakdown of Internet Users, by Monthly Household Income, in %, May 2013
- Online Activities, in % of Internet Users, May 2013
- Online Shopper Penetration, by Gender, Age and Region, in % of Internet Users, May 2013
- Online Shopper Penetration by Monthly Household Income Group, in % of Internet Users, May 2013
- Reasons for Not Shopping Online, in % of Internet Users, 2013

Global B2C E-Commerce Market 2014

Table of Contents (18 of 49)

4. ASIA – PACIFIC (cont.)

4.12 THAILAND (cont.)

- Product Categories Purchased Online via Social Media, in % of Online Shoppers Buying via Social Media, May 2013
- The Share of E-Commerce on Total Credit Card Payment Transactions, in %, 2011 & 2012
- Overview of E-Commerce Players, 2014
- Most Visited Websites in Retail Category, by Unique Visitors, in Millions, March 2013
- Breakdown of E-Commerce Businesses, by Segment, in %, May 2013
- Used Channels of Communication with Customers, in % of E-Commerce Companies, May 2013
- Overview of Leading E-Commerce Marketplaces, by Website Rank, June 2014
- Overview of Leading Direct-to-Consumer B2C E-Commerce Companies, by Website Rank, June 2014

4.13 MALAYSIA

- B2C E-Commerce Trends, 2014
- M-Commerce Trends, 2014
- Smartphone Penetration on Mobile Phone Owners, in %, 2012, and Breakdown of Smartphone Owners, by Gender, in %, 2012
- Mobile Shopper Penetration on Smartphone Owners, in %, May 2013
- Smartphone and Tablet Penetration, in % of Internet Users, 2012 & 2013
- E-Commerce Regulatory Trends, 2013
- Share of Cross-Border B2C E-Commerce on Total B2C E-Commerce, in %, 2013e
- Top 3 Countries and Regions for Cross-Border B2C E-Commerce, by Import and Export, 2013
- E-Commerce Sales, in MYR billion, 2011 & 2014f
- B2C E-Commerce Sales of Goods, in MYR billion, 2011 & 2016f
- Share of B2C E-Commerce on Total Retail Sales of Goods, in %, 2011 & 2016f
- Online Shopper Overview and Trends, 2014
- Number of Households with Internet Access, in millions, and in % of Total Households, 2008 - 2012
- Number of Internet Users, in millions, 2012 & 2015f

Global B2C E-Commerce Market 2014

Table of Contents (19 of 49)

4. ASIA – PACIFIC (cont.)

4.13 MALAYSIA (cont.)

- Breakdown of Internet Users, by Age Group, in %, March 2013
- Breakdown of Internet Users, by Gender, in %, March 2013
- Breakdown of Internet Users, by Monthly Income, in %, December 2013
- Online Shopper Penetration, by Comparative Estimates, in %, 2013, August 2013, March 2014 and May 2013
- Perceived Advantages of Online Shopping, in % of Mobile Phone Users, May 2013
- Perceived Disadvantages of Online Shopping, in % of Mobile Phone Users, May 2013
- Product Categories Purchased Online, in % of Online Shoppers, 2012
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, May 2013
- Most Used Online Payment Methods, in % of Online Shoppers, 2013
- Maximum Expected Delivery Time, in Days, in % of Online Shoppers, 2013
- Overview of E-Commerce Players, 2014
- Most Visited Websites in Retail Category, by Unique Visitors, in Millions, March 2013
- Most Popular Local Websites to Purchase From, in % of Online Shoppers, 2013
- Most Popular Foreign Websites to Purchase From, in % of Online Shoppers, 2013
- Overview of Leading B2C E-Commerce Websites, by Website Rank, June 2014
- Overview of Leading Foreign E-Commerce Websites, by Website Rank, June 2014
- Overview of Leading Online Classifieds and Marketplace Websites, by Website Rank, June 2014

4.14 VIETNAM

- B2C E-Commerce Trends, 2014
- B2C E-Commerce Regulatory Trends, 2014
- M-Commerce Trends, 2014
- Social Media in E-Commerce Trends, 2014 and Breakdown of Major Social Media Activities, in % of Online Shoppers, October 2013
- B2C E-Commerce Sales, in USD million, 2012 & 2015f
- B2C E-Commerce Sales of Goods, in USD million, 2011 & 2016f
- E-Commerce Sales, in USD million, 2012 & 2015f
- Share of B2C E-Commerce on Total Retail Sales of Goods, in %, 2011 & 2016f

Global B2C E-Commerce Market 2014

Table of Contents (20 of 49)

4. ASIA – PACIFIC (cont.)

4.14 VIETNAM (cont.)

- Online Shopper Overview and Trends, 2014
- Breakdown of Internet Users, by Age Group, in %, March 2013
- Breakdown of Internet Users, by Gender, in %, March 2013
- Online Shopper Penetration in Large Cities, in % of Internet Users, 2013 & 2015f
- Used Online Shopping Channels, in % of Online Shoppers, 2013
- Perceived Advantages of Online Shopping, in % of Mobile Phone Users, May 2013
- Perceived Disadvantages of Online Shopping, in % of Mobile Phone Users, May 2013
- Breakdown of Major Factors in Choice of E-Commerce Website, in % of Online Shoppers, May 2013
- Categories of Products and Services Purchased Online, in % of Online Shoppers, 2013
- Categories of Products and Services Purchased Online, in % of Online Shoppers, 12 Months to May 2013
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, 2013
- Breakdown of Used Online Payment Service Providers, in % of E-Commerce Companies, 2013
- Overview of E-Commerce Players, 2014
- Most Visited Websites in Retail Category, by Unique Visitors, in Millions, March 2013
- Most Popular Websites, by Segment, by in % Audience Reach, October 2013
- Breakdown of Online Marketplaces, by Market Shares, in %, 2013
- Breakdown of Online Deal Websites, by Market Shares, in % and in VND billion, 2013
- Breakdown of Online Auction Websites, by Market Shares, in % and in VND billion, 2013
- Overview of Leading Group Buying/Daily Deal Websites, by Website Rank, June 2014
- Overview of Leading Online Mass Merchants/Marketplaces, by Website Rank, June 2014
- Overview of Leading E-Commerce Specialist Merchants/Marketplaces, by Website Rank, June 2014

4.15 THE PHILIPPINES

- B2C E-Commerce Trends, 2014
- Social Media in E-Commerce Trends, 2014
- M-Commerce Trends, 2014
- B2C E-Commerce Sales of Goods, in PHP billion, 2012, 2013 & 2018f
- B2C E-Commerce Sales, by Travel and Products, in PHP billion and in % of Total, 2013
- Share of B2C E-Commerce on Total Retail Sales, in %, 2013
- Internet Penetration, in % of Individuals, 2009 - 2013
- Number of Internet Users, in millions, 2013 & 2014f
- Breakdown of Internet Users, by Age Group, in %, 2013
- Online Shopper Penetration on Mobile Phone Users, in%, May 2013

Global B2C E-Commerce Market 2014

Table of Contents (21 of 49)

4. ASIA – PACIFIC (cont.)

4.15 THE PHILIPPINES (cont.)

- Perceived Advantages of Online Shopping, in % of Mobile Phone Users, May 2013
- Perceived Disadvantages of Online Shopping, in % of Mobile Phone Users, May 2013
- Products to be Purchased in B2C E-Commerce, in % of Mobile Phone Users, May 2013
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, May 2013
- Overview of E-Commerce Players, 2014
- Most Visited Websites in Retail Category, by Unique Visitors, in Millions, March 2013
- Most Visited Websites in Retail Category, by Unique Visitors, in Millions, March 2013
- Overview of Top 10 E-Commerce Websites by Rank, July 2014

5. EUROPE

5.1 REGIONAL

- Cross-Border B2C E-Commerce Overview, 2014
- Cross-Border Online Shopper Penetration on Total Online Shoppers in the EU, in %, 2010 – 2013
- Cross-Border Online Shopper Penetration on Total Online Shoppers in the Euro Area, in %, 2010 – 2013
- Cross-Border Online Shopper Penetration on Total Online Shoppers in the EU, in %, by Country, 2013
- Confidence in Online Shopping, by Shopping from a Website in Own Country and in Another EU Country, in % of Consumers Who Already Made Cross-Border Purchases and All Consumers, 2012
- Number of Cross-Border Online Shoppers, by Selected Countries, in millions, 2013
- Most Popular European Countries for Cross-Border Online Shopping, in million Cross-Border Online Shoppers from Europe who Purchase from These Countries Online, 2013
- Smartphone Owner Penetration on Total Population and Mobile Shopper Penetration on Smartphone Owners, in %, by Selected Countries, May 2013
- Number of Users Buying via Smartphone in EU5, in millions and in % of Total Smartphone Audience, by Product Category and Total, August 2013
- Smartphone Users Who Access Online Retail via Smartphones, in millions, and Retail Category Reach on Total Smartphone Audience, in %, by EU5 Countries, August 2013

Global B2C E-Commerce Market 2014

Table of Contents (22 of 49)

5. EUROPE (cont.)

5.1 REGIONAL (cont.)

- Devices Used for Browsing Online Purchases, in % of Device Owners, by UK, France and Germany, July 2013
- Devices Used for Making Purchases Online, in % of Device Owners, by UK, France and Germany, July 2013
- Mobile Shopping and Related Activities Carried Out Weekly on Mobile, in % of Smartphone or Tablet Users, by Austria, Germany and Switzerland, January 2013
- B2C E-Commerce Sales, in USD billion, 2013 - 2018f
- B2C E-Commerce Sales in Western Europe, in USD billion, 2013 - 2018f
- B2C E-Commerce Sales in Eastern Europe, in USD billion, 2013 - 2018f
- Top 5 Countries by B2C E-Commerce Sales, in EUR billion 2013 & 2014f
- Top Countries by B2C E-Commerce Sales, Ranked by 2013e, in USD billions, 2011-2016f
- Top Countries by B2C E-Commerce Sales Growth, Ranked by 2013e, in %, 2011-2017f
- Online Shopper Penetration, in % of Internet Users, by Eastern and Western Europe, 2013 - 2018f
- Online Shopper Penetration in the EU28, in %, 2009 - 2013
- Online Shopper Penetration in the EU, by Country, in % of Internet Users, 2013
- Internet User Penetration in the EU, by Country and EU Average, in % of Individuals, 2010-2012
- Top 5 Retail Website Categories, in Thousand Unique Visitors, December 2011 & December 2012
- Most Purchased Online Product Categories in the EU, in % of Individuals, 2011 & 2012
- Online and Mobile Trends and News about Players, H1 2014
- Share of Online Shoppers Who Consider Free Delivery Very Important, Compared to Share of Online Shoppers Who Consider Quick Delivery Very Important, by Selected Countries, in %, 2013
- Maximum Number of Days that Frequent Online Shoppers are Willing to Wait for B2C E-Commerce Delivery, in Days, September 2013
- Share of Online Shoppers in the EU Who Have Experienced a Delay in B2C E-Commerce Delivery, by National Delivery and Delivery from Another EU Country, 2012
- Used Types of Domestic Shipment Suppliers, in % of Online Retailers in the EU, February 2013
- B2C Delivery Time Options Offered by Delivery Operators in the EU, by Type of Operators and by Domestic and Cross-Border B2C Delivery, in %, February 2013

Global B2C E-Commerce Market 2014

Table of Contents (23 of 49)

5. EUROPE (cont.)

5.1 REGIONAL (cont.)

- Overview of Main Alternative Operators Active in Domestic and Cross-Border B2C Delivery, Excl. Multinational Operators, by Countries in EU 27, February 2013
- Breakdown of Maximum Accepted B2C E-Commerce Delivery Time, in Days, in % of Online Shoppers, by Selected Countries, 2013
- Breakdown of B2C E-Commerce Delivery Preferences in Selected Countries, by Delivery Place, in % of Online Shoppers, September 2013
- Factors Influencing the Choice of Delivery Option, in % of Online Shoppers, by Selected Countries, September 2013
- Top 10 Retail Websites, by Total Unique Visitors from Europe, in Thousand, December 2012

5.2 UK (Top Country)

- M-Commerce Overview and Trends, 2014
- M-Commerce Sales, in GBP billions and in % of B2C E-Commerce Sales, 2011-2017f
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, Q1 2012 - Q4 2013
- M-Commerce Sales, Excluding Travel and Tickets, by Tablet, Smartphone, Other Mobile Devices and Total, in GBP billion, and in % Year-on-Year Change, 2012-2017f
- Share of M-Commerce on B2C E-Commerce Sales and Share of Mobile Visits on Total Visits to B2C E-Commerce Websites, in % of Total, 2010 – 2012
- Mobile Apps Offered by Top 50 Retailers, by Type, in %, and Mobile Optimized Options Offered by Top 50 Retailers, in %, June 2013
- Share of Shopping Done via Mobile Device, by Product Category, in % of Internet Users, September 2013
- Cross-Border B2C E-Commerce Overview, 2014
- Top Countries to Purchase from, in % of Cross-Border Online Shoppers, 2013e, and Top Cross-Border B2C-Commerce Product Categories, by Sales, in GBP, 2013e
- Cross-Border Online Shoppers Purchasing from the UK, by Selected European Countries, in % of Population and in millions, Ranked by % of Population, 2013
- Breakdown of Top 100 UK Retail Websites, by Number of Countries Delivered to Outside of the UK and by Number of Languages Offered Other than English, in %, April 2013
- B2C E-Commerce Sales, in GBP billion, 2012 & 2013
- B2C E-Commerce Sales, in GBP billion and in % Year-on-Year Change, 2012 - 2018f

Global B2C E-Commerce Market 2014

Table of Contents (24 of 49)

5. EUROPE (cont.)

5.2 UK (Top Country) (cont.)

- Share of B2C E-Commerce on Total Retail Sales, in %, 2012 - 2018f
- Online Shopper Penetration, in % of Internet Users, 2009 – 2013
- Product Categories Purchased Online, in % of Individuals, 2011&2012
- Online Card Spending, in GBP billion, 2008 & 2012
- B2C E-Commerce Delivery Overview and Trends, 2014
- Breakdown of the Most Wanted Delivery Options, in % of Online Shoppers, August 2013
- Offered Delivery Options, in % of Retail Websites, 2013
- Breakdown of Delivery Charges, by Method, in % of Retail Websites Offering the Method, 2013
- Breakdown of Online Retailers, by Number of Countries Delivered to, in %, 2012
- Delivery Methods Offered By Top 5 Online Retail Websites, April 2014
- Top 10 Most Visited Online Retail Websites, by Rank, July 2014

5.3 GERMANY (Top Country)

- Cross-Border B2C E-Commerce Overview, 2014
- Cross-Border Online Shoppers Purchasing from Germany, by Selected European Countries, in % of Population and in millions, Ranked by % of Population, 2013
- Cross-Border Online Shoppers in Germany Purchasing from Foreign Countries, by Selected Countries, in % of Population and in millions, 2013
- M-Commerce Overview and Trends, 2014
- M-Commerce Sales, in EUR billion, and Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2012 & 2013
- Mobile Shoppers Penetration on Smartphone Owners, in %, by Gender, Age Group, Income Group and Total, April 2011, April 2012 and April 2013

Global B2C E-Commerce Market 2014

Table of Contents (25 of 49)

5. EUROPE (cont.)

5.3 GERMANY (Top Country) (cont.)

- Mobile Shopper Penetration on Tablet and Smartphone Users, by Gender and Age Group, in %, 2012
- Categories of Products and Services Purchased via Smartphone, in % of Smartphone Users, by Total, Gender and Age Group, 2012
- Product Categories Purchased via Mobile, by Purchased via Tablet and Smartphone, in % of Mobile Shoppers who Shop on Tablet/Smartphone, January 2014
- B2C E-Commerce Sales, in EUR billion and % Year-on-Year Change, 2010 - 2014f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2010 - 2014f
- Online Shopper Penetration, in % of Internet Users, 2009 - 2013
- B2C E-Commerce Sales by Product Categories, 2013
- Breakdown of Interactive Retail Sales by Payment Methods, in EUR million and in %, 2012 & 2013
- Preferred Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2013
- Used Payment Methods in M-Commerce, in % of Mobile Shoppers, 2013
- B2C E-Commerce Delivery Trends, 2014
- Top Reasons for Abandoning Shopping Cart, incl. High Delivery Costs, in % of Online Shoppers, February 2013
- Breakdown of the Importance of Factors in Online Shopping, Incl. Delivery, in % of Online Shoppers, January 2014
- Breakdown of Degree of Satisfaction of Online Shoppers with Delivery, in %, by Total, 2012 & 2013 and by Age Group, 2013
- Delivery Methods Offered By Top 5 Online Shops Ranked by B2C E-Commerce Sales in 2012, April 2014
- Top 10 Online Shops, by B2C E-Commerce Sales, in EUR million 2013

Global B2C E-Commerce Market 2014

Table of Contents (26 of 49)

5. EUROPE (cont.)

5.4 FRANCE (Top Country) (cont.)

- M-Commerce Overview and Trends, 2014
- Mobile Optimized Options Offered by E-Commerce Websites, in %, Q1 2013
- Cross-Border B2C E-Commerce Overview, 2014
- Cross-Border Online Shopping Destinations, in % of Cross-Border Online Shoppers, 2013e
- Share of B2C E-Commerce Players Selling Internationally, in %, March 2013, and International B2C E-Commerce Strategies, in % of B2C E-Commerce Players Selling Internationally, March 2013
- Breakdown of Cross-Border B2C E-Commerce Players, by Number of Countries Exported to, in %, March 2013, and Top Export Countries, in % of Cross-Border B2C E-Commerce Players, March 2013
- B2C E-Commerce Sales, in EUR billion, 2012 & 2013
- B2C E-Commerce Sales, in USD billion, 2013 - 2018f
- Share of B2C E-Commerce on Total Non-Food Retail Sales, in %, 2013
- Online Shopper Penetration, in % of Internet Users, 2009 - 2013
- Products and Services Most Purchased Online, in % Internet Users, Q1 2014
- Online and Mobile Payment Trends and News about Players, H1 2014
- Payment Methods Most Used in B2C E-Commerce, in % of Online Shoppers, Q1 2014
- Most Popular E-Commerce Sites, by Monthly Unique Visitors, in millions, Q1 2014
- Top 5 Websites and Applications in M-Commerce, by Number of Unique Visitors and in % Mobile Audience Reach, Q1 2013 - Q3 2013

5.5 RUSSIA (Top Country) (cont.)

- M-Commerce Overview and Trends, 2014
- Number of Mobile Internet Users, in millions, December 2012 & December 2013, and Breakdown of Mobile Internet Users, by Gender and Age Group, in %, December 2013
- Mobile Shopping Activities, by Smartphone and Tablet, in % of Mobile Internet Users on Smartphone/Tablet, May 2013
- Cross-Border B2C E-Commerce Overview, 2014
- Cross-Border B2C E-Commerce Sales of Physical Goods, in RUB billion and in % of Total B2C E-Commerce Sales of Physical Goods, 2012 & 2013e
- Cross-Border Online Shoppers, in millions and in % of Total Online Shoppers, 2012 & 2013e
- Number of Cross-Border Online Purchases, in millions and in % Year-on-Year Growth, 2012 & 2013

Global B2C E-Commerce Market 2014

Table of Contents (27 of 49)

5. EUROPE (cont.)

5.5 RUSSIA (Top Country) (cont.)

- Breakdown of Cross-Border Online Shoppers, by Age Group, in %, 2013e
- Online Shopping Destinations Purchased from, incl. Cross-Border, in % of Online Shoppers, 12 Months to September 2013
- Most Purchased Product Categories in Cross-Border B2C E-Commerce, in % of Cross-Border Online Shoppers, 12 Months to September 2013
- Problems Encountered when Shopping Online Cross-Border, in % of Cross-Border Online Shoppers, 12 Months to September 2013
- Reach of Internet User Audience by Top 4 International E-Commerce Players in Total, Compared to Top 4 Local E-Commerce Players in Total, October 2012 & October 2013
- B2C E-Commerce Sales, by Sales of Digital Goods and Tickets and Sales of Physical Goods, in RUB billion, 2010 - 2013 & 2014f
- B2C E-Commerce Sales, in RUB billion, and in % Year-on-Year Change, 2010 - 2016f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2012 & 2016f
- Top Product Categories by B2C E-Commerce Sales, in RUB billion, 2013
- Number of Online Shoppers, in millions, 2012 & 2013
- Breakdown of the Last B2C E-Commerce Purchase, in % of Online Shoppers, September 2013
- Breakdown of the Preferred B2C E-Commerce Payment Method, in % of Online Shoppers, September 2013
- B2C E-Commerce Delivery Overview and Trends, 2014
- Breakdown of B2C E-Commerce Delivery, by Method, in %, 2012
- Delivery Methods Used at Least Once, in % of Online Shoppers, 12 Months to September 2013
- Breakdown of Preferred Delivery Method, in % of Online Shoppers, September 2013
- Breakdown of Maximum Acceptable Delivery Time, in % of Online Shoppers, September 2013
- Breakdown of Experienced Maximum Delivery Time, in % of Online Shoppers, September 2013
- Delivery Methods Offered By Top 5 Online Shops, April 2014
- Top 25 Companies by B2C E-Commerce Sales, in RUB billion, 2013
- Top 20 Foreign E-Commerce Websites, by Number of Unique Visitors from Russia, Nov. and Dec. 2013

Global B2C E-Commerce Market 2014

Table of Contents (28 of 49)

5. EUROPE (cont.)

5.6 SPAIN

- Activities Following Product Research on Mobile Phone, Incl. Purchase on Mobile Phone, in % of Individuals, by Total , Gender and Age Group, 2013e
- Value of E-Commerce Import Transactions, in EUR million, by Transactions with EU, the USA, Latin America, Asia-Pacific, CEMEA, Rest of the World and Total, 2009 - 2012 & H1 2013
- Breakdown of E-Commerce Imports, by Product and Services, in %, Q2 2013
- Value of E-Commerce Export Transactions, in EUR million, by Transactions with EU, the USA, Latin America, Asia-Pacific, CEMEA, Rest of the World and Total, 2009 - 2012 & H1 2013
- B2C E-Commerce Sales, in USD billion and in in % Year-on-Year Change, 2011-2016f
- Online Shopper Penetration, in % of Internet Users, 2009 - 2013
- Product Categories Purchased Online, in % of Individuals, 2011 & 2012
- Most Used Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2012 & 2013
- Payment Systems in B2C E-Commerce, in % of Online Merchants, February 2014
- Reasons for Shopping Cart Abandonment, in % of Online Shoppers, May 2013
- Reasons for Repeating Purchases, in % of Online Shoppers, May 2013

5.7 ITALY

- Top M-Commerce Website and App Categories Visited on Smartphone, by in % Audience Reach and in % Year-on-Year Growth, 3 Months to November 2013
- B2C E-Commerce Exports, Imports and Trade Balance, in EUR billion, 2012 & 2013
- Breakdown of B2C E-Commerce Export, by Segment, in % and in EUR million Sales, 2013e, and Selected B2C E-Commerce Exporters, by Segment and Players Type, 2013
- Breakdown of B2C E-Commerce Import, by Segment, in % and in EUR million Sales, 2013e, and Selected B2C E-Commerce Importers, by Segment, 2013
- B2C E-Commerce Sales, in EUR billion and in in % Year-on-Year Change, 2009 – 2013

Global B2C E-Commerce Market 2014

Table of Contents (29 of 49)

5. EUROPE (cont.)

5.7 ITALY (cont.)

- B2C E-Commerce Sales from Local Websites, in EUR billion and in % Year-on-Year Change, 2010 - 2014f
- Online Shopper Penetration, in % of Internet Users, 2009 - 2013
- Breakdown of the Last B2C E-Commerce Purchase, by Product Category, in % of Online Shoppers, Q1 2013
- Share of E-Commerce on Total Credit Card Spending, in %, February 2014
- Most Important Delivery Options in B2C E-Commerce, in % of Online Shoppers, 2013e

5.8 THE NETHERLANDS

- M-Commerce Statistics, Incl. M-Commerce Sales, Share on B2C E-Commerce Sales, Number of Mobile Orders, Number of Mobile Shoppers, Breakdown of Devices Used, Product Categories Purchased, H1 2012 & H1 2013
- B2C E-Commerce Sales, in EUR billion and in % Year-on-Year Change, 2008 – 2013
- B2C E-Commerce Sales by Product Category, in EUR billion, 2011 - 2013
- Breakdown of B2C E-Commerce Transactions by Payment Methods, in %, 2012/2013
- Barriers to Online Shopping, incl. Delivery, in % of Consumers, December 2012
- Most Important Factors in B2C E-Commerce Delivery, in % of Online Shoppers, H2 2011 & H2 2012
- Top 10 Companies by B2C E-Commerce Sales, in EUR million, 2013

Global B2C E-Commerce Market 2014

Table of Contents (30 of 49)

5. EUROPE (cont.)

5.9 TURKEY

- B2C E-Commerce Trends, 2013
- Private Shopping Trends, 2013
- M-Commerce Trends, 2013
- Smartphone Owner Penetration, by Gender and Age Group, in % of Individuals, 2013
- Devices Used to Access Internet Outside of Home, in % of Internet Users, Q1 2013
- Mobile Shopper Penetration on Smartphone Owners, in %, Q1 2013
- Mobile Shopper Penetration on Total Online Shoppers, in %, 2012
- Reasons to Not Shop on Mobile, in % of Smartphone Users Who Do Not Shop on Mobile, Q1 2013
- Social Commerce Trends, 2013
- Top Social Media Sites, by Number of Page Views, October 2013
- Top E-Commerce Brands in Facebook, Ranked by Number of Local Fans on Facebook Page, in millions, December 2013
- E-Commerce Sales, in TRY billion, 2012 & 2013
- B2C E-Commerce Sales of Physical Goods, in TRY billion, 2009, 2010 & 2012
- E-Commerce Sales, in TRY billion, 2011, 2012 & 2015f
- Share of E-Commerce on Total Card Spending, in %, 2013e, 2014f, 2018f
- Share of E-Commerce on Total Consumer Spending, in %, 2012, 2013e, 2018f
- Internet User Penetration on Individuals, by Male, Female and Total, in %, 2009-2013
- Internet User Penetration on Individuals, by Age Group, in %, 2012 & 2013
- Online Activities, in % of Internet Users, Q1 2013
- Online Shopper Penetration on Internet Users, in %, Q1 2012 & Q1 2013
- Breakdown of Online Shoppers, by Gender, February 2010 & August 2012
- Breakdown of B2C E-Commerce Sales by Product Categories, in %, 2012
- Product Categories Purchased Online, in % of Online Shoppers, 12 Months to March 2013
- Breakdown of the Product Categories Most Purchased by Female Online Shoppers, in %, 2013
- Breakdown of Most Used Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2012
- Reasons to Choose a Particular Online Store, in % of Online Shoppers, 2012
- B2C E-Commerce Player Overview, 2013
- Most Visited E-Commerce Websites, in Million Unique Visitors, November 2012
- Most Visited E-Commerce Webites, in % of Internet Users, 2013
- Top E-Commerce Sites, by Number of Page Views, October 2013
- Overview of Mergers and Acquisitions on the E-Commerce Market, 2010-2012

Global B2C E-Commerce Market 2014

Table of Contents (31 of 49)

5. EUROPE (cont.)

5.10 POLAND

- Mobile Shopper Penetration on Online Shoppers, in %, 2012
- In-Store Activities Carried out on Smartphone, in % of Smartphone Users, 2012
- Share of Online Shoppers Purchasing from Foreign Online Shops and Auctions, Compared to Buying from Polish Online Shops and Auctions, in %, 2012
- Reasons to Purchase from Foreign Online Stores, in % of Cross-Border Online Shoppers who Purchased from Foreign Online Stores, 2012
- Reasons to Purchase from Foreign Online Auctions, in % of Cross-Border Online Shoppers who Purchased from Foreign Online Auctions, 2012
- B2C E-Commerce Sales, in PLN billion, 2011 - 2013e
- Share of B2C E-Commerce on Total Retail Sales, in %, 2012
- Share of Online Shoppers, on Total Internet Users, in %, 2012
- Top 4 Payment Methods Used in Online Shops, in % of Internet Users, 2012
- Top 10 Most Visited E-Commerce Websites by Audience Reach, by Number of Visitors, in millions, incl. Audience Reach, in %, July 2012 and July 2013

5.11 SWEDEN

- Number of Mobile Shoppers, in millions, Compared to Other Scandinavian Countries, 2012 & 2013
- Shopping-Related Mobile Activities, in % of Mobile Internet Users, March 2013
- Cross-Border Online Shoppers Purchasing from Sweden, by Selected European Countries, in % of Population and in millions, 2013
- B2C E-Commerce Sales, in SEK billion, 2008-2012
- B2C E-Commerce Sales, in USD billion and in % Growth, 2011-2016f
- B2C E-Commerce Sales of Selected Product Categories, in SEK billion, 2012
- Product Categories Purchased Online, in % of Individuals, 2011 & 2012
- Breakdown of the Preferred Payment Methods in B2C E-Commerce and M-Commerce, in %, Q3 2013
- Breakdown of Preferred B2C E-Commerce Delivery Alternatives, in % of Online Shoppers, by Product Type, January 2013

Global B2C E-Commerce Market 2014

Table of Contents (32 of 49)

5. EUROPE (cont.)

5.12 DENMARK

- Share of Online Shoppers Buying from Foreign Online Store, Compared to EU Average, in % Online Shoppers, Q2 2013
- B2C E-Commerce Sales, in DKK billion, 2011&2012
- B2C E-Commerce Sales, in USD billion and in % Growth, 2011-2016f
- Online Shoppers, by Age Group, in % of Individuals, 12 months to June 2012 and June 2013
- Most Purchased Online Product Categories, in % of Online Shoppers, Ranked by 2012, 2008-2012
- Breakdown of the Preferred Payment Methods in B2C E-Commerce and M-Commerce, in %, Q3 2013
- Breakdown of Preferred Delivery Methods, in % of Online Shoppers, by Age Group, March 2014

5.13 FINLAND

- B2C E-Commerce Sales, in USD billion and in % Growth, 2011-2016f
- Product Categories Purchased Online, in % of Individuals, 2011 & 2012
- Breakdown of the Preferred Payment Methods in B2C E-Commerce and M-Commerce, in %, Q3 2013
- Top 5 Retail Websites, Ranked by Total Unique Visitors, incl. Total Retail, in % Growth, Average Minutes Per Visitor and Average Pages Per Visitor, 2012

Global B2C E-Commerce Market 2014

Table of Contents (33 of 49)

5. EUROPE (cont.)

5.14 NORWAY

- Mobile Shopper Penetration on Online Shoppers, in %, Compared to Other Scandinavian Countries, January 2013
- Breakdown of B2C E-Commerce Sales of Product Categories, by Sales Generated in Norwegian and Foreign Online Shops, in %, Q3 2013
- B2C E-Commerce Sales, in USD billion and in % Growth, 2011-2016f
- Product Categories Purchased Online, in % of Individuals, 2011 & 2012
- Breakdown of the Preferred Payment Methods in B2C E-Commerce and M-Commerce, in %, Q3 2013
- Top 5 Retail Websites, Ranked by Total Unique Visitors, incl. Total Retail, % Growth, Average Minutes Per Visitor and Average Pages Per Visitor, 2012

5.15 SWITZERLAND

- Product Categories Purchased via Mobile, in % of Online Shoppers, 2012
- B2C E-Commerce Sales, in CHF billion, 2006, 2008, 2010 & 2012
- Share of B2C E-Commerce on Total Retail Sales, in %, 2009-2012
- Breakdown of B2C E-Commerce Sales by Product Category, in %, 2010-2012
- Most Used Online Payment Methods in B2C E-Commerce, in % of Transactions, 2012

5.16 AUSTRIA

- Product Categories Purchased via Mobile, in % of Online Shoppers, 2012
- Cross-Border Online Shopper Penetration on Online Shoppers, Compared to the EU Average, in %, 2013
- Breakdown of B2C E-Commerce Sales, by Local and Cross-Border, in % and in EUR billion, 2012
- B2C E-Commerce Sales, in EUR billion, 2011 & 2012
- Most Used Online Payment Methods in B2C E-Commerce, in % of Transactions, 2012

Global B2C E-Commerce Market 2014

Table of Contents (34 of 49)

5. EUROPE (cont.)

5.17 GREECE

- B2C E-Commerce Sales, in EUR billion, 2011 - 2013e
- Number of Online Shoppers, in millions, 2011 - 2013e
- Most Purchased Online Product Categories, in % of Individuals, 2011 & 2012

5.18 CZECH REPUBLIC

- Mobile Internet Activities, incl. Buying Goods and Services, in % of Mobile Users, 2012
- B2C E-Commerce Sales, in CZK billion, 2011 - 2013e
- Online Shopper Penetration, in % of All Individuals and Internet Users, 2008-2012
- Online Shoppers, by Age Group, in % of Individuals in the Relevant Group, 2012
- Most Purchased Online Product Categories, in % of Online Shoppers, 2012
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, 2013

5.19 HUNGARY

- Breakdown of Devices Used for Online Shopping, in % of Smartphone Users, September 2013
- B2C E-Commerce Sales, in HUF billion, and in % Change, 2011 - 2013
- Share of B2C E-Commerce on Total Retail Sales, in %, 2013
- Most Purchased Online Product Categories, in % of Individuals, 2011 & 2012

5.20 ESTONIA

- Product Categories Purchased Online, in % of Online Shoppers, 2011 & 2012

Global B2C E-Commerce Market 2014

Table of Contents (35 of 49)

5. EUROPE (cont.)

5.21 UKRAINE

- Cross-Border Online Shopper Penetration on Online Shoppers, in %, 2012 & 2013 and Top Cross-Border B2C E-Commerce Product Categories, by Rank, 2013
- B2C E-Commerce Sales, in USD billion, 2011-2013e
- Most Purchased Online Product Categories, in % of Total Online Purchases, 2012
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, 2012
- Breakdown of Used Delivery Methods, in % of Online Shoppers, 2012

6. LATIN AMERICA

6.1 REGIONAL

- B2C E-Commerce Trends, 2013
- B2C E-Commerce Sales, in USD billion, 2013e & 2014f
- B2C E-Commerce Sales, in USD billion, 2013 - 2018f
- Number of Internet Users, in millions, March 2012 & March 2013
- Number of Unique Visitors to Retail Websites, in millions, March 2012 & March 2013
- Breakdown of B2C E-Commerce Transactions by Payment Method, in %, 2012
- Online Shopper Penetration on Banked and Unbanked Population with Internet Access, in %, and Banking Penetration on Total Adult Population, in %, by Country, 2013
- B2C E-Commerce Sales, by Brazil, Mexico, Argentina, Ranked by 2013e, in USD billion, 2011-2016f
- B2C E-Commerce Year-on-Year Sales Growth, by Brazil, Mexico, Argentina, in %, Ranked by 2013e, 2011-2017f
- Number of Internet Users, by Country, in million Unique Visitors, March 2013
- Breakdown of Online Shoppers by Brazil, Argentina, Mexico and Other, in %, 2011-2016f
- Online Shopper Penetration, by Brazil, Mexico, Argentina, in % of Internet Users, Ranked by 2013e, 2011-2017f
- Mobile Shopper Penetration, by Argentina, Brazil, Chile, Colombia and Mexico, in % of Internet Users, 2012
- Breakdown of Internet Traffic by Device, in %, by Brazil, Argentina, Chile, Mexico, March 2013
- B2C E-Commerce Player Overview, 2013

Global B2C E-Commerce Market 2014

Table of Contents (36 of 49)

6. LATIN AMERICA (cont.)

6.2 BRAZIL (Top Country)

- B2C E-Commerce Trends, 2013
- Share of M-Commerce on B2C E-Commerce Sales, in %, H1 2012 & H1 2013
- Top Digital Sources to Learn about New Products and Brands, Incl. Internet, in % of Consumers, March 2013
- Mobile Internet Penetration, in % of Mobile Phone Users, 2008 - 2012
- Mobile Internet Penetration, by Income Group and Age Group, in % of Mobile Phone Users in Each Group, 2012
- Share of Mobile Internet Users Using Mobile Applications for Buying, Promotions and Discounts, by Income Group and Age Group, in %, June 2013
- Number of Cross-Border Online Shoppers, in millions, and Cross-Border Online Expenditure, in BRL billion, 2013e &2018f
- Leading Product Categories in Cross-Border B2C E-Commerce, by Sales, in BRL billion, 12 months to July 2013
- Leading Countries for Cross-Border Shopping, in % of Cross-Border Online Shoppers, 12 months to July 2013
- B2C E-Commerce Sales, in BRL billion, 2011 & 2013
- B2C E-Commerce Sales, in USD billion, and in % Year-on-Year Change, 2011 - 2016f
- Average Cart Value in B2C E-Commerce, in BRL, H1 2012 & H2 2012
- Share of B2C E-Commerce on Total Retail Sales, in %, H1 2013
- Internet Penetration, in % of Individuals, 2008 - 2012
- Number of Online Shoppers, in millions, H1 2013 & H2 2013e
- Number of Online Shoppers, in millions, and in % Year-on-Year Change, 2011-2016f
- Online Shopper Penetration, in % of Internet Users, 2011-2017f
- Online Shopper Penetration, by Male and Female, in % of Internet Users in Each Group, 2012
- Online Shopper Penetration, by Income Group and Age Group, in % of Internet Users in Each Group, 2012
- Leading Product Categories in B2C E-Commerce, by Share on Total B2C E-Commerce Sales, in %, 2012
- Leading Product Categories in B2C E-Commerce, by Share on Total B2C E-Commerce Sales, in %, H1 2013
- Product Categories Purchased Online, in % of Online Shoppers, 2012
- Most Purchased Product Categories, in % of Male and Female Online Shoppers, 2012
- Most Purchased Product Categories, in % of Online Shoppers, by Income and Age Group, 2012

Global B2C E-Commerce Market 2014

Table of Contents (37 of 49)

6. LATIN AMERICA (cont.)

6.2 BRAZIL (Top Country) (cont.)

- Breakdown of the Most Used Payment Methods in B2C E-Commerce, in % Online Shoppers Who Own a Credit Card, 2013
- Breakdown of B2C E-Commerce Orders by Free and Paid Delivery, in %, 2012
- B2C E-Commerce Delivery Overview and Trends, 2013
- Breakdown of Online Shops, by Shop Which Offer Free Delivery and Shops Which do Not Offer Free Delivery, December 2012, March 2013, June 2013, September 2013, December 2013
- Breakdown of B2C E-Commerce Orders by Free and Paid Delivery, in %, 2012
- Share of Online Shops Offering Free Delivery, in % of Total Online Shops, June 2013 and Breakdown of Minimum Purchase Value Valid for Free Shipping, in %, June 2013
- Breakdown of B2C E-Commerce Delivery, by Method, in %, June 2013
- B2C E-Commerce Delivery Methods Offered On Top 5 B2C E-Commerce Websites by Number of Unique Visitors in December 2012, April 2014
- B2C E-Commerce Player Overview, 2013
- Most Visited Online Retail Websites, by Number of Unique Visitors, in millions, December 2012
- Most Visited Price Comparison Websites, by Number of Unique Visitors, in millions, December 2012
- B2W Digital: Company Profile
- MercadoLibre: Company Profile
- Buscape.com: Company Profile

6.3 MEXICO

- B2C E-Commerce Trends, 2013
- Share of Online Shoppers Who Make Purchases Online Because It Gives Them the "Possibility to Buy Items from Other Countries/Import", in % of Online Shoppers, 2012 & 2013
- Share of Export on Domestic B2C E-Commerce Sales, in %, 2012 & 2013
- B2C E-Commerce Sales, in MXN billion, 2011- 2013
- B2C E-Commerce Sales, in USD billion, and in % Year-on-Year Change, 2011 - 2016f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2011 & 2016f
- Number of Internet Users, by Users with Internet Connection at Home and Total Internet Users, in millions, and in % of Total Population, 2008-2012

Global B2C E-Commerce Market 2014

Table of Contents (38 of 49)

6. LATIN AMERICA (cont.)

6.3 MEXICO (cont.)

- Number of Online Shoppers, in millions, in % Year-on-Year Change, and in % Penetration on Internet Users and Total Population, 2011 - 2016f
- Product Categories Most Purchased in B2C E-Commerce, in % of Online Shoppers, 2012
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2013
- Perception of B2C E-Commerce Delivery, in % of Online Shoppers, February 2013
- Share of Online Shops Offering Free Shipping Promotions, in %, 2012 & 2013
- Increase in B2C E-Commerce Sales as Result of Free Shipping Promotions, in %, 2012 & 2013

6.4 ARGENTINA

- B2C E-Commerce Trends, 2013
- Breakdown of B2C E-Commerce Sales, by M-Commerce and Other, in %, 2013
- Number of Cross-Border Online Shoppers, in thousands, 2012 & 2013
- B2C E-Commerce Sales, in ARS billion, 2012 & 2013
- B2C E-Commerce Sales, in USD billion, and in % Year-on-Year Change, 2011 - 2016f
- Share of B2C E-Commerce on Total Retail Sales, in %, 2012 & 2016f
- Number of Internet Users, in millions, 2012-2017f
- Number of Online Shoppers, in millions, and in % of Internet Users, 2011 - 2016f
- Breakdown of Used B2C E-Commerce Delivery Methods, in % of Online Shoppers, 2013
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, 2013

Global B2C E-Commerce Market 2014

Table of Contents (39 of 49)

6. LATIN AMERICA (cont.)

6.5 COLOMBIA

- B2C E-Commerce Trends, 2013
- B2C E-Commerce Sales, in USD billion, 2012 & 2013e
- Breakdown of Most Used Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2013
- Important Aspects of B2C E-Commerce Delivery, in % of Online Shoppers, 2013

6.6 CHILE

- B2C E-Commerce Market Overview and Trends, 2013
- B2C E-Commerce Sales, in USD billion, 2012 & 2013e
- Most Used Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2012 & 2013

6.7 PERU

- B2C E-Commerce Trends, 2013
- B2C E-Commerce Sales, in USD million, 2012 & 2013e

6.8 URUGUAY

- B2C E-Commerce Trends, 2013

Global B2C E-Commerce Market 2014

Table of Contents (40 of 49)

6. LATIN AMERICA (cont.)

6.9 VENEZUELA

- B2C E-Commerce Trends, 2013

6.10 PARAGUAY

- B2C E-Commerce Trends, 2013

6.11 ECUADOR

- B2C E-Commerce Trends, 2013

7. MIDDLE EAST and AFRICA

7.1 REGIONAL

- B2C E-Commerce Sales, in USD billion, 2013 - 2018f
- Online and Mobile Payment Trends and News about Players, H1 2014
- Breakdown of B2C E-Commerce Transactions by Payment Method, in %, 2012
- B2C E-Commerce Trends in the Middle East, 2013
- B2C E-Commerce Sales in the Middle East, in USD billion, 2012 & 2016f
- B2C E-Commerce Sales in the Middle East, in USD billion and in % Year-on-Year Change, 2011-2015f
- Top 3 B2C E-Commerce Markets in the Middle East, by Regional Market Share, in %, 2012 & 2015f
- M-Commerce Sales in the Middle East, in USD billion and in % Year-on-Year Change, 2011-2015f
- Share of M-Commerce on Total B2C E-Commerce Sales in the Middle East, in %, 2012 & 2015f
- Internet User Penetration in the Middle East, in % of Total Population, by Selected Countries, 2012

Global B2C E-Commerce Market 2014

Table of Contents (41 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.1 REGIONAL (cont.)

- Online Shopper Penetration on Internet Users in the Middle East, by Gender, in %, 2013
- Annual B2C E-Commerce Spending per Online Shopper in the Middle East, by Product Category, in USD, 2012
- Access to Online Shopping in the Middle East, by Place and Device, in % of Online Shoppers, 2012
- Breakdown of Payment Methods Used in B2C E-Commerce in the Middle East, in %, 2012 & 2015f
- B2C E-Commerce Player Overview in the Middle East, 2013
- Leading B2C E-Commerce Websites in the Middle East, by Annual Spending per Shopper, in USD, 2012
- B2C E-Commerce Trends in Africa, 2013
- B2C E-Commerce Sales in Africa, in USD billion, 2012 & 2025f
- Internet Penetration, in % of Total Population, by Selected Countries in Africa, 2012
- Experience with Internet Usage, in Years, in % of Internet Users, by Selected Countries in Africa, 2012
- Online Shopper Penetration on Active Internet Users, by Selected Countries in Africa, in %, 2013
- Mobile Shopper Penetration on Active Internet Users in Africa, in %, 2012 & 2013
- Mobile Shopper Penetration on Active Internet Users, by Selected Countries in Africa, in %, 2012 & 2013
- Frequent Online Activities Performed on PC, Laptop or Tablet, Incl. "Online Shopping", in % of Internet Users in Africa, 2011/2012
- Frequent Online Activities Performed on a Mobile Phone, Incl. "Online Shopping" in % of Internet Users in Africa, 2011/2012
- Share of Online Shoppers Who Would Prefer to Shop Online via Mobile Phone Over Shopping via Computer, by Selected Countries in Africa, in %, July 2013
- Perception of Advantages of Online Shopping, by Selected Countries in Africa, in % of Online Shoppers, July 2013
- Perception of Disadvantages of Online Shopping, by Selected Countries in Africa, in % of Online Shoppers, July 2013
- Share of Internet Users in Africa who Do Not Shop Online Because of Concerns about Safety of Online Payment Transactions, by Selected Countries, in %, January 2014

Global B2C E-Commerce Market 2014

Table of Contents (42 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.2 UAE (Top Country)

- B2C E-Commerce Trends, 2013
- Most Common Online Activities on a Mobile Phone, Incl. „Online Shopping", in % of Mobile Internet Users, 2012
- Breakdown of Perception of the Most Important Factors in Online Shopping, in % of Online Shoppers, 2012
- Breakdown of the Main Reasons to Not Shop Online, in % Consumers Who Do Not Shop Online, 2012
- Breakdown of Annual Online Shopping Expenditure, in % of Online Shoppers, 2012
- B2C E-Commerce Sales, in USD billion, 2012 & 2015f
- B2C E-Commerce Sales, in USD billion, 2012 & 2015f
- Number of Internet Subscribers, in millions, and in % Internet Penetration on Total Population, 2009-2012
- Online Shopper Penetration, in % of Consumers, 2012
- Online Activities of Internet Users, Incl. „Purchasing or Ordering Goods or Services", in % of Internet Users, 2012
- Breakdown of the Most Purchased Product Categories in B2C E-Commerce, in % of Online Shoppers, 2012
- Breakdown of B2C E-Commerce Transactions by Product Categories, in %, 2012
- Breakdown of B2C E-Commerce Sales by Product Categories, 2012
- Breakdown of the Most Used Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2012
- Breakdown of the Maximum of Accepted Delivery Time, in % of Online Shoppers, 2012
- Leading E-Commerce Websites, in % of Internet Audience Reach, 2012

7.3 SOUTH AFRICA (Top Country)

- B2C E-Commerce Trends, 2013
- Share of Cross-Border Online Shoppers on Active Internet Users, in % of Online Shoppers, 2011 & 2012
- Share of B2C E-Commerce on Total Retail Sales, in %, 2012
- Number of Active Internet Users, in millions, 2012 & 2013e
- Number of Fixed Broadband Internet Subscribers, in thousands, and in % Year-on-Year Change, 2008-2012
- Share of Individuals and Households Having Internet Access, in %, 2012

Global B2C E-Commerce Market 2014

Table of Contents (43 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.3 SOUTH AFRICA (Top Country) (cont.)

- Types of Internet Connection, in % of Households with Internet Access, 2012, and Place of Accessing Internet, in % of Internet Users, 2012
- Online Web Traffic, Incl. Unique Visitors, in millions, and in % Mobile Traffic Share, June 2012 and June 2013
- Online Activities of Internet Users, Including Online Shopping, in % of Internet Users, October 2013
- Purposes of Internet Usage, in % of Internet Users, by Urban and Rural, 2012
- Number of Online Shoppers, in millions, 2012 & 2013e
- Breakdown of Online Shoppers, by Gender, in %, 2013
- Product Categories Purchased Online, in % of Internet Users, November 2012
- Breakdown of Online Payment Methods Preferred in B2C E-Commerce, in % of Online Shoppers, December 2013
- Most Visited E-Commerce Website Categories, in % of Online Shoppers, January 2013
- Most Popular E-Commerce Websites, in % of Online Shoppers, 2012
- B2C E-Commerce Player Overview, 2013

7.4 SAUDI ARABIA

- B2C E-Commerce Trends, 2013
- B2C E-Commerce Sales, in USD billion, 2012 & 2015f
- Number of Internet Users, in millions and in % of Total Population, 2009 - 2012 & Q1 2013
- E-Commerce Activities of Internet Users, Incl. „Make Purchases Online", in % of Internet Users, 2013
- Most Popular Online Product Categories, in % of Online Shoppers, 2012
- Breakdown of Payment Methods Used in Domestic B2C E-Commerce, in %, 2012
- Leading E-Commerce Websites, by in % of Internet Audience Reach, 2012

Global B2C E-Commerce Market 2014

Table of Contents (44 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.5 ISRAEL

- B2C E-Commerce Trends, 2013
- Internet User Penetration, in % of Total Population, 2010, 2011, 2012
- B2C E-Commerce Sales, by Product Categories, in ILS million, 2012 & 2018f, Ranked by 2013
- Most Purchased Product Categories in B2C E-Commerce, in % of Consumers, 2013 & 2018f, Ranked by 2013

7.6 EGYPT

- B2C E-Commerce Trends, 2013
- Number of Internet Users, in millions and in % Internet Penetration on Individuals, Q2 2012 - Q2 2013
- Breakdown of Internet Users, by Access Type, Q2 2012 - Q2 2013
- E-Commerce User Penetration on Households with Internet Access, in %, 2012
- Online Shopper Penetration on Internet Users, in %, 2012
- E-Commerce Activities of Internet Users, in %, 2012
- Most Purchased Product Categories in B2C E-Commerce, in % of Online Shoppers, 2012
- Product and Service Categories Purchased in E-Commerce, in % of E-Commerce Users, 2012
- Leading E-Commerce Websites, by Audience Reach, in % of Internet Users, 2012

7.7 MOROCCO

- B2C E-Commerce Trends, 2013
- Breakdown of Online Shoppers, by Shopping Destination, May 2013
- Internet Penetration on Households, by Technology, in %, 2011 & 2012
- Online Shopper Penetration, in % of Internet Users, 2011 & 2012
- Number of Online Shoppers, in thousands, by Shopped Once, More than Once, and Total, 2011 & 2012
- Share of Consumers Who Purchased Online At Least Once, May 2013
- Breakdown of Online Shopping Expenditure, in % of Online Shoppers, 2012
- Product Categories Purchased Online, in % of Online Shoppers, 2012

Global B2C E-Commerce Market 2014

Table of Contents (45 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.7 MOROCCO (cont.)

- Products and Services Purchased Online, in % of Online Shoppers, May 2013
- Reasons Not to Shop Online, in % of Consumers Who Do Not Shop Online, May 2013
- Value and Number of B2C E-Commerce Transactions Made with Bank Cards, in MAD million and in millions, 2012 & 2013
- Breakdown of Preferred Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2012

7.8 QATAR

- B2C E-Commerce Trends, 2013
- B2C E-Commerce Sales, in USD billion, 2012 & 2015f
- Internet Penetration, in % of Total Population, 2008, 2010, 2012
- E-Commerce Activities of Internet Users, Incl. „Make Purchases Online", in % of Internet Users, 2013

7.9 JORDAN

- B2C E-Commerce Trends, 2013
- Internet Users, in millions and in % of Total Population, 2009 – 2013
- Online Shopper Penetration on Internet Users, in %, 2012
- Leading E-Commerce Websites, in % of Internet Audience Reach, 2012

7.10 BAHRAIN

- B2C E-Commerce Trends, 2013
- Internet User Penetration, in % of Total Population, 2010, 2011, 2012
- E-Commerce Activities of Internet Users, Incl. „Make Purchases Online", in % of Internet Users, 2013

Global B2C E-Commerce Market 2014

Table of Contents (46 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.11 KUWAIT

- B2C E-Commerce Trends, 2013
- E-Commerce Sales, in KWD million, 2012 & 2013e
- Internet Penetration, in % of Total Population, 2010, 2011, 2012
- Online Shopper Penetration on Internet Users, in %, 2012

7.12 LEBANON

- B2C E-Commerce Trends, 2013
- Internet User Penetration, in % of Total Population, 2010, 2011, 2012
- E-Commerce Activities of Internet Users, Incl. „Make Purchases Online", in % of Internet Users, 2013
- Most Popular Online Product Categories, in % of Online Shoppers, 2012

7.13 NIGERIA

- B2C E-Commerce Trends and Player Overview, 2013
- B2C E-Commerce Sales in Nigeria, in NGN billions, 2011 & 2012
- Internet Penetration on Individuals, in %, 2011 & 2012
- Types of Internet Connection, in % of Households with Internet Access, 2012, and Place of Accessing Internet, in % of Internet Users, 2012
- Number of Mobile Internet Subscribers, H1 2012 & H1 2013
- Frequent Online Activities, by Performed on a Computer and Mobile Phone, Incl. "Online Shopping", in % of Urban Internet Users, 2012
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, July 2013

Global B2C E-Commerce Market 2014

Table of Contents (47 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.14 KENYA

- B2C E-Commerce Trends, 2013
- Number of Internet Users, in millions and in % of Total Population, June 2012, September 2012, December 2012, March 2013, June 2013
- Frequent Online Activities, by Performed on a Computer and Mobile Phone, Incl. "Online Shopping", in % of Urban Internet Users, 2012
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, July 2013
-

7.15 OMAN

- B2C E-Commerce Trends, 2013
- Internet Penetration, in % of Total Population, 2008, 2010, 2012

7.16 TUNISIA

- B2C E-Commerce Trends, 2013
- B2C E-Commerce Sales, in TND million, H1 2012 & January 2013 - August 2013
- Number of Internet Subscriptions, in millions and in % of Total Population, 2009 - 2013e
- Number of Internet Users, in millions and in % of Total Population, 2009 - 2011
- Breakdown of the Most Used Payment Methods, March 2013
- Most Purchased Product Categories, in % of Online Shoppers, March 2013

7.17 IRAN

- B2C E-Commerce Trends, 2013
- Internet User Penetration, in % of Total Population, 2010, 2011, 2012

Global B2C E-Commerce Market 2014

Table of Contents (48 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.18 ALGERIA

- B2C E-Commerce Trends, 2013
- Internet Penetration on Individuals, in %, 2011 & 2012

7.19 GHANA

- B2C E-Commerce Trends, 2013
- Internet Penetration on Individuals, in %, 2011 & 2012
- Frequent Online Activities, by Performed on a Computer and Mobile Phone, Incl. "Online Shopping", in % of Urban Internet Users, 2012

7.20 UGANDA

- B2C E-Commerce Trends, 2013
- Number of Internet Subscriptions, in millions, June 2012 & June 2013
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, July 2013

7.21 IRAQ

- B2C E-Commerce Trends, 2013
- Internet User Penetration, in % of Total Population, 2010, 2011, 2012

7.22 SENEGAL

- Number of Internet Subscribers, in millions and in % of Total Population, June 2012, September 2012, December 2012, March 2013, June 2013
- Frequent Online Activities, by Performed on a Computer and Mobile Phone, Incl. "Online Shopping", in % of Urban Internet Users, 2012

Global B2C E-Commerce Market 2014

Table of Contents (49 of 49)

7. MIDDLE EAST and AFRICA (cont.)

7.23 ZIMBABWE

- B2C E-Commerce Trends, 2013
- Internet Penetration on Individuals, in %, 2011 & 2012

7.24 ETHIOPIA

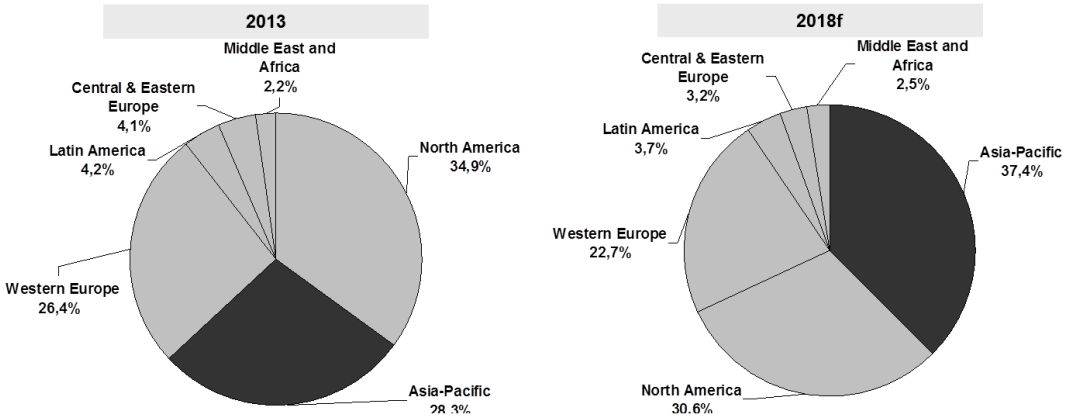
- Internet Penetration on Individuals, in %, 2011 & 2012
- Frequent Online Activities, by Performed on a Computer and Mobile Phone, Incl. "Online Shopping", in % of Urban Internet Users, 2012

Global B2C E-Commerce Market 2014

Samples

By 2018, Asia-Pacific is projected to surpass North America and become the number one region worldwide in terms of B2C E-Commerce sales.

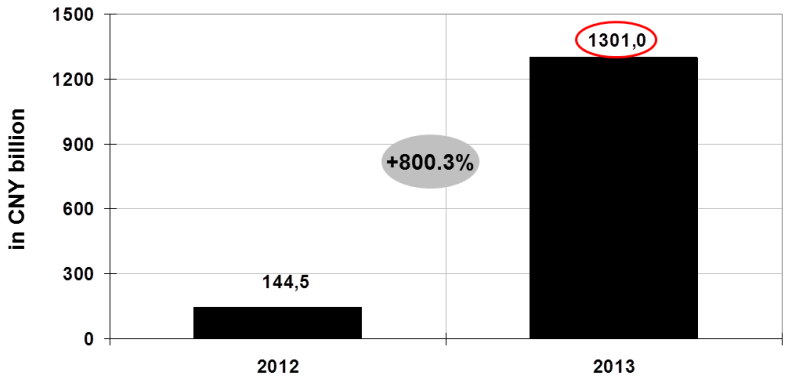
Global: Breakdown of B2C E-Commerce Sales, by Regions, in %, 2013 & 2018f



Note: according to the source, global sales were USD 1.233 trillion in 2013 and are forecasted to be USD 2.356 trillion by 2018
Definition: B2C E-Commerce sales include products and services orders, leisure and unmanaged business travel sales bookings made over the Internet via any device
Source: eMarketer, July 2014

The mobile payments in China surged by +800% in 2013 to reach a value of CNY 1.3 trillion (EUR 158 billion).

China: Mobile Payment Transaction Value, in CNY billion, 2012 & 2013



Definition: includes NFC payments, in-app payments, payments with mobile wallets and with credit cards over mobile, as well as mobile transfers
Source: EnfoDesk, Analysys International, February 2014

Global B2C E-Commerce Market 2014

Methodology

General Methodology of our Market Reports:

- This report includes the results of secondary market research: By using various sources we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- This report covers the B2C E-Commerce market.
- Cross referencing of data was conducted in order to ensure validity and reliability.
- Besides providing information on the specific topic, every chart contains an Action Title, which summarizes the main statement of the chart and a Sub Title, which gives information about the country, the topic, the unit or currency, and the time period the data on the chart refers to.
- Furthermore, the source of information and its release date are provided on every chart. It is possible that the information included in one chart is derived from several sources. Then, all sources are mentioned on the chart.
- This report also includes rankings. Within these rankings, it is possible that the total amount adds up to more than 100%. If this is the case, multiple answers were possible, and this is then mentioned in the note of the chart.
- If available, additional information about the data collection, for example the time of survey and number of people asked, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies were mostly used. When referencing them in the Action Title, the EUR values are also provided in brackets. The conversions are always made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.
- This report includes mainly data from the previous 18 months. The exact publication dates are mentioned in every chart.

Methodology for our Global B2C E-Commerce Market report:

- This report contains a Management Summary, summarizing the main information provided in each chapter.
- A global chapter follows, including information about the global trends, sales, breakdown by regions, online shopper penetration, payment methods, delivery methods and ranking of global E-Commerce players. The sections include regional and country comparisons where available. Further chapters cover all the regions worldwide. The regions are presented in order of their current ranking of B2C E-Commerce sales.
- In each region, information about the regions as a whole with country comparisons are presented first, followed by sections on a by country basis. Top countries in terms of B2C E-Commerce sales are presented first in the country sections. Other countries follow in order of various measures relevant to B2C E-Commerce, such as sales, online shopper penetration, Internet penetration and others.
- For each country, where available, the following topics are covered: major trends in the B2C E-Commerce market, sales figures, shares of B2C E-Commerce sales on the total retail market, main product categories, and relevant information about Internet users and online shoppers. Furthermore, major players in the E-Commerce market are identified and presented. Data availability varies by country and hence not all sections are covered for all countries or not in the same scope.
- The trend section includes an overview of trends on the B2C E-Commerce market, such as M-Commerce and cross-border B2C E-Commerce.
- The section "Sales & Shares" includes the development of B2C E-Commerce sales and the share of B2C E-Commerce on the total retail market.
- In the "Users & Shoppers" section, we included a review of the development of Internet users and/or share of online shoppers.
- Afterwards, the section "Products" shows the leading product categories purchased by online shoppers or related information.
- The payment section covers payment methods used in B2C E-Commerce. Also other information related to the online and mobile payments market as a whole is included, where available.
- In the delivery section, information relevant to delivery methods in B2C E-Commerce is presented.
- Finally, the player section includes information about the leading E-Commerce players.

Global B2C E-Commerce Market 2014

Frequently Asked Questions

WHAT IS THE TARGET AUDIENCE FOR THE MARKET REPORTS?
The target group of our B2C E-Commerce reports are decision makers in top-management, for example from the departments E-Commerce, Business Development, Strategy, Marketing, etc. from large corporations worldwide.

WHAT TYPE OF RESEARCHERS ARE FINDING THE INFORMATION FOR OUR MARKET REPORTS?
yStats.com employs multilingual researchers that research and filter all sources and translate the relevant information into English. This ensures that the content of the original sources is correctly interpreted.

WHERE CAN I SEE WHAT KIND OF INFORMATION IS INCLUDED IN THE MARKET REPORTS?
For every market report, a detailed Table of Contents is available, clearly stating what information is included. All Table of Contents can be found on our homepage and in the product brochures of the market reports.

HOW DO I ORDER A MARKET REPORT?
If you would like to order, please fill out the report order from the market report included in the relevant product brochure. Afterwards, please sign it and send it back to us by fax or e-mail.

HOW LONG DOES IT TAKE ME TO GAIN ACCESS TO THE REPORT?
In general, potential clients gain access to the report within a few hours after sending out the report order form.

IS IT POSSIBLE TO PURCHASE ONLY SELECTED PARTS FROM A MARKET REPORT?
In general, the market reports are only sold as a whole. However, if you are only interested in parts of the report, please contact us.

DO I HAVE TO PAY TAX IF I PURCHASE A REPORT?
Customers from Germany have to pay an additional tax rate of 19%. Customers from the European Union (EU) do not have to pay tax if they enter a valid VAT Identification Number into the report order form. Customers from non-EU countries do not have to pay tax. Moreover, tax has to be paid for all private purchases from the EU.

HOW MANY EMPLOYEES OF MY COMPANY HAVE ACCESS TO THE REPORTS?
We offer different licensing options. Single User Licenses mean that only one user from an organization can access the report. A Site License, allowing all users within a given geographical location to access the report, is available for double the price. Global Site Licenses, allowing access to all worldwide users of an organization, are available for triple the price.

DO YOU OFFER DISCOUNTS?
If you are interested in purchasing several reports, please contact us. We will consider the possibility of bundle pricing.

WHAT SOURCES ARE USED FOR THE MARKET REPORTS?
The reports are all based on reliable sources including national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other sources.

WHAT TYPE OF ANALYSTS ARE WRITING THE MARKET REPORTS?
After the information is researched, it is further analyzed by our international team of research analysts. These analysts have a long experience in the field of E-Commerce research, and they understand the specifications of the market.

IS THE INFORMATION IN THE MARKET REPORTS COMPARABLE FROM COUNTRY TO COUNTRY?
Due to the fact that the information included in the market reports is derived from different sources, some information is not comparable across countries. Different sources mostly have different definitions.

IN WHAT FORMAT ARE THE MARKET REPORTS DELIVERED?
The market reports are delivered in PowerPoint and PDF format. If a different format is needed, please contact us before the purchase. It would also be possible to order printed versions of the reports for a slightly higher price.

IS THE REPORT SENT TO MY EMAIL?
In general, we provide customers with access to our website. After logging in, the customer can download the report as PowerPoint and PDF files.

HOW CAN I PAY FOR THE MARKET REPORT?
An invoice issued by yStats.com can be paid either by bank transfer or by PayPal. Bank transfer usually takes a few working days, while with PayPal, the money is transferred immediately.

REGARDING THE TIMING, WHEN WILL AN UPDATE OF A MARKET REPORT BE PUBLISHED?
In general, the market reports are published on a yearly basis. For further information, please take a look at the report overview, which includes a list of the reports we plan to publish in 2014. If you would like to be informed as soon as the update is published, please inform us.

I HAVE A RESEARCH REQUEST THAT CANNOT BE ANSWERED THROUGH THE MARKET REPORTS. ARE THERE ANY FURTHER PRODUCTS?
If you require further information, we also offer "Customized Research" on all sectors and countries worldwide. After a detailed briefing, we conduct pre-research and provide potential customers with an offer.

DO YOU OFFER AN ANNUAL SUBSCRIPTION TO THE MARKET REPORTS?
Yes. Our product "Full Access Global E-Commerce Reports" gives customers access to all our E-Commerce market reports. Furthermore, access to all the market reports we publish during the subscription period is guaranteed.

Global B2C E-Commerce Market 2014

Quotes of our Customers

Travis Witteveen
Chief Operating Officer – Markets and Operations
Avira GmbH: Leading European Software Company

"As a company that operates on a global level, the research results that yStats.com provides represent significant added benefit for us. The comprehensive analyses are executed quickly and flexibly. Furthermore, they are a reliable resource for helping us to make strategic decisions."

Iris Stöckl
Director Investor and Public Relations
Wirecard AG: Leading E-Banking Company

"The flexibility that yStats.com offers ensures that we always receive analyses, data and reports that match our needs. Fast, objective and to the point!"

Steve Rotter
Vice President of Marketing
Brightcove, Inc.: Leading Online Video Company

"yStats.com quickly and flexibly compiles the information we require. Regardless of whether we need local or transnational data, we always get the best results from yStats.com!"

Dr. Marcus Ackermann
Member of the Executive Board
Bonprix: Leading Online Shopping Company

"When we need the latest trends and statistics on the retail, homeshopping and e-commerce market, we turn to yStats.com. yStats.com turns the data into concise information that is objective and reliable. yStats.com delivers a cost-efficient and time saving research service for our company

Selected References

Internet, Consulting, Retail, Finance and Other Companies

Internet

- Google
- Amazon
- eBay
- Avira
- Skype
- Digital River
- First Data
- Citrix Online
- Wirecard
- 1 & 1
- Skrill / Moneybookers
- Deutsche Telekom
- CyberSource
- bwin Interactive Entertainment
- Brightcove

Consulting

- Boston Consulting Group
- Deloitte
- Bain & Company
- Accenture

Retail

- OTTO Group
- Costco
- Tchibo Direct
- Diesel

Finance

- Goldman Sachs
- Credit Suisse
- Bank of America Merrill Lynch
- Citigroup
- Oppenheimer & Co.

Other

- Red Bull
- BASF
- Lego
- Beiersdorf
- Xerox

Global B2C E-Commerce Market 2014

Selected Published Reports

Report	Publication Date	Price (excl. VAT)*
Global B2C E-Commerce & Online Payment Market 2014	October 2014	€ 3,950**
Global Luxury B2C E-Commerce Snapshot 2014	August 2014	€ 750**
Australia & New Zealand B2C E-Commerce Market 2014	August 2014	€ 950**
Asia-Pacific B2C E-Commerce Market 2014	August 2014	€ 2,950**
South East Asia B2C E-Commerce Market 2014	July 2014	€ 1,950**
India B2C E-Commerce Market 2014	July 2014	€ 450**
Malaysia B2C E-Commerce Market 2014	July 2014	€ 450**
China B2C E-Commerce Market 2014	June 2014	€ 450**
Indonesia B2C E-Commerce Market 2014	June 2014	€ 450**
Vietnam B2C E-Commerce Market 2014	June 2014	€ 450**
Global Online Payment Methods: First Half 2014	May 2014	€ 950**
Asia-Pacific Online Payment Methods: First Half 2014	May 2014	€ 450**
Global B2C E-Commerce Delivery 2014	May 2014	€ 1,950**
Global Cross-Border B2C E-Commerce 2014	April 2014	€ 1,450**
Global Clothing B2C E-Commerce Report 2013	July 2013	€ 1,450**
Global M-Commerce 2014: Smartphones & Tablets	March 2014	€ 750**
Asia-Pacific M-Commerce Snapshot 2014	April 2014	€ 450**
Africa B2C E-Commerce Report 2013	December 2013	€ 750**
Europe B2C E-Commerce Report 2013	September 2013	€ 1,450**

*Single User License
**Reflects Discounted Price

Future Reports

Report	Planned Date	Price (excl. VAT)
Russia B2C E-Commerce Market 2014	Second Half 2014	To be announced
Global Online Payment: Second Half 2014	Second Half 2014	To be announced
Eastern Europe B2C E-Commerce Market 2014	Second Half 2014	To be announced
Global B2C E-Commerce Emerging Markets 2014	Second Half 2014	To be announced

Global B2C E-Commerce Market 2014

Report Order Form

Place Your Order As Follows

- Call us at + 49 40 39 90 68 50
- Fax us at + 49 40 39 90 68 51 using the form below
- Scan and Email us at order@ystats.com using the form below

Choose Your License Type And Reports*

Please confirm the license type you require:

☐ Single User License ☐ Site License ☐ Global Site License

Report Title	Publication Date	Price (€)

Choose Your Full Access Subscription Type

Please confirm the subscription you require:

☐ 3 Month Subscription ☐ 6 Month Subscription ☐ 12 Month Subscription

Please Complete Your Contact Details. An Invoice Will Be Sent To Your Company.

Title _____ Name _____

Last Name _____ Job Title _____

Company _____ E-mail Address _____

Telephone Number _____ Fax Number _____

Address _____ City _____

State / Province _____ Country _____ Post Code / Zip _____

Where Did You Find Us?

- ☐ Search Engine (Google, Bing, etc.)
- ☐ Print/Online Publication
- ☐ Press Release
- ☐ Facebook/Twitter
- ☐ LinkedIn/XING
- ☐ Personal Recommendation
- ☐ Others _____

EU Companies
Must Supply VAT No _____

Purchase Order No
(if required) _____

Order Date _____

Note: All orders are subject to the Terms & Conditions contained on our website. All reports are provided in PDF and PowerPoint formats. yStats.com may contact you in the future about receiving our free newsletter and other mailings. If you do not wish to receive our newsletter or other mailings, please advise us accordingly. Your contact information will not be sold or shared with other organizations.

* Please be advised that when purchasing a report, you have the option to choose between a Single User License (allowing one single user access to the report), a Site License (allowing up to 10 users in a particular geographic location access to the report), or a Global Site License (allowing 10 users of a company worldwide to access the report). Please choose the license that suits your needs best. Failure to comply with our Terms and Conditions with respect to appropriate license usage may result in legal action.

Global B2C E-Commerce Market 2014

TERMS AND CONDITIONS

yStats.com GmbH & Co. KG provides its services exclusively to contracting partners and users of its website according to Sec. 14 German Civil Code („you") subject to the following Terms and Conditions. By visiting our website, shopping at the online store provided by yStats.com, or placing an order offline for any of our products, subscriptions and services, you acknowledge that you are bound by the following Terms and Conditions, which are, unless explicitly agreed upon otherwise in writing, the entirety of the „Contract", as defined in 1.1, between yStats.com GmbH & Co. KG and you. Terms and Conditions are subject to change at any time without prior notice, based on the discretion of yStats.com GmbH & Co. KG, the most current of which are readily available on our website.

We herewith contradict any terms and conditions of purchase by our customers which will not become part of the Contract.

1. SCOPE
1.1 The following terms and conditions apply to our entire contract (the "Contract") between yStats.com GmbH & Co. KG (hereinafter also referred to as "we" or "us") with our customers regarding (i) the purchase of our reports both on- and offline, (ii) custom research services, (iii) full access subscriptions, and (iv) any other contracts between us and our customers executed with reference to these terms and conditions (any reports and other services and products which we may make available to the customer under a Contract hereinafter the "products").
1.2 Agreements contrary to these terms and conditions require our express written confirmation. Deviations between these terms and conditions and the contents of the Order Form will be accepted if and only if expressly agreed upon by both our customer(s) and us in writing, limited to the case of custom research orders, at which point the contents of the Order Form shall prevail.

2. REPORT AND FULL-ACCESS SUBSCRIPTION OFFERS & ORDERS
2.1 With respect to the purchase of our Market Reports, purchase can be made either online or offline.
2.2 Our homepage contains information about pricing, acceptable payment methods and product brochures. To purchase a Market Report directly from our online shop, simply click ‚Add to Cart', then ‚Proceed to Checkout', where registration and payment details can be entered. As soon as payment is processed successfully, you will receive an Invoice via email and the Report will be available online for download.
2.3 To purchase a Market Report offline (not via the online shop) simply print the Report Order Form from the appropriate online brochure or by clicking on the Fax Order button on our webpage. Simply fill out the Report Order Form, have a duly authorized representative sign the Report Order Form and then submit the Report Order Form to us via facsimile or email with PDF-attachment. Upon receipt of a completed Report Order Form, you will obtain an Invoice detailing the product ordered, price, and date of payment. Upon successful processing of payment, access and log-in details will be forwarded to the purchaser within two (2) business days.
2.4 If you order our product "Market Reports", you gain access to the ordered report as identified in the Report Order Form and you may use that report in accordance with Section 5.3 below and the other provisions of the Contract.
2.5 To purchase one of our Full Access Subscriptions, please contact us through the appropriate forum on our website, located under the Full Access tab on our homepage. Once we receive an inquiry, we will forward an Order Form to be filled out and signed by a duly authorized representative. Once this Order Form has been completed and signed, please send the Order Form via facsimile or email with PDF-attachment. Upon receipt of the completed Order Form, we will send an Invoice detailing price of the „Full Access Subscription" and payment method options. Upon successful processing of payment, access and log-in details will be forwarded to the purchaser within two (2) business days. The provision of this information constitutes the acceptance should you not have been provided with a separate acceptance in writing.
2.6 If you order one of our "Full Access Subscriptions", you gain access to any E-Commerce reports within the scope of your chosen subscription (excluding all custom research services) currently available on our website during the subscription timeframe as identified in the "Order Form" as of the date of the execution of the Contract, and you may use those reports as a "Global Site License" in accordance with Section 5.3 below and the other provisions of the Contract.

3. CUSTOM RESEARCH OFFERS & ORDERS
3.1 Unless expressly agreed upon otherwise in writing, the contents of our offers may not be made available in whole or in part to any third party outside your organization.
3.2 With respect to research services, upon inquiry, we submit an offer to you in the form of a "Research Order Form" as a PDF, accompanied with a proposal stating the nature of the issue to be researched, the services to be rendered, the time required for the study, structure of payments (if any) and the total fee due. You accept this offer by completing the Research Order Form, having a duly authorized representative sign the Research Order Form and then submitting the Research Order Form to us via facsimile or email with PDF-attachment.

4. TERMS OF PAYMENT
4.1 All prices for offline orders are to be derived exclusively from the Order Form and/or the documents referenced therein. All prices for orders placed via the online shop are those which are displayed on our website.
4.2 All prices are net and without transportation costs, if applicable. Value Added Tax, if applicable, at the statutory rate shall be added to all fees payable hereunder.
4.3 For all services that go beyond the scope as agreed under the Order Form, a reasonable additional fee for these services shall be discussed and agreed upon with the customer before commencement of any work and will be itemized on the final Invoice (if applicable) sent to the customer.
4.4 We will send our Invoice to you upon execution of the Contract, unless agreed otherwise in the Order Form. In the event that you order our product "Full Access Subscription", we will send our Invoice for the first contract year upon execution of the Contract. Any Invoice(s) for any subsequent contract year(s), will be sent to you upon commencement of each contract year.
4.5 All payments shall be due and payable immediately upon the date set forth in the Invoice, without any deductions. Products will not be dispatched and services will not commence until successful processing of payment, excluding the case of custom research orders, in which structured payment terms will be outlined on the Order Form.
4.6 All customers' rights of retention or set-off are hereby excluded to the extent that they are not based on the same contractual relationship. Retentions or set-offs are allowed only if the customer's claim is undisputed, has become unappeasable or is ready for decision.
4.7 In the event of a customer's default in payment or other apparent credit unworthiness, all remaining claims against that customer shall become immediately due and payable in full. This only applies if the customer is responsible for the default. We shall be entitled to rescind payment terms previously agreed upon and to demand payment in advance or other appropriate security with respect to pending deliveries. A customer shall be deemed unworthy of credit in particular when he files a petition in bankruptcy or composition proceedings.

5. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES
5.1 All copyrights and other intellectual property rights in connection with our products and all contents of our website remain with us. All data carriers remain our property. The customer/user may not modify, publish, transmit, transfer or sell, reproduce, create derivative works from, distribute, perform, display, or in any way exploit any of the products made available by us, in whole or in part, except as expressly permitted under the Contract.
5.2 We, as well as any original sources contained within our product, must expressly be named as the author of any data the customer processes further as contractually negotiated.
5.3 Upon delivery of the product(s) to you and payment of the agreed fee, you obtain a non-exclusive, non-transferable, perpetual right to use the products provided for your internal purposes or any additional purposes set out in the Order Form.
5.4 In the event that the parties agree on a "Single User License" under the Order Form, this means that only one (1) individually named user of an organization shall be entitled to access the report(s). In the event that the parties agree on a "Site License" under the Order Form, this means that up to ten (10) users within a given geographical location (as specified in the Order Form) of an organization shall be entitled to access the report. In the event that the parties agree on a "Global Site License", this means that up to ten (10) worldwide users of an organization shall be entitled to access the report. In both cases, the term "organization" refers to your specific company only and excludes any third parties, including affiliates.

6. TECHNICAL INFORMATION
6.1 We shall provide our products in the following standardized data formats: PowerPoint and PDF. For custom research reports, Excel documents may also be provided, upon request.
6.2 You must ensure that you have the corresponding technical resources to make use of these data. You may not derive any claims in this connection on grounds of breach of obligation.
6.3 Upon successful processing of payment, purchases made via the online shop will be immediately available to download. For all offline purchases, upon successful processing of payment, you will receive the requested product(s) and service(s) in the aforementioned standardized data formats, and all additional data pertaining thereto within two (2) business days.

7. DEFECTS AS TO QUALITY
7.1 No claims for defects as to quality are triggered by insignificant discrepancies between our products and services and the warranted quality or fitness for use.
7.2 Likewise, no claims for defects as to quality may be derived from entrepreneurial risks – e.g., with regard to questions of entrepreneurial discretion, an erroneous assessment of the market situation or the failure to recognize a business action's merit.
7.3 Defect-based claims are further excluded in cases of excessive or improper use or in connection with damages caused by extraordinary conditions not reflected in the Order Form. This is also true in cases of subsequent changes made by the customers or third parties unless such changes do not affect the analysis and removal of a given defect.
7.4 Claims for defects as to quality expire within one year from the commencement of the legal statute of limitation. This limitation does not apply to the extent that applicable law stipulates a longer period in cases of intentional or grossly negligent breaches of duty on the part of us, fraudulent concealment of a defect and injuries to life, body and health.
7.5 Claims for damages and the reimbursement of expenditures are further subject to Section 9.

8. LEGAL DEFECTS
8.1 We are liable for products and services infringing on third party rights only if and to the extent that our products and services are used in accordance with the agreed contractual requirements.
8.2 Unless agreed otherwise, our liability for the infringement on third-party rights is limited to the territory of the European Union and the European Economic Area as well as the place of its services' proper use as agreed under the applicable Order.
8.3 In the event that a third party asserts claims against the customer, alleging that a service performed by us violates its rights, the customer shall promptly notify us. If a service rendered by us violates third party rights, we shall choose one of the below actions, duly taking into consideration the customer's interests:
a) procuring for the customer the right to use the service; or
b) revising the service to render it free of legal violations.
8.4 Upon our request, the Customer shall assist us with the defense against third party claims according to this section 8, with each of the Parties bearing the costs of the use of its own personnel and counsel.
8.5 Claims the Customer may hold for legal defects expire in accordance with Section 7.4.
8.6 Claims for damages and the reimbursement of expenditures are further subject to Section 9.

9. LIABILITY
9.1 In cases of intentional misconduct and gross negligence, we are fully liable pursuant to applicable law.
9.2 Besides Section 9.1, we are not liable for any damages, especially but not limited to any incidental, special, punitive or consequential damages, loss of profits or loss of data. This limitation does not apply to any claims for damages due to damage to life, body or health in cases of simple negligence and – subject to the limitations set forth hereinafter – due to damage caused by a breach of a material contractual obligation. Material contractual obligations are obligations that (i) you reasonably relied upon at execution of the applicable Order Form and (ii) was of critical significance to the outcome of performance.
9.3 In case of a negligent breach of a material contractual obligation our liability for damages – except for damage to life, body or health – is limited to typical and at the time of the formation of this Contract foreseeable damage.
9.4 The aforementioned limitations do also apply to our liability for fault by our bodies, employees and vicarious agents as well as our bodies', employees' and vicarious agents' personal liability.
9.5 Our liability for damages under warranties (Beschaffenheitsgarantien) is limited to instances in which the warranty expressly includes such liability.
9.6 Claims for the reimbursement of expenditures and other liability claims asserted by the Customer against us are subject to sections 9.1 through 9.5.

10. CONFIDENTIALITY
10.1 The Parties shall hold in strict confidence for a period of 10 years of the formation of this Contract regarding all data and information materials of which they gain knowledge as part of a Contract, be it orally, in writing or otherwise, directly or indirectly, provided that such data or information materials are designated confidential or must be considered confidential based on their nature, and shall use them exclusively as part of the services covered by the relevant Order. This duty of confidentiality excludes data and information materials that:
a) were already known or accessible to any third party at the time of disclosure;
b) which is lawfully disclosed to you by a third party that is not subject to a confidentiality obligation regarding this data or information;
c) must be disclosed by order of and to a government agency or another competent third party; and
d) must be disclosed to legal or tax advisors of the contractual customer in question for consulting purposes.
In the cases of Sections b) and c) above, the parties shall (i) promptly inform each other about a given request and prior to disclosing confidential information, and (ii) limit the disclosure of confidential information to the minimum required.
10.2 We may use your company name and logo as a reference so long as no contractual details are divulged.

11. JURISDICTION, GOVERNING LAW, MISCELLANEOUS
11.1 In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the place of payment is Hamburg, Germany.
11.2 In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, all disputes arising from or in connection with any Contract between the Parties shall exclusively be resolved through the courts of Hamburg. Governing law is German law under exclusion of the CISG.