

Amazon sites visited by 1 in 5 global internet users in June

RESTON, US: comScore, Inc has released a report on selected global retail and auction sites based on data from the [comScore Media Metrix](#) service.



The study found that of the destinations analysed, Amazon Sites reached the largest global audience with more than 282 million visitors in June, or 20.4% of the worldwide Internet population. Other top brands in the study included eBay, which reached 16.2% of global Internet visitors, China's Alibaba.com Corporation (11.3% reach), Apple.com Worldwide Sites (9.7% reach) and Japan's Rakuten Inc. (4.2% reach).

"While retail e-commerce has already grown to become a \$150+ billion annual industry in the US, it still presents enormous upside opportunity across much of the globe," said Gian Fulgoni, comScore co-founder and chairman. "Technology has changed the way consumers behave, and increasingly they are opting for the convenience and pricing advantages offered by the online channel. Several global retail brands have already capitalised on this global consumer trend, and many other retailers are sure to pursue their share of the pie."

Amazon, eBay and Alibaba see largest global audiences

In June 2011, Amazon Sites had the largest global audience among the retail and auction sites analysed, with more than 282 million visitors, representing 20.4% of the worldwide audience age 15 and older accessing the Internet from a home or work location. eBay was not far behind with 223.5 million visitors (16.2% reach), followed by China's Alibaba.com Corporation, which includes sites such as Taobao, Alibaba.com and Alipay, with 156.8 million visitors (11.3% reach). Apple.com Worldwide Sites saw its global audience eclipse 134 million visitors, representing nearly 10% of all Internet users, while Japan's Rakuten Inc. reached nearly 57.8 million visitors in June (4.2% reach).

Select Retail and Auction Sites Ranked by Unique Visitors (000) June 2011 Total Worldwide Audience, Visitors Age 15+ - Home/Work Locations Source: comScore Media Metrix		
	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	1,383,098	100.0%
Amazon Sites	282,233	20.4%
eBay	223,520	16.2%
Alibaba.com Corporation	156,780	11.3%
Apple.com Worldwide Sites	134,296	9.7%
Rakuten Inc	57,785	4.2%
Wal-Mart	44,650	3.2%
Hewlett Packard	38,491	2.8%
MercadoLibre	33,481	2.4%
Otto Gruppe	31,779	2.3%
Groupe PPR	31,686	2.3%

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

Geographical visitation analysis for retail and auction sites

Analysis of the geographic composition of visitors to these select retail and auction sites revealed a mix of both globally distributed audiences and more regionally concentrated audiences. Amazon Sites and Apple.com Worldwide Sites showed

more globally distributed audiences compared to most other brands in the study. Amazon Sites attracted 35.4% of its audience from North America, while Europe contributed 31.8% of visitors and Asia Pacific accounted for 24.1%. Similarly, Apple.com Worldwide Sites attracted 32.0% of its visitors from North America, while Europe contributed 29.6% of visitors and Asia Pacific accounted for 24.9%.

On the other hand, China's Alibaba.com Corporation (85.7%) and Japan's Rakuten, Inc. (72.7%) reach sourced the vast majority of their traffic from the Asia Pacific region. Of the 10 selected sites, MercadoLibre showed the strongest concentration of visitors from a single region with 93.3% of its audience from Latin America, where it ranked as the top retail player in the region. German retail site Otto Gruppe also had a heavy single region concentration with Europe accounting for 92.3% of its audience. Wal-Mart had the highest concentration of North American visitors at 83.4%, while 45.1% of Hewlett Packard's audience was North American.

Regional Audience Composition Analysis of Select Retail and Auction Sites June 2011 Total Worldwide Audience, Visitors Age 15+ - Home/Work Locations Source: comScore Media Metrix					
	Percent Composition of Unique Visitors				
	North America	Europe	Asia Pacific	Middle East - Africa	Latin America
Total Internet	14.9%	26.7%	41.1%	8.7%	8.6%
Amazon Sites	35.4%	31.8%	24.1%	4.5%	4.2%
eBay	34.6%	46.9%	11.7%	4.0%	2.8%
Alibaba.com Corporation	4.5%	5.3%	85.7%	2.5%	1.9%
Apple.com Worldwide Sites	32.0%	29.6%	24.9%	8.0%	5.6%
Rakuten Inc	5.3%	19.8%	72.7%	1.5%	0.7%
Wal-Mart	83.4%	8.9%	0.7%	0.5%	6.4%
Hewlett Packard	45.1%	26.4%	14.3%	6.7%	7.5%
MercadoLibre	1.7%	4.5%	0.4%	0.2%	93.3%
Otto Gruppe	4.3%	92.3%	1.0%	2.1%	0.2%
Groupe PPR	16.1%	74.4%	2.2%	4.7%	2.6%

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