

German E-Commerce and Distance Selling Trade Association

Bundesverband des Deutschen Versandhandels (bvh)



About the bvh

The German E-Commerce and Distance Selling Trade Association (bvh) was established in 1947 with the aim of a) representing the interests of its members with regard to legal legislation and institutional bodies and of b) providing information and counselling, and creating the structures necessary for a dialogue amongst its members.

Currently it has around 280 members — large and small distance selling companies using the sales channels catalogue, internet, direct sales and TV. They include both firms with a very narrow product range and others with 100,000 articles and more in their catalogues. Statistically there are more specialists than general retailers. German distance selling aggregate turnover is 28,6 billion EUR in 2008 of which approximately 75% is generated by association members.

The association promotes a dialogue amongst the member companies. At our regular mail order meetings the questions of the members are answered in the circle of trade colleagues and solutions are offered to a wide range of problems. Additionally, the bvh advises its members on all subjects concerning the mail order trade.

About the bvh

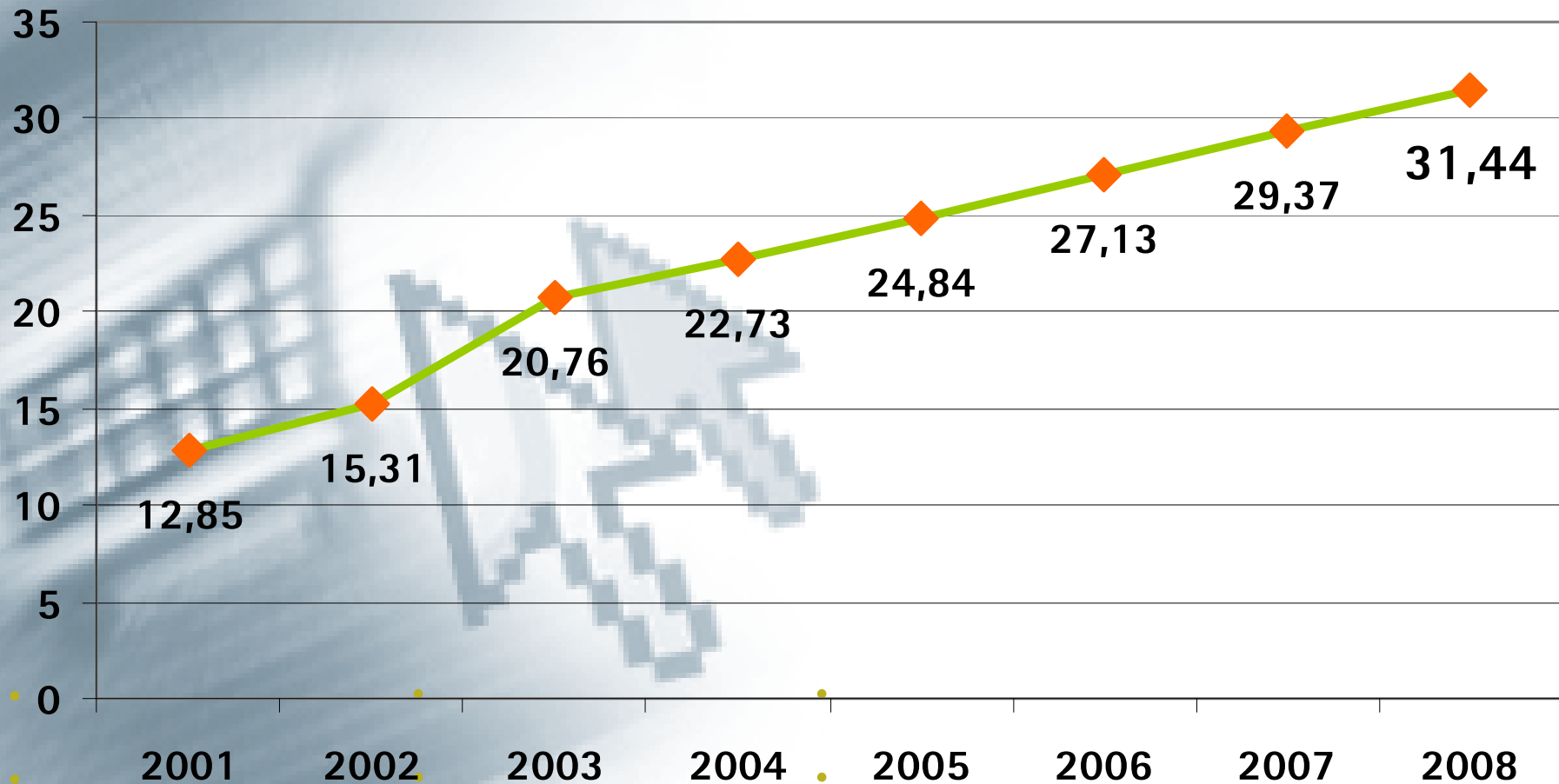
The bvh cooperates closely with various major specialist associations whereby the emphasis is not simply to discuss the best methods of achieving mutual political objectives, but to promote the long-term interests of the mail order trade to the fullest.

The bvh also offers specialist workgroups for eCommerce, telecommunications, transport logistics, customer services, etc. These are an opportunity for experts in member companies to meet and share the latest trends and experiences.

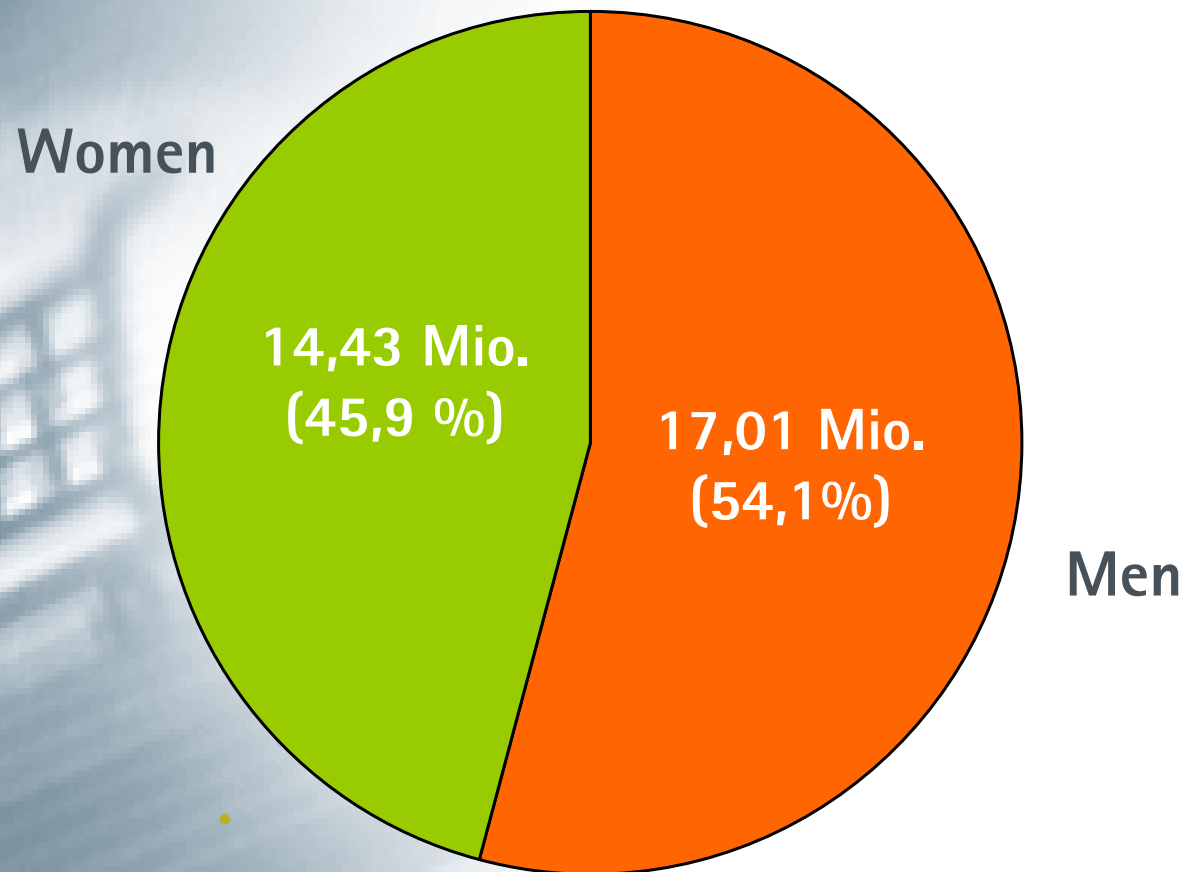
Vendors and companies offering their services to distance sellers are invited to become a member of bvh's Preferred Business Partner Programme.



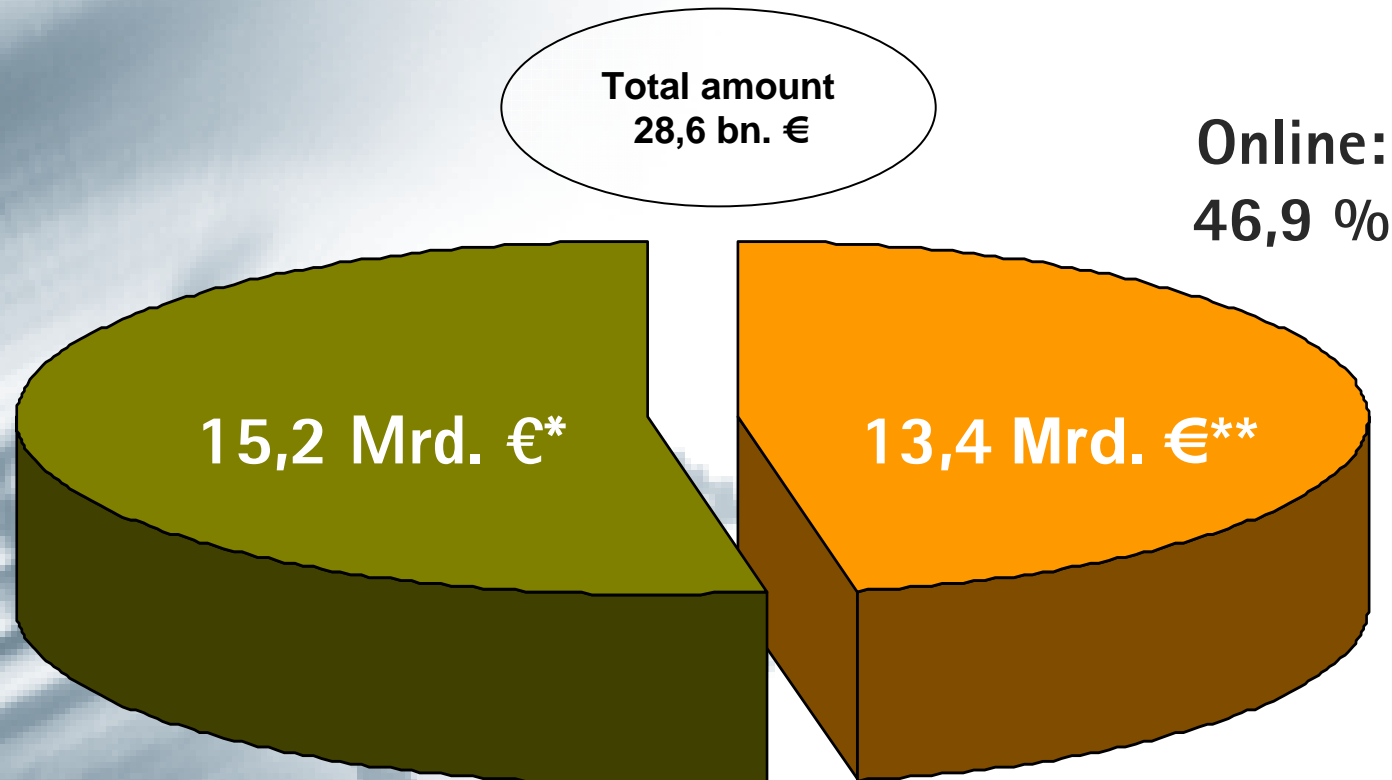
German Online-Shoppers in Mio.



Online Shoppers 2008 – Gender ratio



Share of distance trade turnover (only goods) 2008

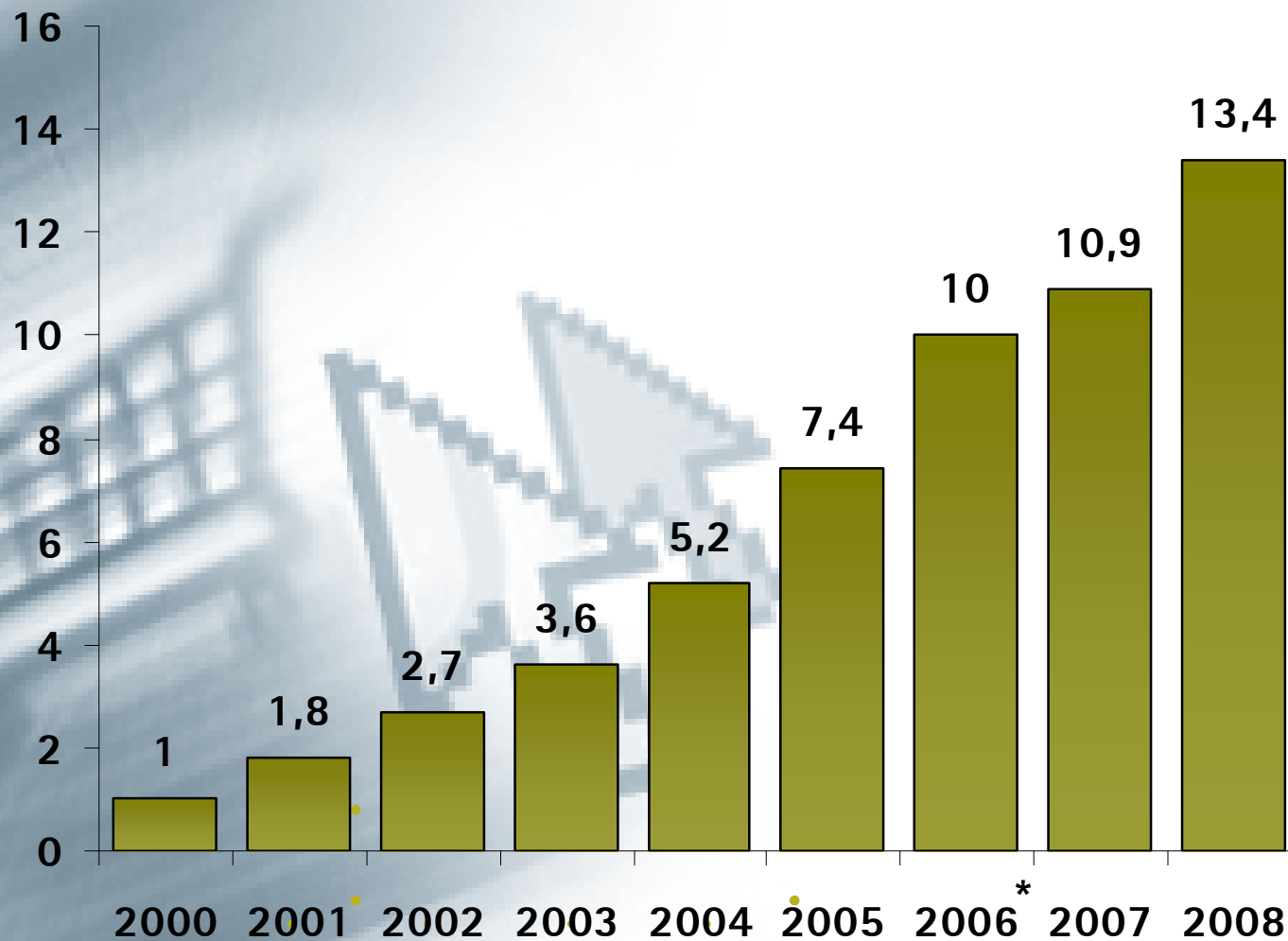


**Classic ways to
order:
53,1%**

* Previous year: 16,7 bn. Euro

** Previous year: 10,9 bn. Euro

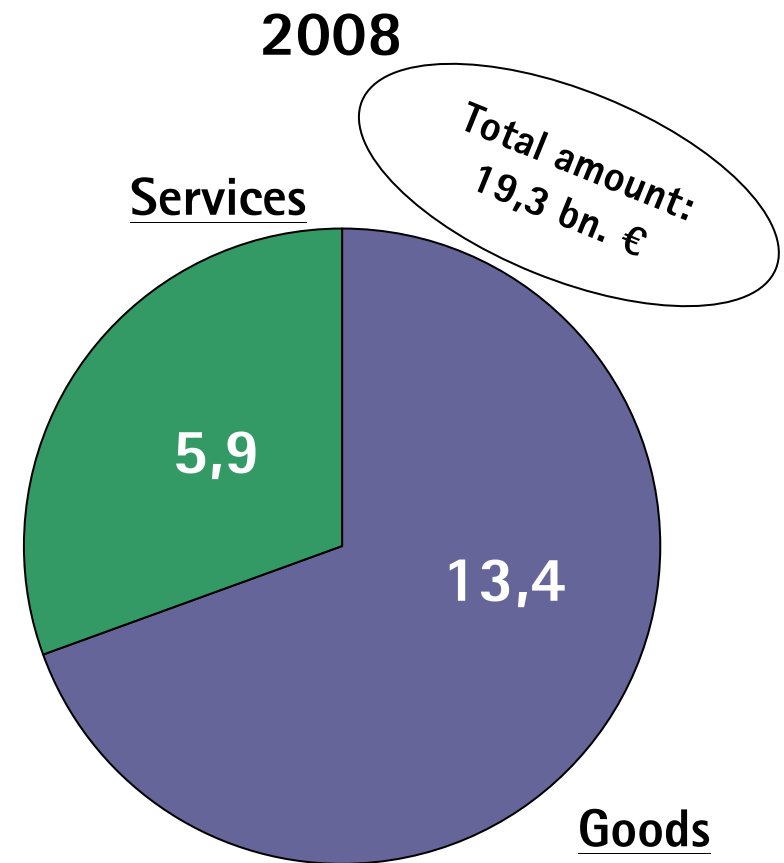
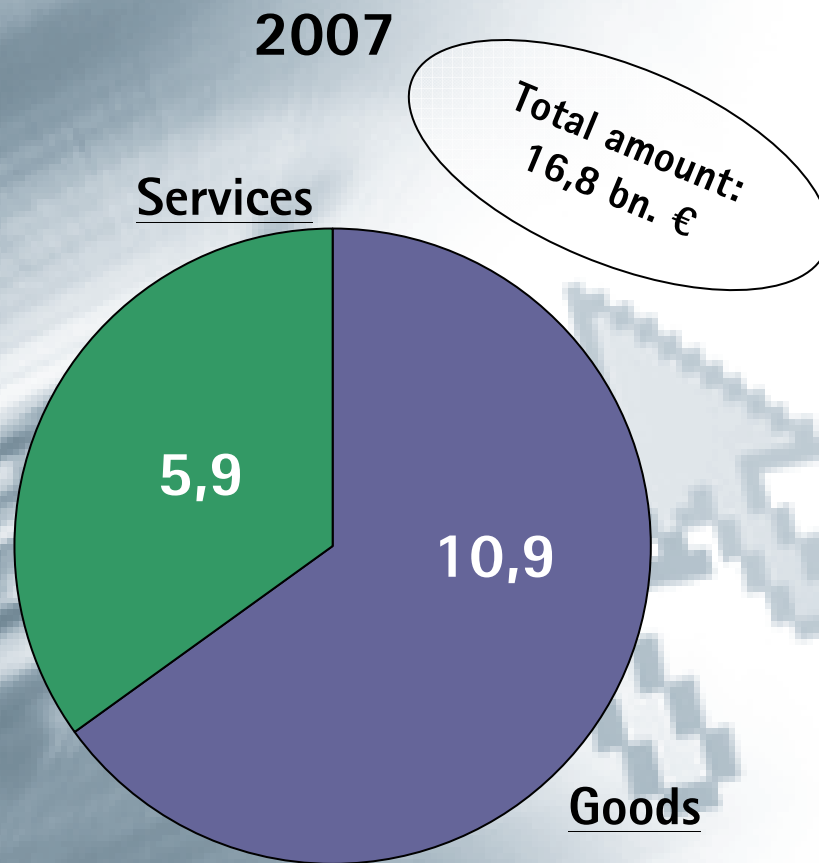
Online shopping turnover (Goods) in bn. Euro, 2000 – 2008



* Change of method 2005/2006

Quelle: bvh/TNS Infratest 2008

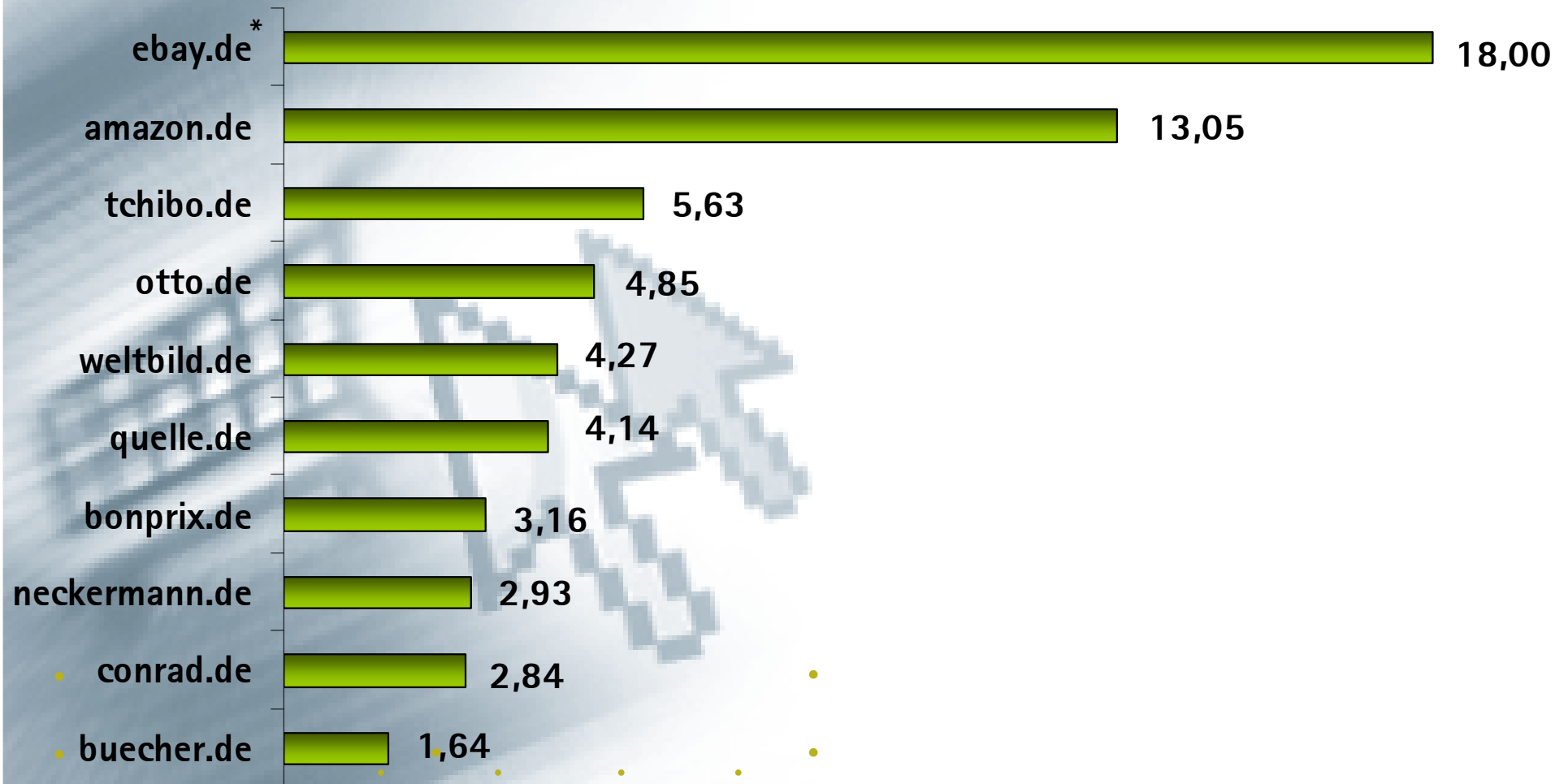
Online shopping turnover 2007 and 2008



Turnover in bn. Euro

The 10 most used Online-Shops



















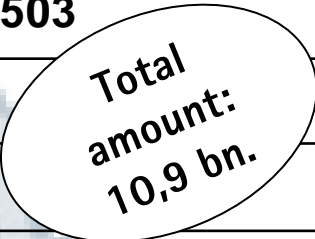
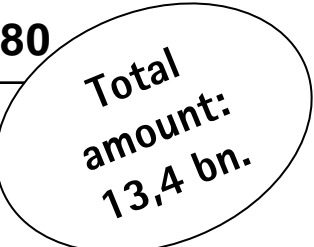
Mio. customers past 12 months



* ebay.de – private sales included.

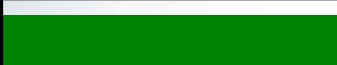



















Quelle: Allensbacher Computer- und Technik-Analyse, ACTA 2008

Online trade turnover (Goods) by company definition, 2008

		2007	2008	Change 007/2008 [%]
MCV	Multi-Channel-Retailer (catalogue+internet)	 4.256	 5.190	+ 21,9%
IPP	Internet-Pure-Player	 2.378	 3.740	+ 57,3%
EPS	Ebay-Powerseller	 2.503	 2.080	-16,9%
STV	Distance Sellers with origin in retail business	 451	 930	+ 106,2%
HEV	Producer-Distance Sellers	 176	 360	+ 104,5%
APV	Pharmacy-Distance Sellers	 153	 200	+ 30,7%
TSV	Teleshopping	 166	 170	+ 2,4%
VDV	Sales Representatives-Distance Sellers	 26	 50	+ 92,3%
	other	 753	 660	-12,4%
				

in Mio. Euro

Online trade turnover by categories of goods, Top 10

	2007	2008	
Clothing/Textiles/Shoes	 3.918	 4.630	+ 18,2%
Media(Books, CDs, DVDs, ...)	 1.990	 1.940	-2,5%
Consumer Electronics / Electr. Products	 1.212	 1.280	+ 5,6%
Computers & Accessories	 193	 1.040	+ 438,9%
Hobby, Collectibles, Leisure ware	 775	 690	-11,0%
DIY, Gardening	 153	 530	+ 246,4%
Home Appliances	 319	 410	+ 28,5%
Furniture	 568	 390	-31,3%
Cars and Motorbikes / Accessories	 101	 370	+ 266,3%
Household goods	 298	 330	+ 10,7%

in Mio. Euro

Your contact for more information



Björn Seipel

Head of E-Commerce / New Media

German E-Commerce and Distance Selling Trade Association

Bundesverband des Deutschen Versandhandels

Johann-Klotz-Str. 12

60528 Frankfurt

Tel.: +49(0)69/678656-10

Fax: +49(0)69/678656-29

E-Mail: seipel@versandhandel.org

www: www.versandhandel.org

xing: http://www.xing.com/profile/Bjoern_Seipel2