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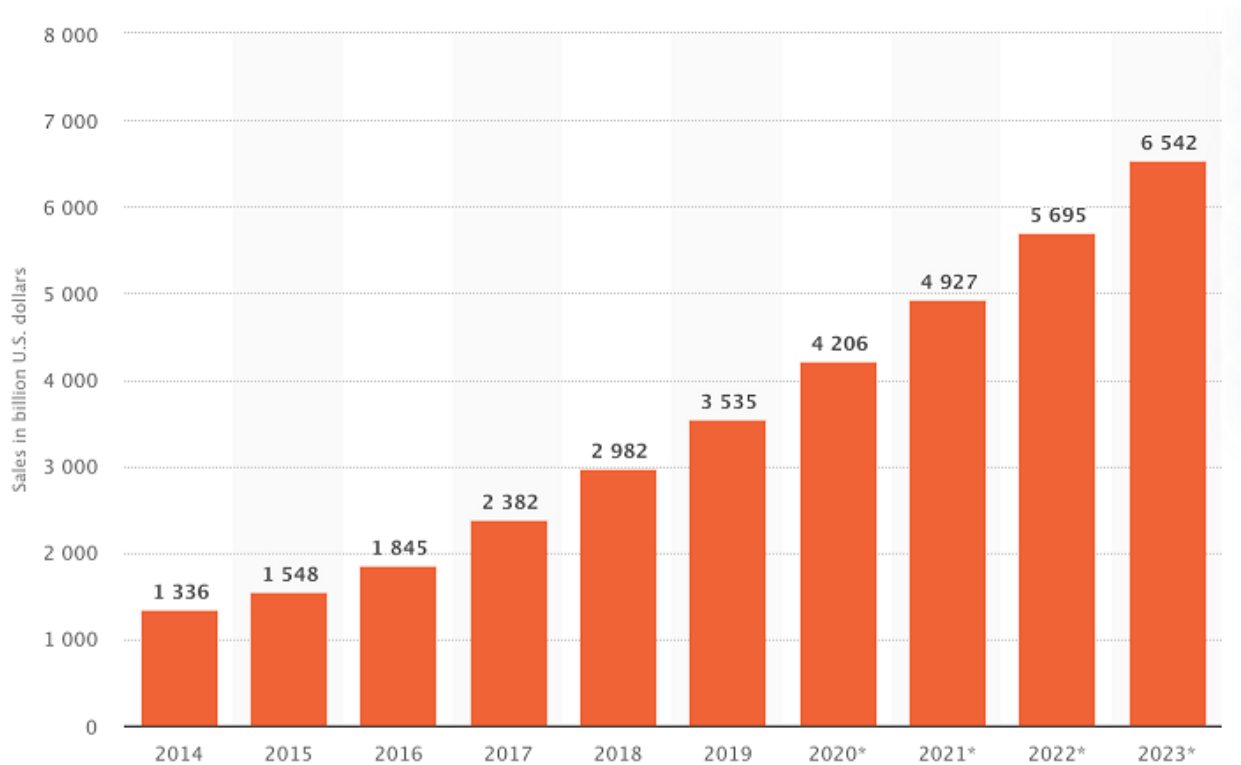
Top 25 Retailers Guide

Conversion Rate Strategies For
Doubling Your Leads & Sales

Top 25 Retailers Guide

In this guide we have compiled various data and graphs to show how ecommerce has been doing in the past few years and how it will do in the years ahead of us.

Retail e-commerce sales worldwide from 2014 to 2023 (In billions)























eCommerce growth is steady despite COVID 19 being a challenge.

eCommerce companies ranking based off GMV.

There are multiple ways to measure this, but by going off on gross merchandise value (GMV) it will look like this(For more about GMV head over to neilpatel.com/training and download the GMV Guide in the CRO section:

Company	GMV (TTM)	Type(s) of E-commerce
Alibaba	>\$768 billion	B2B, C2C
Amazon	\$239 billion	B2C, C2C
JD.com	\$215 billion	C2C, B2C
eBay	\$93 billion	C2C, C2B
Shopify	\$33 billion	C2C
Rakuten	>\$31 billion	B2C
Walmart	>\$19 billion	B2C, C2C

Top Websites Ranking – World wide - eCommerce

Rank ①	Website ①	Category ①	Change ①	Avg. Visit Duration ①	Pages / Visit ①	Bounce Rate ①
1	 amazon.com	E commerce and Shopping > Marketplace	=	00:07:09	8.73	35.97%
2	 ebay.com	E commerce and Shopping > Marketplace	=	00:06:53	7.49	36.24%
3	 amazon.de	E commerce and Shopping > Marketplace	+1	00:07:00	9.49	31.68%
4	 amazon.co.jp	E commerce and Shopping > Marketplace	-1	00:06:46	7.88	38.79%
5	 rakuten.co.jp	E commerce and Shopping > Marketplace	=	00:06:31	7.94	37.38%
6	 aliexpress.com	E commerce and Shopping > Marketplace	=	00:06:30	7.81	37.34%
7	 amazon.co.uk	E commerce and Shopping > Marketplace	+1	00:06:16	7.74	36.71%
8	 craigslist.org	E commerce and Shopping > Classifieds	-1	00:08:24	10.85	26.03%
9	 taobao.com	E commerce and Shopping > Marketplace	+1	00:06:38	6.16	33.66%
10	 walmart.com	E commerce and Shopping > Marketplace	-1	00:04:47	5.31	50.92%
11	 ebay.co.uk	E commerce and Shopping > Marketplace	=	00:09:43	10.41	28.07%
12	 etsy.com	E commerce and Shopping > Marketplace	=	00:06:23	6.71	44.84%
13	 avito.ru	E commerce and Shopping > Classifieds	=	00:10:59	11.73	25.28%
14	 allegro.pl	E commerce and Shopping > Marketplace	+2	00:09:53	12.30	26.45%
15	 ebay.de	E commerce and Shopping > Marketplace	+2	00:08:17	9.62	29.15%
16	 mercadolivre.com.br	E commerce and Shopping > Marketplace	-1	00:07:36	8.39	34.34%
17	 amazon.in	E commerce and Shopping > Marketplace	-3	00:06:44	6.74	40.69%
18	 tmall.com	E commerce and Shopping > Marketplace	+1	00:08:00	18.71	28.76%
19	 amazon.fr	E commerce and Shopping > Marketplace	-1	00:06:55	8.96	35.03%
20	 jd.com	E commerce and Shopping > Marketplace	+1	00:05:04	7.27	28.58%

Top 10 eCommerce Retailers

Leading U.S. companies ranked by retail e-commerce sales in 2020 (in billion U.S. dollars)
Survey time period May 2020.

1. **Amazon** (269.41)
2. **Walmart** (41.01)
3. **eBay** (31.65)
4. **Apple** (24.83)
5. **Home depot** (13.38)
6. **Best Buy** (10.59)
7. **Target** (10.32)
8. **Costco** (9.42)
9. **Wayfair** (6.7)
10. **Macy's** (6.38)