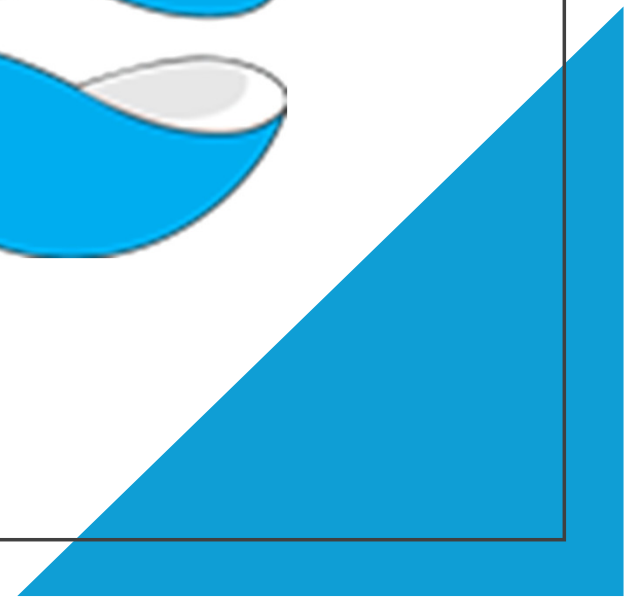


# Titánok harca - az online kiskereskedelem gazdasági és logisztikai hatásai

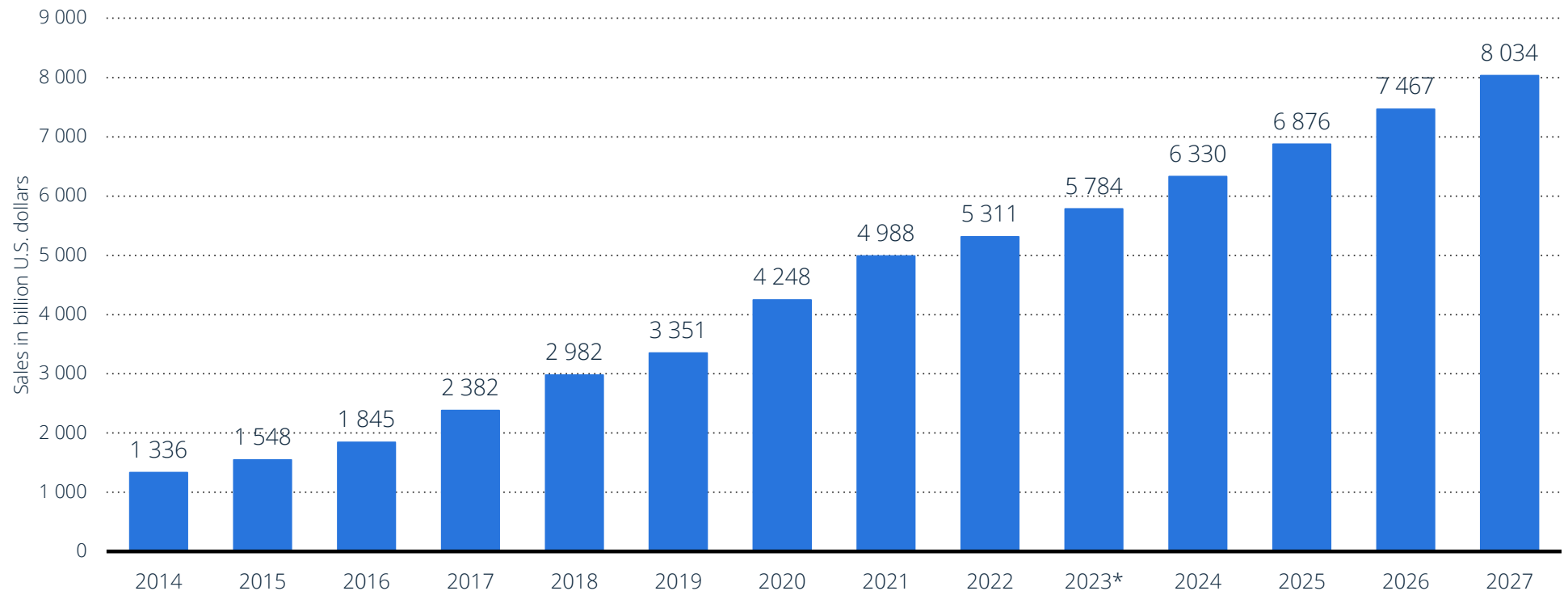


Globális trendek



# Kiskereskedelmi online értékesítés világszerte 2014 és 2027 között (milliárd dollárban)

Global retail e-commerce sales 2014-2027



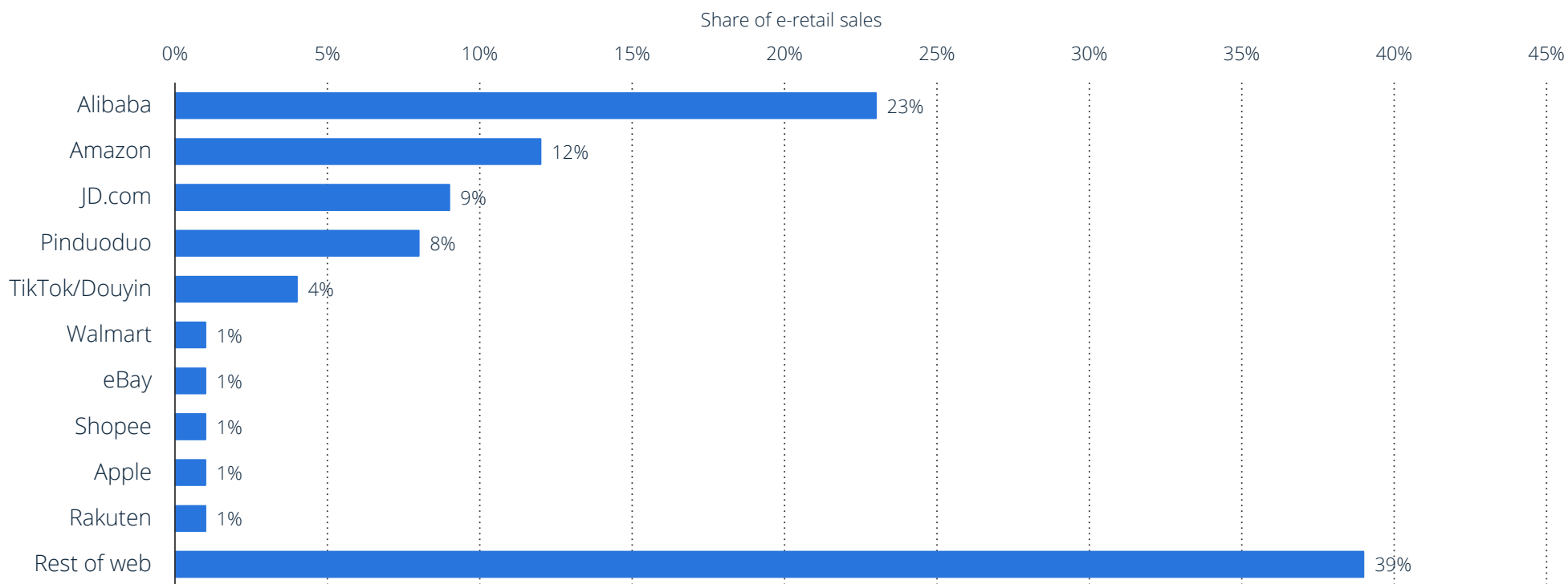
**Note(s):** Worldwide; June 2023

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** eMarketer; [ID 379046](#)

# A világ vezető platform szereplőinek piaci értékesítési részesedése 2022-ben,

Global e-commerce market share of leading e-retailers 2022



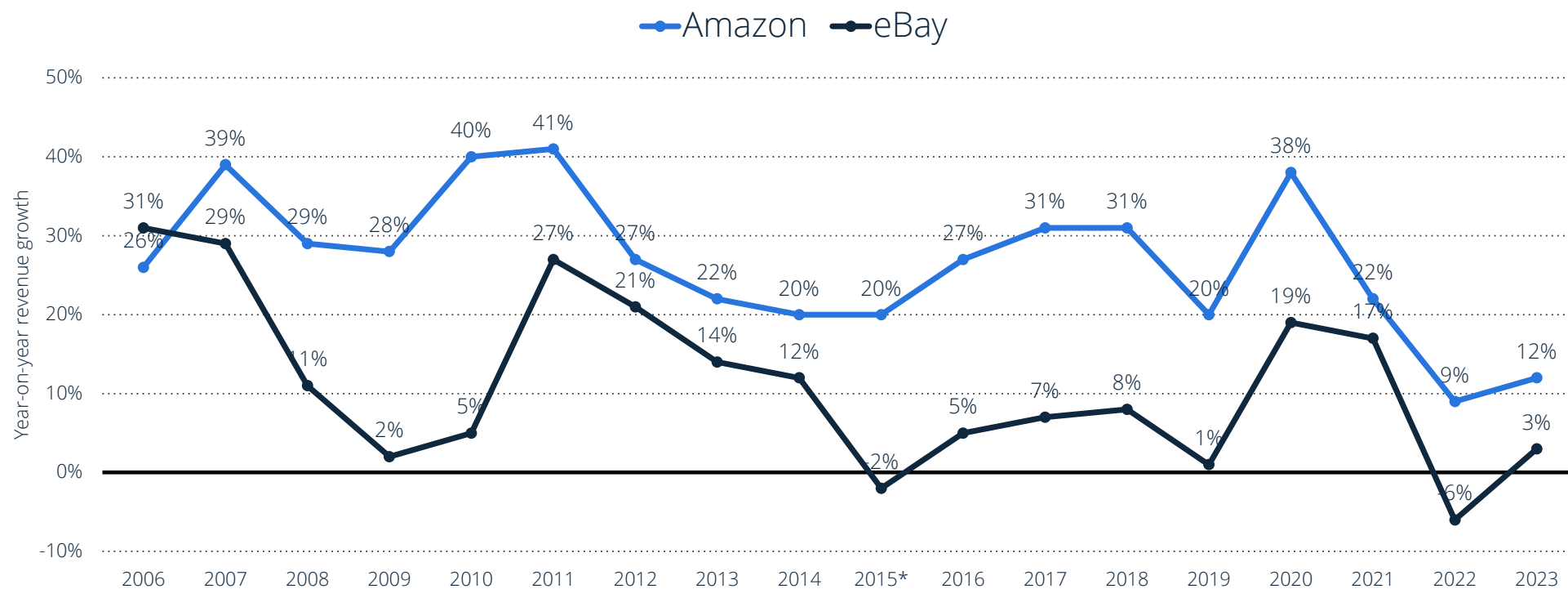
**Note(s):** Worldwide; 2022; based on gross merchandise volume (GMV)

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Activate; eMarketer; Digital Commerce 360; Internal Revenue Service; Various sources (Company data); [ID 664814](#)

# Amazon.com és az eBay Inc. bevételének növekedése az előző évhez képest 2006 és 2023 között

Year-over-year revenue growth of Amazon and eBay 2006-2023



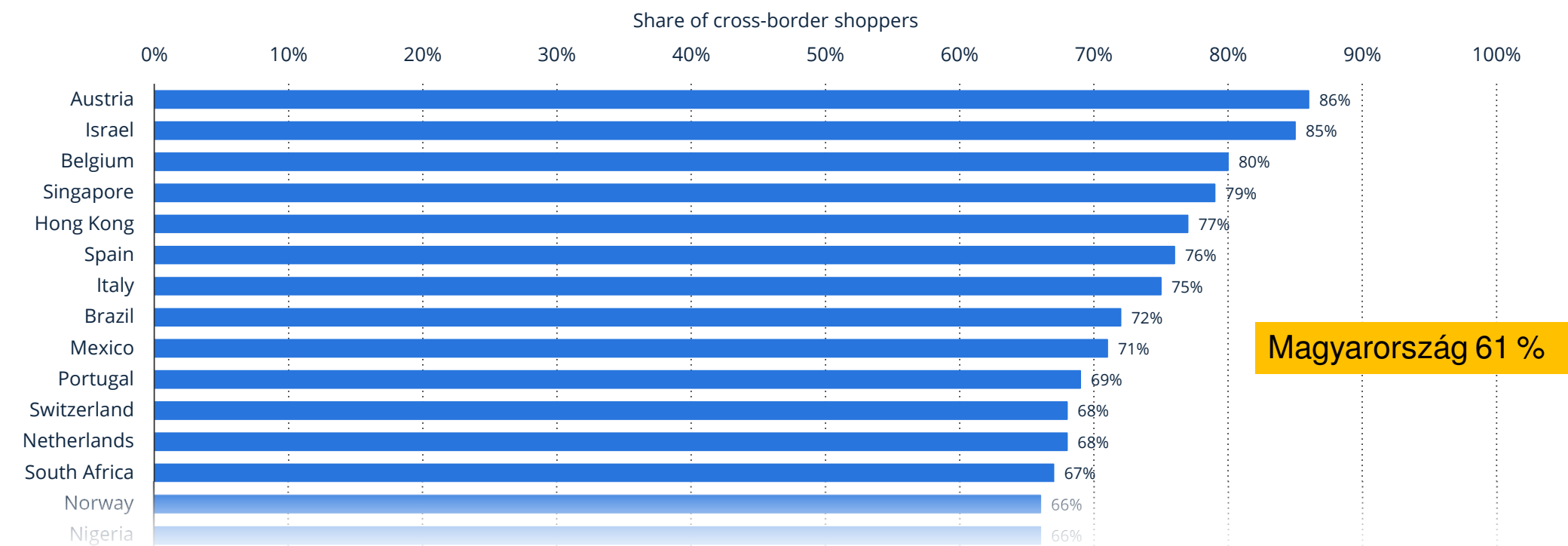
**Note(s):** Worldwide; 2006 to 2023

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** eBay; Amazon; [ID 233761](#)

# A határokon átnyúló online vásárlók százalékos aránya a világ országaiban 2023-ban

Share of cross-border digital buyers 2023, by select countries



6

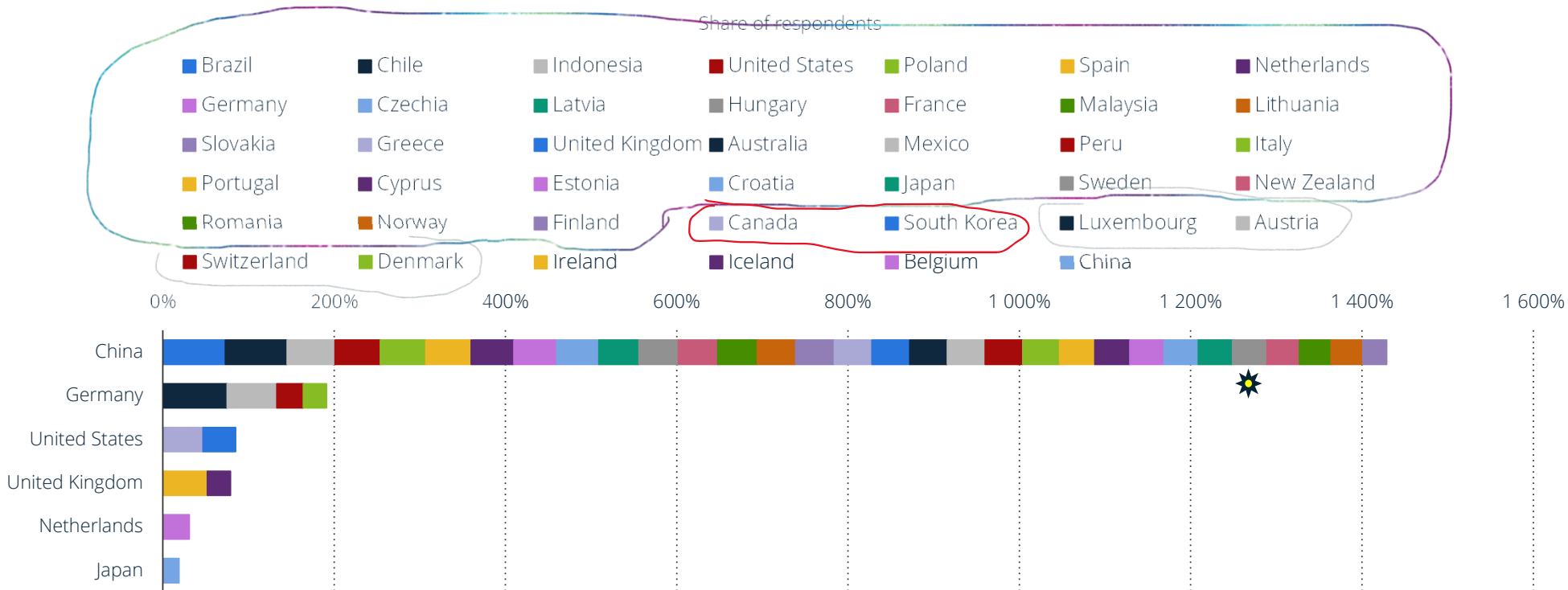
**Description:** Austria is one of the most popular markets for cross-border e-commerce worldwide. In 2023, more than eight in ten Austrian digital buyers purchased online from abroad. Among the countries analyzed, Israel had the second-highest share of cross-border shoppers, at 85 percent. On the other hand, Turkey showed the lowest cross-border e-commerce usage, at only 15 percent. Cross-border online shopping is a growing trend in the global e-commerce market, with an estimated 7.9 trillion [...] [Read more](#)

**Note(s):** Worldwide; 2023; \*2022 data. The data was compiled from different regional reports published by the source. The source does not specify the date of survey. [Read more](#)

**Source(s):** PPRO

# A legutolsó, határokon átnyúló online vásárlás vezető piacai országaiban 2023-ban

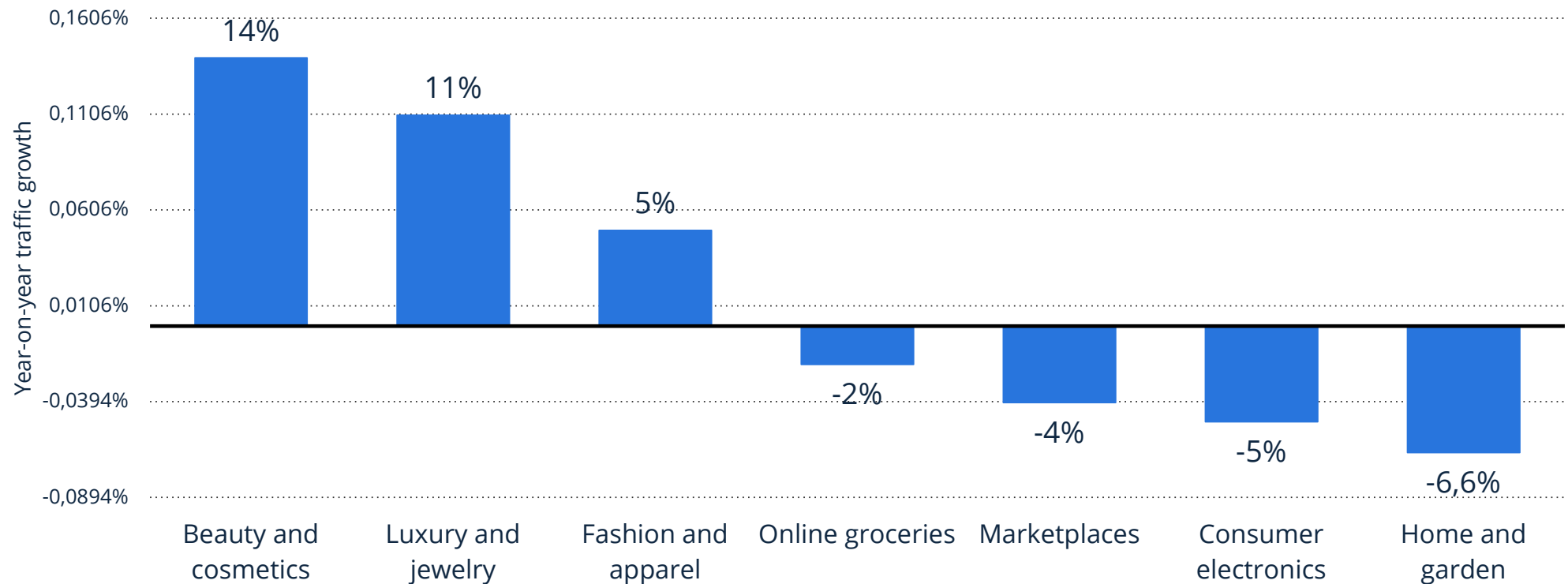
Main foreign countries where global shoppers last bought online 2023



**Note(s):** Worldwide; September 2023; 32.510 respondents in 41 countries  
 Further information regarding this statistic can be found on [page 8](#).  
**Source(s):** IPC; Dynata; [ID 1313489](#)

# Termékkategóriák online forgalmának növekedése világszerte 2022 és 2023 között, ágazatonként

YoY online traffic growth worldwide 2022-2023, by e-commerce sector



39

**Description:** From 2022 to 2023, the e-commerce sector with the largest online traffic growth was the beauty and cosmetics sector, with a year-on-year (YoY) increase of 14 percent. In second place was the luxury and jewelry sector, with 11 percent YoY traffic growth, followed by fashion and apparel with a five percent increase. [Read more](#)

**Note(s):** Worldwide; 2022 and 2023; consumer visits on desktop and mobile web

**Source(s):** SimilarWeb



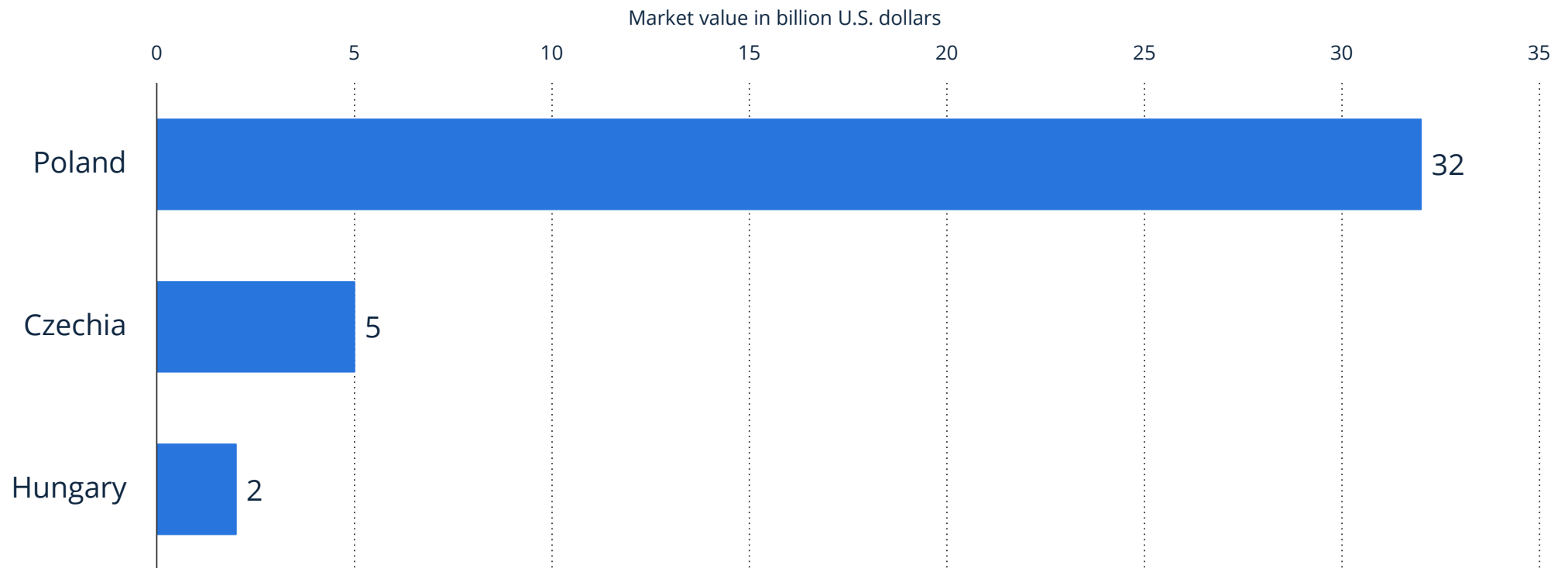
INDUSTRIES & MARKETS

# E-kereskedelem Közép- és Kelet-Európában (CEE)



# A B2C kereskedelem piaci értéke Közép- és Kelet-Európában 2023-tól, kiválasztott országokként (milliárd dollárban)

E-commerce market value in CEE 2023, by country



5

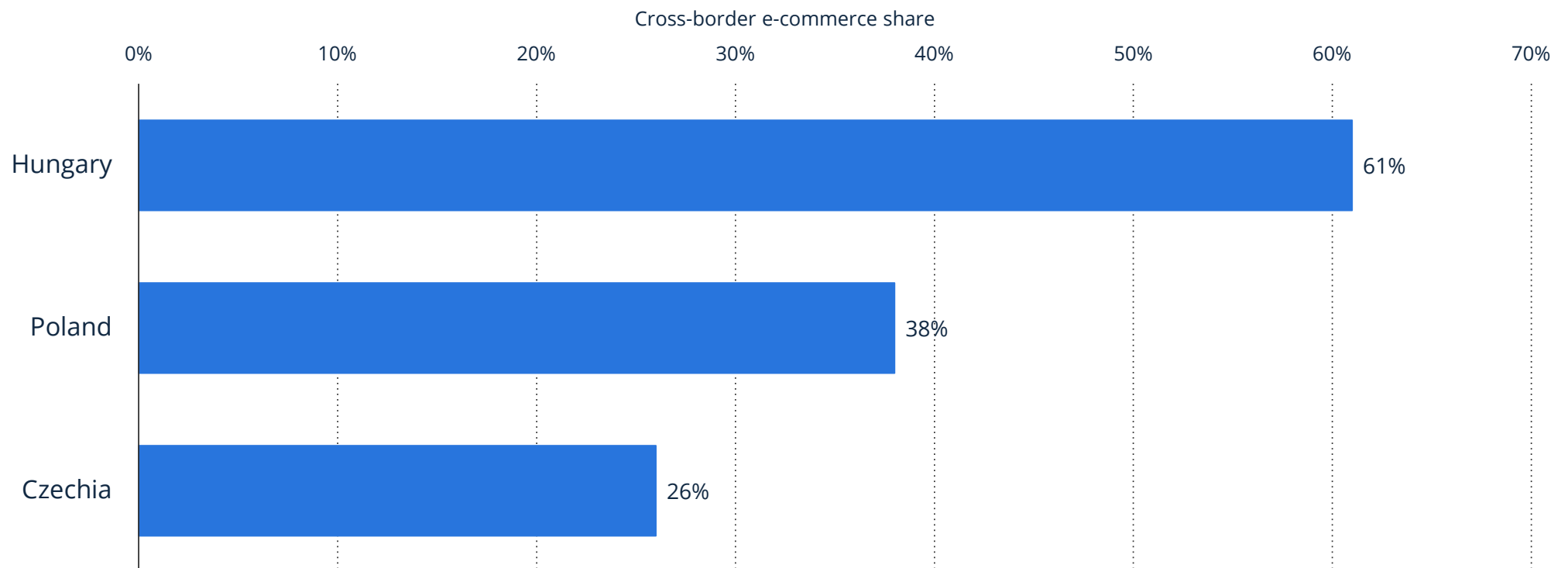
**Description:** Poland had the highest market value of e-commerce operations in Central and Eastern Europe (CEE), at approximately 32 billion U.S. dollars as of 2023. The e-commerce market in Czechia ranked second, with a value close to 5 billion U.S. dollars. [Read more](#)

**Note(s):** CEE; 2023

**Source(s):** PPRO

# A Közép- és Kelet-Európában határokon átnyúló vásárlást folytató online vásárlók aránya 2023-ban, kiválasztott országok szerint

Cross-border e-shopper share in CEE 2023, by country



7

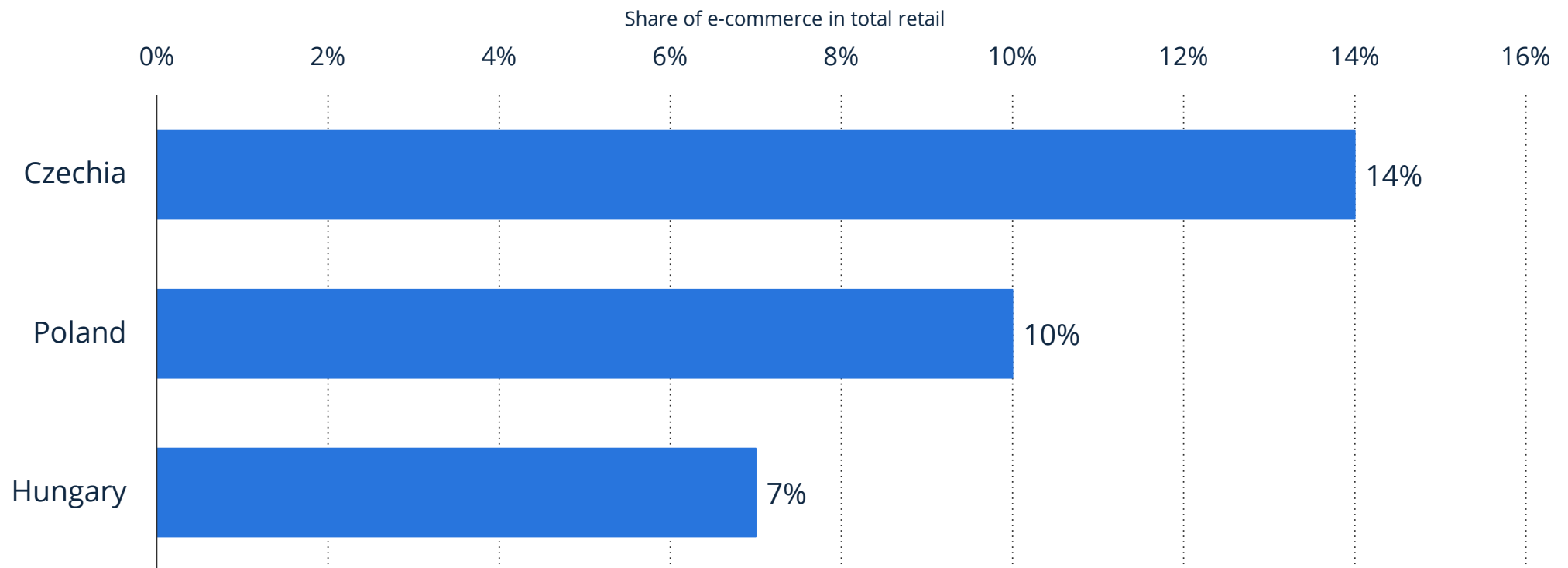
**Description:** Around 61 percent of Hungarian online shoppers made cross-border purchases as of 2023, the highest share among Central and Eastern European (CEE) countries. The second highest share of cross-border buyers among e-commerce customers was recorded in Poland at 38 percent. [Read more](#)

**Note(s):** CEE; 2023

**Source(s):** PPRO

# Az e-kereskedelem részesedése a közép- és kelet - európai kiskereskedelmi forgalomból 2023-tól,

E-commerce share of total retail in CEE 2023, by country



8

**Description:** Czechia had the highest share of e-commerce in retail in Central and Eastern Europe (CEE) as of 2023. The country's e-commerce market made up a 14 percent share of its total retail market. It was followed by Poland, with recording a 10 percent share.

[Read more](#)

**Note(s):** CEE; 2023

**Source(s):** PPRO

# Vezető online áruházak közép- és kelet - európai országokban 2023-ban, nettó árbevétel szerint (millió dollárban)

Leading online stores in CEE 2023, by net sales

	<b>Online store</b>	<b>Net sales in million USD</b>
Czechia	alza.cz	1148
Hungary	Kifli.hu	137
Lithuania	pigu.lt	136
Poland	mediaexpert.pl	1457
Romania	emag.ro	787
Russia	wildberries.ru	3782
Slovakia	alza.sk	284

9

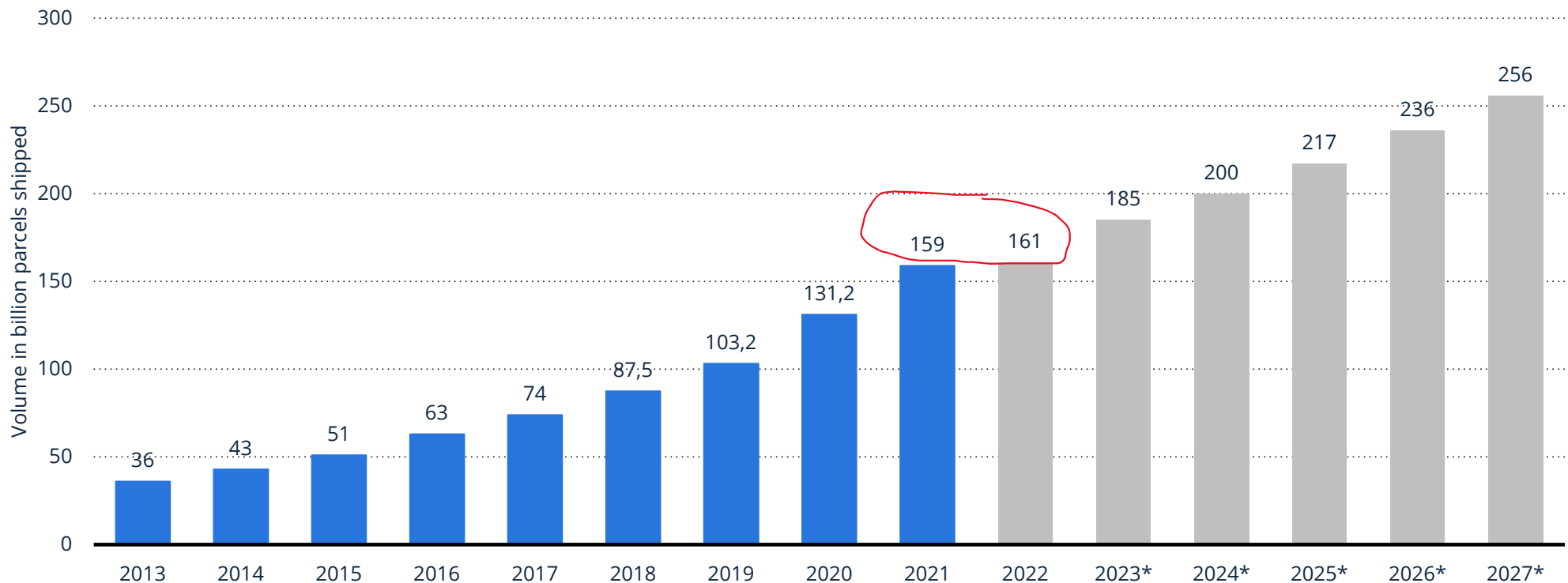
**Description:** Each of the CEE countries mentioned has its own unique leader in the online store market. In 2023, the Czech and Slovak markets were dominated by Alza. In Romania it was EMAG, and in Poland, Media Expert. [Read more](#)  
**Note(s):** CEE  
**Source(s):** ecommerceDB.com; Statista

# E-commerce logisztika



# A globális csomagszállítási volumen 2013 és 2027 között (milliárd csomagban)

Parcel shipping volume worldwide 2013-2027



3

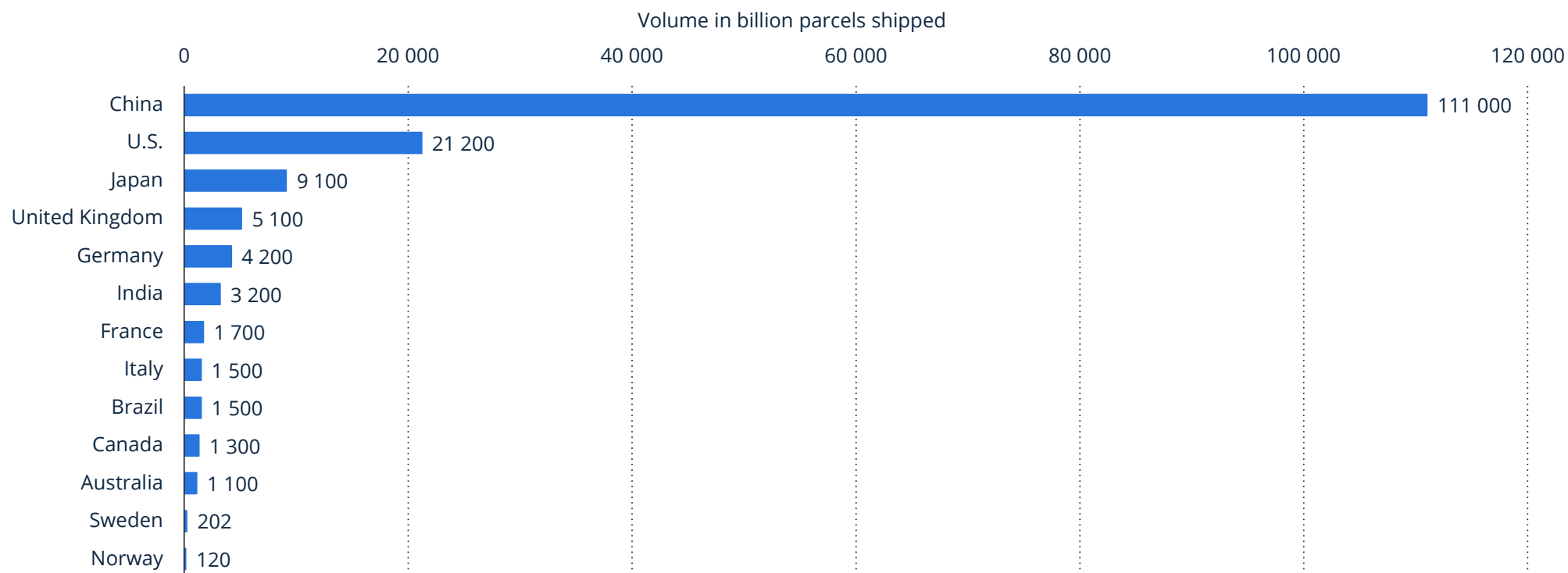
**Description:** In 2022, global parcel shipping volume amounted to over 161 billion parcels. In less than six years, this volume is expected to reach 256 billion parcels shipped in 2027, at a compound annual growth rate of 59 percent. [Read more](#)

**Note(s):** Worldwide; 2013 to 2022

**Source(s):** Pitney Bowes; Statista

# A globális csomagszállítási volumen 2022-ben, országonként (milliárd csomagban)\*

Parcel shipping volume worldwide by country 2022



4

**Description:** In 2022, the parcel shipping volume in China reached 111 billion parcels, making roughly 73.5 percent of the total global parcel shipping volume. In that year, the global parcel shipping volume amounted to over 161 billion parcels shipped, up from 43 billion parcels shipment in 2014. [Read more](#)

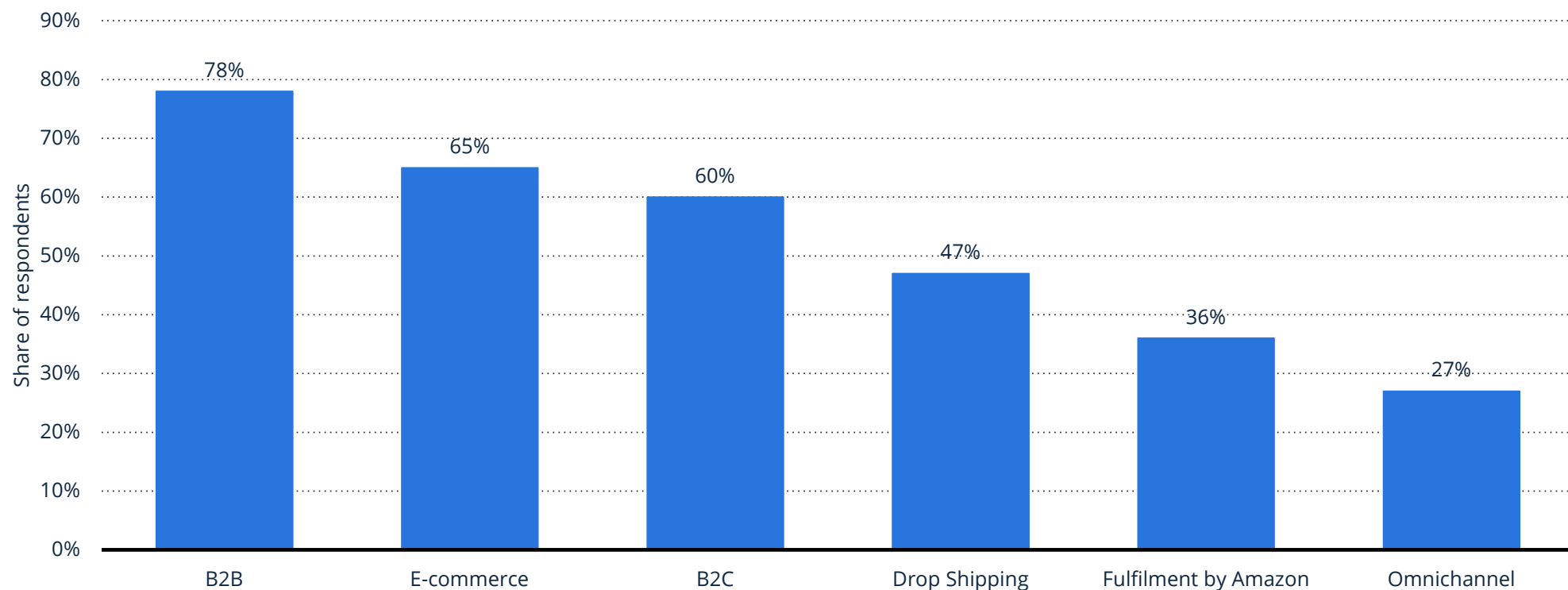
**Note(s):** Worldwide; 2022; \* Parcels that were shipped from business-to-business, business-to-consumer, consumer-to-business and consumer consigned shipments with a weight up to 31.5 kg (70 pounds) across 13 countries were measured. [Read more](#)

**Source(s):** Pitney Bowes



# A megrendelések teljesítésének főbb típusai harmadik fél logisztikai (3PL) raktáraiban 2023-ban

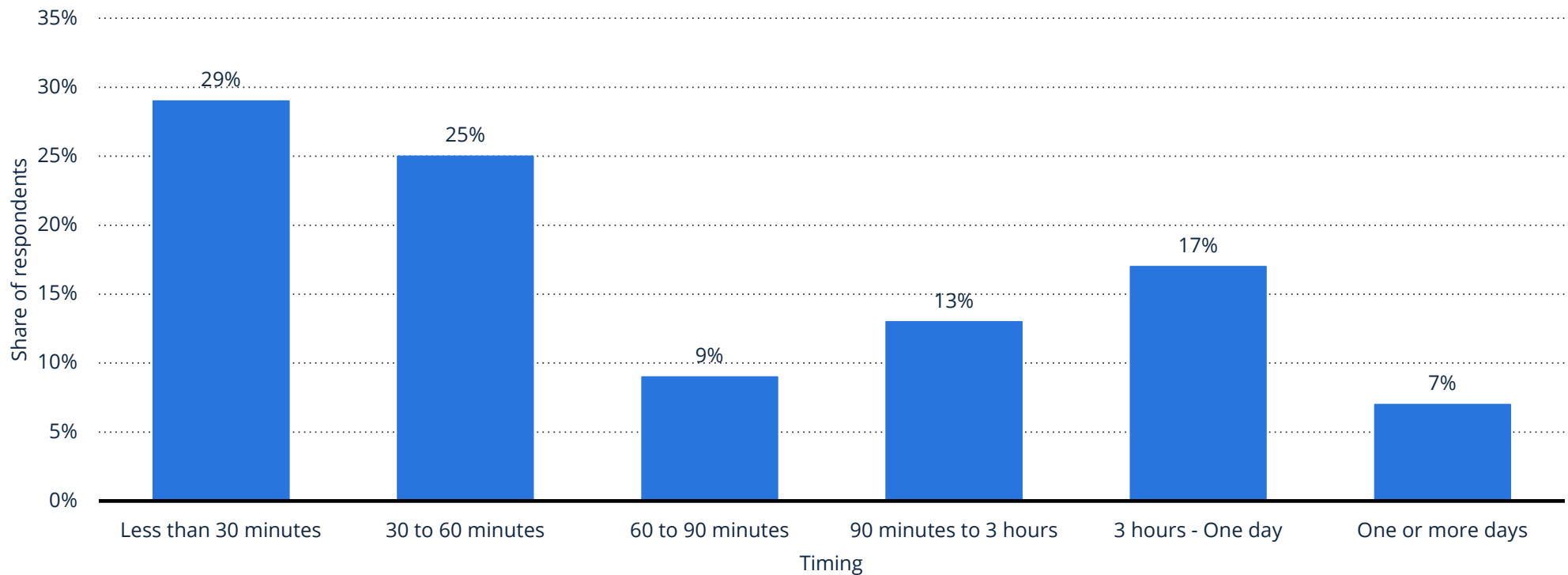
Types of order fulfilment in 3PL warehouses 2023



**8** **Description:** In 2023, nearly 80 percent of professionals responsible for third-party logistics (3PL) warehouses stated their orders were addressed to other companies, so that B2B made up by far the largest type of order fulfillment. In 65 percent of cases, fulfillment involved e-commerce orders, while 36 percent of executives mentioned Amazon's logistics service (FBA). [Read more](#)  
**Note(s):** Worldwide; August 1 to 21, 2023; 242 respondents; owners or executives in warehouse management or operations  
**Source(s):** Extensiv

# Átlagos rendelésteljesítési idő harmadik fél logisztikai (3PL) raktáraiban 2023-ban

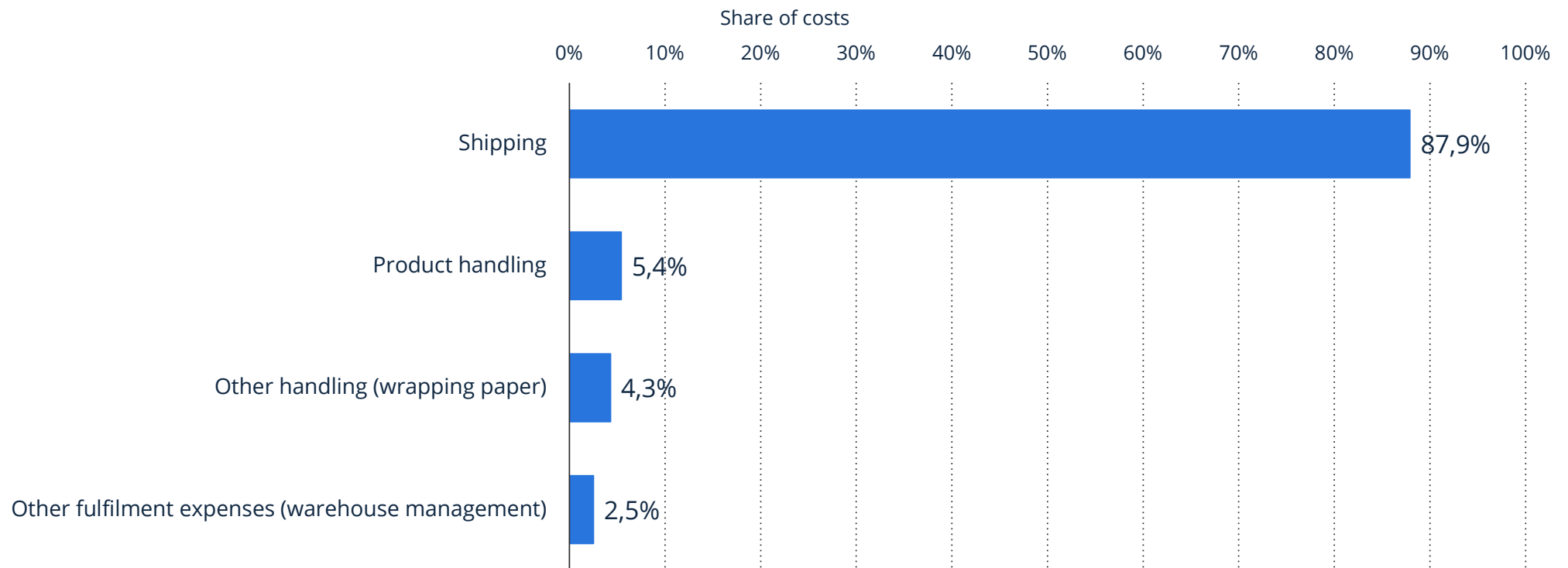
Average order fulfilment time in 3PL warehouses 2023



9 **Description:** In 2023, nearly 30 percent of professionals working in third-party logistics (3PL) warehouses assessed the average order fulfilment timing at less than 30 minutes. One-fourth of the surveyed respondents reported that orders got fulfilled in 30 to 60 minutes in the warehouses they were responsible for. [Read more](#)  
**Note(s):** Worldwide; August 1 to 21, 2023; 242 respondents; owners or executives in warehouse management or operations  
**Source(s):** Extensiv

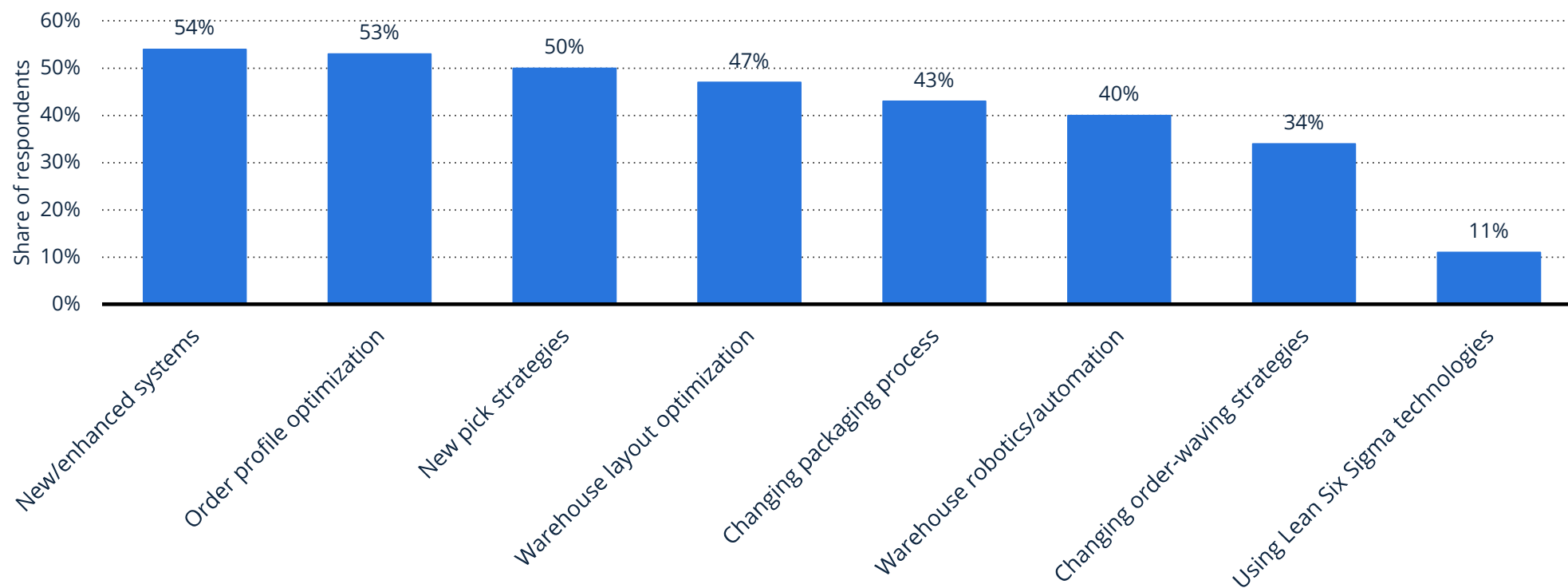
# Az e-kereskedelem modell költségeinek aránya az Egyesült Államokban 2023-ban

Distribution share of e-commerce fulfillment costs in the U.S. 2023



# Módszerek a megrendelések feldolgozási sebességének javítására az Egyesült Államokban 2023-ban

Best practices to improve order-processing speed in the U.S. 2023





**Köszönöm a figyelmet!**

Dr. Kozák Tamás