



Press Release

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Germany: Ebay and Amazon are the most popular online shopping websites

Findings of the 2008 GfK GfK Online Shopping Survey (OSS)

Wiesbaden, April 14, 2008 – For the first time, the GfK GfK Online Shopping Survey (OSS) has identified the most popular online shopping websites. The survey shows that where Germans are concerned, Ebay and Amazon are by far the most popular shopping sites. Most important to online shoppers is that the process of ordering products is easy and straightforward.

For the first time, the recent GfK GfK Online Shopping Survey has identified the personal online shopping preferences of German survey respondents, with Ebay (26%) and Amazon (22%) coming out on top.

Shopping site	Online shoppers	Respondents naming this site as their favorite
Ebay.de	56%	26%
Amazon.de	49%	22%
Quelle.de	20%	2%
Otto.de	19%	4%
Tchibo.de	18%	2%

(Basis: 795 online shoppers "in the last 12 months")

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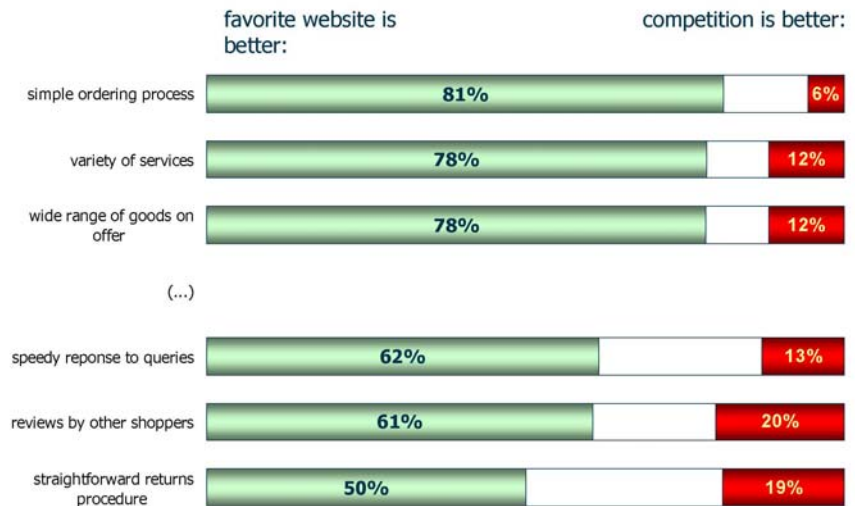
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Ebay and Amazon attract by far the most online shoppers. Their dominant market position over competitors is even more salient when it comes to identifying the key criteria of personal shopping preferences.

Beyond this, the survey also examined the most important criteria from the consumer viewpoint and how the most popular site distinguishes itself from the competition. In light of this, a simple ordering process is decisive for online customers, as confirmed by 81% of online shoppers who believe this is what sets the most popular site a cut above the rest. A wide range of products and services is similarly important (78%). On the other hand, a speedy response to queries (65%), reviews by other shoppers (61%) and the returns process (50%) are rated as less important.



Question:
 "I will now list a few points, which might play a role in when deciding which website is best when it comes to shopping online. For each point, tell me which website you think is better."

The findings clearly show that product criteria are generally more important than transaction service criteria to online shoppers. However, this is rather different for traditional German mail order dispatchers and their online store websites (Baur.de, Neckermann.de, Otto.de, Quelle.de and Schwab.de), where straightforward returns are a particularly significant consideration. In this area, they are far more competent than average and 81% of online shoppers says they perform better than their competitors. However, where shoppers are concerned, this is less relevant when it comes to assessing mail order online shopping sites and so consequently, mail order websites feature less frequently in the list of shoppers' personal favorites.

Market remains dynamic

By the end of 2007, 56% of the 55 million Germans aged between 14 and 69 had shopped online. This represents a rise of 8.4% compared to 2006, an increase second only to the 15.8% growth recorded in 2003. Since the first GfK Online Shopping Survey in 2002, internet shopping has grown year-on-year by an average of 9%, and the market continues to remain dynamic.

According to online shoppers, the most popular product groups are still books (12 million), clothes (11.5 million) and event tickets (9.4 million). In addition to clothes (+1.2 million), pharmaceuticals (+1.2 million), sportswear and equipment (+1.1 million) and computer software and games (+1.0 million) all recorded growth of at least a million online shoppers.



The survey

ENIGMA GfK's GfK Online Shopping Survey (OSS) is an annual survey, which provides information about the segments that offer the greatest future opportunities for online providers. In January and February 2008, approx. 3,300 German Internet users and aged between 14 and 69 participated in a telephone and online interviews about Internet use, the role of the Internet for purchasing 28 products and services. The survey or extracts from the survey are available to buy from ENIGMA GfK.

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ENIGMA GfK

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