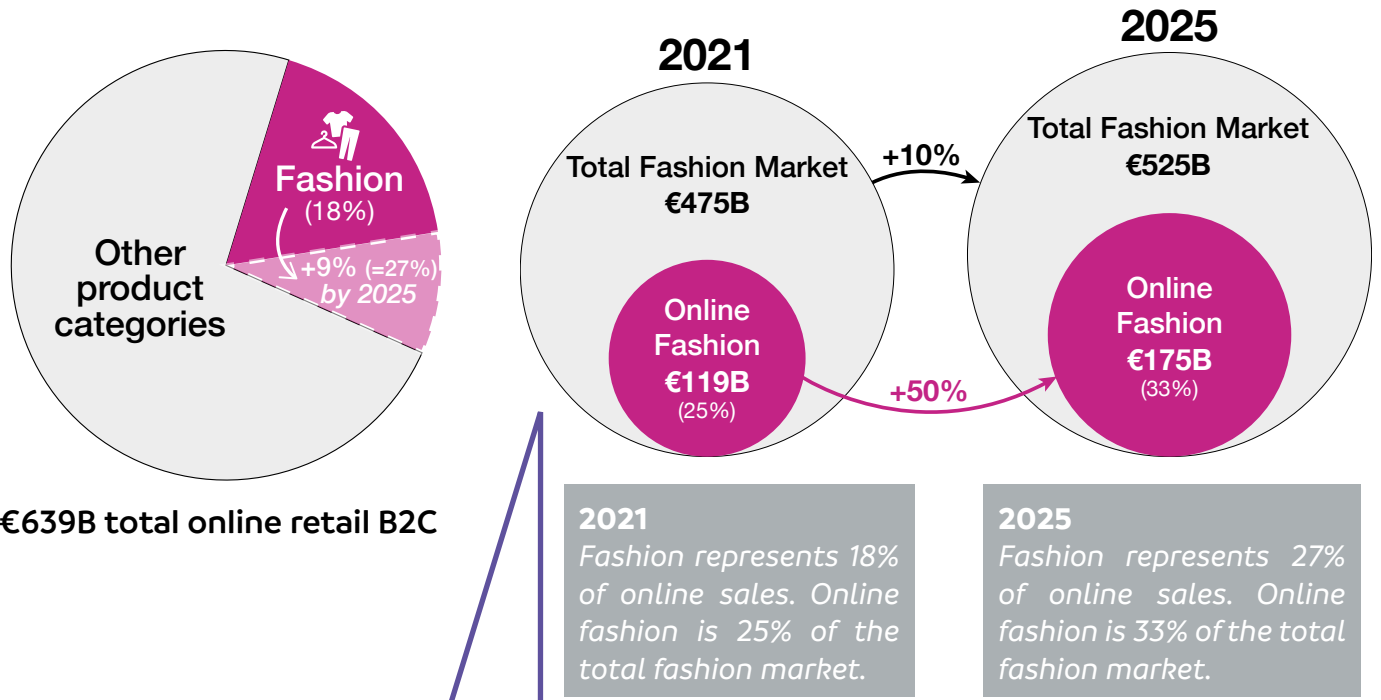


# EU16 Fashion Online Retail 2021



## TOP 20 cross-border fashion key retailers & marketplaces

	Company	Origin country	Business channel	Type	Business model	Online market share
1	zalando	Germany	Pure Player	Marketplace	B2C	11.7%
2	amazon	USA	Pure Player	Marketplace	B2C	7.6%
3	INDITEX	Spain	Omnichannel	Retailer	B2C	6.2%
4	H&M Group	Sweden	Omnichannel	Retailer	B2C	5%
5	ebay	USA	Pure Player	Marketplace	C2C, B2C	5%
6	SHEIN	China	Pure Player	Retailer	B2C	3.75%
7	OSOS	UK	Pure Player	Retailer, Marketplace	B2C	3.75%
8	Vinted	Lithuania	Pure Player	Marketplace	C2C	2.7%
9	AliExpress	China	Pure Player	Marketplace	B2C	1.8%
10	FARFETCH	UK	Pure Player	Marketplace	B2C	1.7%
11	bon prix	Germany	Mail order, E-Commerce	Retailer	B2C	1.6%
12	ABOUT YOU	Germany	Pure Player	Marketplace	B2C	1.6%
13	adidas	Germany	Omnichannel	Retailer	B2C	1.1%
14	La Redoute	France	Pure Player	Marketplace	B2C	1.1%
15	boohoo	UK	Pure Player	Retailer	B2C	1%
16	DECATHLON	France	Omnichannel	Marketplace	B2C	1%
17	Etsy	USA	Pure Player	Marketplace	C2C, B2C	0.4%
18	PANDORA	Denmark	Omnichannel	Retailer	B2C	0.4%
19	HUGO BOSS	Germany	Omnichannel	Retailer	B2C	0.4%
20	Vestiaire Collective	France	Pure Player	Marketplace	C2C	0.2%
<b>Total: 58% (€69B)</b>						