

INTRODUCING ECDB

# The starting point for your eCommerce analysis

ECDB

# WELCOME TO ECDB ECOMMERCE DATA ANALYSIS MADE IN GERMANY

ECDB offers premium data analytics "made in Germany". We have more than **50 employees committed to your success.**



**eCom Data Analysis**  
Field of operation

**Our strong partnerships:**



**Hamburg, Germany**  
Headquarters

**statista** 



**50+**  
Employees

**EHI** Retail Institute®



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## OUR MISSION

# WE EMPOWER YOUR ECOMMERCE SUCCESS

In 2022 Hubert and I put to work our combined **32 years of experience at Statista** and founded ECDB, a specialized **eCommerce data analytics company** born from the wealth of our experience in data analysis.

ECDB quickly became a **trusted resource** for businesses operating in the **dynamic world of online commerce**. In 2022 we embarked on a mission to **provide users with critical data for making informed and efficient decisions** in the rapidly evolving and shifting eCommerce landscape. And the **potential for ECDB is enormous**: the global eCommerce market is already worth almost **US\$4.7 trillion** and will continue to grow by between **6-9% in the coming years**.

With the diligence and foresight of our **hard-working analysts** in combination with **state-of-the-art technology**, ECDB offer clients a **single source for market analysis, lead research, competitive analysis, benchmarking** and **much more**.

ECDB is there to **drive your eCommerce success** from the inception of an idea to realization of your objectives.

◀ **Friedrich Schwandt**  
CEO & Founder

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## OUR OFFICES

# AT HOME ANYWHERE IN THE WORLD



### **Hamburg, Germany**

Johannes-Brahms-Platz 1  
20355 Hamburg  
Germany



### **Berlin, Germany**

Leipziger Platz 16  
10117 Berlin  
Germany



### **Tokyo, Japan**

H10 Shibuya Jinnan  
1-5-6 Jinnan, Shibuya  
Tokio 1540041 - Japan

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## OUR MANAGEMENT TEAM

# DILIGENCE AND EXPERIENCE BREED SUCCESS



**Friedrich Schwandt**

CEO &  
Founder



**Hubert Jakob**

Chief Operating Officer  
& Founder



**Daniela Bojahr**

Chief Revenue  
Officer



**Sebastian Buss**

Chief Marketing  
Officer



**Stefanie Eden**

Chief Data  
Officer



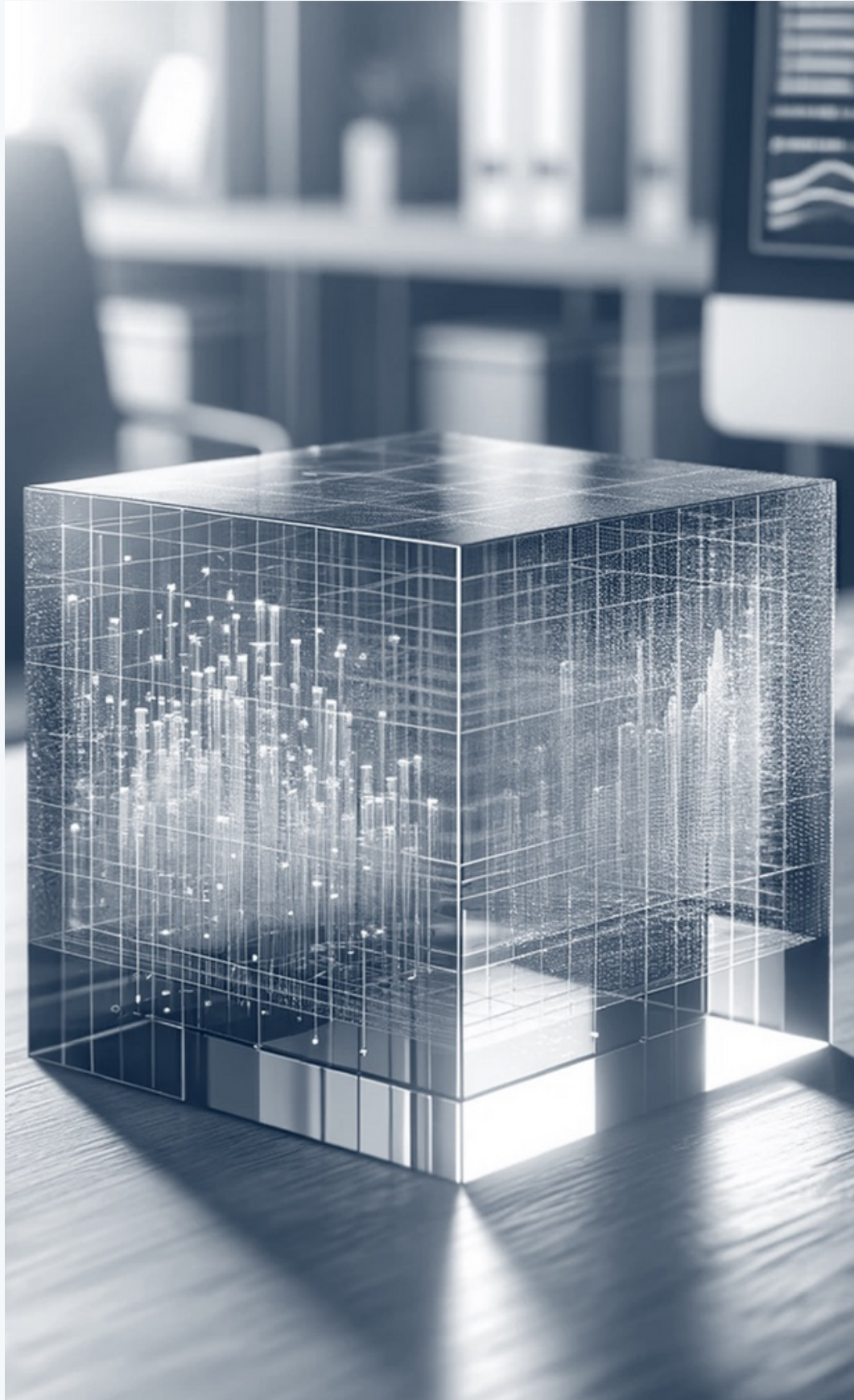
**Harro Müller**

Chief Technology  
Officer



**Gesa Schneider**

Commercial  
Director



## OUR OFFER

# COMPLETE AND HARMONIOUS DATA

With a multitude of data points on retailers, categories, countries, consumers and many other sectors, ECDB creates an **eCommerce data cube** that is internally **consistent** and as a result provides a **clear and coherent picture of the world of eCommerce**. Our approach delivers one thing above all: **superior data quality across the entire eCommerce ecosystem**.

At the same time, the ECDB eCommerce data cube can be **accessed from all angles**, allowing the right **data points to be extracted for each use case** at any time. Overall, our innovative data cube offers ECDB customers a **unique opportunity to access a multidimensional data source** that contains **high-quality, multi-layered** and, above all, **consistent data**. The ECDB data cube gives our clients' a **competitive advantage to achieve and maintain eCommerce success**.

- 42,000+ stores in 59 countries & 34 categories & subcategories
- 300+ marketplaces in more 20 countries & 34 categories & subcategories
- Market data on ~150 countries & ~250 (sub)categories
- Comprehensive insights for a variety of topics
- 10,000+ major eCommerce companies
- 70 KPIs
- 80+ reports

# OUR CHARACTERISTICS

# ECOMMERCE ANALYTICS

# WITH UNIQUE DATA

- ✓ **Unique and diverse data**  
With ECDB gain access to a range of unique data that is not available on the market or from competitors and that provides you with an overview from different perspectives.
- ✓ **High-quality data**  
All data has been confirmed and checked several times by experienced ECDB analysts and is updated at regular intervals so that you always have the latest information at hand.
- ✓ **Work-saving & effective**  
Analyze stores, companies, or marketplaces of your competitors with the help of intuitive tools and use ECDB market forecasts for your future business decisions.
- ✓ **User friendly**  
A clear structure and download functions make ECDB easy to use and enable direct data integration in your work.

The screenshot shows the ECDB website homepage. At the top, there is a navigation bar with the ECDB logo and links for Stores, Companies, Marketplaces, Markets, Insights, Reports, and a search bar. The main heading reads "The starting point for your eCommerce analysis". Below this, a sub-heading states "eCommerce Insights for your needs. Our large team of analysts combined with state-of-the-art technology provides everything you need for market analysis, lead research, competitive analysis, benchmarking and more." Five key statistics are displayed: 42k+ Online Stores & Companies, 300+ Marketplaces, 70+ Financial & Performance KPIs, 1,000+ Articles & Reports, and 50+ Countries. A search bar is present with the placeholder text "Find Stores, Markets, Reports, Charts and all other content". Below the search bar, there are several category buttons: "Buy now, pay later", "Alibaba", "Amazon", "Fashion market", "Social commerce", "Shopping behaviour", "Getir", "Apple", "Food market", and "JD.com".

The second part of the screenshot shows a section titled "Companies that benefit from ECDB". It features logos for Samsung, Amazon, Google, McKinsey & Company, PayPal, Zalando, DHL, groupm, and Shopify.

The third part of the screenshot shows a "BENCHMARKING TOOL" interface. The main heading is "Identify market leaders & competitors". There are tabs for "STORES", "COMPANIES", and "MARKETPLACES". The text below reads: "Gain insights into the most relevant online stores around the world. Identify market leaders, and see how they compete in the market. Determine growth champions and emerging trends. Drill down our ranking using different indicators, such as countries, product categories, and net sales volume." A "Visit store ranking" button is visible at the bottom left. On the right, there is a preview of a data table titled "Top eCommerce stores".

## ECOMMERCE MARKETS

Global eCommerce market   Global Fashion Market   Furniture & Homeware market in Croatia  
Electronics market in Canada   Hobby & Leisure market in Finland   Grocery market in France

## ECOMMERCE COMPANIES

Amazon.com, Inc.   JD.com, Inc.   Alibaba Group Holding, Ltd.   The Home Depot, Inc.  
Walmart, Inc.   Nike, Inc.   Coupang, Inc.   Best Buy Co., Inc.   Vipshop Holdings, Ltd.

## ONLINE STORES

amazon.com   shein.com   homedepot.com   Amazon   Tmall   Shopee   Mercado Libre  
hm.com   zara.com   magazineluiza.com.br   Pinduoduo   Rakuten   AliExpress   Vinted

## ONLINE MARKETPLACES

## REVENUE & KEY PERFORMANCE INDICATORS

Net sales   CVR   Payment method   Country share   AOV   SEA budget   Growth  
Traffic   Category share   Commission model   Shop software   Financial metrics  
Market share   App analytics   SEO data   Shipping methods   Marketplace analytics

## INSIGHTS & REPORTS

The Luxury eCommerce Market: Players & Category Insights 2023

Online Shopping Demographics in the United States: Top Categories by Gender

Live Commerce in China: Taobao on Top but Its Dominance Fades

Software as a Service (SaaS) in eCommerce: Markets & Examples

Consumer Shopping Journey: Shopping Start on Search Engines

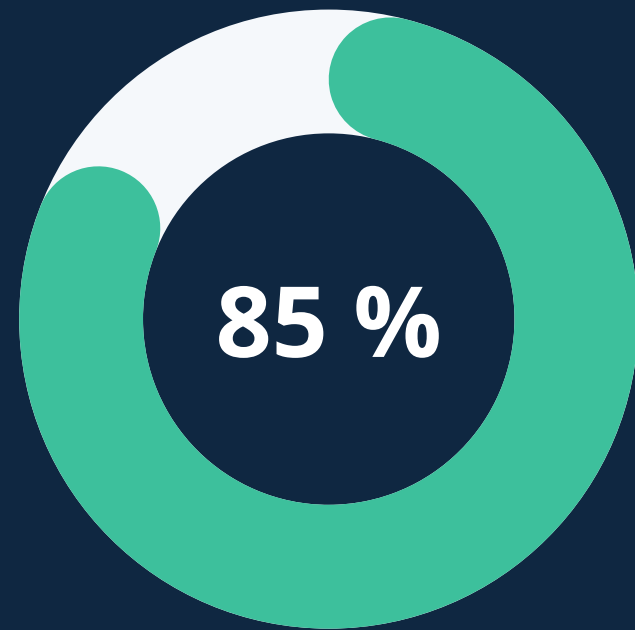
## OUR COVERAGE

# THE ENTIRE ECOMMERCE ECOSYSTEM IN ONE SOURCE

Compared to many other providers, ECDB does not just cover certain sectors. Instead, ECDB offers with one access a **holistic overview of all dimensions of the eCommerce ecosystem.**

Exemplary illustration





### International Customer Network

Founded in Germany, home anywhere in the world. With around 85% international customers, clients worldwide trust ECDB.



### Industry Leaders Trust ECDB

Whether Amazon, PayPal or Google - industry leaders and hundreds of other companies trust ECDB.

*"We can fully rely on ECDB data to make strategic decisions."*

**Michael Lüttgen**

Managing Director International bei Kaufland Stiftung & Co. KG

*"ECDB - a great source for us to qualify Ecommerce related leads."*

**Kai Pohlmann**

Co-Founder at MAI Marketing Automation Intelligence GmbH

### Maximum Customer Satisfaction

Once a customer, always a customer - our customers appreciate ECDB as a valuable eCommerce data analytics tool.

# OUR CUSTOMERS ECDB'S EXTENSIVE CUSTOMER NETWORK

ECDB's success is based on an **international customer network** full of **industry leaders** with the **highest level of satisfaction**.



ECDB

Empowering  
eCommerce  
Success

[ECDB.COM](https://www.ecdb.com)