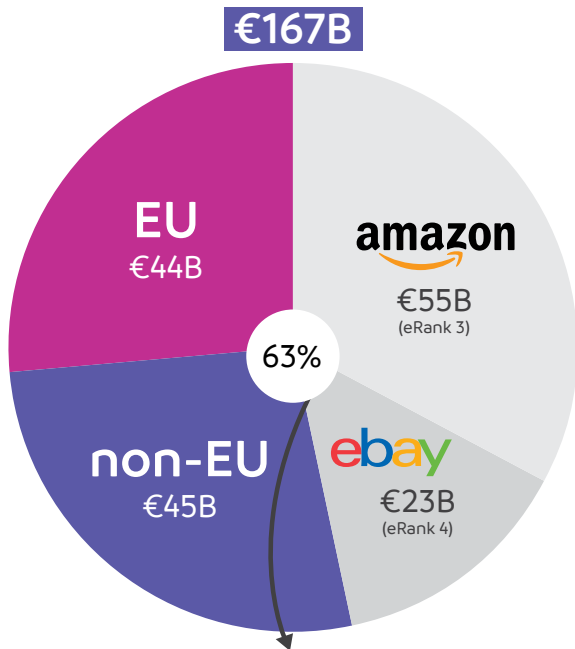
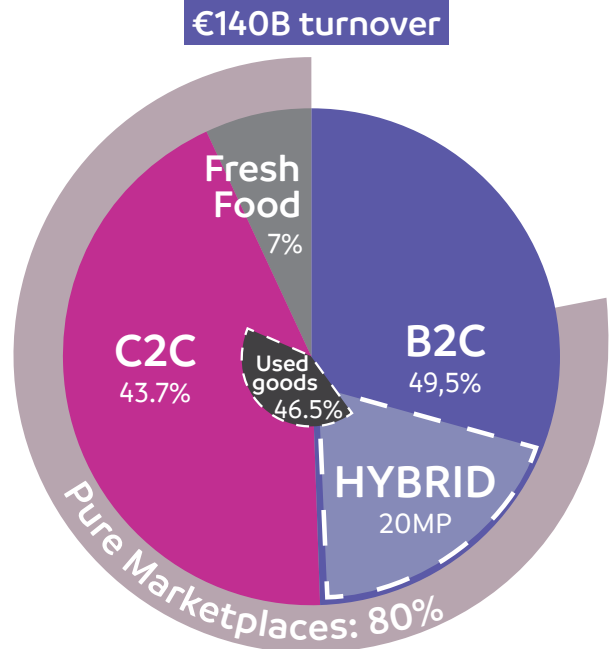


Global Marketplaces Cross-Border EU Turnover: €167B

Marketplaces clusters

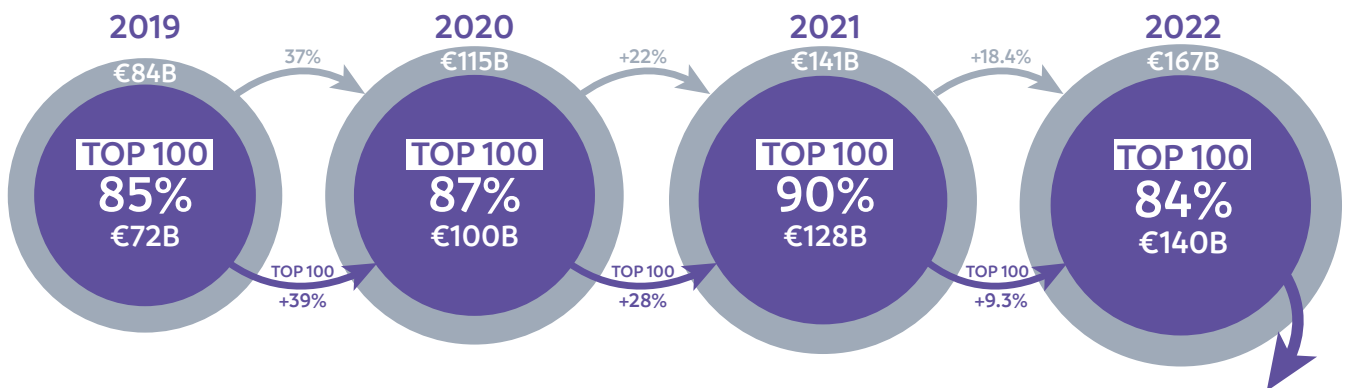


TOP 100 marketplaces types



Marketplace share is projected to increase from 63% to 65% by 2025.

- The C2C component is expected to grow to 50% from pure marketplaces.
- The share of used goods will increase to 50%.
- Pure marketplaces will rise to 85%.
- Hybrid marketplaces will increase the share of 3P sellers share from 30% to 40%.
- More than 65% of Amazon 3P sellers will originate from China.
- Zalando aims to reach 50% 3P sellers.



Similarweb score
39.441

Conversion rate
3.06%

EU cross-border
90%

SEO Score
73.5%

eRank
64.6

FINDING: The average eRank increases from 60.9 to 64.6, indicating the rising cross-border activity among marketplaces.

Lowest
44.9%

Heureka

Highest
90.43%

AliExpress

Elite TOP 10

	vs 2021	Parent Company	Company	Country	Category	Sector
1	↑ +1	Alibaba Group	AliExpress	China	Pure Player	Mass Merchant
2	↑ +2	Etsy Inc	Etsy	USA	Pure Player	Art, Craft & Gifts
3	↓ -2	Amazon Inc	Amazon	USA	Pure Player	Mass Merchant
4	↓ -1	eBay Inc	eBay	USA	Pure Player	Mass Merchant
5	↑ +1	Zink Media	Discogs	USA	Pure Player	Music & Instruments
6	↓ -1	Naspers	OLX	The Netherlands	Pure Player	Mass Merchant
7	↑ +1	Epic Games	Bandcamp	USA	Pure Player	Music & Instruments
8	↑ +1	Uber	Uber Eats	USA	Pure Player	Fresh Food
9	↑ NEW	PDD Holdings	Temu	China	Pure Player	Mass Merchant
10	↓ -3	Vinted	Vinted	Lithuania	Pure Player	Fashion - Jewellery - Baby

Source: Cross-Border Commerce Europe