



# OPERATOR ONE

Power Up Your Marketplace Potential

# EU Marketplace Opportunities

## Generalist and Local Hero

Expanding on new marketplaces presents lucrative growth opportunities, helps to diversify revenue streams, reach a broader audience, increase brand visibility, improve customer engagement, and adapt to changing market conditions.

Total of **1000+** online marketplace platforms in EU

**450 Million** Online consumers in Europe

**Over 60%** of product searches start on marketplace

**Over 30%** market share on e-commerce sales



# Marketplace Data Insight

Generalist and Local Hero

**ABOUT YOU<sup>®</sup>**



## Founded

2014



## Headquarters

Hamburg, Germany



## Countries Served

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Saudi Arabia, Slovakia, Slovenia, Spain, Sweden, Switzerland



## Product Categories

Fashion, shoes, and accessories



## Revenue

EUR 1.73 Billion



## Monthly Visits

Circa 45 Million



# Marketplace Data Insight

## Generalist and Local Hero

# AFOUND



**Founded**  
2018



**Headquarters**  
Hamburg, Germany



**Countries Served**  
Austria, Denmark, Finland, France,  
Germany, Netherlands, Norway, Sweden



**Product Categories**  
Fashion (prêt-à-porter, shoes,  
accessories, sport), home, interior,  
beauty, and more



**Revenue**  
USD 62.8m in 2023



**Monthly Visits**  
Circa 1 Million (2021)



# Marketplace Data Insight

## Generalist and Local Hero

# ÅHLÉNS



**Founded**  
1899



**Headquarters**  
Stockholm, Sweden



**Countries Served**  
Sweden



**Product Categories**  
Beauty, home, fashion



**Revenue**  
USD 110.5 Million in 2023



**Monthly Visits**  
Circa 2 Million



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1994



## Headquarters

Seattle, United States



## Countries Served

Australia, Belgium, Canada, France, Germany, India, Italy, Japan, Mexico, Netherlands, Poland, Saudi Arabia, Singapore, Spain, Sweden, Turkey, United Arab Emirates, United Kingdom, United States



## Product Categories

Almost anything legal



## Revenue

USD 514 billion (2022)



## Monthly Visits

circa 2.2 billion (2023)



# Marketplace Data Insight

Generalist and Local Hero

## Cdiscount



### Founded

1998



### Headquarters

Bordeaux



### Countries Served

Belgium, France, Germany, Italy, Spain



### Product Categories

Electronics, household appliances, home, outdoor, sports, toys, clothing, and more



### Revenue

USD 2,324.8 Million



### Monthly Visits

Circa 23 Million



# Marketplace Data Insight

Generalist and Local Hero

## CDON



### Founded

1999



### Headquarters

Malmö, Sweden



### Countries Served

Denmark, Finland, Norway, Sweden



### Product Categories

Books, games, movies, music, home and garden, furniture and interior, sports and outdoor, clothes, shoes, toys, children, DIY, electronics, audio/video, beauty



### Revenue

EUR 461.2 Million in 2022



### Monthly Visits

Circa 2 Million





# Marketplace Data Insight

## Generalist and Local Hero

# Conforama



**Founded**  
1967



**Headquarters**  
Lognes, Seine-et-Marne  
France



**Countries Served**  
France



**Product Categories**  
Mattresses, home furniture, electronics, specialized appliances, garden, decoration, fitness, outdoor furniture, high tech, refurbished, and more



**Revenue**  
USD 240.3 Million in 2023



**Monthly Visits**  
Circa 8 Million



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1923



## Headquarters

Berlin, Germany



## Countries Served

Austria, Belgium, France, Germany, Italy,  
Netherlands



## Product Categories

Electronics



## Revenue

USD 36.0 Million in 2023



## Monthly Visits

Circa 6 Million



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1957



## Headquarters

Ivry-sur-Seine, France



## Countries Served

Austria, Belgium, France, Germany, Italy, Netherlands



## Product Categories

Electronics, house appliances, furniture, bedding, sports equipment, DIY, gardening, gaming, toys, and more



## Revenue

Circa EUR €7.87 Billion in 2023



## Monthly Visits

Circa 15 Million (2021)



# Marketplace Data Insight

Generalist and Local Hero



## Founded

2020 (the homonymous sporting goods retailer was founded in 1976)



## Headquarters

Villeneuve d'Ascq, France



## Countries Served

Australia, Belgium, Czech Republic, France, Germany, Hungary, Italy, Luxembourg, Netherlands, Poland, Portugal, Romania, Spain, Switzerland, United Kingdom



## Product Categories

Sports, well-being, urban mobility (e.g.: steps, e-steps, e-scooters, e-bikes)



## Revenue

USD 169.4 Million in 2023



## Monthly Visits

Circa 1 Million



# Marketplace Data Insight

Generalist and Local Hero

## DOUGLAS



### Founded

1821



### Headquarters

Düsseldorf, Germany



### Countries Served

Austria, Belgium, France, Germany, Italy,  
Poland, Netherlands, Spain, Switzerland



### Product Categories

Fashion, beauty, lifestyle, and health  
(supplements and nutrition)



### Revenue

USD 1.3 Billion in 2023



### Monthly Visits

Circa 2.3 Million



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1995



## Headquarters

San Jose, California, United States



## Countries Served

Australia, Austria, Belgium, Canada, France, Germany, Hong Kong, Ireland, Italy, Netherlands, Poland, Spain, Switzerland, United Kingdom, United States



## Product Categories

Almost anything legal



## Revenue

USD 10.11 Billion in 2023



## Monthly Visits

circa 880 Million (2021)



# Marketplace Data Insight

## Generalist and Local Hero



**Founded**  
2007



**Headquarters**  
Milan, Italy



**Countries Served**  
Italy



**Product Categories**  
Media, electronics, sports equipment,  
toys, and more



**Revenue**  
USD 9.6 Million in 2023



**Monthly Visits**  
circa 4 Million (2021)



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1954



## Headquarters

Ivry-sur-Seine, France



## Countries Served

Belgium, France, Italy, Portugal, Spain, Switzerland



## Product Categories

Electronics, games, media, books, home, garden, and more



## Revenue

EUR 7.8 Million in 2023



## Monthly Visits

circa 30 Million





# Marketplace Data Insight

Generalist and Local Hero



fonQ



## Founded

2018



## Headquarters

Utrecht, the Netherlands



## Countries Served

Belgium, The Netherlands



## Product Categories

Living, cooking and dining, garden and balcony, household



## Revenue

USD 57.1 Million in 2023



## Monthly Visits

circa 3 Million



# Marketplace Data Insight

## Generalist and Local Hero



**Founded**  
June 2018



**Headquarters**  
Stockholm, Sweden



**Countries Served**  
Austria, Belgium, Denmark, Estonia,  
Finland, France, Germany, Italy,  
Netherlands, Poland, Portugal, Spain,  
Sweden, United Kingdom



**Product Categories**  
Fashion, shoes, accessories, home  
interior, decorations, furniture,  
outdoor, lighting, textiles, kids



**Revenue**  
USD 5.6 Billion



**Monthly Visits**  
89.3 Million



# Marketplace Data Insight

## Generalist and Local Hero

homedeco



**Founded**  
2015



**Headquarters**  
Amsterdam, the Netherlands



**Countries Served**  
The Netherlands



**Product Categories**  
Home and living



**Revenue**  
USD 8.8 Million in 2023



**Monthly Visits**  
circa 400,000



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1984



## Headquarters

Neckarsulm, Germany



## Countries Served

Austria, Czech Republic, Germany,  
Poland, Slovakia



## Product Categories

computers, electronics, household  
appliances, auto parts, gardening  
equipment, perfume, bicycles, fitness  
equipment, kitchen and household  
items, and more



## Revenue

EUR 34.2 Billion in 2023



## Monthly Visits

circa 19 Million



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1923



## Headquarters

Lille, France



## Countries Served

France, Italy, Portugal, Spain



## Product Categories

DIY, gardening, furniture/interior design, household appliances, and more



## Revenue

USD 756.4 Million (France)



## Monthly Visits

circa 30 Million (leroymerlin.fr)



# Marketplace Data Insight

## Generalist and Local Hero



**Founded**  
2013



**Headquarters**  
Paris



**Countries Served**  
France, Germany, Italy, Spain, United Kingdom



**Product Categories**  
DIY, home improvement, gardening, and more



**Revenue**  
EUR 1.2 Billion (2020)



**Monthly Visits**  
circa 50 million (2020)



# Marketplace Data Insight

Generalist and Local Hero



## Founded

1963



## Headquarters

Ingolstadt, Germany



## Countries Served

Austria, Germany, Netherlands, Spain



## Product Categories

baby and kids, electronic devices, garden, home appliances, lighting, media, pets, refurbished products, toys, games, and crafts



## Revenue

EUR 21.4 Billion (2020-2021)



## Monthly Visits

circa 24 Million



# Marketplace Data Insight

Generalist and Local Hero

## MIINTO.



### Founded

March 25, 2009



### Headquarters

Copenhagen, Denmark



### Countries Served

Belgium, China, Denmark, Finland,  
France, Germany, Italy, Norway, Poland,  
Spain, Sweden, Switzerland, Netherlands,  
United Kingdom, United States



### Product Categories

Fashion



### Revenue

Circa Euro 15 Million



### Monthly Visits

circa 7 Million





# Marketplace Data Insight

## Generalist and Local Hero



### Founded

December 2022



### Headquarters

Spain



### Countries Served

Spain



### Product Categories

Almost anything legal



### Revenue

USD 1.15 Billion



### Monthly Visits

circa 6.2 Million



# Marketplace Data Insight

Generalist and Local Hero



TikTok Shop



**Founded**

2016



**Headquarters**

Beijing, China



**Countries Served**

Indonesia, Malaysia, Philippines,  
Singapore, Thailand, United Kingdom,  
United States, Vietnam



**Product Categories**

Almost anything legal



**Revenue**

-



**Monthly Visits**

circa 2 Billion (November 2022)



# Marketplace Data Insight

Generalist and Local Hero



## Founded

January 16, 2001 (Veepee)



## Headquarters

Saint-Denis, Seine-Saint-Denis, France



## Countries Served

Belgium, France, Germany, Italy, Netherlands, and Spain



## Product Categories

Almost anything legal



## Revenue

EUR 1.7 billion (2020)



## Monthly Visits

circa 2.7 million



# Marketplace Data Insight

## Generalist and Local Hero

# YOOX



### Founded

2000



### Headquarters

Milan, Italy



### Countries Served

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United States



### Product Categories

Fashion & accessories (a combination of out-of-season, high-end designer clothing, and in-season fashion)



### Revenue

USD 287.7 Million in 2023



### Monthly Visits

circa 6 Million



# Marketplace Data Insight

Generalist and Local Hero



zalando



## Founded

2008



## Headquarters

Berlin, Germany



## Countries Served

Austria, Belgium, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Latvia, Lithuania, Luxembourg, Norway, Poland, Slovakia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, United Kingdom



## Product Categories

Beauty, electronics, fashion (accessories, beauty, footwear, kids, lingerie, menswear, womenswear, beachwear), toys



## Revenue

EUR 10.14 Billion in 2023



## Monthly Visits

300+ Million



