

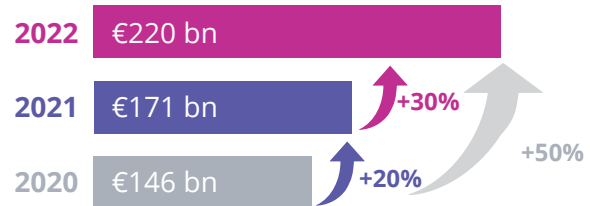


TOP 500 online cross-border EU retailers 2021



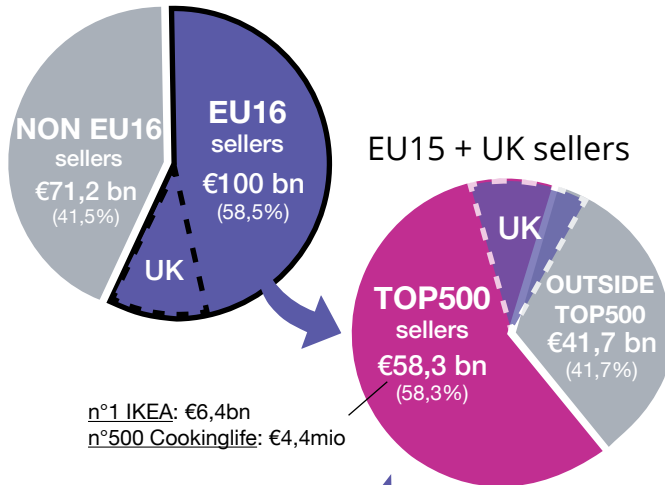
€639 bn of which 26,8% is cross-border
Total CB turnover EU16: **€171,2 bn** +17%*

B2C cross-border e-commerce EU16



CB turnover will grow drastically over the next 2 years

EXCLUDING TRAVEL



*growth vs 2020

1. 🇩🇪 Germany €32 bn +18%*
 2. 🇬🇧 United Kingdom €29 bn -12%*
 3. 🇫🇷 France €23 bn +16%*
 4. 🇪🇸 Spain €11,3 bn +13%*
 5. 🇳🇱 The Netherlands €4,8 bn +9%*
- €171,2 bn +17%***

TOP 10 European cross-border retailers

	Parent Company	Company	Country	Sector	Product Category
1	Inter IKEA holding	IKEA	🇸🇪 Sweden	Multichannel Retailer	🏠 Home - Garden - DIY
2	H&M Group	H&M	🇸🇪 Sweden	Multichannel Retailer	👗 Fashion - Jewellery - Baby
3	Lego Group	Lego	🇩🇰 Denmark	Brand Manufacturer	🎮 Toys & Games
4	Kinnevik	Zalando	🇩🇪 Germany	Pure Player	👗 Fashion - Jewellery - Baby
5	Schwarz Gruppe	Lidl	🇩🇪 Germany	Multichannel Retailer	🛒 Mass Merchant
6	Otto Group	About You	🇩🇪 Germany	Pure Player	👗 Fashion - Jewellery - Baby
7	JYSK Group	JYSK	🇩🇰 Denmark	Multichannel Retailer	🏠 Home - Garden - DIY
8	Inditex Group	Zara	🇪🇸 Spain	Multichannel Retailer	👗 Fashion - Jewellery - Baby
9	Bauhaus Archiv GmbH	Bauhaus	🇩🇪 Germany	Multichannel Retailer	🏠 Home - Garden - DIY
10	Euronics International Ltd	Euronics	🇳🇱 The Netherlands	Multichannel Retailer	💻 Consumer Electronics