# IRAN B2C E-COMMERCE MARKET 2016

## GENERAL INFORMATION

### PRODUCT DETAILS

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### PRICES*

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### QUESTIONS ANSWERED IN THIS REPORT

- What is the current state and the prospects of the B2C E-Commerce market in Iran?
- How are the cancellation of economic sanctions expected to affect the online retail development in this country?
- What is the online penetration on the Iranian retail market?
- How many individuals in Iran are currently making purchases over the Internet?
- Who are the current leaders of Internet retailing in Iran?

### SECONDARY MARKET RESEARCH

Our reports are exclusively based on secondary market research. Our researchers derive information and data from a variety of reliable published sources and compile the data into understandable and easy-to-use formats.

### ADVANTAGES

- Maximum Objectivity
- Reliable Sources
- Up-To-Date Analysis
- Boardroom-Ready PowerPoint Presentations
- Guidance For Strategic Company Decisions

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Since the nuclear deal, Iran has come to the spotlight of the international economy and trade, but little is known about its B2C E-Commerce market. The yStats.com report unfolds the major characteristics of the current state of Internet retailing in Iran and highlights its potential for future growth.

As the most populous country in the Middle East and the second largest economy, Iran already has the region’s largest number of online shoppers, despite the relatively low Internet and online shopper penetration rates. According to yStats.com research findings, the development of online retail in Iran is encouraged by widespread debit card ownership, while credit card penetration is yet to take off. In 12 months to March 2015, or one year in the Persian calendar, online payment transactions accounted for a small one-digit percentage share of all cashless purchase transactions registered in Iran, while its share of the transaction value was twice as high.

A number of home-grown companies are already active on the B2C E-Commerce market in Iran, many of them duplicating the successful models of international companies that could not penetrate the market due to the sanctions. The yStats.com publication reveals that the leading online merchant in Iran is Digikala. Digikala.com is the third most visited website in Iran and enjoys a high double-digit market share. Other prominent market players include the online shopping platform Bamilo.com, daily deals and group buying website Netbarg, online marketplace and auction operator Esam, and online clothing retailers Modiseh and Shixon among others.

Iran’s E-Commerce companies expect a better access to investors, technology and business partners in Europe and the USA following the lifting of major economic sanctions against Iran. From their side, online shoppers await greater availability of products as a result of foreign companies gaining access to the Iranian market. A survey conducted in early 2016, as cited in yStats.com’s report, revealed that electronics is among the product categories most desired by online shoppers. Overall, the yStats.com report finds that the E-Commerce market in Iran had been developing under sanctions and is likely to be further boosted following their cancellation.
# MANAGEMENT SUMMARY

## OVERVIEW AND INTERNATIONAL COMPARISONS

- B2C E-Commerce Overview and International Comparisons, April 2016
- Selected Socio-Economic Characteristics of Selected Countries in Iran, Compared to Bahrain, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE, incl. Population, in millions, GDP, in USD billion, and GDP per Capita, in USD, 2014
- Internet Penetration in Iran, Compared to Bahrain, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE, Yemen, in % of Individuals, 2014
- Online Shoppers in the Middle East, by Country, incl. Bahrain, Iran, Israel, Jordan, Oman, Qatar, Saudi Arabia, UAE, in % of Internet Users, in % of Population and in millions, 2013/2014

## TRENDS

- Smartphone Penetration, in % of Population, 2015
- Breakdown of Broadband Internet Subscriptions, by Type, in % and in millions, 2015
- Breakdown of Online Transaction Value in Iran by Top 5 Provinces and Others, in %, 12 Months to March 2015

## SALES & SHARES

- Value of E-Commerce Payment Transactions, by Teheran, Other Provinces and Total, in IRR trillion, 2012/2013 - 2014/2015
- Number of E-Commerce Payment Transactions, by Teheran, Other Provinces and Total, in millions, 2012/2013 - 2014/2015
- Online Share of All Cashless Purchase Transactions, by Transaction Number and Transaction Value, in %, 2014/2015
- B2C E-Commerce Share of Retail Sales, in %, 2015

## USERS & SHOPPERS

- Internet Penetration, in % of Households and in % of Individuals, 2012 - 2014
- Breakdown of Internet Users, by Gender and Age Group, in %, 2013
- Number of Individuals Carrying Out Shopping and Related Activities Online, by Activity, in millions and in % of Internet Users, by Male, Female and Total, 2013
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6 PRODUCTS

- Top 5 Product Categories Purchased Online, in % of Online Shoppers, January 2016
- Top 5 Product Categories that Online Shoppers in Iran Expect to Have a Greater Access to in the Next Six Months, in % of Online Shoppers, January 2016

7 PAYMENT

- Top 5 Reasons for Not Shopping Online, in % of Respondents, 2012 & January 2016
- Number of Online Payment Gateways, in thousands, March 2013 & March 2015

8 DELIVERY

- B2C E-Commerce Delivery Overview, May 2016

9 PLAYERS

- B2C E-Commerce Player Overview, April 2016
- Top 5 E-Commerce Websites, by Website Rank, incl. Category, Website Visits, in millions, and Iran’s Share of Website Visits, in %, April 2016
- Top 10 E-Commerce Websites, by Website Rank, incl. Description, April 2016
Online transactions accounted for 3% of the number and 6% of the value of all cashless purchase transactions in Iran in 2014/2015.

With 13.8 million subscriptions, mobile broadband accounted for 62.7% of Internet subscriptions in Iran in 2015.
GENERAL METHODOLOGY OF OUR MARKET REPORTS

Secondary Market Research
- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are solely based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for all obtained data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions
- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types
- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure
- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values
- If available, additional information about the data collection, for example the time of survey and number of people surveyed, 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 are most often used. When referencing currency values 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.

METHODOLOGY OF OUR IRAN B2C E-COMMERCE MARKET 2016 REPORT

Report Coverage
- This report covers the B2C E-Commerce market in Iran. It includes relevant information about international comparisons, market trends, E-Commerce transactions, Internet users and shoppers, products, payment methods, delivery and players.

Report Structure
- The report starts with an overview of the B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to B2C E-Commerce, such as Internet and online shopper penetration.
- Next, the “Trends” section includes an overview of market trends, such as mobile trends and online transaction breakdown by province.
- The section “Sales & Shares” covers the development of E-Commerce transaction value and number and B2C E-Commerce’s share of total retail sales.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories purchased online.
- The next section, “Delivery”, covers information related to delivery in online shopping.
- Furthermore, the “Payment” section covers data regarding payments’ use in online shopping.
- Finally, the “Players” section includes information about the leading E-Commerce companies, including a qualitative overview and rankings of popular E-Commerce websites.
## PUBLISHED RELATED REPORTS

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<td>Turkey B2C E-Commerce Market 2016</td>
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## UPCOMING RELATED REPORTS

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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.”

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info@ystats.com

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researchers derive information and data from a variety of previously
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and easy-to-use formats.

- From which sources is information for reports derived?
Our reports are solely based on information and data acquired
from national and international statistical offices, industry and trade
associations, business reports, business and company databases,
journals, company registries, news portals and many other reliable
sources. By using various sources we ensure maximum objectivity for
all data obtained.

- Is information in the reports comparable across countries?
Due to the fact that information included in the market reports is
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- What are the report format options?
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Choose Your Preferred Payment Method:

- **Credit Card** [ ]
  - VISA [ ]
  - MasterCard [ ]
  - American Express [ ]
  - China UnionPay [ ]
- **Bank Transfer** [ ]
  - Bank Transfer information will be provided to you in the invoice you receive following submission of an Order Form offline.
- **PayPal** [ ]
  - An invoice will be sent via e-mail to the e-mail address as listed in the contact details below.
  - Payment via PayPal will be made available upon receipt of the invoice.

**NOTE**: If you prefer, this can be communicated over the phone or via secured e-mail communication.

## COMPLETE YOUR CONTACT DETAILS
An invoice will be sent to your company

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## HOW DID YOU FIND US?
- [ ] Search Engine (Google, Bing etc.)
- [ ] Print/Online Publication
- [ ] Press Release
- [ ] LinkedIn/XING
- [ ] Facebook/Twitter
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1. General terms and conditions apply to our entire contract (the "Contract") between yStats GmbH & Co. KG (hereinafter referred to as "we" or "us") and our customers (hereinafter referred to as "you" or "your") for the purchase of all products and services, unless otherwise agreed in the terms and conditions of a purchase order. The terms and conditions contained herein shall apply unless otherwise agreed in writing by us. These terms and conditions and the order are the entire contract between us and shall supersede any representations, agreements, statements, proposals, and understandings, written or oral, made in connection with the subject matter of this contract. These terms and conditions shall not be amended, modified or varied except in writing signed by an authorized representative of both parties.

2. REPORT AND FULL ACCESS SUBSCRIPTION OFFERS & ORDERS

2.1 With respect to the purchase of our Market Reports, please use the methods outlined on our website. If you are a subscriber to our subscription service, please log in to your account. If you are a non-subscriber, please contact us by email or phone to discuss your specific requirements.

2.2 Our services include access to our database of industry databases, expert analysis, market research, webinars, and other resources. Your subscription will be effective upon successful payment, unless otherwise agreed in writing by us.

2.3 In the event of complaints or disputes, please contact us by email or phone to discuss your specific requirements. We strive to resolve all issues in a timely manner.

3. TERMS OF PAYMENT

3.1 Payment for products and services is due upon receipt of invoice, unless otherwise agreed in writing by us. Payment terms may vary depending on the nature of the product or service.

3.2 Unless otherwise agreed in writing by us, all sales are final. No returns, refunds, or exchanges will be accepted.

4. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

4.1 All data, content, and materials delivered to you are the exclusive property of yStats GmbH & Co. KG and are protected by applicable laws, regulations, and international treaties.

4.2 You may not use any of the data, content, or materials for any purpose other than the purpose for which they were provided to you. You may not copy, distribute, modify, or create derivative works based on the data, content, or materials.

4.3 Any unauthorized use, reproduction, or distribution of the data, content, or materials may result in legal action and may lead to severe civil and criminal penalties.

4.4 You agree to indemnify and hold us harmless from any claims, demands, or losses arising from your use of the data, content, or materials.

5. DISCLAIMER OF WARRANTIES AND LIMITATION OF LIABILITY

5.1 Our services are provided "as is" and without warranty of any kind, either express or implied. We do not guarantee the accuracy, completeness, or timeliness of any information contained in our services.

5.2 We are not responsible for any errors, omissions, or delays in the delivery of our services, or for any results obtained from the use of our services.

5.3 We shall not be liable for any direct, indirect, incidental, punitive, or consequential damages, including but not limited to, loss of profits, loss of data, or other personal or property damage, arising from or related to the use of our services.

6. TERMINATION

6.1 Either party may terminate this Agreement for any reason by providing written notice to the other party. Upon termination, all licenses granted under this Agreement shall terminate and you shall cease all use of the data, content, or materials.

6.2 In the event of termination, you agree to destroy all copies of the data, content, or materials in your possession.

6.3 Upon termination, you agree to indemnify and hold us harmless from any claims, demands, or losses arising from your use of the data, content, or materials.

7. Governing Law and Jurisdiction

7.1 These terms and conditions are governed by and construed in accordance with the laws of the state of North Carolina, without giving effect to any principles of conflicts of laws.

7.2 Any disputes arising under or relating to these terms and conditions shall be settled exclusively in the state or federal courts located in Charlotte, North Carolina.

8. Notices

8.1 All notices required or permitted hereunder shall be in writing and shall be deemed to have been given when received by electronic mail, regular mail, or overnight delivery service.

9. Assignment

9.1 You may not assign, sub-license, or otherwise transfer any rights or obligations under this Agreement without our prior written consent.

10. Entire Agreement

10.1 These terms and conditions constitute the entire agreement between us and supersede all prior agreements, communications, representations, and understandings, written or oral, relating to the subject matter of this Agreement.