

B2B e-Commerce:

Growth – Industry Insights – Amazon vs. Alibaba

Whitepaper 2017

e-Commerce & Retail

Alibaba accounts for a major portion of the B2B e-Commerce market

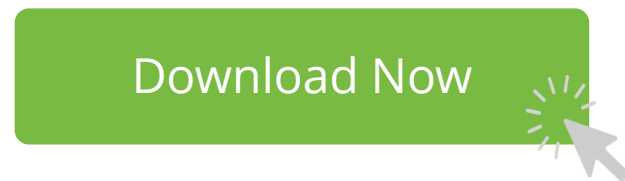
Background

Amazon is the market leader within B2C e-Commerce. It overshadows all other major e-Commerce player such as Walmart or Alibaba. However, the situation is a different one regarding B2B e-Commerce market leaders.

Alibaba accounts for a major portion of the market. Its massive network of suppliers in the domestic and international markets ensure its dominance in the B2B e-Commerce industry. Alibaba is currently strengthening its position in various global markets with an emphasis on India, where it is competing aggressively with Amazon.

The e-Commerce market is huge and the B2B business is dwarfing the B2C business. But revenues are not equally distributed around the globe and different compared to a lot of major digital markets, where North America is the biggest revenue contributor.

This whitepaper provides an insight into the B2B e-Commerce business and shows its development and provides a comparison of Amazon and Alibaba.



The B2B e-Commerce market is growing steadily

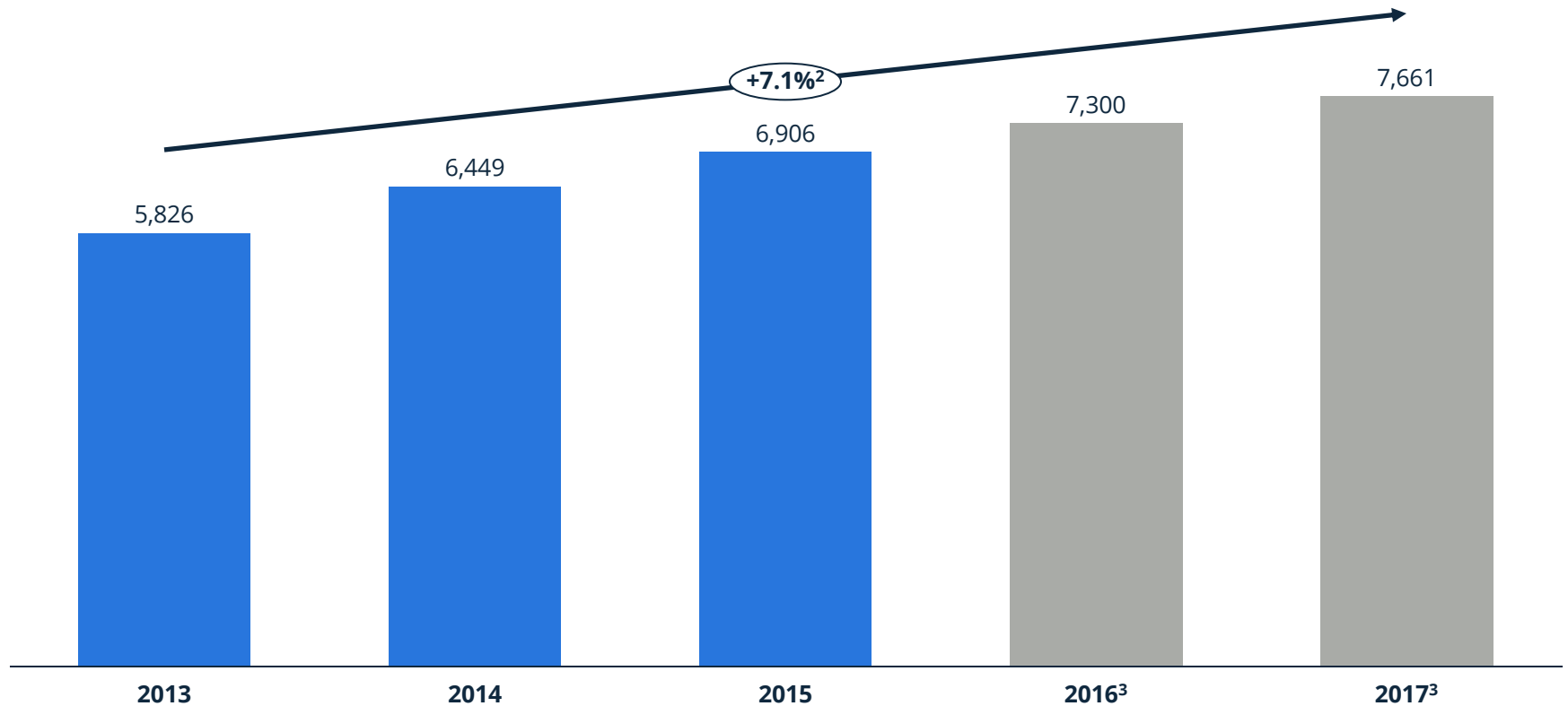
Key Takeaways

1. **Future market:** The **B2B e-Commerce market is growing steadily** through to 2017
2. **Asia is the dominating region** within B2B e-Commerce, but **North America's share is growing**
3. **Amazon is the leading e-Commerce** platform when it comes to **global revenue in 2016**
4. **Amazon vs. Alibaba – Alibaba** is a lot **more than just an e-Commerce** company
5. **Amazon vs. Alibaba – North American e-Commerce remains Amazons #1** segment

Future market: The B2B e-Commerce market is growing steadily through to 2017

Growth

Global B2B e-Commerce GMV¹ in billion US\$

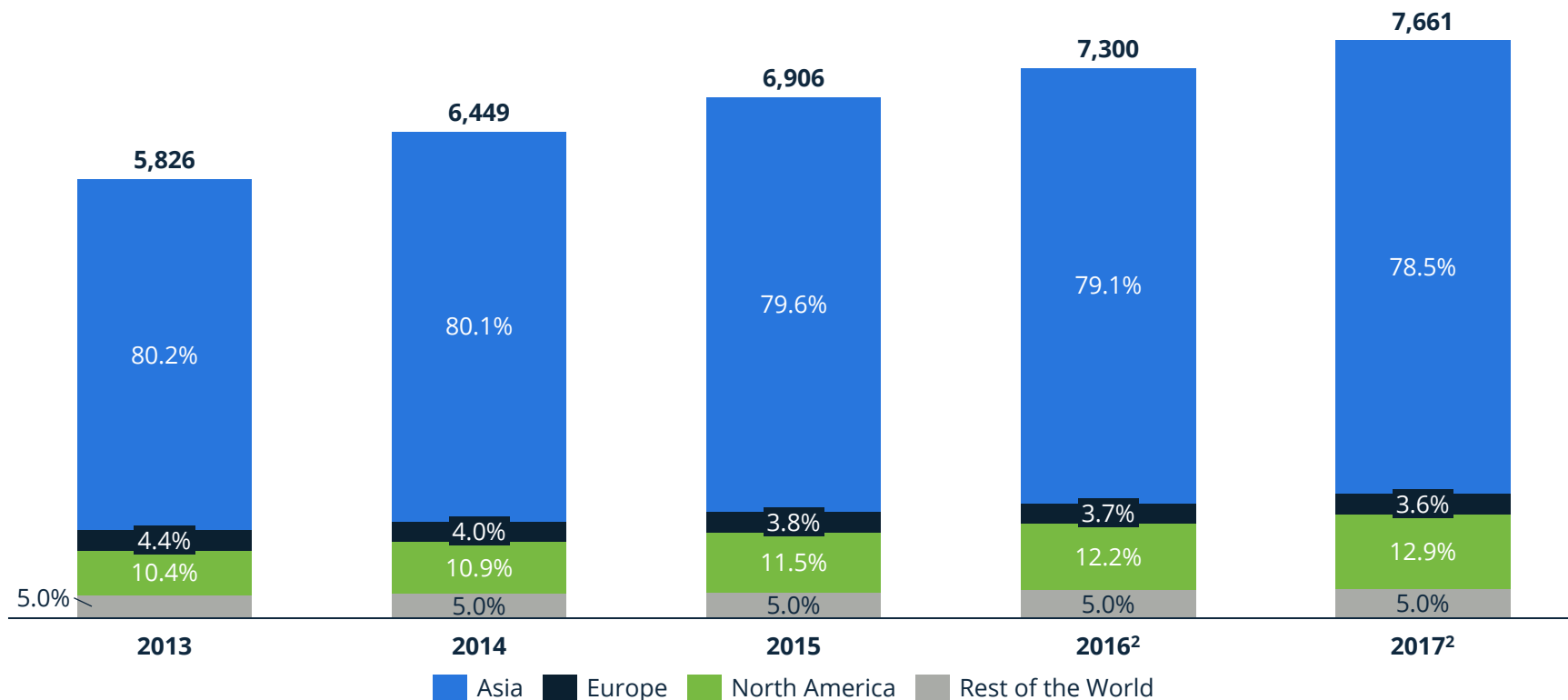


1: Gross Merchandise Value ; 2: Compound Annual Growth Rate; 3: Forecasts
Source: Statista analysis

Asia is the dominating region, but North America's share is growing

Industry Insights

Regional B2B e-Commerce GMV¹ in billion US\$









1: Gross Merchandise Value; 2: Forecast
Source: Statista analysis

Amazon is the leading e-Commerce platform when it comes to global revenue in 2016

Industry Insights

Comparison of leading companies in B2B e-Commerce

Company	Regional Coverage	B2B	B2C	C2C	Total GMV ^{1,2}	Revenue ²
 amazon	Global	✓	✓	✓	US\$225.6bn (2015)	US\$136.0bn (2016)
 Alibaba Group	Global	✓	✓	✓	US\$398bn (2015)	US\$15.7bn (2016)
 Rakuten	Global	✓	✓	✓	-	US\$6.7bn ² (2016)
 mercateo	Europe	✓	-	-	-	US\$240.2m ² (2016)
 global sources	China	✓	-	-	-	US\$157.7m (2016)
 indiamart	India	✓	✓	-	US\$4.5bn (2015)	US\$49m (2015)

1: Gross Merchandise Value; 2: Converted to US\$ with OANDA year-end exchange rate
Source: Company information

Alibaba is a lot more than just an e-Commerce company

Amazon vs. Alibaba



- ▶ Year founded: 1994
- ▶ Number of employees: 341,400 (Dec. 2016)
- ▶ Revenue (overall): US\$136 billion (2016)
- ▶ EBITDA (overall): US\$12.5 billion (2016)
- ▶ Revenue (B2B): US\$1 billion (2016)
- ▶ Market capitalization: US\$357.7 billion (Dec. 2016)



- ▶ Year founded: 1999
- ▶ Number of employees: 46,228 (Dec. 2016)
- ▶ Revenue (overall)¹: US\$15.7 billion (2016)
- ▶ EBITDA (overall)¹: US\$8.1 billion (2016)
- ▶ Revenue (B2B)¹: US\$1.5 billion (2016)
- ▶ Market capitalization: US\$219.5 billion (Dec. 2016)

Key business segments

North America



International



Web services



Key business segments

Core commerce

China



International



Cloud computing



Mobile media & entertainment



Other innovation initiatives



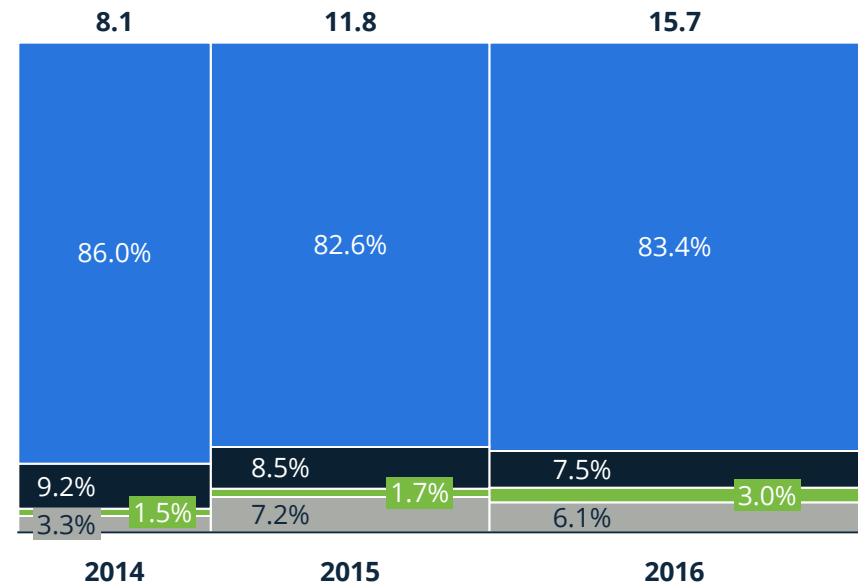
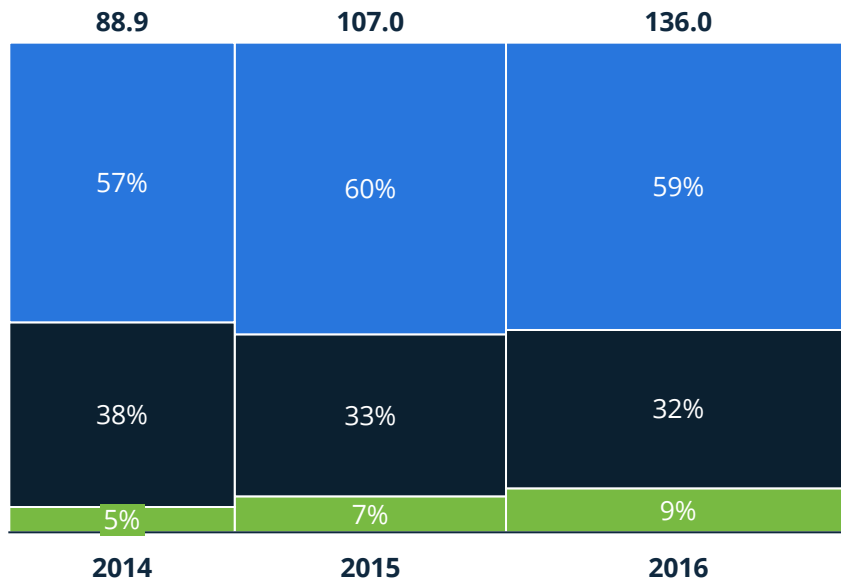
1: Data for Alibaba financial year ending ; Converted to US\$ with OANDA year-end exchange rate
Source: Company information

North American e-Commerce remains Amazon's #1 segment

Amazon vs. Alibaba



Key business segments by revenue in billion US\$



■ North America commerce
 ■ Amazon Web Services
■ International commerce

■ China commerce
 ■ Cloud computing
■ International commerce
 ■ Others

Source: Company information

About Statista Market Studies

Detailed analyses and in-depth evaluations of hot topics

Further data

This paper provides an insight into **B2B e-Commerce**. Further information on B2B e-Commerce can be found via [Statista's Market Studies](#).

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The professionally edited studies enable detailed analyses and contain extensive company profiles along with recommendations for action for industry players. Most studies are repeated each year, thereby ensuring the data is as up to date as possible. Moreover, market changes and trends are both empirically confirmed and undergo in-depth analyses.

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