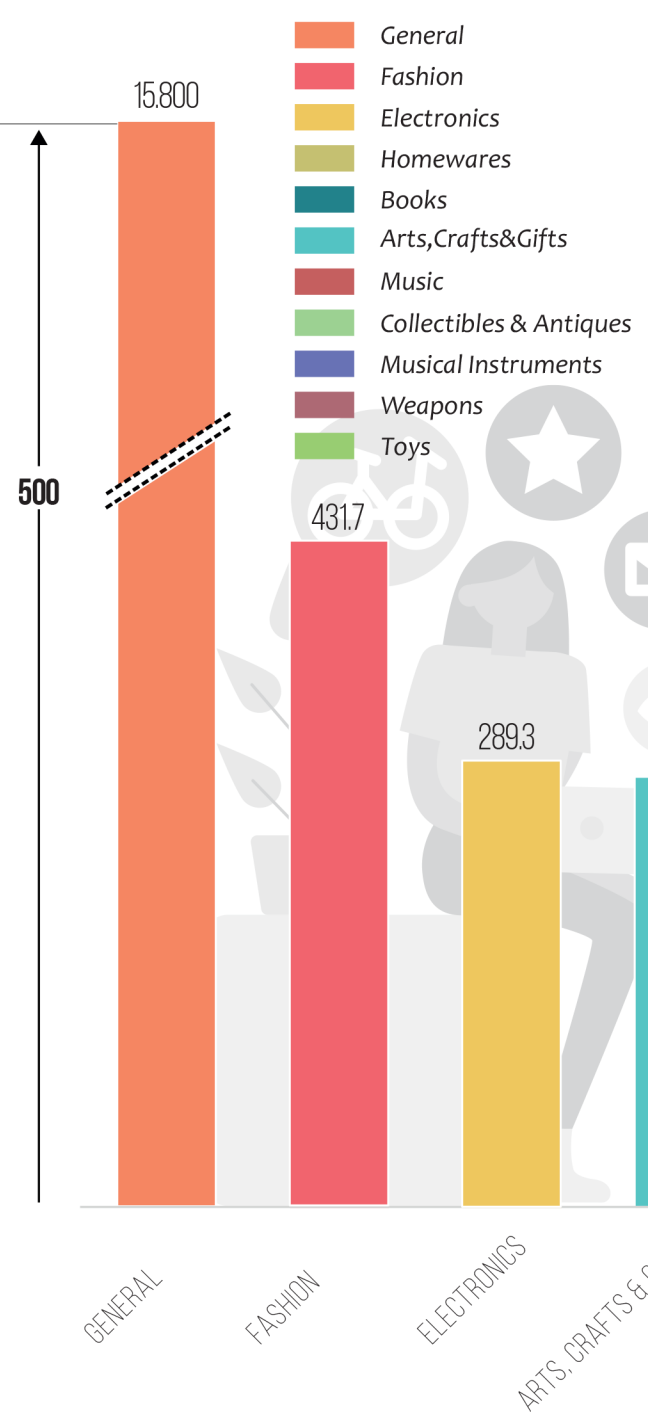
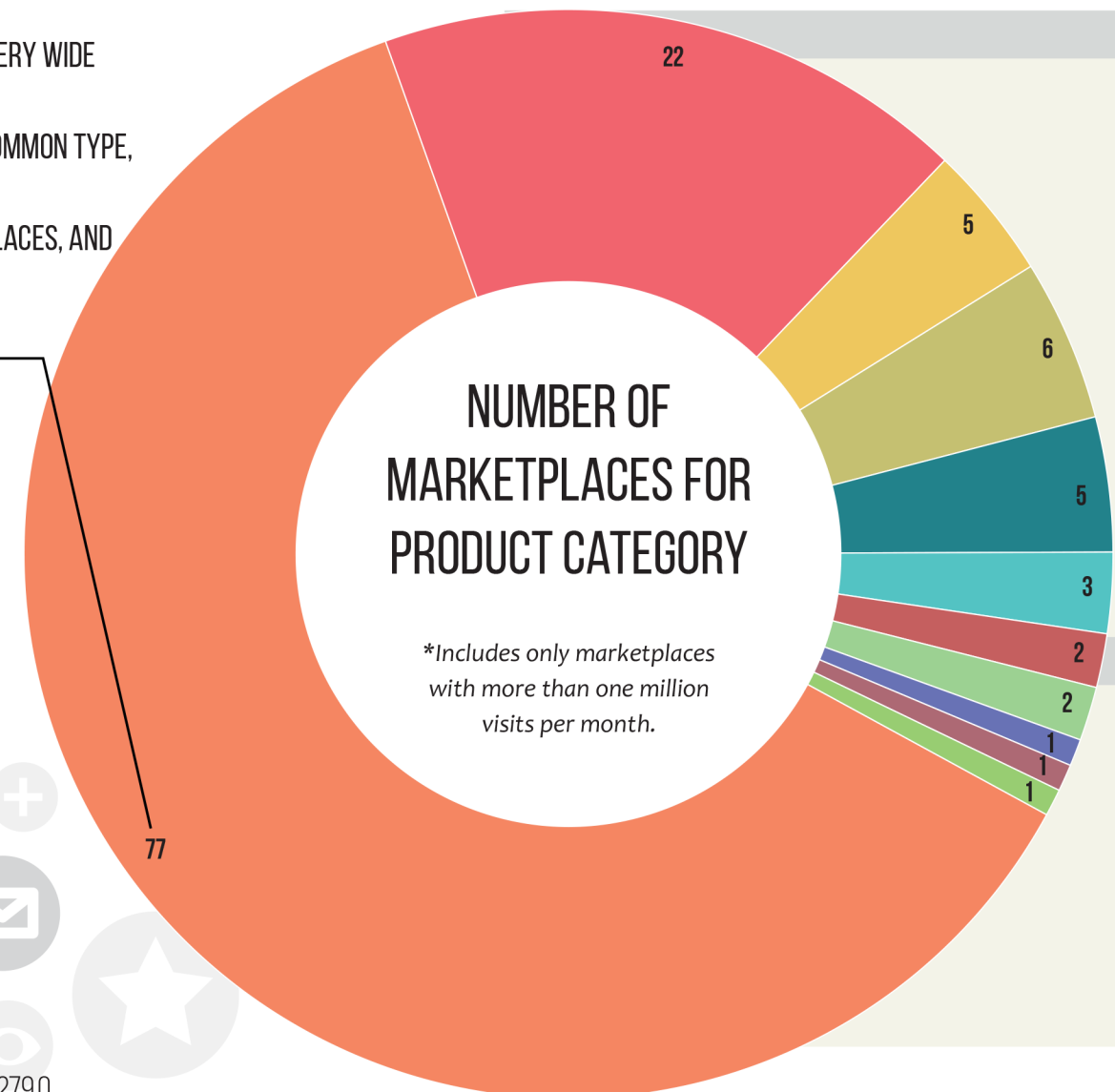


TOP PRODUCT CATEGORIES SOLD BY ONLINE MARKETPLACES

GENERAL MARKETPLACES, WHERE A VERY WIDE RANGE OF PRODUCTS ARE SOLD, ARE BY FAR THE MOST COMMON TYPE, COMPRISING NEARLY **60%** OF ALL MARKETPLACES, AND **16 OUT OF THE TOP 20**.



THE TOP 10



THE TOP 5



ONLINE MARKETPLACES SELLING MAINLY **FASHION** TAKE THE **SECOND SPOT**, DESPITE ONLY BEING FEATURED FIRST AT PLACE NUMBER 20 BY ZALANDO.

ELECTRONICS, HOMEWARES AND **BOOKS** COME NEXT, RANKING ABOVE **ARTS, CRAFTS & GIFTS**.

NUMBER VISIT/MONTH

*Includes only marketplaces with more than one million visits per month.
**All values are to be considered in millions

THE WORLD'S TOP 50 ONLINE MARKETPLACES

NUMBER VISIT/MONTH

PRODUCT CATEGORIES

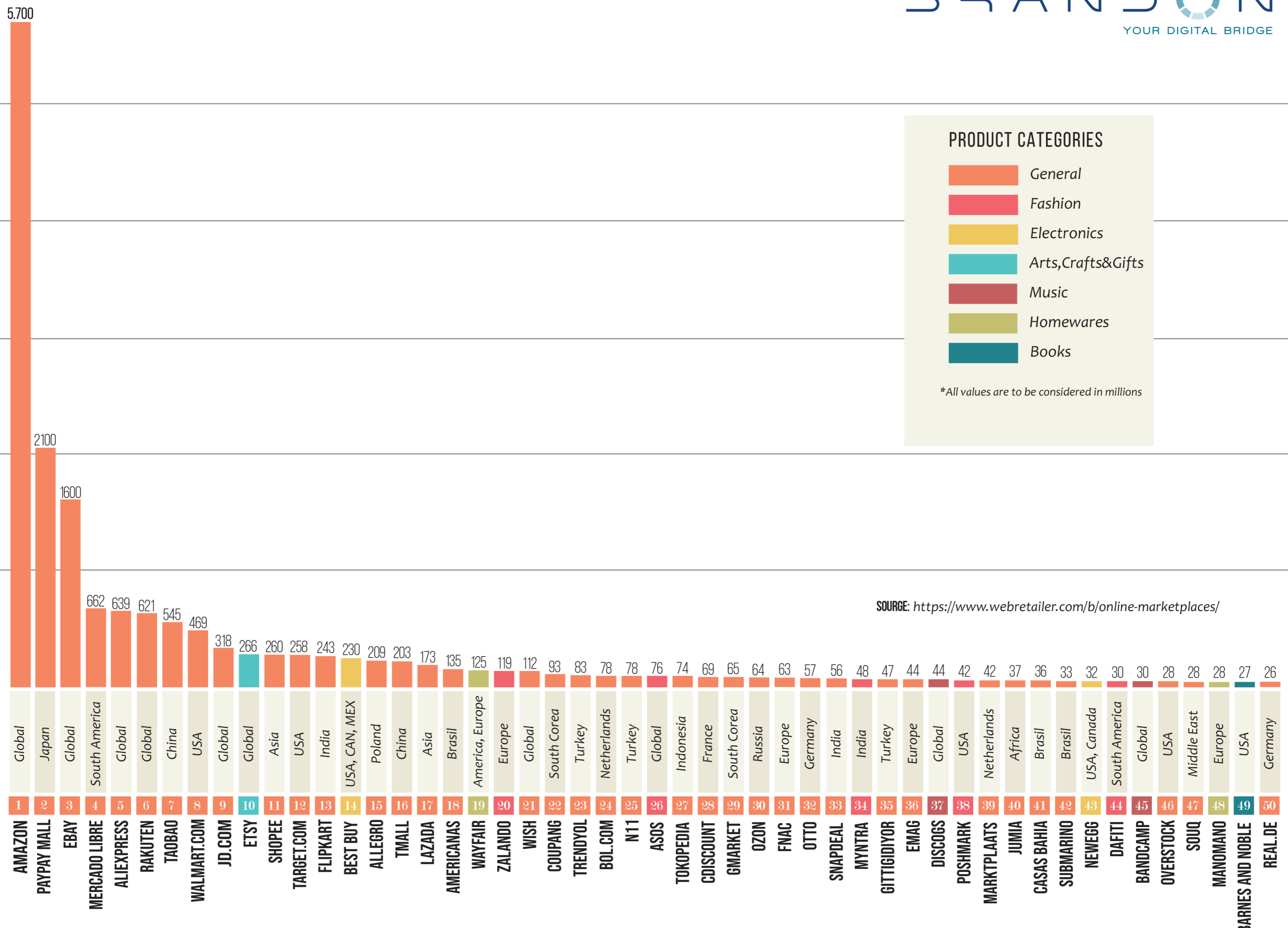
- General
- Fashion
- Electronics
- Arts,Crafts&Gifts
- Music
- Homewares
- Books

**All values are to be considered in millions*

SOURCE: <https://www.webretailer.com/b/online-marketplaces/>

COUNTRY

MARKETPLACES



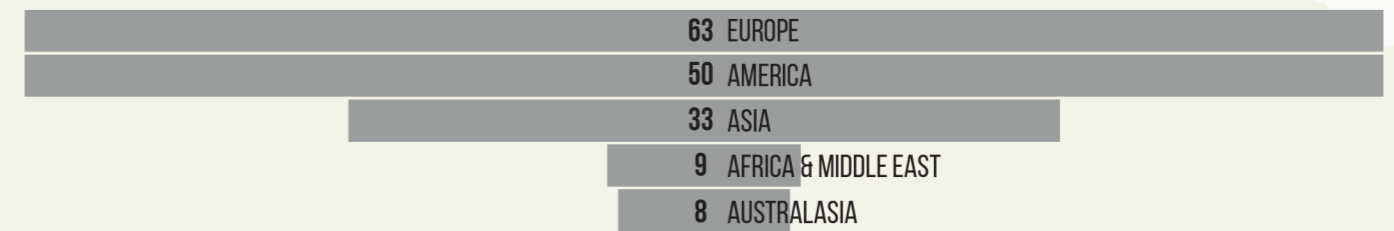
TOP ONLINE MARKETPLACES BY COUNTRY AND REGION



*Includes only marketplaces with more than one million visits per month.
**All values are to be considered in millions

NUMBER OF MARKETPLACES FOR COUNTRY AND REGION

*Includes only marketplaces with more than one million visits per month.



THE TOP 5

- 1 AMAZON Global
- 2 EBAY Global
- 3 WALMART USA
- 4 TARGET.COM USA
- 5 BEST BUY USA, Canada, Messico

United States

- 1 AMAZON Global
- 2 EBAY Global
- 3 ASOS Global
- 4 ETSY Global
- 5 WAYFAIR North America, Europe

United Kindom

- 1 TAOBAO China
- 2 JD.COM Global
- 3 TMALL China
- 4 AMAZON Global
- 5 EBAY Global

China

- 1 PAY PAY MALL Japan
 - 2 AMAZON Global
 - 3 RAKUNEN Global
- * Only three marketplaces are visited by more than a million Japanese shoppers per month .

Japan

- 1 AMAZON Global
- 2 EBAY Global
- 3 ALIEXPRESS Global
- 4 ALLEGRO Poland
- 5 ZALANDO Europe

Europe

- 1 MERCATO LIBRE South America
- 2 AMERICANS Brasil
- 3 AMAZON Global
- 4 ALIEXPRESS Global
- 5 CASAS BAHIA Brazil

South America

- 1 TRENDYOL Turkey
- 2 N11 Turkey
- 3 GITTI GIDIYOR Turkey
- 4 AMAZON Global
- 5 SOUQ Middle East

Middle East

- 1 SHOPEE Southeast Asia
- 2 LAZADA Southeast Asia
- 3 TOKOPEDIA Indonesia
- 4 JD.COM Global
- 5 IPRICE Southeast Asia

Southeast Asia

- 1 JUMIA Africa
- 2 SOUQ Middle East
- 3 KONGA Nigeria
- 4 KILIMALL Africa
- 5 AMAZON Global

Africa

- 1 EBAY Global
- 2 AMAZON Global
- 3 TRADE ME New Zealand
- 4 CHATCH.COM.EU Australia
- 5 THE ICONIC Australia, New Zeland

Australasia

PRODUCT CATEGORIES

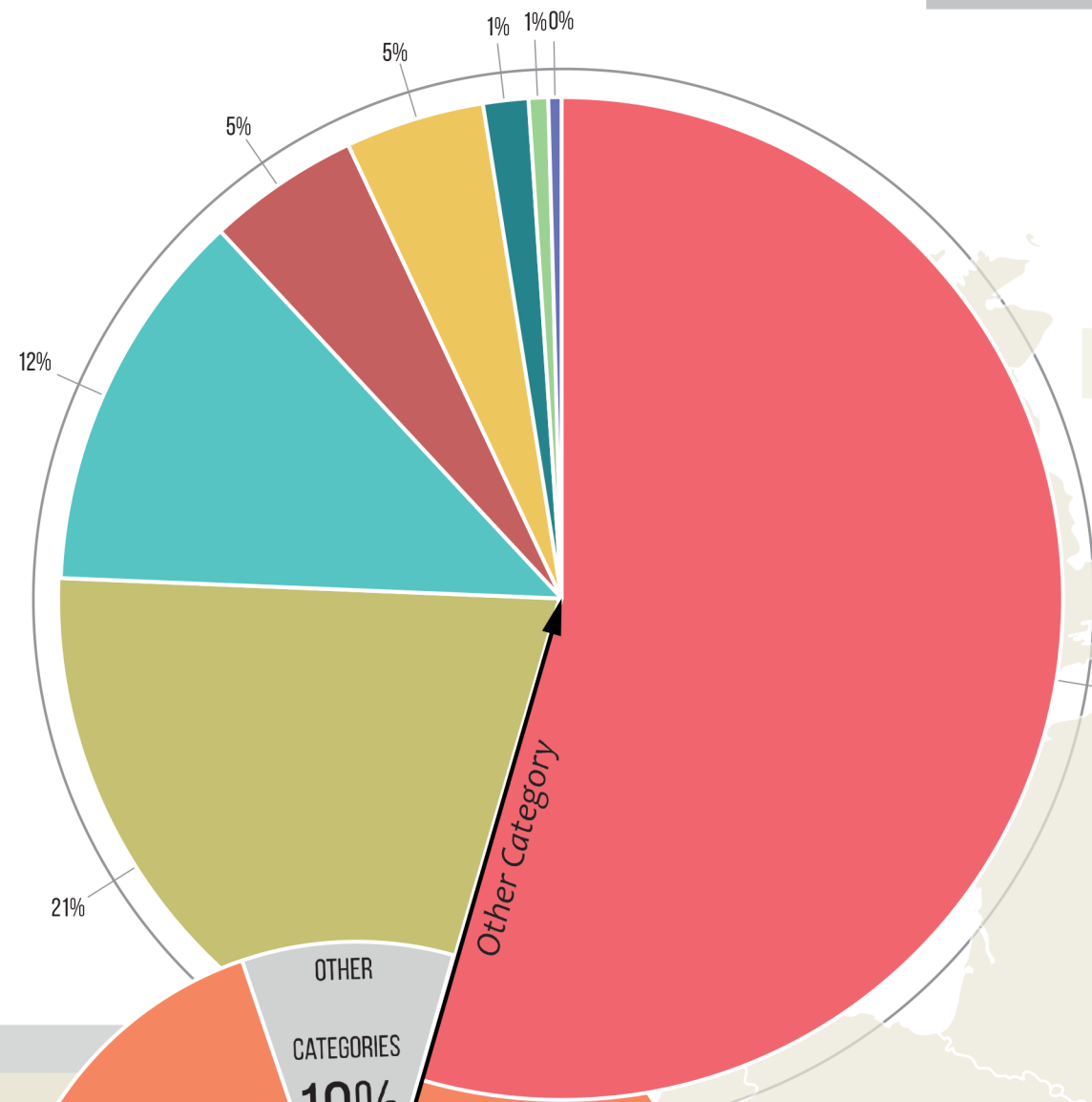
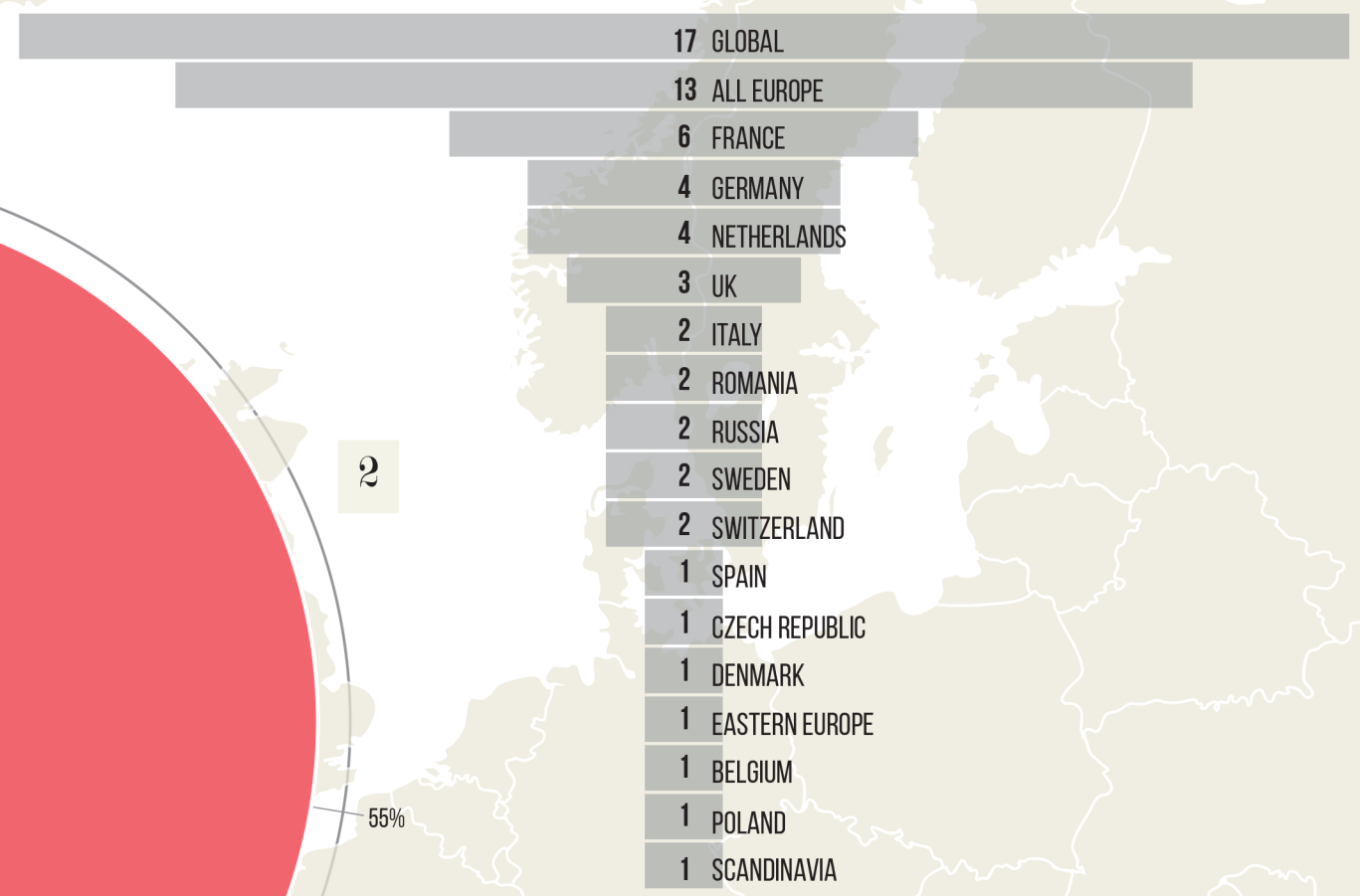
- General
- Fashion
- Electronics
- Homewares
- Arts,Crafts&Gifts

SOURCE:
<https://www.webretailer.com/b/online-marketplaces/>

TOP ONLINE MARKETPLACES BY EUROPE

NUMBER OF MARKETPLACES FOR COUNTRY

*Includes only marketplaces with more than one million visits per month.



DISTRIBUTION VISIT/MONTH (%)

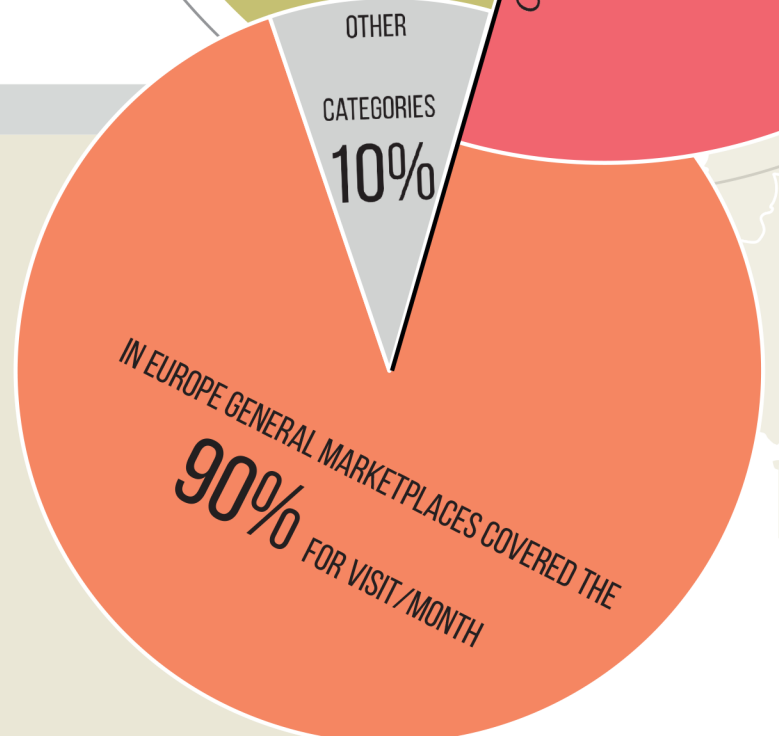
- 1. The 90% of visit/month is covered by general Marketplaces and only 10% by other categories
- 2. The graphic represents the distribution of visit/month % for the other categories (10% of visit/month overall)

THE TOP 10 Europe

- 1 AMAZON Global
- 2 EBAY Global
- 3 ALIEXPRESS Global
- 4 ALLEGRO Poland
- 5 ZALANDO Europe
- 6 BOL.COM Netherlands
- 7 CDISCOUNT.COM France
- 8 OZON Russia
- 9 FNAC Europe
- 10 OTTO Germany

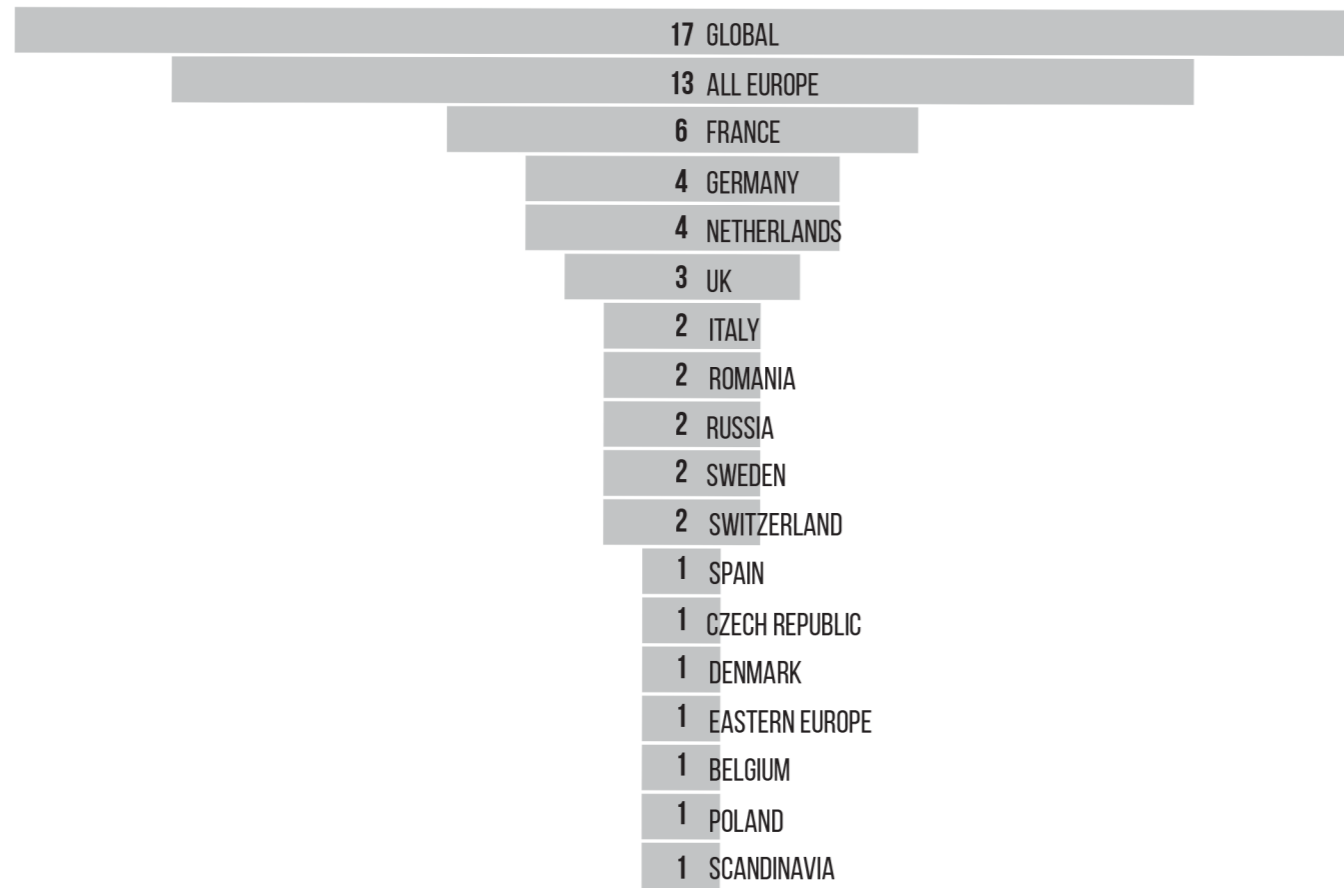
PRODUCT CATEGORIES

- General
- Fashion
- Electronics
- Homewares
- Books
- Arts, Crafts & Gifts
- Music
- Collectibles & Antiques
- Musical Instruments
- Weapons
- Toys



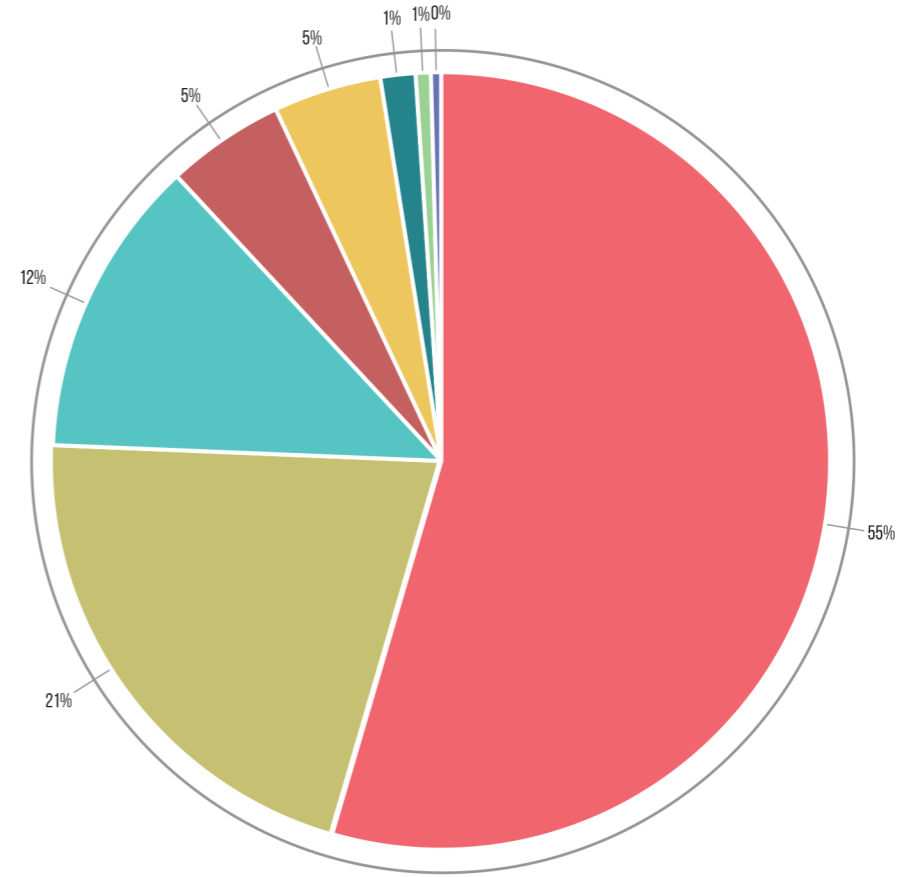
NUMBER OF MARKETPLACES FOR COUNTRY

*Includes only marketplaces with more than one million visits per month.



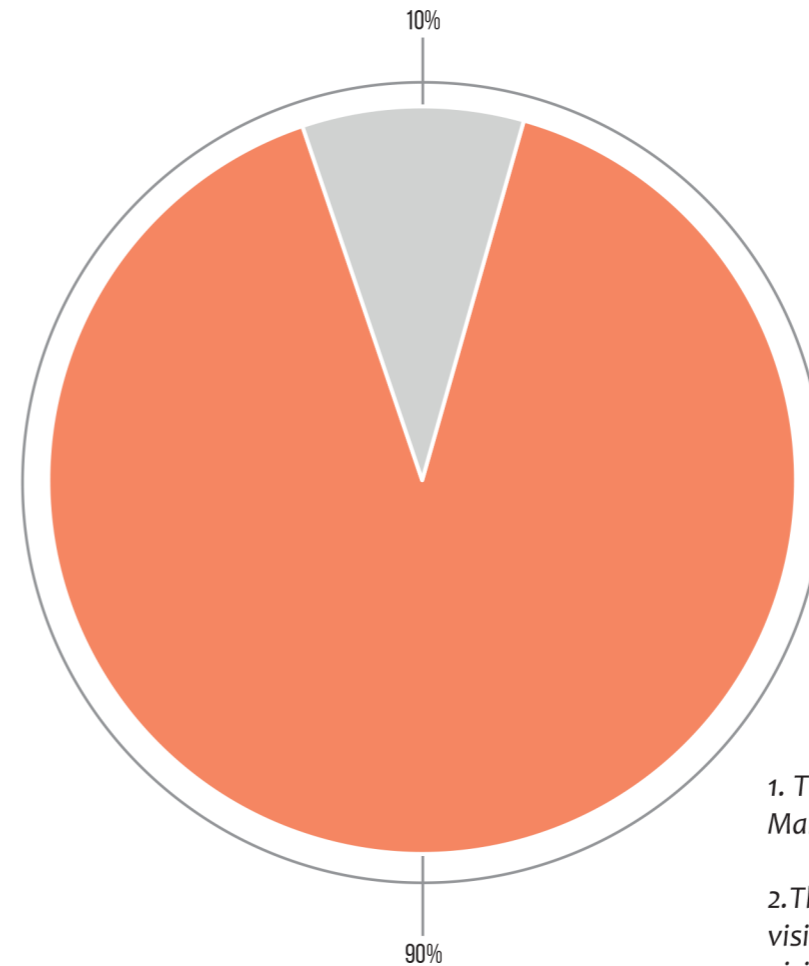
THE TOP 10 Europe

- 1 AMAZON *Global*
- 2 EBAY *Global*
- 3 ALIEXPRESS *Global*
- 4 ALLEGRO *Poland*
- 5 ZALANDO *Europe*
- 6 BOL.COM *Netherlands*
- 7 CDISCOUNT.COM *France*
- 8 OZON *Russia*
- 9 FNAC *Europe*
- 10 OTTO *Germany*



2

1



1. The 90% of visit/month is covered by general Marketplaces and only 10% by other categories

2. The grafic represents the distribution of visit/month % for the other categories (10% of visit/month overall)