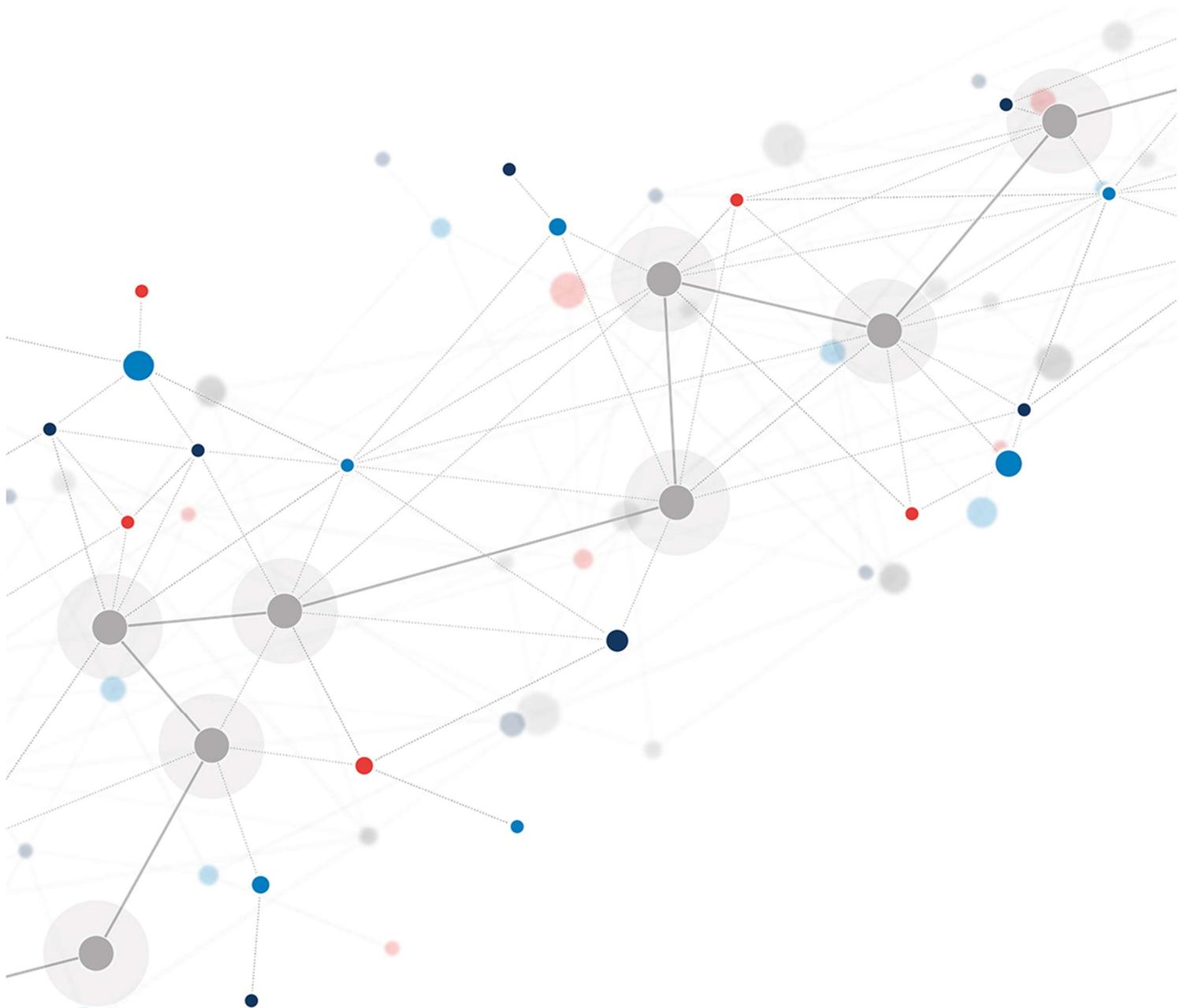

SURVEY EVIDENCE ON USER MULTI-HOMING IN ONLINE RETAIL BUSINESSES

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1 INTRODUCTION AND SUMMARY¹

- 1.1 This paper considers empirical evidence on multi-homing in online retailing in the context of the ‘gatekeeper’ concept. The concept is at the heart of the European Union’s Digital Markets Act (‘DMA’) and similar legislation proposed by various European countries, such as Italy’s proposed reform of its law on economic dependence, the UK’s pending legislation for companies with ‘Strategic Market Status’ and Germany’s competition law reform of 2021.
- 1.2 There is no universally agreed definition of what constitutes a gatekeeper.² Common to any notion of gatekeeping, however, is the importance of ‘single-homing’ users, who use no other service for the activity under investigation besides the alleged ‘gatekeeper’, and to whom the alleged ‘gatekeeper’ therefore may control access. For many settings, the key question is whether users of an intermediation service (e.g., a marketplace that hosts sellers and consumers) can easily reach each other: sellers (on one side) reaching consumers (on the other), for example. If users on both sides of an intermediation service (a ‘platform’) use more than one service (‘multi-home’) the service operator is unlikely to be a gatekeeper. If consumers and sellers all multi-home, for example, then neither would be forced to go through any particular intermediary to conduct transactions.
- 1.3 Multi-homing therefore represents a significant constraint on an intermediary’s power. Despite this, the DMA and most of the other new legislation put little or no emphasis on multi-homing when designating large undertakings as gatekeepers (or similar labels identifying companies as subject to special rules), instead relying on quantitative thresholds based on the company’s size and other factors. In doing so, these legal instruments may identify as gatekeepers those digital intermediaries which are large but in fact have no meaningful gatekeeping ability, because their users multi-home. That could set an unfortunate precedent, if the gatekeeping concept becomes more widespread in the regulation of digital markets.
- 1.4 This paper reviews independent survey evidence on multi-homing in online marketplaces, both on the consumer and seller sides. This includes two large surveys of five countries in Europe commissioned by Amazon, conducted by market research firm Alligator Digital with assistance from Compass Lexecon, including the authors of this piece. One of the surveys focused on consumers active on online marketplaces, while the other focused on sellers active on at least one online marketplace. The results of these surveys show significant multi-homing on both the consumer and seller sides, thus showing that neither sellers nor consumers ‘depend’ on a single channel to purchase or sell their products. Results varied by country and product type to some extent, but overall and fairly consistently:
- a. Half or more of consumers reported shopping around for a given purchase, before buying it on an online marketplace, by looking into other non-marketplace channels (such as a brand’s own webstore or brick-and-mortar stores) as well as other marketplaces. Similar proportions reported checking prices, for example on price comparison sites.

¹ The authors are employees of Compass Lexecon, an economics consultancy firm. This report was produced with funding from Amazon. The views expressed here are the sole responsibility of the authors and cannot be attributed to Compass Lexecon, Amazon or any other Compass Lexecon client.

² The ‘gatekeeper’ terminology is used in the EU DMA but may not be used in the other proposed legislation discussed here (some of which has not been drafted) – for instance, the UK is likely to refer to ‘Strategic Market Status’. Nonetheless, all of these initiatives aim to impose special controls on certain large intermediaries (probably largely the same companies in each case), so we use this term throughout this paper even though our focus is not solely on the DMA.

- b. This reported browsing behaviour is confirmed by actual purchases: consumers who purchased a particular product on an online marketplace had used multiple channels and several marketplaces to buy similar products (within the same category) over the preceding year.
- c. The majority of marketplace consumers use more than one marketplace for making online purchases.
- d. About one third of consumers reported that they would look elsewhere if prices went up by a small amount (5%) on online marketplaces, which is evidence of substitution between channels by consumers.
- e. Similarly, the great majority of sellers on online marketplaces, including a majority of 'small' sellers, were not dependent on a single marketplace for their sales but used other marketplaces, other e-commerce channels (such as their own website) or bricks and mortar channels.

1.5 The remainder of the paper is set out as follows:

- Section 2 provides an overview of how different jurisdictions define the gatekeeper or similar concepts and the role that multi-homing plays in these definitions.
- Section 3 summarises empirical evidence on consumer multi-homing in e-commerce.
- Section 4 summarises empirical evidence on seller multi-homing in e-commerce.
- Section 5 concludes.

2 GATEKEEPER CONCEPTS IN EUROPEAN JURISDICTIONS

2.1 Several jurisdictions are introducing legislation aimed at ‘gatekeepers’. In this section, we provide an overview of how these different jurisdictions define the gatekeeper or similar concepts and the role (if any) that multi-homing plays in these definitions.

The European Union

2.2 The DMA is an ex-ante regulatory regime being introduced by the European Union intended to increase contestability and fairness in the digital ecosystems associated with companies which are to be designated as ‘gatekeepers’. The DMA has two main components: the designation of a company as a gatekeeper and a series of restrictions imposed on those gatekeepers (e.g., bans on ‘self-preferencing’). At the time of writing, what seems likely to be the final text of the DMA has just been published in May 2022 on the Council of Europe website (from here onwards all references to ‘the DMA’ are to this version).³

2.3 The European Commission (EC) has referred to gatekeepers as ‘bottlenecks’ that business users cannot get around: to reach a target group of consumers, businesses have no choice but to deal with a ‘gatekeeper’. In the DMA itself, however, the gatekeeper designation is based on simple rules: an undertaking is presumed to have gatekeeper status if it provides certain types of services, (“core platform services”) and satisfies a set of specific quantitative thresholds (e.g., number of users).⁴

2.4 Most undertakings being targeted by the DMA are commonly referred to as ‘platforms’: undertakings that intermediate interactions between different types of users. Here, we will think of such users as ‘businesses’ and ‘end-users’, such as sellers and consumers on an e-commerce marketplace, but other kinds of digital intermediation services may have different structures.

2.5 Although multi-homing is mentioned in the DMA, it does not appear to have the same importance as the quantitative thresholds for gatekeeper designation. Multi-homing may be considered directly when designating as gatekeepers undertakings who do not meet the quantitative thresholds.⁵ However, the largest digital intermediation services do meet these thresholds and will therefore most likely be designated quasi-automatically, irrespective of whether their users multi-home or not. These undertakings would only be left with the possibility to rebut the gatekeeper presumption by bringing forward sufficient evidence to “manifestly” reject the EC’s designation.⁶ Even in the case of such a rebuttal, the EC still reserves the right to reject the undertaking’s argument by means of a market investigation.⁷ This leaves designated undertakings little scope to make their case based on evidence of multi-homing.

³ Digital Markets Act, 11 May 2022, <https://www.consilium.europa.eu/media/56086/st08722-xx22.pdf>

⁴ Digital Markets Act, Art 2 – (1),(2), 3.2 (May 2022).

⁵ Digital Markets Act, Art 3.8 e). (May 2022).

⁶ Digital Markets Act, Art 3.5. (May 2022).

⁷ Digital Markets Act Art. 17.3 (May 2022).

- 2.6 The primary importance of multi-homing in the context of defining gatekeeper power was raised in the EC's Economic Expert report on the DMA:⁸

"We add that, in the platform economics literature, entrenched market power is often measured by the extent and cost of multi-homing. More competition and substitution on one side of the platform market can reduce its market power on that side. We suggest that the Commission could use objectively measurable proxies for this, including for example (a) dependence on referral traffic from major search engines, social media and advertising, and (b) the extent of multi-homing by users on each side of the market. For example, consumers can often easily multi-home between competing e-commerce or ride-sharing platforms. Switching costs for sellers on these platforms are also relatively low. By contrast, multi-homing between smartphone operating systems is costly for consumers (implies buying a new phone), while user benefits are low since most popular apps are available in the leading app stores of both operating systems. App developers incur additional upload costs because they need to be present in both stores. In this case, multi-homing by app developers does not reduce the app stores' market power but is a result of competitive bottlenecks."

- 2.7 Heike Schweitzer, a former special advisor to EU Commissioner for Competition Margrethe Vestager, also emphasises the importance of multi-homing as a measurable proxy for market power. In response to the DMA's proposed quantitative thresholds, she argues:

*"The number of users may indicate network effects – but in case of user multi-homing, it may not necessarily indicate an absence of competitive discipline. Consequently, these quantitative proxies for the "bottleneck power" that the DMA strives to regulate are highly fuzzy. A platform with a high number of users may, for example, still not possess gatekeeper power where a high portion of end users has both the ability and incentives to multi-home across different platforms or regularly switch platforms and can therefore be reached through different channels."*⁹

- 2.8 Thus, although the DMA aims to regulate 'gatekeeper' firms, in practice, the draft legislation does not sufficiently address the economic importance of multi-homing, which is crucial for evaluating economic dependence and defining 'gatekeeper' companies.

Italy

- 2.9 Italy is proposing to introduce into its existing law on abuse of economic dependence a rebuttable presumption of dependence for:

*"A company that offers intermediation services on a digital platform, when the latter has a decisive role in reaching end users (particularly when there are network effects or the company collects data from users)".*¹⁰

- 2.10 The Italian authorities (the Italian Competition Authority (AGCM) and national courts) would intervene against firms with an important role in connecting business users to end-users. Although the Italian law does not address multi-homing directly, it does consider the availability of satisfactory

⁸ Cabral, L., Haucap, J., Parker, G., Petropoulos, G., Valletti, T. and Van Alstyne, M., *The EU Digital Markets Act*, Publications Office of the European Union, Luxembourg, 2021, ISBN 978-92-76-29788-8, doi:10.2760/139337, JRC122910.

⁹ Schweitzer, Heike, *The Art to Make Gatekeeper Positions Contestable and the Challenge to Know What is Fair: A Discussion of the Digital Markets Act Proposal*, 2021. Forthcoming, ZEuP 2021, Issue 3, Available at SSRN: <https://ssrn.com/abstract=3837341>

¹⁰ Proposed changes to L.192/1998 (p. 25) https://www.ansa.it/documents/1636051142145_concorrenza.pdf (IT). Original Italian: "Salvo prova contraria, si presume la dipendenza economica nel caso in cui un'impresa utilizzi i servizi di intermediazione forniti da una piattaforma digitale che ha un ruolo determinante per raggiungere utenti finali o fornitori, anche in termini di effetti di rete o di disponibilità dei dati."

alternatives of the ‘weakest’ party in the contractual relationship as a relevant factor in determining the existence of an economic dependence situation.¹¹ While the new law would still leave to the AGCM the burden of proof of the abusive behaviour, the presumption would require the company offering intermediation services to prove the existence of commercial alternatives for the party that alleges the abuse.

UK

- 2.11 The Competition and Markets Authority (CMA) published a market study in 2020 that proposed an ex-ante regulatory regime for firms deemed to have ‘strategic market status’ (SMS).¹² It considered SMS firms to be those with enduring market power and “control over strategic gateway markets” such that users find themselves in a situation of economic dependency. Unlike the DMA, in the CMA’s proposals, SMS status would be assigned through a structural analysis of market and firm characteristics, and should apply to companies which have a:

“Position of enduring market power or control over a strategic gateway market with the consequence that the platform enjoys a powerful negotiating position resulting in a position of business dependency.”¹³

- 2.12 The CMA market study did not address e-commerce and instead focused on social media and search engines. For these industries, it considered multi-homing as a factor increasing competitive pressure:

“In markets characterised by network effects, consumer multi-homing can help smaller platforms develop their customer base, increase the competitive pressure faced by incumbents such as Facebook and prevent the market from ‘tipping’.”¹⁴

- 2.13 Although e-commerce is not characterised by same-side network effects in any way comparable to social media, it is clear the CMA considers consumer multi-homing to be an effective check on an incumbent’s position from becoming “entrenched”.

- 2.14 As of May 2022, the UK government has confirmed its intention to legislate in this area but has not yet drafted legislation or announced a definite timetable to do so.¹⁵ ¹⁶ It is developing the SMS Test and accompanying regulation for SMS firms in the UK.¹⁷ The Government has proposed to introduce a ‘minimum revenue threshold’ to guarantee that smaller firms are out of SMS designation, in contrast to the approach taken by the EU.¹⁸

¹¹ Art. 9(1) L. 192/1998 <https://www.agcm.it/competenze/tutela-della-concorrenza/dettaglio?id=58e16284-f1d9-4712-9db9-cfcf13959ec4&parent=Normativa&parentUrl=/competenze/tutela-della-concorrenza/normativa>.

¹² CMA, *Online Platforms and Digital Advertising – Market study final report*, 2020, Box 1 - p.34 https://assets.publishing.service.gov.uk/media/5fa557668fa8f5788db46efc/Final_report_Digital_ALT_TEXT.pdf

¹³ CMA, *Online Platforms and Digital Advertising – Market study final report*, 2020, paragraph 7.55

¹⁴ CMA, *Online Platforms and Digital Advertising – Market study final report*, 2020, paragraph 3.214

¹⁵ Queen’s Speech 2022, paragraph 6. <https://www.gov.uk/government/speeches/queens-speech-2022>.

¹⁶ HM Government, *Government response to the consultation on a new pro-competition regime for digital markets*, 2022, paragraph 16, p.10. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1073164/E02740688_C_P_657_Gov_Resp_Consultation_on_pro-comp_digital_markets_Accessible.pdf

¹⁷ HM Government, *Government response to the consultation on a new pro-competition regime for digital markets*, 2022, paragraph 6, p.7.

¹⁸ HM Government, *Government response to the consultation on a new pro-competition regime for digital markets*, 2022, p.18.

Germany

2.15 Starting from 2021, Germany has allowed its Federal Cartel Office ('FCO') to place behavioural restraints similar to the DMA's, on "undertakings of paramount cross-market significance".¹⁹ The FCO focused its efforts on regulating firms with strategic *cross-market* presence, to avoid firms controlling input and output market simultaneously or the indiscriminate use of data across services. In the case of "multi-sided markets and networks", dominance is evaluated taking into account the following factors:

1. *direct and indirect network effects,*
2. *the parallel use of services from different providers and the switching costs for users,*
3. *the undertaking's economies of scale arising in connection with network effects,*
4. *the undertaking's access to data relevant for competition,*
5. *innovation-driven competitive pressure.*²⁰

2.16 These qualitative criteria address the economics of dominance and point 2. refers to multi-homing. It is on the basis of these criteria that the FCO then proceeds to attach behavioural restraints on undertakings deemed to have paramount cross-market significance.²¹

2.17 So: although legal tests vary, an *economic* assessment of whether a digital intermediation service is a gatekeeper or not is ultimately an empirical question of whether its users multi-home and thus can easily shift to an alternative provider. As summarised in the following sections, multi-homing by both consumers and sellers on online marketplaces suggests that those businesses are less likely to be gatekeepers in an economic sense than other digital intermediation services (such as app stores or search engines) considered by the DMA and similar initiatives.

¹⁹ German's proposed competition law reform (p. 19-22). <https://dserver.bundestag.de/btd/19/258/1925868.pdf> (GER)

²⁰ D'Kart, *Gesetz gegen Wettbewerbsbeschränkungen 2021 Wichtige Änderungen durch das GWB-Digitalisierungsgesetz (10. GWB-Novelle) – Konsolidierte Fassung (14.1.2021)*, section 18, paragraph 3a (translated from German) [GWB-2021-konsolidierte-Vorschriften.pdf \(d-kart.de\)](https://www.d-kart.de/konsolidierte-vorschriften.pdf).

²¹ D'Kart, *Gesetz gegen Wettbewerbsbeschränkungen 2021 Wichtige Änderungen durch das GWB-Digitalisierungsgesetz (10. GWB-Novelle) – Konsolidierte Fassung (14.1.2021)*, section 19a, paragraph 1.

3 EVIDENCE ON CONSUMER MULTI-HOMING IN E-COMMERCE

- 3.1 In this section, we discuss survey evidence on consumer (that is, ordinary shoppers) multi-homing in e-commerce.
- 3.2 Consumer multi-homing, in general, is defined as when consumers consider two or more shopping destinations, potentially both offline and online, when making purchases: colloquially known as “shopping around”. It is this behaviour that keeps different retailers “on their toes” and competing for the consumer.
- 3.3 This section reviews both multi-homing at the shopping mission level and across online marketplaces. There is no hard and fast rule for how narrowly to define product markets when assessing multi-homing: both within-product and across-product multi-homing concepts are useful when looking into policy-relevant questions such as user lock-in or how consumers use retail stores. In some cases, the focus on the particular mission may be important: a consumer shopping for cars from one retailer and pet-food from another may not be a multi-homing shopper for either product if the two retailers do not each sell both products (e.g., cars and pet food). However, it can also be important to consider multihoming more broadly, as if consumers already use more than one retailer for purchases, that may well indicate an ability to shop around.
- 3.4 Consumer multi-homing in e-commerce can be measured in several different ways:
- Browsing behaviour related to a particular shopping mission or purchase. So, for example, if a consumer says that when they purchased a USB key from Fnac, they also checked the same or similar products on CDiscount and eBay, then this would show multi-homing.
 - Actual purchasing behaviour over time within the same product category. So, for example, if a consumer used CDiscount and Fnac to buy “electronics” over a 12-month period, this would show multi-homing.
 - Multi-homing across different products. If a consumer uses Fnac for electronics and Carrefour for food, Carrefour will provide an easy alternative for electronics purchases and the consumer may know this and even see electronics prices on visits to shop for food. Thus, using multiple retailers for different products can provide additional evidence on the potential for multi-homing.
- 3.5 We are aware of several surveys in the public domain that sought to assess consumer multi-homing in e-commerce and we describe some of them below.
- 3.6 Of particular relevance, however, is the Amazon buyer survey. The survey ran in 2020 and covered 27,000 shoppers across five European countries (Italy, Germany, France, Spain and UK) and ten product categories and investigated issues such as multi-homing and consumer sensitivity to price increases.²² Detailed results relevant to multi-homing are set out in an annex to this paper.

²² The survey covered ten different product categories: Car and Motorbike, Clothes, Shoes and Watches, Electronics and Computers, Food and Grocery, Health and Beauty, Home, Garden, Pets and DIY, Sports and Outdoors, Toys, Children and Baby, Books, Movies, TV, Music, Games, Video Games and Consoles.

Browsing behaviour when on a particular shopping mission

- 3.7 One way to measure multi-homing is to ask shoppers about a particular shopping mission / purchase and ask them to recall whether they checked other shopping destinations before making their final purchase at a given shopping destination.
- 3.8 Evidence from e-commerce transaction data shows extensive browsing behaviour at the product level (Criteo, 2016). Subsequent studies, from Criteo (2017), KPMG (2018) and ComScore (2018), provide additional consumer survey evidence at the product category level. At the same time, KPMG (2017) and Deloitte (2021), find that online browsing is complementary to in-store visits, with consumers first doing online research and then buying at a physical store. Providing more granular evidence, the Amazon buyer survey documents the type of channels consumer look for, and their use of price comparison websites.
- 3.9 The following part will outline in detail the empirical survey evidence on shopper's browsing behaviour coming from various countries across the World.
- 3.10 In 2016, Criteo conducted research on how online shoppers in the UK go from browsing to making online purchases.²³ This was based on a combination of survey data and proprietary network data of ecommerce transactions. Criteo found that between 22% and 43% of online shoppers used at least two retail e-commerce sites when browsing for a given product, depending on the product category.²⁴
- 3.11 Criteo also conducted a survey in 2017 focusing on 10,000 omnichannel shoppers in the US, UK, Germany, France, Japan and Brazil.²⁵ It studied the behaviour of shoppers who use more than one channel for their purchases (i.e., physical and online).²⁶ This represented between 72% of respondents (in Germany) and 83% of respondents (in USA). Because of their 'omnichannel' nature the survey focuses on a sample of relatively digitally educated consumers. Between 29% and 47% of respondents (depending on the country) stated that they often visit multiple websites to compare products in the apparel category.²⁷ It also found that 80% of shoppers regularly or occasionally browse products online before making purchases in a physical store.
- 3.12 KPMG conducted a survey in 2017 covering 18,430 online consumers from a much wider panel of countries (51).²⁸ They found that 65% of respondents compared prices with other online retailers when shopping in a brick-and-mortar store. KPMG also found that consumers consider multiple options prior to their purchases, for example, consumer research their shopping decisions heavily, with 55% researching reviews prior to purchase, 47% visiting company websites and 26% checking the product instore before purchasing online.
- 3.13 KPMG's Annual Retail Survey from 2018 confirms the trends observed in the 2017 survey. In contrast to the 2017 survey, this survey only focused on the UK market and considered retail behaviour in general, rather than focusing only on online shopping. It also provides evidence of the

²³ Criteo, *Browsing & Buying Behaviour*, 2016: United Kingdom Q3 2016'. Criteo operates an ecommerce media exchange and has data on over 90 billion yearly ecommerce searches and £96 billion in ecommerce transactions. The company also has access to cross-site consumer shopping data. <https://www.criteo.com/wp-content/uploads/2018/01/Browsing-Buying-Behaviour-2016-UK.pdf>

²⁴ The categories covered were Electronics, Home, Furniture, Toys & Games, Baby Care, Apparel & Accessories, Health & Beauty.

²⁵ Criteo, *The Shopper Story 2017*, 2017: a global study of the changing nature of retail from the viewpoint of nearly 10,000 shoppers". (https://www.criteo.com/wp-content/uploads/2017/10/TheShopperStory_US_Final.pdf). Omnichannel shoppers are shoppers who "use a variety of devices, channels, and platforms to browse products".

²⁶ Criteo, *The Shopper Story 2017*, 2017. p.5.

²⁷ Criteo, *The Shopper Story 2017*, 2017. p.22.

²⁸ KPMG, *The truth about online consumers*, 2017, p. 10/13. <https://assets.kpmg/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>

- extensive comparison and research behaviour of consumers: 57% of respondents were found to compare prices on other sites before making their purchase. It also found that 23% of respondents visited a physical shop before making an online purchase, citing reasons such as wanting to try on or compare products in person.²⁹
- 3.14 In 2018, ComScore conducted a survey of around 3,000 US online shoppers which found that 68% of consumers visited Amazon.com in the 7 days leading to a non-Amazon purchase, with 28% visiting Amazon in the same session as their retail purchase.³⁰
- 3.15 In the Amazon buyer survey, respondents who had bought a specific product on a given online marketplace were asked what other channels they looked at when making this specific purchase.³¹ Shoppers reported actively checking other destinations when making the specific purchase. Between 47% - 57% (depending on the country) checked at least one non-marketplace channel. 22% - 29% checked for similar products on other online marketplaces and 20%-25% checked company websites. Furthermore, 41%-56% reported having used comparison shopping websites when making this specific purchase.³²
- 3.16 The survey also asked respondents to indicate whether they checked other channels for cheaper prices when buying the type of product they had identified. It found that shoppers actively research prices on other channels. For example, 54% of respondents in Italy and 48% of respondents in Spain stated that they always or frequently checked prices in physical stores.³³ Furthermore, between 49% and 70% of respondents always or frequently checked online search engines such as Google when making similar purchases.³⁴
- 3.17 A Deloitte 2021 survey of 8,000 retail consumers in the United States found that shoppers frequently combine online and offline sales channels in a single shopping mission. For example, 60% of in-store purchasers report doing research online. During a recent shopping journey, 60% of in-store purchasers reported doing online research and 56% of online purchasers reported doing research in-store. 72% of consumers reported shopping at more than one retailer on a recent trip, with 30% checking three or more retailers. Furthermore, among shoppers who routinely purchase from a product category online, 55% would switch to in-store for a new occasion, compared to 33% of in-store shoppers who would switch to online for a new occasion purchase from a product category.³⁵

²⁹ KPMG, *Annual Retail Survey*, 2018, p. 6. KPMG interviewed 1600 employees in their capacity as consumers. The digital intermediaries specified in the survey go beyond e-commerce (including e.g., JustEat and AirBnB). Nevertheless, the results are indicative of a general trend of shopping around. <https://assets.kpmg/content/dam/kpmg/uk/pdf/2018/01/kpmg-annual-retail-survey-2018.pdf>

³⁰ ComScore, *State of the U.S. Online Retail Economy Q1 2018*, 2018 p. 26.

³¹ Based on the survey question "What other places did you look at when comparing choices for this product? Please choose all the options below which describe the places you looked at before choosing to buy this product". Results are reported in Table 1 in Appendix A.

³² Based on the survey question "Did you use a general search online, Google Shopping or an alternative price comparison site (e.g. [country-specific list of alternatives]) to find the product to purchase?". Results are reported in Table 2 in Appendix A.

³³ Based on the survey question: "Thinking about the times when you bought products such as this on an online marketplace, which of the following best describes the way you compare prices for products such as this in physical stores?". Results are reported in Table 3 in Appendix A.

³⁴ Based on the survey question "Thinking about the times when you bought products such as this on an online marketplace, which of the following best describes the way you compare prices for products such as this via online searching such as Google or on online stores?". Results are reported in Table 4 in Appendix A.

³⁵ Deloitte, *Consumer Preferences Embrace a Mix of Physical and Digital*, 2021. <https://www.deloittedigital.com/content/dam/deloittedigital/us/documents/offerings/offerings-20220125-insightiq-ccia-consumer-preferences-embrace-a-mix-of-physical-and-digital.pdf>

- 3.18 While different surveys may focus on different types of consumers (for example, ‘*omnichannel*’ as well as single channel) or different sales channels (online v offline), all the evidence we found points to a significant degree of multi-homing in consumers browsing behaviour.

Actual purchases in the past twelve months from the same product category

- 3.19 Multi-homing can be measured by asking consumers about their purchasing behaviour over time within a given product category, without directly asking them whether they recall shopping around. If for example a consumer purchased cycling gloves from Retailer A in January and then a cycling helmet from Retailer B in June, the consumer is likely to have considered both retailers each time, shopping around.
- 3.20 The Amazon buyer survey finds that not only do consumers shop around different sales channels (online and offline), but they also check different online marketplaces when making a purchase. This is ideally to look for the best price or their preferred variety of a product.
- 3.21 In the Amazon buyer survey, respondents who made more than one purchase in the same product category, were asked what channels they used for making purchases in the past twelve months in a given product category (for ten different product categories).³⁶ The survey found that between 45% and 61% of marketplace shoppers (across the five countries analysed) used at least two channels (for example, physical stores in addition to online marketplaces) when purchasing products from the same product category within the past year.³⁷ The survey also asked about multi-homing *within* the marketplace channel and found between 57% and 70% of respondents used at least two marketplaces for purchases in the same product category in the past twelve months.³⁸ Thus, that the majority of marketplace users both multihomed *across* channels, and *within* online marketplaces, using different types of retailers for similar products.

Consumer use of online marketplaces for online shopping

- 3.22 Surveys have also looked more broadly at how consumers use multiple retailers according to the type of service used, such as ‘online marketplaces’, irrespective of the specific product purchased. This is consistent with how some regulators have suggested that online marketplaces are a separate type of service in their own right. In general, such surveys have found that large majorities of consumers use more than one online marketplace.
- 3.23 The ComScore survey explored this dimension of multi-homing, finding that users making more purchases are also active in multiple platforms.³⁹ For example, 59% of those who made between two and five purchases in Q4 2017 used two or more marketplaces, compared to 85% of those who made ten or more purchases.

³⁶ Based on the survey question “Thinking about all the products within the product categories that you purchased in the last 12 months. What channel (or channels) have you used to buy from for each of the product categories in the past 12 months?”. Results are reported in Table 5 in Appendix A. Respondents could choose from marketplaces, “online store”, “from a physical shop” or some other channel.

³⁷ This result excludes respondents who said they had only purchased one product in the product category in the last 12 months.

³⁸ Based on the survey question “Thinking about all your online purchases in the last 12 months. Which online marketplaces have you bought from in the last 12 months, regardless of product category?”. Results are reported in Table 6 in Appendix A.

³⁹ ComScore ‘State of the U.S. Online Retail Economy Q1 2018’, p. 27.

- 3.24 In the Amazon buyer survey, consumers were asked to think about *all* their online purchases in the past 12 months, and report all the marketplaces they have used. Between 71% and 81% of consumers across the five countries used more than one marketplace for online shopping.⁴⁰
- 3.25 In July 2020, Pinar Akman, the director of the Jean Monnet Centre of Excellence on Digital Governance, in collaboration with survey company *YouGov* conducted a consumer survey of 11,151 respondents in ten diverse and geographically spread countries across the world.⁴¹ Akman focused on the number of marketplaces used for online shopping by respondents across the world. The survey found that marketplace consumers across the world use between 2.65 (China) and 3.96 (Brazil) online marketplaces for their online shopping tasks and between 52% (Germany) and 77% (Singapore) of those consumers use more than one online marketplace.⁴²

Consumer sensitivity to price increases

- 3.26 Of direct relevance to any economic assessment of consumer behaviour – but harder to measure – is the consumer response to price changes or other changes that might cause them to seek alternative retailers. This is of obvious relevance to gatekeeping: if the gatekeeper were to try to exploit those consumers using its service, would they switch away to an alternative?
- 3.27 The Amazon buyer survey asked about how consumers would behave if prices increased across all online marketplaces. The survey found that around 30% of consumers on online marketplaces would switch away to other non-marketplace channels in the face of a 5% increase in prices on online marketplaces, indicating high price sensitivity of consumers.⁴³
- 3.28 This high willingness to move away in response to a small price increase is perhaps unsurprising, given the evidence cited above on how much consumers shop around, but it is very relevant to an economic assessment of whether any online marketplace can be considered a gatekeeper. Competition authorities usually consider such a test of how many consumers would switch to alternatives in the face of a small price increase, when assessing whether companies have market power. If enough consumers on online marketplaces readily switch to alternatives when prices increase, this is a competitive constraint on online marketplaces: coming from goods suppliers' own web sites, from physical stores and other sources (in addition to the competition between different online marketplaces themselves).

⁴⁰ Based on the survey question “Thinking about all your online purchases in the last 12 months. Which online marketplaces have you bought from in the last 12 months, regardless of product category?”. Results are reported in Table 7 in Appendix A.

⁴¹ United Kingdom (2,022), Germany (1,010), France (1,013), Italy (1,019), the United States (1,017), Australia (1,012), Singapore (1,013), India (1,018), China (1,027), and Brazil (1,020). Number of respondents in parenthesis.

⁴² Akman, Pinar, A Web of Paradoxes: Empirical Evidence on Online Platform Users and Implications for Competition and Regulation in Digital Markets (March 29, 2021). 16 (2) *Virginia Law and Business Review* 217 (2022), Available at SSRN: <https://ssrn.com/abstract=3835280> or <http://dx.doi.org/10.2139/ssrn.3835280>

⁴³ Based on the survey question “You answered that you would have gone to another online marketplace had the price gone up to 1.05*P. Suppose the price had gone up to that level on all online marketplaces (but not on other channels). What would you have done?”.

4 EVIDENCE ON SELLER MULTI-HOMING

- 4.1 An online retailer may reach customers through online marketplaces or other channels, such as brick and mortar stores and social media.
- 4.2 Arguably, if a marketplace's consumers multi-home, then that alone should imply it is not a gatekeeper, as it is unlikely to be able to prevent sellers from reaching the consumers active on the marketplace, as sellers could simply switch to another service. Conversely, multi-homing by sellers when consumers single-home does not necessarily indicate that sellers have alternatives. In this situation, each marketplace would provide access to a different group of consumers, so sellers would have to multi-home across marketplaces to reach them all. A large marketplace, controlling access to a large number of consumers, could then be an unavoidable partner and indeed a 'gatekeeper' in a rather natural metaphorical sense.
- 4.3 When *consumers* multi-home, as the evidence reviewed in the previous section suggests they do, *seller* multi-homing provides additional evidence that sellers can and do take advantage of the alternative routes to reaching consumers that consumer multi-homing provides.
- 4.4 Seller multi-homing can appear through sellers making sales across many channels (such as multiple online marketplaces, online webstores, brick-and-mortar stores etc.). However, when analysing sellers, it may be important also to consider different seller types, for example according to size. Sellers on online marketplaces range from individuals trading in their spare time to major brand manufacturers and their options for taking their business elsewhere may differ.

Multi-homing by sellers

- 4.5 Surveys have shown that sellers use a wide range of methods to reach consumers. The surveys covered in this section consider seller multi-homing at many different levels. Some surveys consider the extent to which sellers use a combination of online and offline methods to reach customers and sell to them, while others consider a seller's use of alternative retail outlets even within a specific channel (e.g., whether sellers use multiple marketplaces).
- 4.6 A PAC survey of 200 European retail companies in 2015 found that 54% of respondents sell through 3 or more channels (such as via an online store, an app, physical store, pop-up store etc.). This is evidence that on the seller's side of the market, businesses multi-home and aim to reach consumers through multiple channels.⁴⁴
- 4.7 In 2017, the European Commission surveyed 1051 retailers across Germany and France. Of the 34% of sellers using online marketplaces, only 4% used those marketplaces as their *only* online sales channel, and only 2% used marketplaces as their only sales channel considering both online and offline channels.⁴⁵

⁴⁴ PAC is a consulting, research, marketing services company. <https://ecommercenews.eu/omnichannel-retail-europe/>

⁴⁵ European Commission, *Final Report on the E-commerce Sector Enquiry*, 2017. https://ec.europa.eu/competition/antitrust/sector_inquiry_sw_d_en.pdf

- 4.8 Feedvisor surveyed 1200 sellers on Amazon in 2018 and found that 52% of sellers also use eBay, 34% use their own website and around 80% use at least one other channel to sell their product.⁴⁶
- 4.9 A 2020 Jungle Scout survey of 4864 sellers from 70 countries across all of Amazon's online marketplaces⁴⁷ found that 1 in 3 sellers are planning to sell their products also on other online marketplaces, with 39% of these considering selling on main competitors, such as Walmart. On top of the previously mentioned surveys, this confirms a good degree of sellers multihoming across online marketplaces.
- 4.10 Amazon commissioned a survey of sellers on online marketplaces in 2020 conducted by market research firm Alligator Digital with assistance from Compass Lexecon, in parallel with the survey of consumers described above.⁴⁸ The survey covered 1000 sellers in each of France, Germany, Italy, UK and Spain. Quotas were used to target an equal number of small, medium and large businesses actively selling on online marketplaces.⁴⁹ Detailed results relevant to multi-homing are set out in an annex to this paper.
- 4.11 Of the online marketplace sellers surveyed, between 79% and 87% (depending on the country) used at least one non-marketplace channel to reach consumers.⁵⁰ Between 47% and 62% used their own company website, between 27% and 38% used brick-and-mortar stores and 44% to 68% used social media to reach consumers. The survey showed that the majority (between 54% and 80%) even of small seller respondents used at least one other channel.
- 4.12 To complement the above results, the survey also looked at the proportions of revenue sellers obtained over different channels. As this was a survey limited to sellers on online marketplaces, it is not surprising to find that sellers made on average between 57% and 67% of their annual revenues on online marketplaces. Nonetheless, sellers depended on multiple marketplaces for their revenue and no single marketplace accounted for more than 15% to 29% of sellers' revenues across the five countries.⁵¹ Moreover, online marketplace sellers also derived between 33% to 43% of their revenue across the five countries from non-marketplace channels, such as brick and mortar stores, webstores, social media.⁵²
- 4.13 *Within* the marketplace channel, 73% to 82% of sellers reported using more than one marketplace. Again, this proportion was lower for smaller sellers (between 54% and 73%), but still showing significant seller multi-homing.⁵³

⁴⁶ Feedvisor, *The State of the Amazon Marketplace, 2018*, a report based on a survey of 1200 Amazon Sellers. <https://feedvisor.com/resources/industry-news/the-state-of-the-amazon-marketplace-2018-findings-released/>

⁴⁷ Jungle Scout, *The State of the Amazon Seller, 2021*, a survey of 4864 Amazon Sellers with more than 1 year of selling experience. <https://www.junglescout.com/wp-content/uploads/2021/02/State-of-the-Amazon-Seller-2021-Jungle-Scout.pdf>

⁴⁸ See above at paragraph 3.6 for a description.

⁴⁹ These size categories are based on total revenues in 2019: Small = less than EUR 100k in revenues; Medium = between EUR 100k and 5M in revenues; Large = more than 5M in revenues.

⁵⁰ Based on the survey question "In which of the following ways did you/your Company offer products to consumers for sale in your home country in 2019?" Results are reported in Table 8 in Appendix B; results varying by size are reported in Table 9.

⁵¹ The figure ranges from 13% to 53% for small sellers, who understandably would be more reliant on a more limited number of channels or online marketplaces to sell their products.

⁵² Based on the survey question "What percentage of the annual sales revenue (from both online and offline sales) achieved by you/your Company in your home country in 2019 came from each of the below channels?" Results are reported in Table 10 in Appendix B.

⁵³ Based on the survey question "Which online marketplaces do you use to sell to consumers?" Results are reported in Table 11 in Appendix B. Results varying by size are reported in Table 12.

- 4.14 Deloitte's carried out its 2021 Retail Today survey of 1000 small and medium sized retailers and found that 47% sell both online and offline, whilst only 34% used online channels only (marketplaces and own websites).⁵⁴
- 4.15 The Data Catalyst Institute's 2021 survey of 2,000 small and medium-sized businesses based in the USA found that 80% of SMB sellers used at least three methods to reach consumers and the average SMB seller used five methods, with the most popular methods being brick & mortar, wholesale, web store and online marketplaces.^{55 56}
- 4.16 A 2021 Jungle Scout survey of 3500 sellers from 117 countries across all of Amazon's online marketplaces found that 18% of Amazon sellers also sell products in brick-and-mortar stores and 28% would consider doing so in the future. Moreover, 32% of sellers currently operate in more than one Amazon marketplace.⁵⁷
- 4.17 In 2022, Nomisma, a market research consultancy, released the results of its survey, commissioned by Amazon, which investigated how small and medium-sized businesses in Italy were impacted when they began selling on Amazon. They found that 80% of the 358 Italian SMBs surveyed used at least one other channel besides Amazon to reach consumers, such as their own website or another marketplace.⁵⁸

⁵⁴ Deloitte, *Retail Today*, 2021. <https://www.deloittedigital.com/content/dam/deloittedigital/us/documents/offerings/offerings-20220125-insightiq-ccia-retail-today.pdf>

⁵⁵ Data Catalyst, *Super Selling: Most Small Businesses Use Multiple Sales Methods*, 2021. In the survey, sellers could state they sold from the following eight channels: "Retail", "Wholesale", "Company branded online store", "Online marketplaces", "Offline marketplace", "Click to buy", "Company branded app" and "Digital on demand delivery". <https://datacatalyst.org/wp-content/uploads/2021/10/Super-Selling-Topline-Data.pdf> (Questionnaire)

⁵⁶ Data Catalyst, *Super Selling: Most Small Businesses Use Multiple Sales Methods*, 2021 (page 3). <https://datacatalyst.org/wp-content/uploads/2021/12/DCI-Super-Sellers-FINAL-V2-Oct-2021.pdf>

⁵⁷ Jungle Scout, *The State of the Amazon Seller*, 2022. A survey of 3500 Amazon sellers with at least one live product listing on Amazon. <https://www.junglescout.com/wp-content/uploads/2022/02/The-State-of-the-Amazon-Seller-2022-Jungle-Scout.pdf>

⁵⁸ Nomisma, *Il contributo di Amazon nell'innovazione di impresa: la ricerca Nomisma*, 2022. <https://www.nomisma.it/il-contributo-di-amazon-nellinnovazione-di-impresa/> (IT)

5 CONCLUSION

- 5.1 The findings of surveys indicate a high degree of multi-homing both on the consumer and seller side. Amazon's 2020 surveys of consumers and sellers provide the most detailed assessment of how this multi-homing manifests itself and the implications for assessing whether marketplaces can be considered gatekeepers.
- 5.2 As we noted at the start, the European Union appears to intend to adopt a form-based approach in which all large companies providing digital intermediation services connecting businesses and customers are likely to be designated gatekeepers. However, if the DMA is intended to ensure contestability and prevent harm to competition, then its criteria for gatekeeping should include economic concepts relating to competition, particularly multi-homing. Just as the EC Expert Economist report suggested, the evidence shows that users on both sides of e-commerce sites (or at least online marketplaces) multi-home, so they are not captive to the owners of those sites.
- 5.3 Designating any such online marketplace as a gatekeeper purely on the basis of its size therefore seems to be rather arbitrary and unjustified by any economic principles. Similarly, assuming/presuming that sellers are economically dependent on the services of online marketplaces does not appear to be justified from an economic standpoint.

A AMAZON BUYER SURVEY 2020: RESULTS ON CONSUMER MULTI-HOMING

Table 1: Consumer multi-homing within a single shopping mission

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
Looked at the similar products on the same online marketplace	831	21%	997	23%	970	24%	925	23%	999	24%
Looked at the similar products on other online marketplaces	880	22%	1144	27%	1064	26%	1142	29%	979	24%
Looked at the similar products on other online retailer websites	833	21%	847	20%	1003	24%	989	25%	965	24%
Looked at the similar products in a physical store	503	13%	715	17%	874	21%	821	21%	496	12%
Looked at the similar products on a search engine.	821	20%	882	21%	848	21%	883	22%	828	20%
Looked at the similar products on social media.	210	5%	221	5%	276	7%	280	7%	253	6%
Other	63	2%	55	1%	27	1%	24	1%	27	1%
None of the above	1099	27%	885	21%	726	18%	708	18%	1138	28%
Don't know	113	3%	97	2%	39	1%	48	1%	58	1%
Online marketplace only	923	23%	1150	27%	1042	25%	958	24%	956	23%
At least one non-marketplace	1879	47%	2141	50%	2310	56%	2254	57%	1928	47%

Notes: Based on the survey question “What other places did you look at when comparing choices for this product? Please choose all the options below which describe the places you looked at before choosing to buy this product”.

Table considers respondents who said they were looking for a specific product in response to the question “What was your main reason for visiting [name the marketplace they purchased from] on this occasion?”

Table 2: Use of comparison websites in a single shopping mission

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
Yes	1317	52%	1304	44%	1632	56%	1464	50%	1108	41%
No	1201	48%	1631	56%	1304	44%	1436	50%	1574	59%

Notes: Based on the survey question “Did you use a general search online, Google Shopping or an alternative price comparison site to find the product to purchase?” This question was asked only to respondents who stated they were looking for a specific product in online marketplace.

Table 3: Product level price comparisons between marketplaces and physical stores

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
I always check physical stores for cheaper prices	599	11%	733	14%	1585	29%	1153	21%	879	16%
I frequently check physical stores for cheaper prices	856	16%	1070	20%	1352	25%	1458	27%	1013	19%
I occasionally check physical stores for cheaper prices	1726	32%	1764	33%	1255	23%	1484	27%	1638	30%
I rarely check physical stores for cheaper prices	1257	23%	1185	22%	669	12%	904	17%	1197	22%
I never check physical stores for cheaper prices	962	18%	648	12%	539	10%	401	7%	673	12%

Notes: Based on the survey question: “Thinking about the times when you bought products such as this on an online marketplace, which of the following best describes the way you compare prices for products such as this in physical stores?”

Table 4: Product level price comparisons between e-commerce sites

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
I always search for better online prices or check online stores other than my online marketplace of choice for cheaper prices	1358	25%	1970	36%	2183	40%	2073	38%	1632	30%
I frequently search for better online prices or check online stores other than my online marketplace of choice for cheaper prices	1272	24%	1292	24%	1632	30%	1726	32%	1297	24%
I occasionally search for better online prices or check online stores other than my online marketplace of choice for cheaper prices	1421	26%	1070	20%	858	16%	895	17%	1372	25%
I rarely search for better online prices or check online stores other than my online marketplace of choice for cheaper prices.	751	14%	632	12%	389	7%	403	7%	616	11%
I never search for better online prices or check online stores other than my online marketplace of choice for cheaper prices.	598	11%	436	8%	338	6%	303	6%	483	9%

Notes: Based on the survey question “Thinking about the times when you bought products such as this on an online marketplace, which of the following best describes the way you compare prices for products such as this via online searching such as Google or on online stores?”

Table 5: Consumer use of multiple shopping channels for a given product category

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
1 channel used	2,679	55%	1,902	40%	2,140	43%	1,942	39%	2,272	47%
2 or more channels used	2176	45%	2901	60%	2797	57%	3024	61%	2572	53%

Notes: Based on the survey question “Thinking about all the products within the product categories that you purchased in the last 12 months. What channel (or channels) have you used to buy from for each of the product categories in the past 12 months?”

Table only includes respondents who purchased more than once from a given product category in the past twelve months, so as to cover only respondents who could have used alternatives.

Table 6: Consumer multi-homing across online marketplaces

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
1 marketplace used	469	38%	557	31%	557	43%	429	30%	539	40%
2 or more marketplaces used	757	62%	1234	69%	737	57%	1021	70%	806	60%

Notes: Based on the survey question “Thinking about all your online purchases in the last 12 months. Which online marketplaces have you bought from in the last 12 months, regardless of product category?”

Table considers respondents who only purchased from one product category using online marketplaces, since respondents buying across two or more categories could be buying very different goods rather than shopping around.

Table 7: Consumer use of multiple online marketplaces

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
1 marketplace used	1295	24%	1075	20%	1514	28%	1014	19%	1546	29%
2 or more marketplaces used	4105	76%	4325	80%	3886	72%	4386	81%	3854	71%

Notes: Based on the survey question “Thinking about all your online purchases in the last 12 months. Which online marketplaces have you bought from in the last 12 months, regardless of product category?”

B AMAZON SELLER SURVEY 2020: RESULTS ON SELLER MULTI-HOMING

Table 8: Seller Multi-homing by channels

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
Brick-and-mortar retail	298	30%	363	36%	376	38%	384	38%	265	27%
Wholesalers	173	17%	153	15%	231	23%	254	25%	221	22%
Distributors	197	20%	232	23%	277	28%	316	32%	206	21%
Own website	470	47%	431	43%	617	62%	510	51%	574	57%
Direct sales (e-mail, telephone)	337	34%	419	42%	419	42%	497	50%	404	40%
Over social media	437	44%	615	62%	531	53%	546	55%	517	52%
Some other channel	11	1%	24	2%	3	0%	4	0%	11	1%
At least 1 non-marketplace channel	786	79%	869	87%	903	90%	874	87%	810	81%
Online marketplaces only	214	21%	131	13%	97	10%	126	13%	190	19%

Notes: Based on the survey question "In which of the following ways did you/your Company offer products to consumers for sale in your home country in 2019?" Since sellers can sell through more than one channel, the totals will not add up to 100%.

Table 9: (By seller size): Seller Multi-homing by channels

Response	Germany				France				Italy				Spain				United Kingdom			
	A	L	M	S	A	L	M	S	A	L	M	S	A	L	M	S	A	L	M	S
Brick-and-mortar retail	30%	44%	40%	8%	36%	53%	43%	17%	38%	42%	47%	24%	38%	51%	46%	21%	27%	40%	38%	5%
Wholesalers	17%	22%	26%	4%	15%	23%	19%	6%	23%	32%	29%	8%	25%	42%	29%	10%	22%	40%	28%	4%
Distributors	20%	34%	23%	6%	23%	36%	25%	12%	28%	42%	32%	9%	32%	49%	35%	16%	21%	35%	28%	4%
Own website	47%	62%	59%	23%	43%	58%	51%	24%	62%	81%	71%	34%	51%	64%	59%	33%	57%	82%	72%	26%
Direct sales (e-mail, telephone)	34%	49%	40%	15%	42%	50%	53%	25%	42%	43%	46%	37%	50%	57%	59%	34%	40%	56%	53%	16%
Over social media	44%	47%	51%	34%	62%	64%	64%	57%	53%	52%	51%	56%	55%	59%	56%	50%	52%	55%	61%	40%
Some other channel, please specify	1%	0%	1%	2%	2%	0%	0%	6%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	3%
At least 1 non-marketplace channel	79%	94%	92%	54%	87%	97%	93%	73%	90%	98%	93%	80%	87%	96%	95%	73%	81%	97%	95%	55%
Online marketplaces only	21%	6%	8%	46%	13%	3%	7%	27%	10%	2%	7%	20%	13%	4%	5%	27%	19%	3%	5%	45%

Notes: Based on the survey question "In which of the following ways did you/your Company offer products to consumers for sale in your home country in 2019?"

Columns divided by seller size; A = All; S = Small; M=Medium; L=Large

Since sellers can sell through more than on channel, the totals will not add up to 100%.

Table 10: (By seller size): Mean percentage of sales revenues by channel

Response	Germany				France				Italy				Spain				United Kingdom			
	A	L	M	S	A	L	M	S	A	L	M	S	A	L	M	S	A	L	M	S
All non-marketplaces in aggregate	33%	48%	38%	18%	38%	46%	41%	30%	43%	48%	46%	37%	41%	49%	44%	30%	38%	52%	47%	19%
All online marketplaces in aggregate	67%	52%	62%	82%	62%	54%	59%	70%	57%	52%	54%	63%	59%	51%	56%	70%	62%	48%	53%	81%
Maximum revenue from any single marketplace	29%	19%	20%	53%	15%	14%	16%	14%	20%	23%	21%	22%	17%	14%	21%	13%	28%	17%	18%	53%

Notes: Based on the survey question “What percentage of the annual sales revenue (from both online and offline sales) achieved by you/your Company in your home country in 2019 came from each of the below channels?”

Columns divided by seller size; A = All; S = Small; M=Medium; L=Large.

Table 11: Seller multi-homing across online marketplaces

Response	Germany		France		Italy		Spain		United Kingdom	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)
1 marketplace used	257	26%	207	21%	176	18%	176	18%	266	27%
2 or more marketplaces used	743	74%	793	79%	824	82%	824	82%	734	73%

Notes: Based on the survey question “which online marketplaces were used to reach consumers?”

Respondents given a list of marketplaces. Those who selected just one “single-home” whilst those who selected more than one “multi-homed”.

Examples of online marketplaces are Amazon, eBay, AliExpress, some of these marketplaces, like Rakuten are only present in some of the countries.

Table 12: (By seller size): Seller multi-homing across online marketplaces

Response	Germany				France				Italy				Spain				United Kingdom			
	A	L	M	S	A	L	M	S	A	L	M	S	A	L	M	S	A	L	M	S
1 marketplace used	26%	20%	14%	43%	21%	13%	12%	36%	18%	6%	15%	31%	18%	11%	13%	27%	27%	17%	14%	46%
2 or more marketplaces used	74%	80%	86%	57%	79%	87%	88%	64%	82%	94%	85%	69%	82%	89%	87%	73%	73%	83%	86%	64%

Notes: Based on the survey question “*which online marketplaces were used to reach consumers?*”

Respondents given a list of marketplaces. Those who selected just one “single-home” whilst those who selected more than one “multi-homed”.

Examples of online marketplaces are Amazon, eBay, AliExpress, some of these marketplaces, like Rakuten are only present in some of the countries.

Columns divided by seller size; A = All; S = Small; M=Medium; L=Large.

Berlin

Kurfürstendamm 217
Berlin, 10719

Brussels

23 Square de Meeûs
Brussels, 1000

Copenhagen

Bredgade 6
Copenhagen, 1260

Düsseldorf

Kö-Bogen
Königsallee 2B
Düsseldorf, 40212

Helsinki

Unioninkatu 30
Helsinki, 00100

London

5 Aldermanbury Square
London, EC2V 7HR

Madrid

Paseo de la Castellana 7
Madrid, 28046

Milan

Via San Raffaele 1
Milan, 20121

Paris

22 Place de la Madeleine
Paris, 75008

Singapore

8 Marina View
Asia Square Tower 1
Singapore, 018960

Tel Aviv

Yigal Alon Street 114
Toha Building
Tel Aviv, 6744320

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