

STATISTA ECOMMERCE INSIGHTS

eCommerce knowledge that gets you ahead

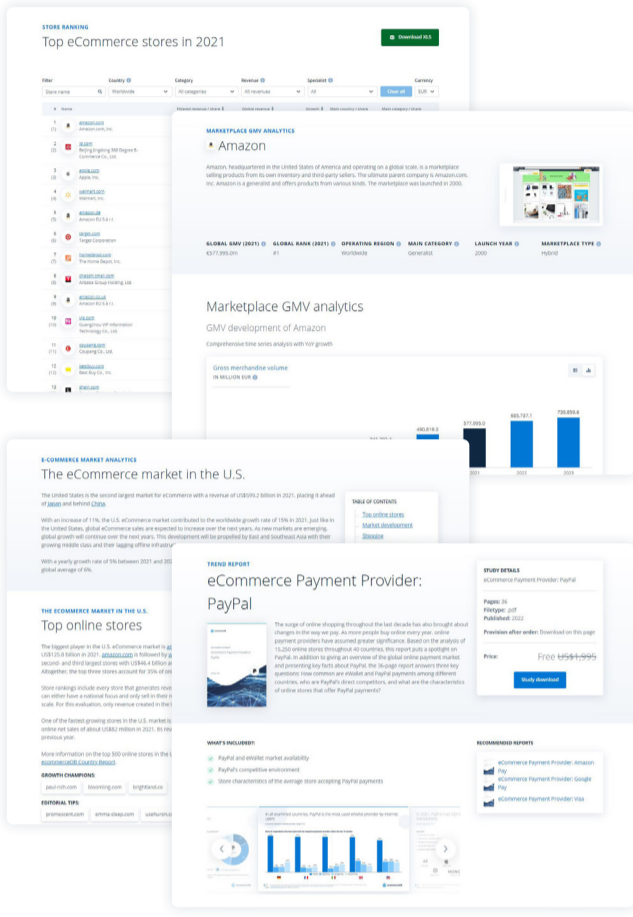
With the Statista eCommerce Insights, you get access to the ecommerceDB, a database that provides you with **extensive knowledge about online stores, marketplaces, and companies worldwide**. Get an overview of the **most important key figures** and market players, compare your company with

the competition, or perform **comprehensive market and revenue analyses**. The eCommerce Database is the right tool to understand the eCommerce landscape in all its facets on a global level and gain actionable insights for your company.

Key figures at a glance

				
30k+ Online Stores	300+ Marketplaces	70+ Financial & Performance KPIs	500+ Reports	50+ Countries

Features to deepen your eCommerce understanding



Top Rankings

The database contains rankings for over 30,000 online stores, marketplaces, and companies with filter option by countries, categories, turnover, and other parameters.

Comprehensive Profiles

Discover key metrics for online stores, marketplaces and businesses, including historical, current, and projected sales figures, traffic, payment options, shipping providers, social media activity, and more.

Markets

Find relevant facts on the most important eCommerce markets to go deeper into your market and competitor analysis. Topic pages provide you with information on relevant developments and shipping service providers.

In-depth reports

Gain deep insights into current eCommerce topics in the ecommerceDB Country, Brand, Trend, and Company Reports and use the analyses directly in the application.

Analysis options with our data



Competitor analysis and benchmarking

With eCommerce Database rankings, you can identify the most relevant market players in minutes and measure your business against the competition using relevant KPIs.



Market analysis

Forecast market developments, compare local eCommerce markets, and estimate the potential of your products and services based on relevant key figures such as sales and growth.



Trend analysis

A comprehensive overview of market participants and markets worldwide as well as detailed reports enable you to quickly identify current developments and trends so that you can react at an early stage.



Creation of Lead Lists

Data from more than 30,000 online stores and marketplaces worldwide can be used to find new leads. With various filter options, the database helps you learn about the potential of different industries and countries to expand your target group.

Use cases for your business units

Business development

- Carry out benchmark & competitor analyses
- Conduct analyses by country
- Expand strategically

(Online) marketing

- Examine traffic data
- Analyze conversion rates, SEA budgets & SEO data
- Analyze important KPIs

Sales

- Identify customers
- Qualify leads
- Pitch presentations

Product development

- Monitor shopping baskets
- Analyze category developments
- Conduct trend analyses

BI & Research

- Compare market performances

Controlling & Finance

- Conduct market sizing research
- Conduct due diligence

Your benefits



Saving of time

Analyze stores, companies, or marketplaces of your competitors with the help of intuitive tools and use our market forecasts for your future business decisions. Save time, costs, and resources.



User-friendliness

A clear structure and download functions make the database easy to use and enable direct data integration in your work.



High-quality and up-to-date data

All data has been confirmed and checked several times by experienced analysts and is updated at regular intervals so that you always have the latest information at hand.



Unique and diverse data

You gain access to a range of unique data that is not available on the market or from competitors. The data provides a comprehensive overview from a macroeconomic as well as a microeconomic perspective, allowing for in-depth analysis.

Discover our eCommerce Insights tool
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