

CHRISTMAS INSIGHTS

By Santa Fox 🦊



Context

TM

On 600K e-shoppers in France, UK, Spain and Germany
between November 1st and December 19, 2021.



2020

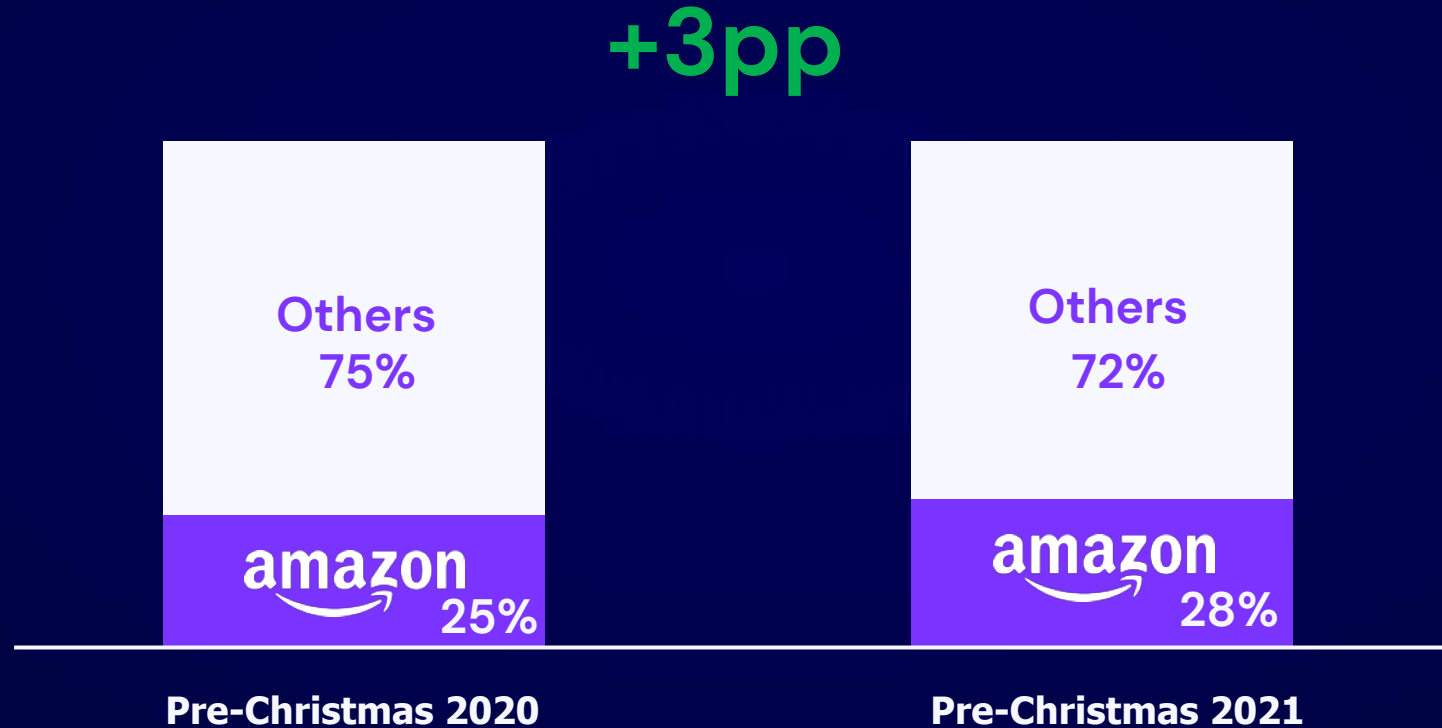
Market shares

TM

2020



In France, more than 1/4 of online sales are placed on Amazon as its market share reaches 28%, +3pp YoY

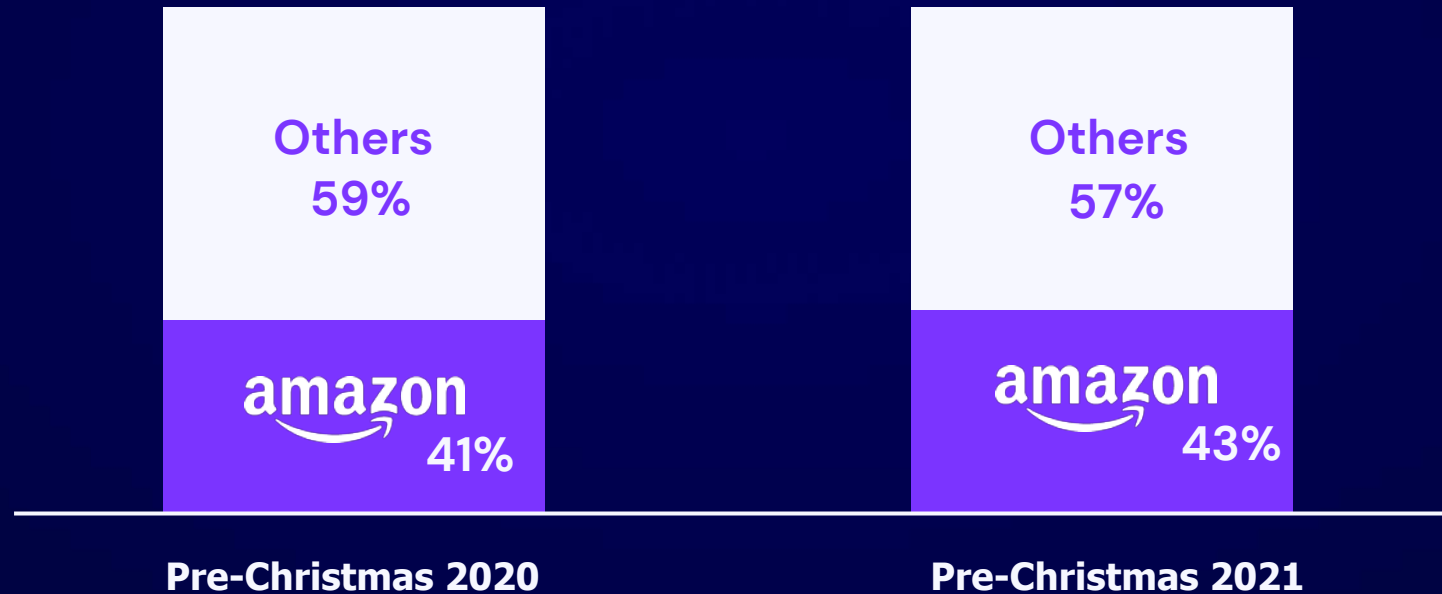


On the French e-commerce market, in value (€), all categories combined, on a scope of 251 e-retailers including marketplaces. Between November 1st and December 19th.



In the UK, Amazon's market share is +2pp YoY and reaches 43%

+2pp

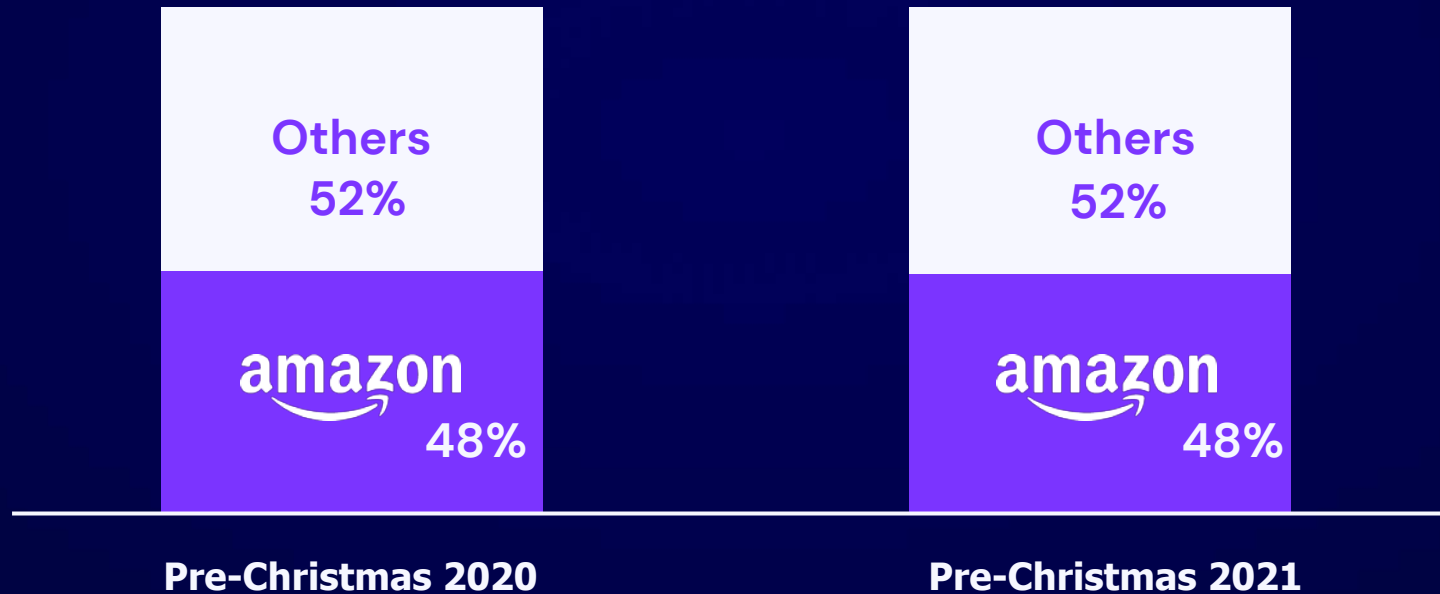


On the UK e-commerce market, in value (£), all categories combined, on a scope of 70 e-retailers including marketplaces. Between November 1st and December 19th.



Nearly half of all German online sales are being placed on Amazon during the pre-Christmas season, with 48% of market shares in both 2021 and 2020

+Opp



*On the German e-commerce market, in value (€), all categories combined, on a scope of 63 e-retailers including marketplaces..
Between November 1st and December 19th.*



Amazon reaches its highest market share in Spain with 50% of the online market but its dominant position is contested over time (-6p YoY)



*On the Spanish e-commerce market, in value (€), all categories combined, on a scope of 43 e-retailers including marketplaces..
Between November 1st and December 19th.*

Top category

TM

2020

Category mixes remain similar across EU4 as High Tech, Clothing and Home & Kitchen are the top categories purchased online in all countries



On the EU4 e-commerce market, in value (€), all categories combined. Between November 1st and December 19th. Grocery products have been excluded out of the analyses.

Top 5 brands

2020



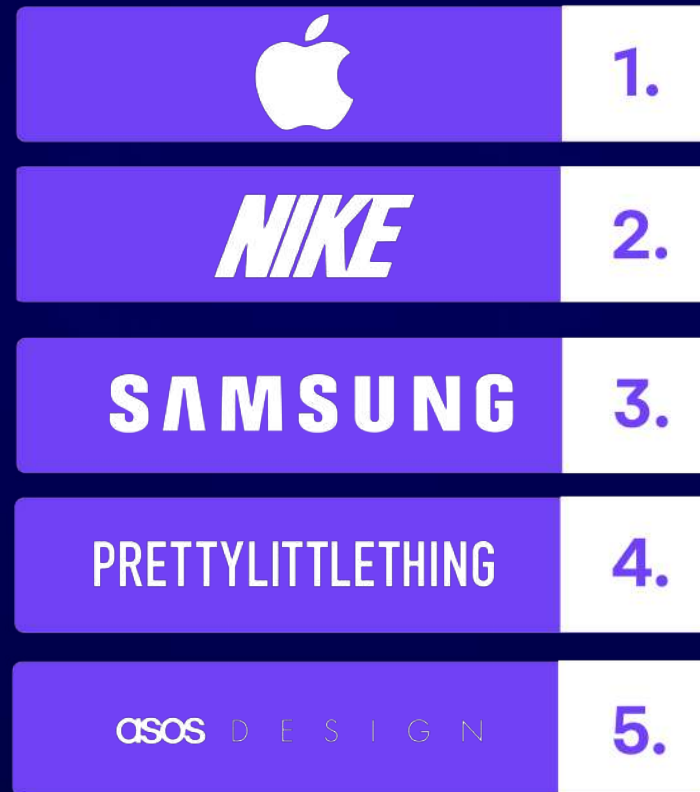
In France, Apple is the #1 brand purchased online, ahead of Samsung and Ikea while Xiaomi and Nike complete the ranking



On the French e-commerce market, in value (€), all categories combined, on a scope of 251 e-retailers including marketplaces. Between November 1st and December 19th. Grocery products have been excluded out of the analyses



In the UK, while Apple still remains leader, Fashion brands settle strong in the ranking and Nike, Pretty Little Thing and Asos Design are their top performers



On the UK e-commerce market, in value (£), all categories combined, on a scope of 70 e-retailers including marketplaces. Between November 1st and December 19th. Grocery products have been excluded out of the analyses



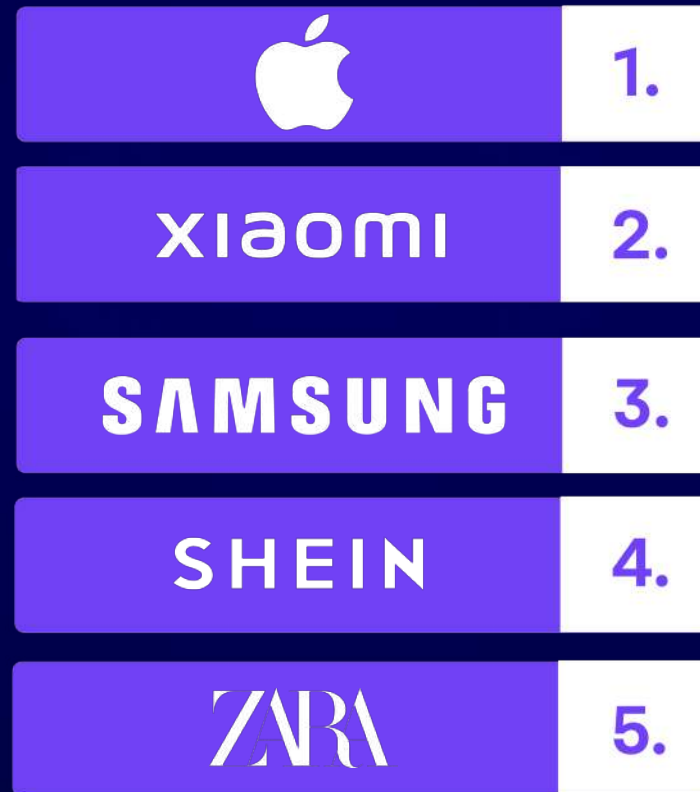
In Germany, the inevitable Apple and Samsung are the leading brands but Sony and H&M also make it to the top of Germans' favorite brands. Nike is 5th



On the German e-commerce market, in value (€), all categories combined, on a scope of 63 e-retailers including marketplaces. Between November 1st and December 19th. Grocery products have been excluded out of the analyses



In Spain, Xiaomi takes over Samsung at the second place, behind Apple. The phenomenon Shein is real as the brand reaches #4, ahead of Zara



On the Spanish e-commerce market, in value (€), all categories combined, on a scope of 43 e-retailers including marketplaces. Between November 1st and December 19th. Grocery products have been excluded out of the analyses

Top products

2020

Amazon's 3rd Generation Echo Dot and Fire TV Stick remain popular choices as the holiday season approaches



Amazon's 3rd Generation Echo Dot



Fire TV Stick

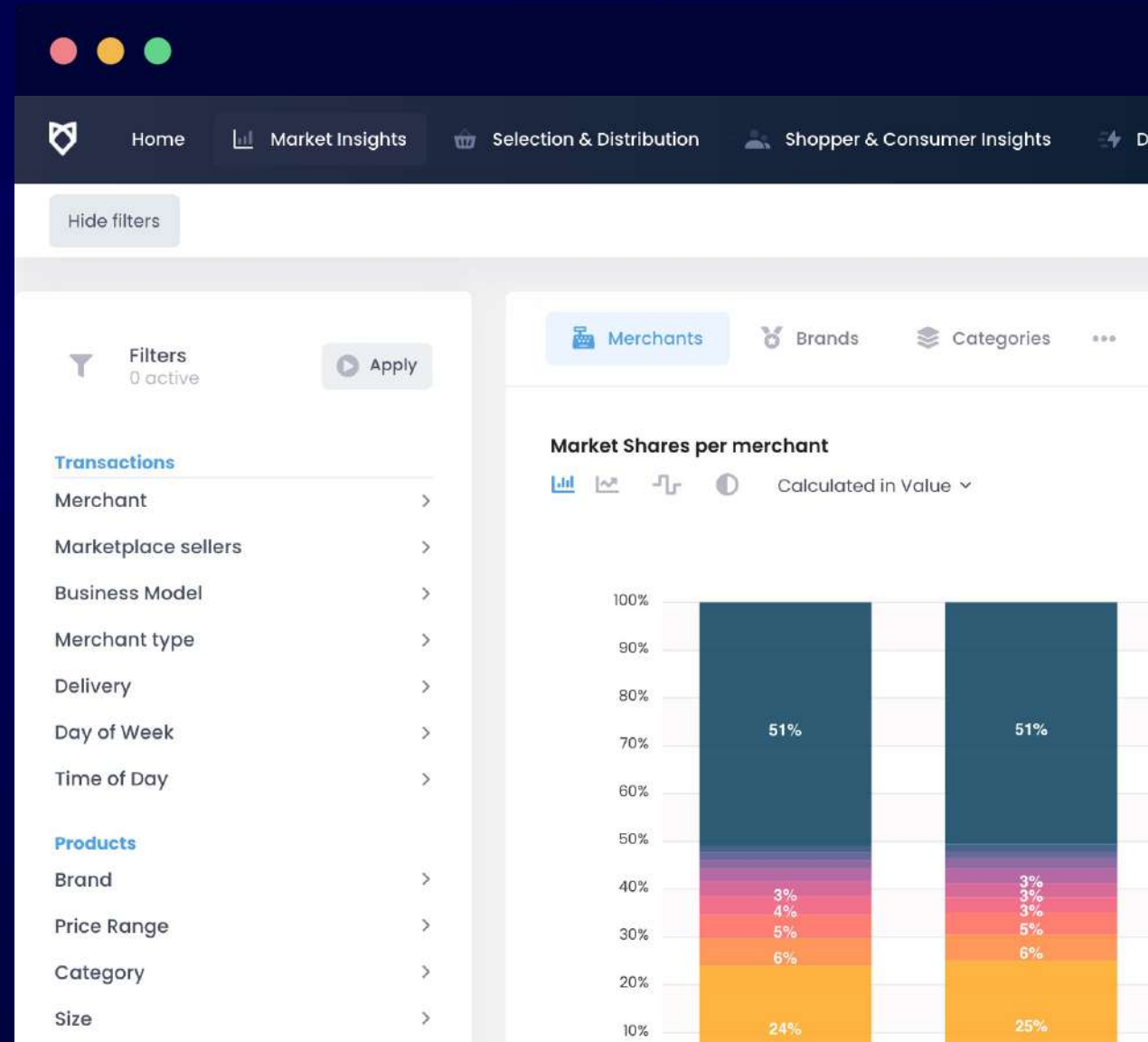
*On the EU4 e-commerce market, in volume of articles sold, all categories combined.
Between November 1st and December 19th. Grocery products have been excluded out of the analyses*

Foxintelligence

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A report proposed by



