GLOBAL B2C E-COMMERCE MARKET 2018
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GLOBAL B2C E-COMMERCE MARKET 2018

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QUESTIONS ANSWERED IN THIS REPORT

What are the projections for global B2C E-Commerce and M-Commerce sales through 2021?
How much of worldwide retail sales is online in 2018?
What are the top countries by B2C E-Commerce sales?
How do the preferences of global online shoppers regarding payment and delivery methods differ by country?
What are the leading companies in global E-Commerce and in the major markets?

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GLOBAL B2C E-COMMERCE SALES TO MAINTAIN DOUBLE-DIGIT GROWTH RATE THROUGH 2021

Global B2C E-Commerce sales continue their rapid expansion driven by the rise of mobile shopping worldwide and the robust growth of online retail in emerging markets. Between 2018 and 2021, retail E-Commerce sales are expected to maintain a double-digit pace in percentage terms, with M-Commerce sales projected to nearly double over the same time period, according to forecasts cited in the yStats.com report.

Close to one-half of global B2C E-Commerce revenues are generated in the Asia-Pacific region. Europe and North America rank next in terms of current online sales, while the emerging markets in the Middle East, Africa and Latin America are expected to experience the highest growth rate in B2C E-Commerce sales through 2021 of all the global regions. On the country level, the world's top 5, China, the USA, the UK, Japan and Germany, account for more than three-quarters of global digital commerce. In China alone, more than half a billion people made purchases over the Internet last year.

The yStats.com report also points to the diverse preferences of digital consumers in nearly 30 global markets. The choice of payment and delivery methods, as well as devices used for purchasing and the leading product categories vary from country to country. One common characteristic shared by many markets is the dominant position of online marketplaces in both domestic and cross-border E-Commerce. The leading shopping platforms, Alibaba, Amazon, and eBay accounted for close to 50% of worldwide B2C E-Commerce.
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Note: refers to December of each year.

“Clothes or sports goods” was the leading product category purchased by 56% of UK adults over the Internet, as of Q1 2017.

UK: Product Categories Purchased Online, in % of Adults, Q1 2017

Note: middle 25% to 75% range
Definition: product categories purchased online in the previous 12 months
Source: Office for National Statistics, August 2015
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METHODOLOGY

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 governmental 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 or 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 GLOBAL B2C E-COMMERCE MARKET 2018

Report Coverage

- This report covers the global B2C E-Commerce market. It includes relevant information about global market developments and trends, international comparisons, as well as about B2C E-Commerce sales and shares, trends, Internet users and shoppers, products, payment methods, delivery and players in major advanced and emerging B2C E-Commerce markets worldwide. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- All global regions are covered in this report, including Africa, Asia-Pacific, Europe, Latin America, the Middle East and North America.

Report Structure

- The global chapter opens the report, including an overview of global market developments, trends, and regional and country comparisons that concern criteria related to B2C E-Commerce, such as B2C E-Commerce sales, Internet and online shopper penetration.
- The rest of the report is divided by regions. The regions are presented in the order of descending B2C E-Commerce sales. Where applicable, the countries in the regions are grouped by advanced and emerging markets.
- The countries within the regional chapters are also presented in the order of descending B2C E-Commerce sales. Where no comparable B2C E-Commerce sales data was available, the related criteria, such as online shopper penetration, Internet penetration and population size were considered.
## GLOBAL B2C E-COMMERCE MARKET 2018

### RELATED REPORTS

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<tr>
<th>REPORT</th>
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<td>Global E-Commerce Marketplaces 2018</td>
<td>March 2018</td>
<td>€ 450</td>
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<td>Top 5 Country B2C E-Commerce Sales Forecasts: 2017 to 2021</td>
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<td>Innovation Trends in Global Retail and Payments 2017</td>
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<td>Global Cross-Border B2C E-Commerce 2017</td>
<td>February 2017</td>
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<td>Global Digital Gaming Market 2017</td>
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<td>GLOBAL ONLINE PAYMENT METHODS: FULL YEAR 2017</td>
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<td>Online Retail in Emerging Markets 2018</td>
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FREQUENTLY ASKED QUESTIONS

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Why use yStats.com?
yStats.com can be your provider of the most current B2C E-Commerce data. Whether you seek country-specific, topic-specific, regional or global information, we ensure through secondary market research maximum objectivity for all data obtained. With our boardroom-ready PowerPoint presentations you save time and money.

What are the benefits of secondary market research?
Secondary research is not only a cost-effective alternative to conducting primary research studies, but it is also a time-efficient solution. Our researchers derive information and data from a variety of reliable published sources and compile the data into understandable and easy-to-use formats.

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No, we do not provide consulting services in any form.

OUR PRODUCTS

What types of products does yStats.com offer?
yStats.com offers individual market reports and full access subscriptions (varying in license types and duration) to current and future published reports. The currently available reports can be found in the Market Reports section of our website. The list of soon-to-be-published reports can be found in the Upcoming Reports Section on our homepage. For a more extensive list of upcoming reports, please contact us directly. For more information about our Full Access subscription, please see the Full Access page on our website. Apart from market reports and subscription, yStats.com also offers custom research services.

What is your research methodology?
Our reports are exclusively based on secondary market research. Our researchers derive information and data from a variety of previously published, reliable sources and compile the data into understandable 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 derived from different sources which might rely on different definitions, some information might not be comparable across countries.

What are the report format options?
Our reports are published in PDF and PowerPoint formats. PowerPoints are ready-to-use for boardroom presentations, but also easily editable to suit your business needs.

Does yStats.com offer reports in other languages?
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I would like to see a sample of a report. Where can I find it?
Free sample charts from each report can be viewed in the product brochure. Also a standard free sample is available for download from each report page. To get an idea what our reports look like you can download a standard Free Full Report from our online shop.

For a full version of Frequently Asked Questions, please visit: https://www.ystats.com/faq-by-section/
FREQUENTLY ASKED QUESTIONS

OUR PRODUCTS (CONT.)

- When will an update of a particular report be published?
  In general, our market reports are published on an annual basis.
  Online Payment reports are updated on a semiannual basis. Please consult
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  adhere to, so if you'd like to know about a specific
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  Yes, we do have a number of subscription options called “Full Access”.
  Some leading international enterprises subscribe to our reports to
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