E-Commerce KPI and Benchmarks 2026

ECDB

What This Report Covers

Every team benchmarks. Few do it against numbers they can trust or act on. This report rebuilds the benchmark from real transaction data, from the market level down to named retailers.

An Average Describes No Real Market

The number you compare yourself against is usually a single global figure. The problem: **no real market actually sits there.**

Used as a target, an average sends half your teams chasing a number that is too easy, and the other half one that is impossible.

A Swedish team at 3.4% is **well ahead** of its market; a Dutch team at the same rate is **behind** . The average hides both.

WHAT TO DO

Always benchmark against your **own market** first, never a global average. The rest of this report gives you those numbers.

Most Benchmarks Are Averages in Disguise

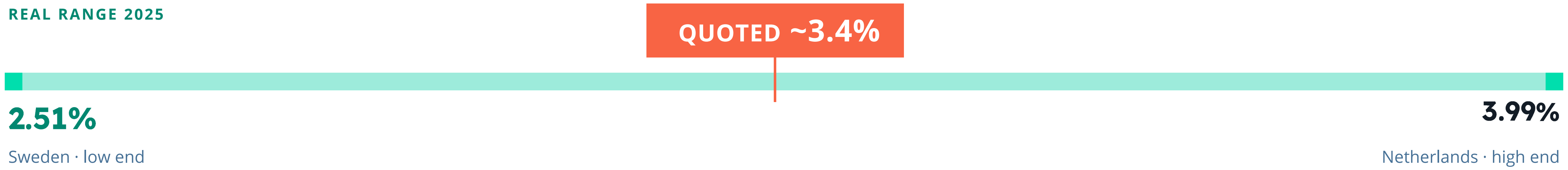
Two KPIs where the global figure misleads, 2025

CONVERSION RATE

QUOTED AVERAGE

~~~3.4%~~

REAL RANGE 2025



A Swedish conversion rate compared to the Dutch average might seem like in crisis, when the actual market level is much lower.

CART ABANDONMENT

QUOTED AVERAGE

~~~71.9%~~

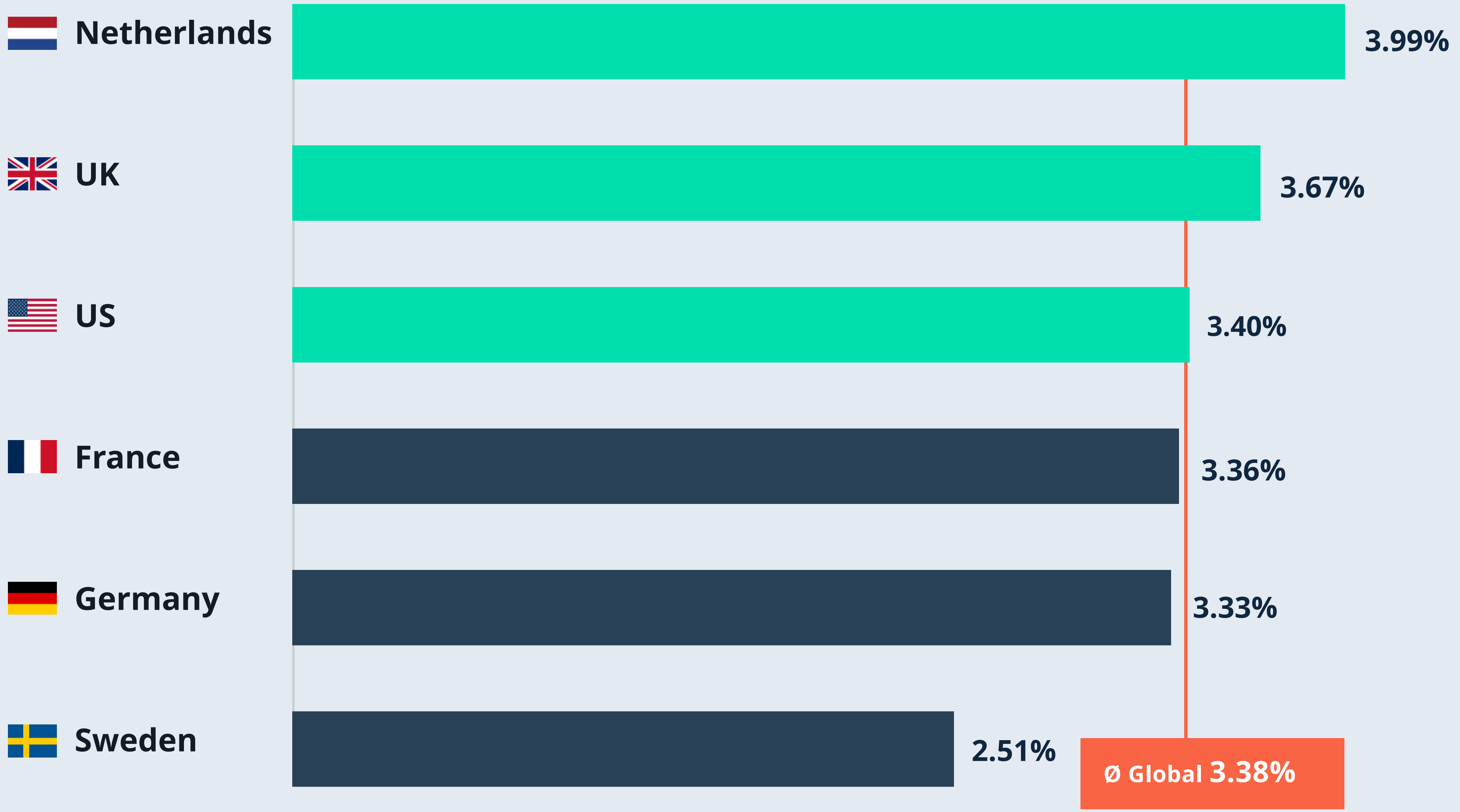
REAL RANGE 2025

A German manager judged against the US figure looks like they are failing, when they may be ahead in their own market.

 Sources: ECDB

One Number, Six Very Different Realities

Conversion rate by market (2025, %) with the coral line marking the quoted global average



A 1.5-Point Spread, Hidden in One Number

Sweden to the Netherlands is the distance between the top and bottom of the market, all hidden inside one average. **The same effort lands very differently depending on where you operate.**

WHAT TO DO

Replace any single benchmark with the **range** for your market. The range is real; the midpoint fits no one.

Notes: Conversion rate, all categories. Global avg is the unweighted mean of the six markets shown.

Sources: ECDB

Identify Where Growth Is Actually Happening

- Assess any retailer or market before you commit to a strategic direction
- Spot where momentum is building so you can focus on where it counts
- Brief your stakeholders backed by structured market intelligence

Discover More

ECDB

Never Read a KPI Alone

The one rule that prevents most benchmark mistakes: read each KPI with its partner

Conversion Rate

+ **Cart Abandonment**

One tells you who buys, the other where you lose them. **Strong conversion with high abandonment** means a funnel that works but a checkout that leaks.

Average Order Value

+ **Purchase Frequency**

A small basket is not weak if people buy often. The Netherlands has Europe's lowest AOV but buys frequently: **a volume model, not a problem.**

Cart Abandonment

+ **Market**

75% abandonment looks alarming, but it is normal in some markets. **Compare only to your own market** before reacting.

Return Rate

+ **Vertical**

19% returns is normal in fashion and a crisis in beauty. **This number is meaningless without the category attached.**

Purchase Frequency

+ **Market**

US shoppers buy ~28 times a year, German shoppers ~12. **Loyalty targets that work in one market are unrealistic in another.**

Sources: ECDB

The 2025 Market Benchmark Table

Find your market, then benchmark the retailers you compete with against that row

Market	Conversion	AOV	Cart Aband. [1]	Return	Frequency	Retailer Examples
Germany	3.33%	€120	64.6%	9.2%	12.4×	
UK	3.67%	€106	63.2%	10.0%	18.6×	*e.g. ASOS, Boohoo*
France	3.36%	€104	71.1%	7.0%	10.5×	
US	3.40%	€137	**71.9%**	11.9%	27.7×	*e.g. Chewy, Wayfair*
Sweden	2.51%	€107	75.5%	8.3%	12.3×	
Netherlands	3.99%	€76	59.9%	7.6%	13.5×	*e.g. Coolblue*

WHAT IT MEANS

A US-only retailer like Chewy or Wayfair should measure itself against the US row, not a global average. Its **71.9% cart abandonment is the market norm, not a warning sign.** Read your row first, then judge.

Notes: All categories, EUR. Retailer examples illustrate market fit only. / (1) Cart Abandonment

Sources: ECDB

Maturity Drives Frequency

Markets are sorted left to right by how developed online shopping is, and purchase frequency rises with it.

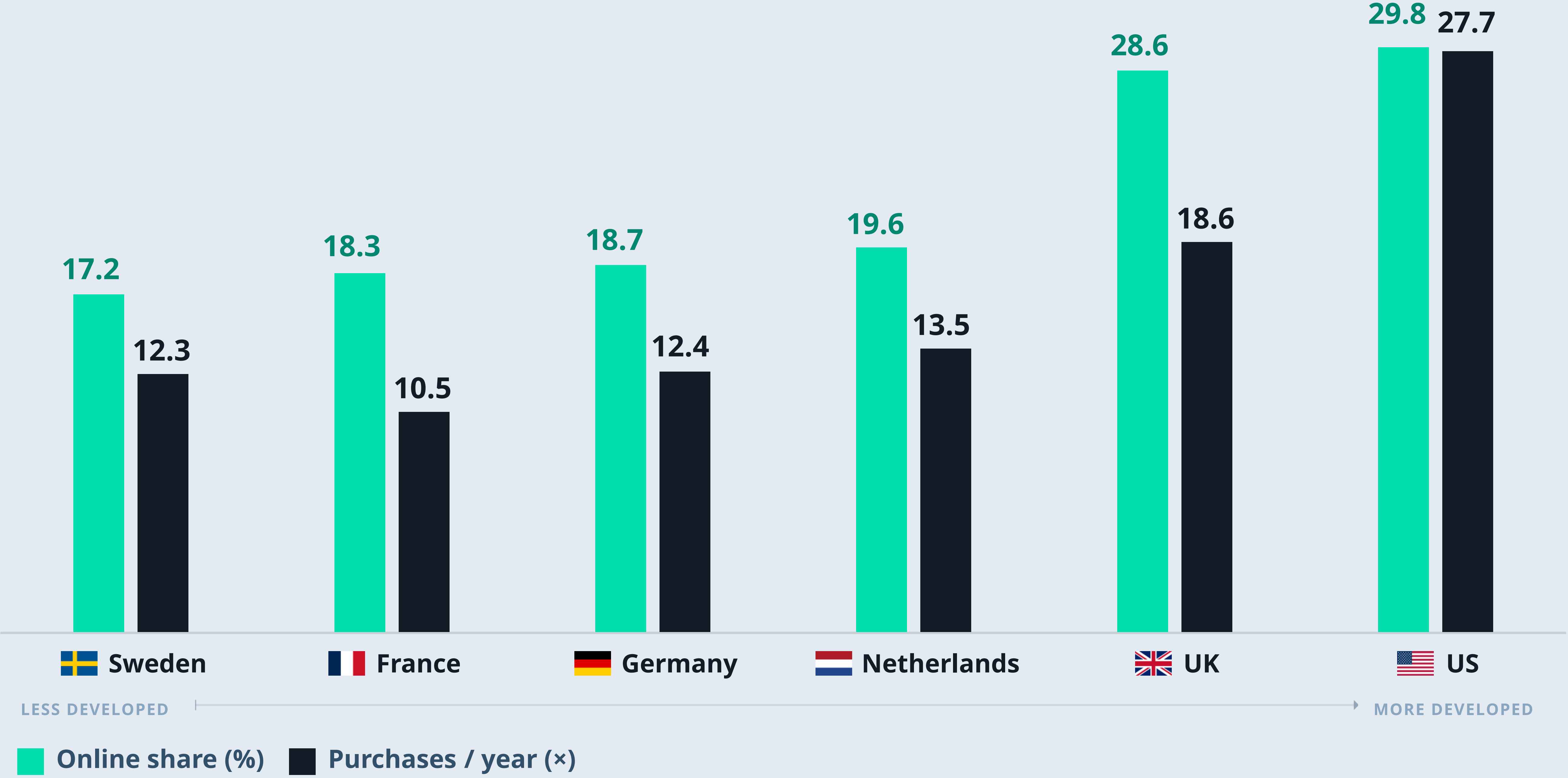
US shoppers at 30% online buy **28 times a year** ; Swedish shoppers at 17% just **12** . Mature markets simply live in the channel.

WHAT TO DO

In a less mature market, model frequency conservatively and treat **rising online share** as your leading indicator for repeat-purchase growth.

The One Pattern Worth Remembering

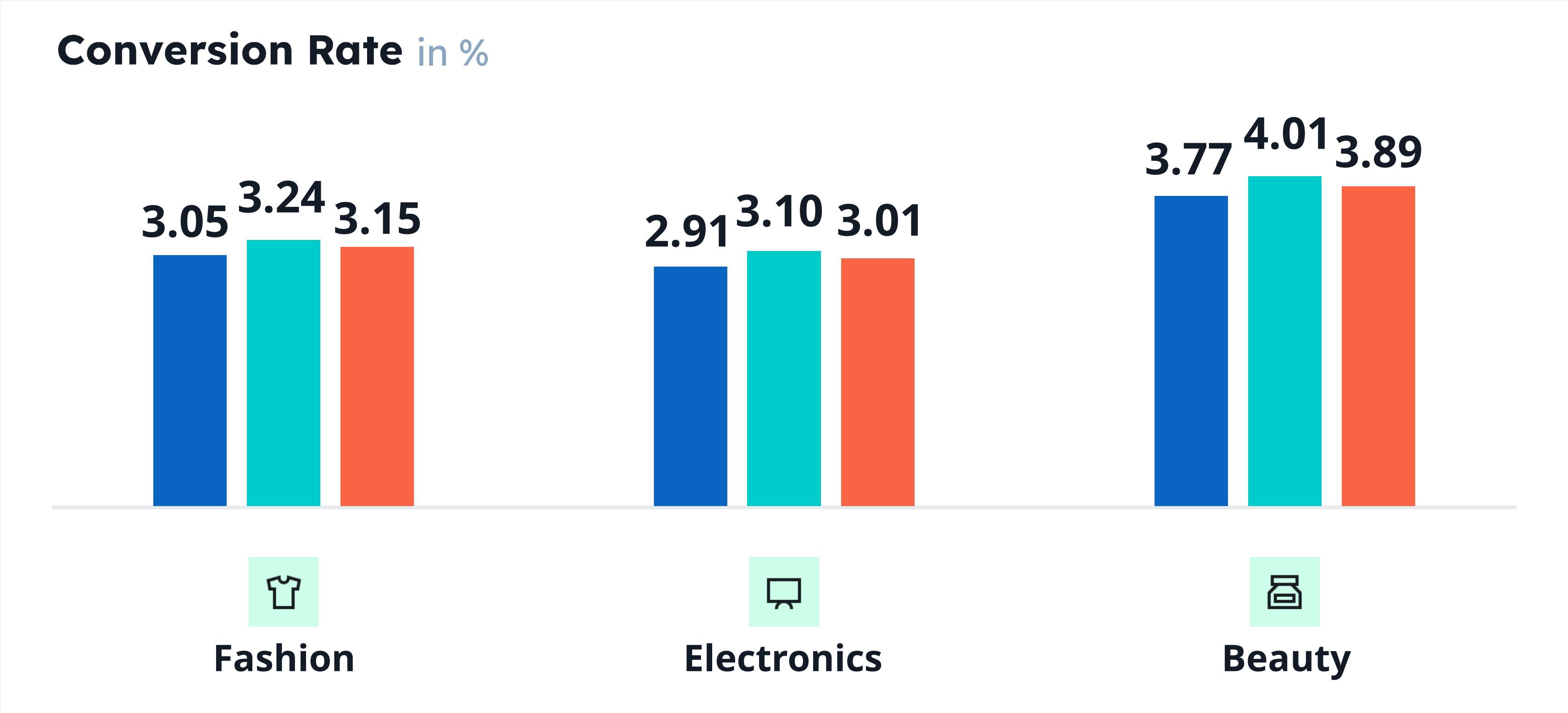
Online share of retail (%) vs purchases per year (×), by market, 2025

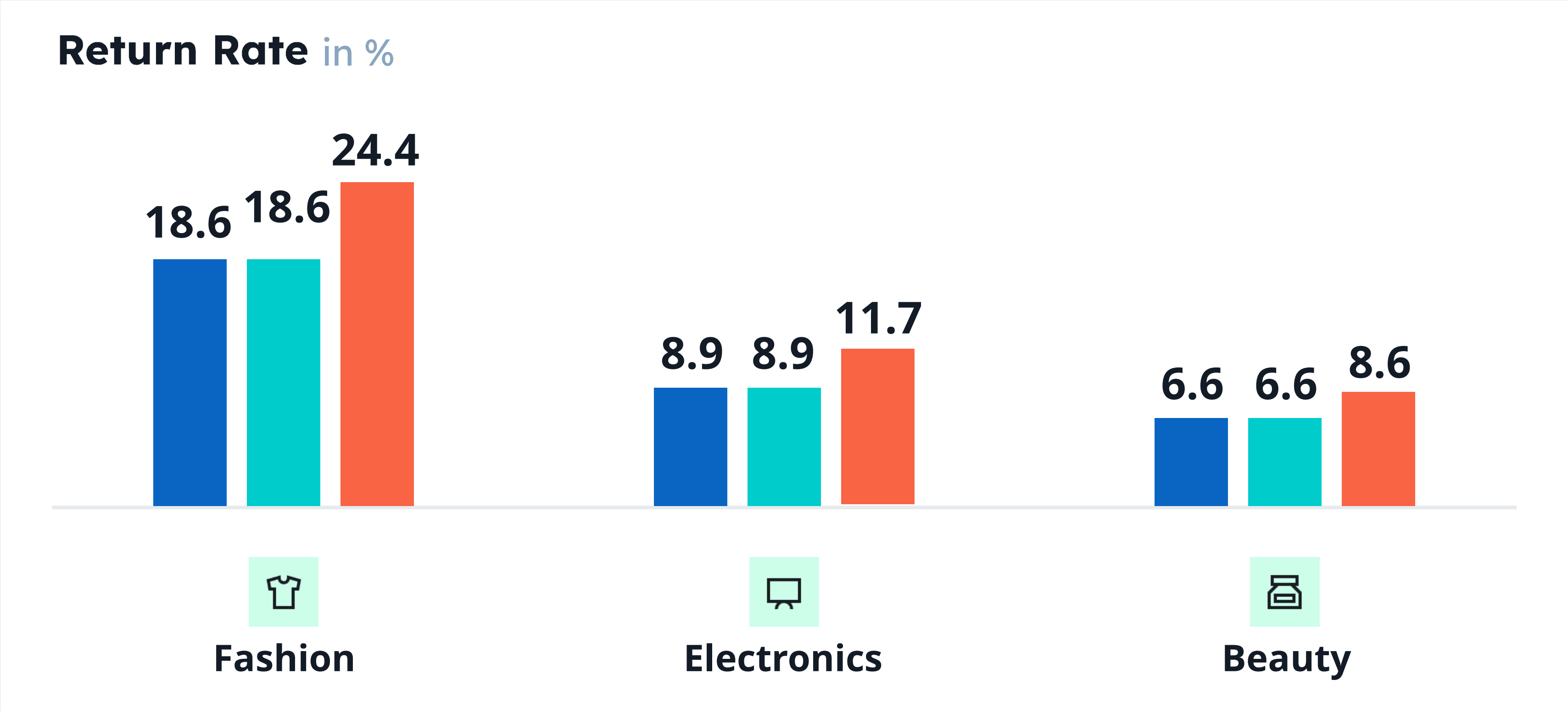


Sources: ECDB

Your Vertical Is Your Benchmark

Conversion and returns by vertical (Germany · UK · US, 2025, %) with the two charts mirroring each other





Germany UK US

WHAT IT MEANS

Beauty converts best and returns least; fashion converts lower and returns up to 24% in the US. The reason is conviction: you cannot try a lipstick first so you commit, and you cannot be sure a dress fits so you over-order and send back.

WHAT TO DO

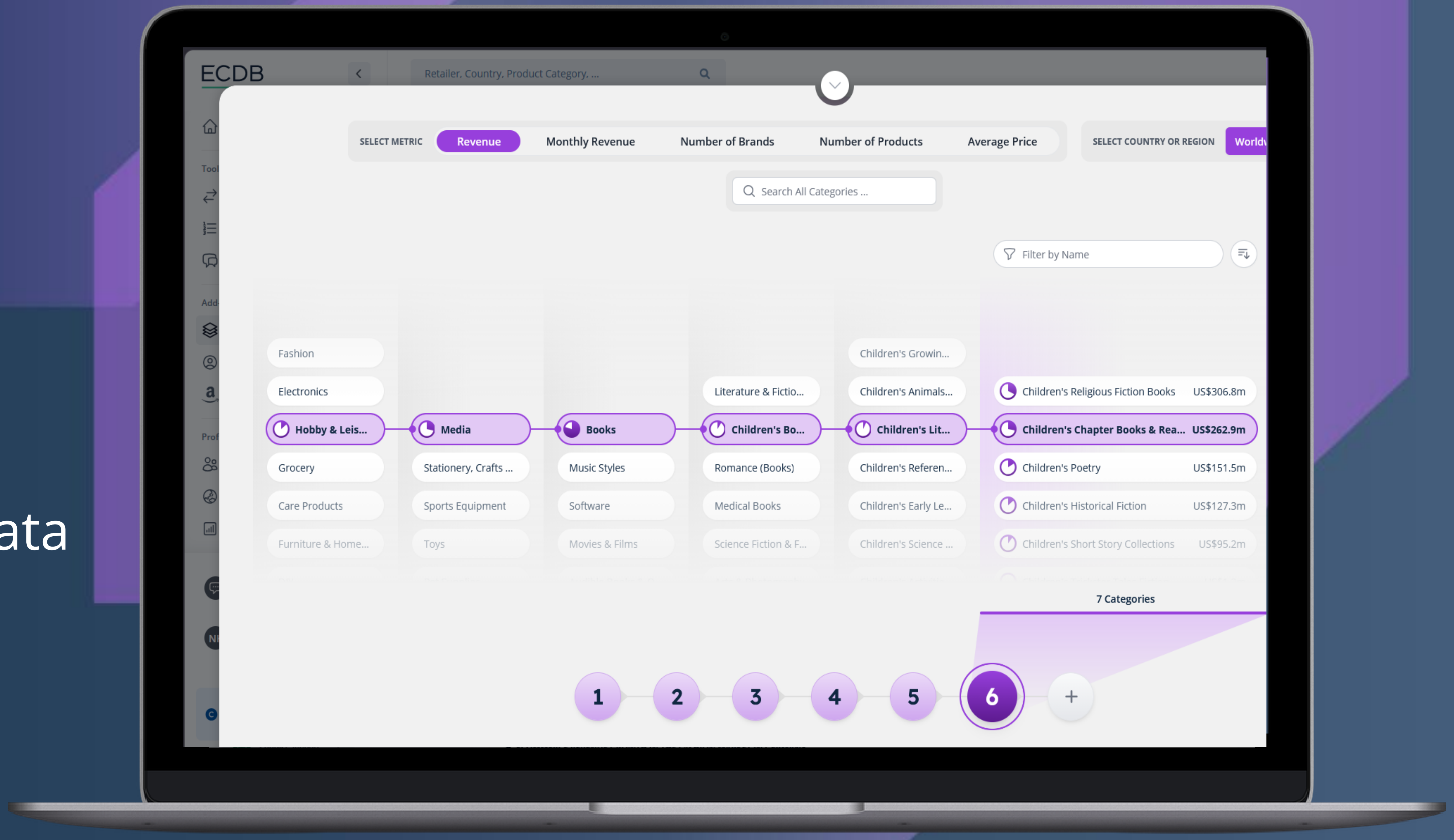
Always state your category before quoting a target. "10% return rate, beats benchmark" means nothing until you say whether the benchmark is fashion at 19% or beauty at 7%.

Sources: ECDB

From Broad Segment to Micro Niche in Seconds

- Get a clear view of size, growth and trajectory for any market
- Reveal hidden demand pockets and overlooked market segments
- Back any product launch discussion, retailer pitch or budget review with data

Discover More



ECDB

The Category Gap, Across Six Markets

Fashion always returns more than beauty. How much more depends on the market.

Market	Fashion Returns	Beauty Returns	The Gap	What It Signals
Netherlands	15.4%	5.5%	9.9 pts	Tightest, most efficient
France	15.4%	5.5%	10.0 pts	Low returns overall
Sweden	16.8%	5.9%	10.8 pts	Mid range
Germany	18.6%	6.6%	12.0 pts	High fashion returns
UK	18.6%	6.6%	12.0 pts	Returns culture entrenched
US	24.4%	8.6%	15.8 pts	**Widest gap by far**

WHAT IT MEANS

The gap jumps from 10 points in the Netherlands to nearly 16 in the US. A fashion brand expanding to the US should plan for ~24% returns, not the 19% it sees in Europe. Get this wrong and the whole business case is off.

WHAT TO DO

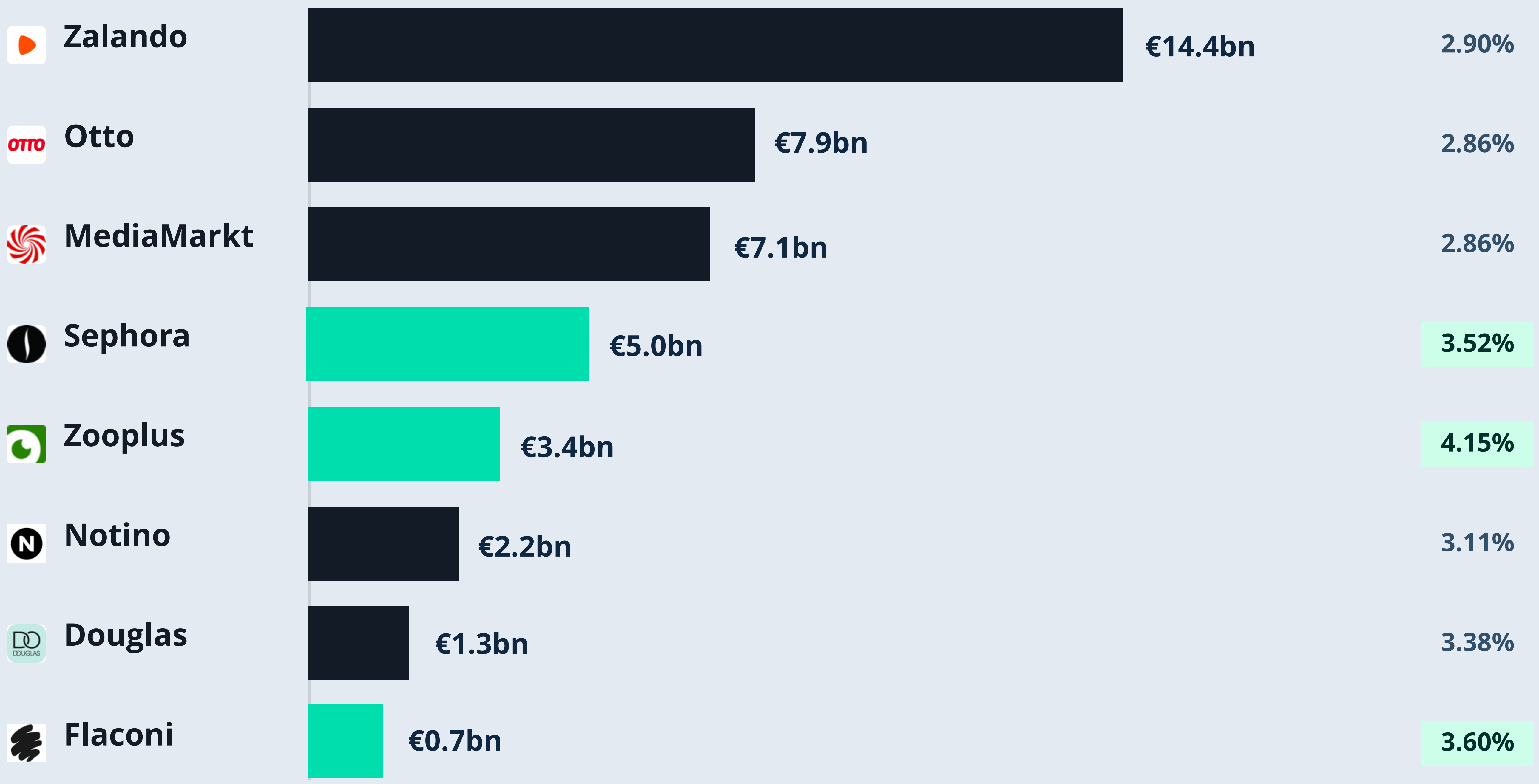
When you build a market-entry plan, pull the return rate for your exact category and target market. In returns-heavy categories, a 6-point error can wipe out your margin.

Notes: Gap = fashion return rate minus beauty return rate.
Sources: ECDB

The Biggest Retailer Is Rarely the Best

Eight retailers by online GMV, 2025 · conversion rate shown right

Conversion rate 2025



Size Brings Volume, Not Efficiency

Zalando leads on GMV at **€14.4bn** but converts at just 2.90%. Zooplus, a fraction of its size, converts at **4.15%** and Sephora at 3.52%.

Highlighted retailers are the top converters, and none of them is the biggest.

Sources: ECDB

Eight Retailers, Five KPIs, Side by Side

Giants and specialists: the best value in each column is highlighted

Retailer	Type	GMV	Conv.	AOV	Freq.	Growth ’24 to ’25
Zalando	Fashion	**€14.4bn**	2.90%	€69	**4.7×**	+14.8%
Otto	Generalist	€7.9bn	2.86%	€171	2.7×	+9.9%
MediaMarkt	Electronics	€7.1bn	2.86%	**€178**	n/a	+19.9%
Sephora	Beauty	€5.0bn	3.52%	€59	2.1×	+9.4%
Zooplus	Pet / FMCG	€3.4bn	**4.15%**	€65	3.1×	+10.7%
Notino	Beauty	€2.2bn	3.11%	€76	2.3×	+25.9%
Douglas	Beauty	€1.3bn	3.38%	€69	n/a	+9.5%
Flaconi	Beauty	€0.7bn	3.60%	€54	n/a	+31.9%

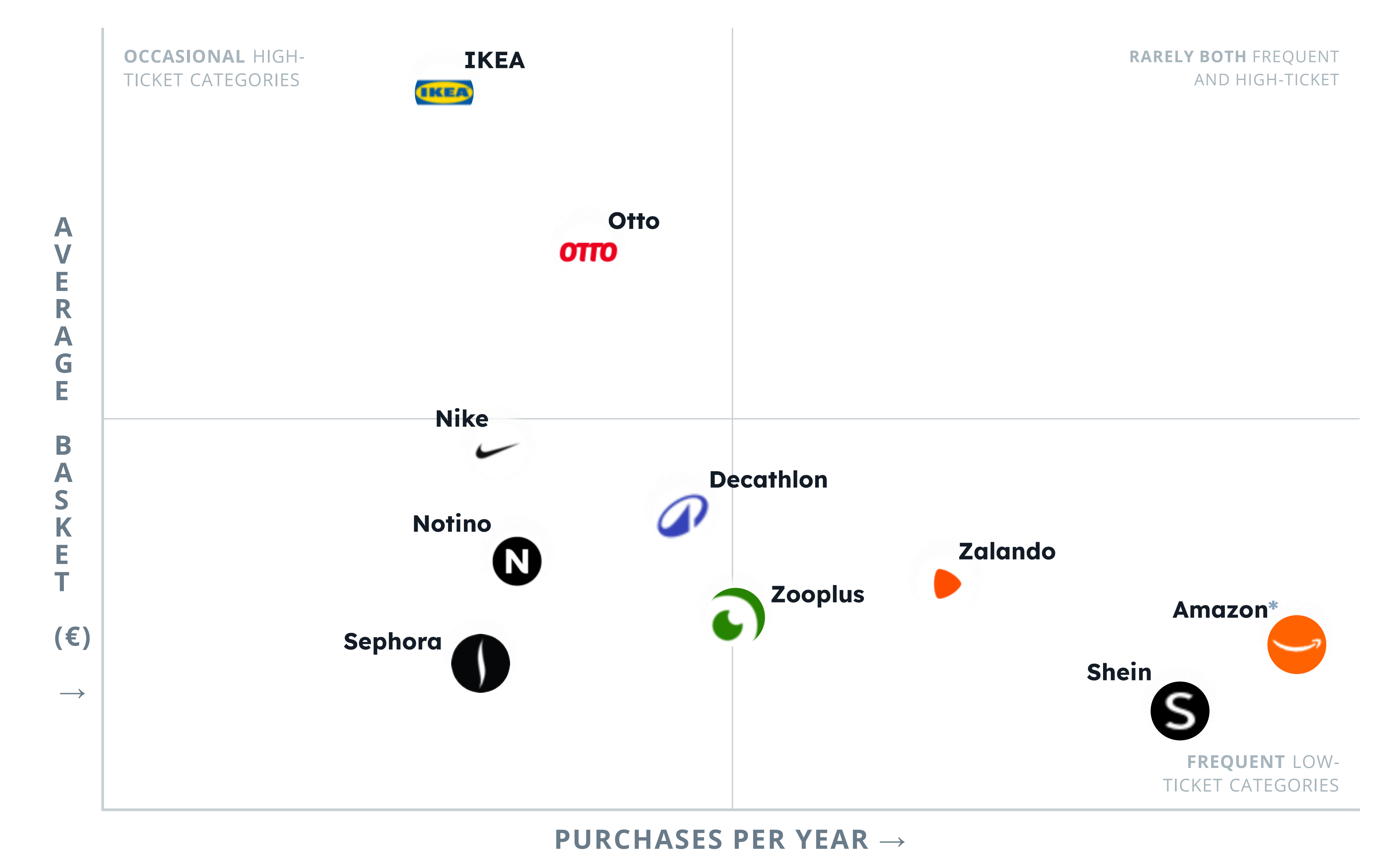
No retailer wins more than two columns. GMV leader Zalando buys often but converts low; conversion leader Zooplus is mid-sized; AOV leader MediaMarkt sells big-ticket electronics. Different, deliberate models.

Notes: Growth is modeled GMV 2024→2025. n/a means not modeled for this retailer-year.

Sources: ECDB

Basket Size and Buying Frequency Trade Off by Category

How often customers buy is set mostly by what they sell, not how loyal they are



How to Read It

IKEA — BASKET €220 | FREQUENCY 1.9×/yr

FURNITURE

Big basket, rare purchase: even loyal customers refit a home occasionally.

Zalando — BASKET €69 | FREQUENCY 4.7×/yr

FASHION

Small orders, frequent visits. The category drives the rhythm, not loyalty.

Zooplus — BASKET €65 | FREQUENCY 3.1×/yr

PET SUPPLIES

Predictable refills: the closest thing to recurring revenue in e-commerce.

Notes: *Amazon buys 19.5×/yr, shown near the axis edge to keep the scale readable.

Sources: ECDB

Putting It to Work: Choosing a Retail Partner

Before picking a beauty retail partner, the numbers tell you which one fits your product

Sephora
BEAUTY RETAILER

GMV 2025	GROWTH	CONVERSION	AVG BASKET
€5.0bn	+9.4%	3.52%	€59

Largest beauty reach, steady growth.

- **Best fit for broad, established ranges.**

Notino
BEAUTY RETAILER

GMV 2025	GROWTH	CONVERSION	AVG BASKET
€2.2bn	+25.9%	3.11%	€76

Fast growth, highest basket of the three.

- **Best fit for value-led volume.**

Flaconi
BEAUTY RETAILER

GMV 2025	GROWTH	CONVERSION	AVG BASKET
€0.7bn	+31.9%	3.60%	€54

Smallest but fastest-growing, highest conversion.

- **Best fit for a launch with momentum.**

Build your shortlist on conversion, basket and growth, not relationship history. Walk into each meeting with the partner's own numbers and you become a peer who understands their business.

Sources: ECDB

From Benchmark to Decision

A benchmark you read once is trivia. A benchmark you act on is leverage.

01

Set Realistic Goals

Target the top of your market and category range, not "last year plus a bit." Your trend shows if you are improving; the benchmark shows if it is enough.

- A team that grew German conversion 2.8% to 3.1% beat its own history but was still below the 3.33% market benchmark.

02

Negotiate Prepared

Know a partner's GMV trend, conversion and basket before the meeting, and the conversation changes before terms come up.

- Customers describe this as going from supplier to peer in the room, before the first ask is on the table.

03

Report in Context

"3.5% vs a 3.33% benchmark, closing on the leaders" is a position, not just a number. Leadership responds to relative standing.

- Be honest about the source: modeled intelligence, presented as solid directional context, builds credibility.

Notes: Modeled intelligence: transaction signals cross-validated with retailer and traffic data; not a 1:1 feed.

Sources: ECDB

ECDB

Before You Trust Any Benchmark, Ask

Four quick checks: if a benchmark fails any one, it is not ready to drive a decision

01

Is It From Real Purchases?

Not web traffic or surveys, but numbers you can reconcile with your own revenue.

- **Transaction-based: like every figure in this report.**

02

Is It for My Market?

A 3.4% global average hides a 2.5%–4.0% real range across six markets.

- **Use Germany's 3.33%, not a worldwide number.**

03

Is It for My Category?

Returns are normal at 19% in fashion. The same number is alarming in beauty.

- **Compare a beauty retailer only to beauty benchmarks.**

04

Read With a Partner KPI?

No single metric tells the full story. Every KPI has a natural counterpart.

- **Conversion rate alongside cart abandonment rate.**

Sources: ECDB