

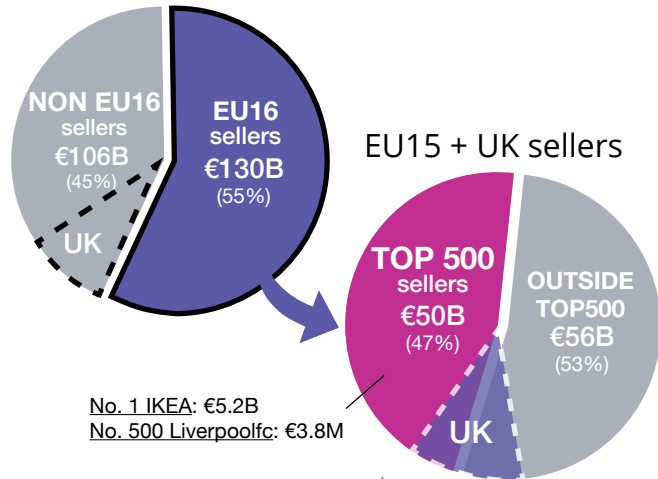


TOP 500 online cross-border EU retailers 2023



€741B (+13%) of which 32% is CB

Total CB turnover EU16: **€237.1B** +32%*



*growth vs 2022

B2C cross-border eCommerce EU16



CB turnover will continue to grow over the next year

1. 🇩🇪 Germany €43B +28%*
 2. 🇬🇧 United Kingdom €28B -2%*
 3. 🇫🇷 France €32B +30%*
 4. 🇪🇸 Spain €18B +50%*
 5. 🇳🇱 The Netherlands €7B +45%*
- €237.1B +32%*

EXCLUDING TRAVEL

TOP 10 European cross-border retailers

	Parent Company	Company	Country	Category	Sector
1	Inter IKEA Group	IKEA	🇸🇪 Sweden	Multichannel Retailer	🏠 Home - Garden - DIY
2	Baillie Gifford	Zalando	🇩🇪 Germany	Pure Player	👗 Fashion - Jewellery - Baby
3	H&M Group	H&M	🇸🇪 Sweden	Multichannel Retailer	👗 Fashion - Jewellery - Baby
4	Lego Group	Lego	🇩🇰 Denmark	Brand Manufacturer	🎮 Toys & Games
5	Inditex Group	Zara	🇪🇸 Spain	Multichannel Retailer	👗 Fashion - Jewellery - Baby
6	JYSK Group	JYSK	🇩🇰 Denmark	Multichannel Retailer	🏠 Home - Garden - DIY
7	Schwarz Gruppe	Lidl	🇩🇪 Germany	Multichannel Retailer	🛒 Mass Merchant
8	Group Mulliez-Auchan	Decathlon	🇫🇷 France	Multichannel Retailer	🏃 Sports - Leisure
9	Adidas Group	adidas	🇩🇪 Germany	Brand Manufacturer	👗 Fashion - Jewellery - Baby
10	Notino s.r.o.	Notino	🇨🇪 Czech Republic	Pure Player	🧴 Personal Care