



Winning in the U.S. & Germany
DIGITAL SALES



WELCOME




Introducing

TRADE COUNCIL'S DIGITAL TEAM

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Digital Advisor in NYC 



Mette Schmidt
Digital Advisor in Berlin 



AGENDA

1

Introducing
Trade Council's **Digital Sales**

2

Today's
US Landscape

3

Today's
German Market

4

Winning in
Tomorrow's Market



THE GOAL.

Introducing Digital Sales

- 1 Scaling Danish e-export globally
- 3 Local experts – global outlook
- 4 Trusted sector advisors

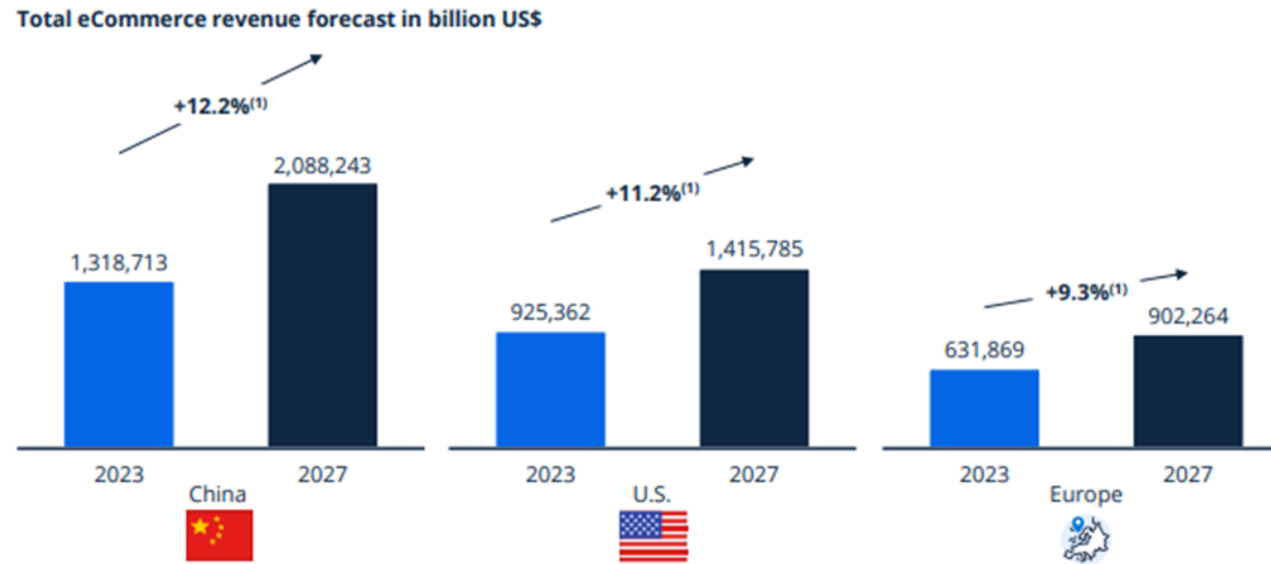


13 global markets
DIGITAL SALES TEAM





E-commerce GLOBAL OUTLOOK





Today's eCom Landscape

United States



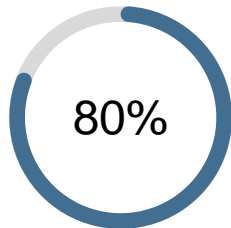
Current State

US eCom Landscape

Global Rank

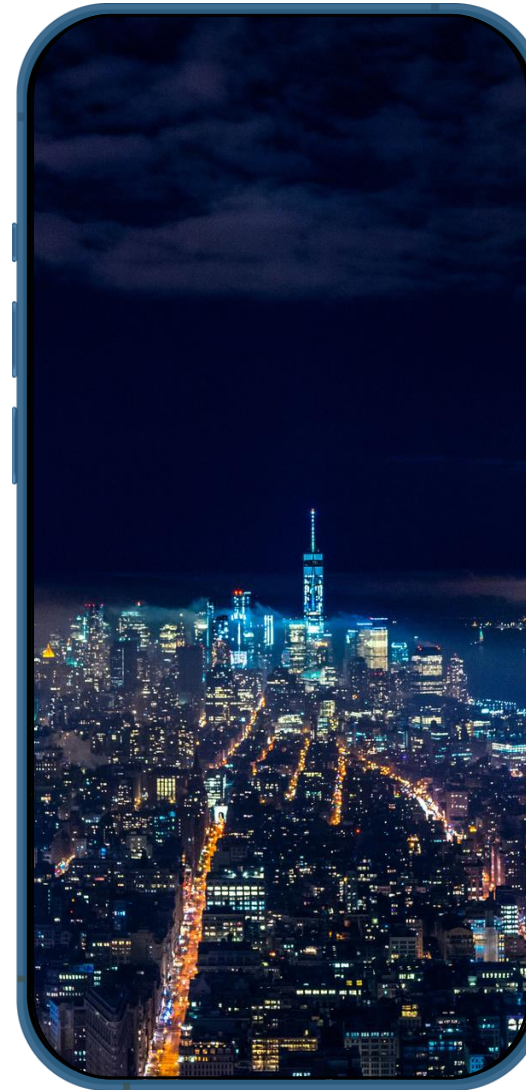
2nd
largest

**eCom
Penetration rate**



2022 revenue

\$1.03 tn



Online shoppers
291 million

Online retailers
2,5 million

Keywords
Fast Consumer
Convenience
Low loyalty

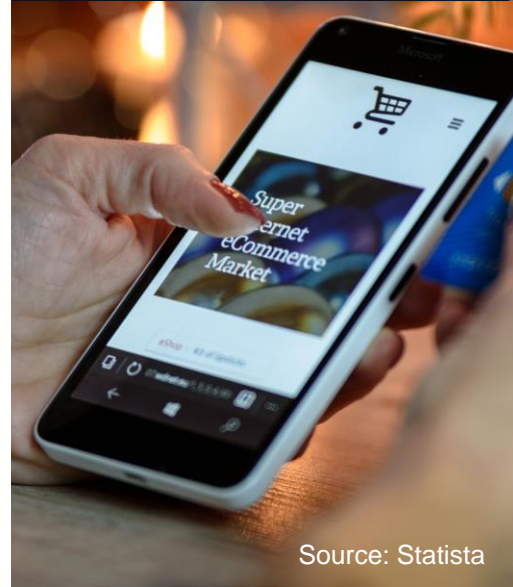
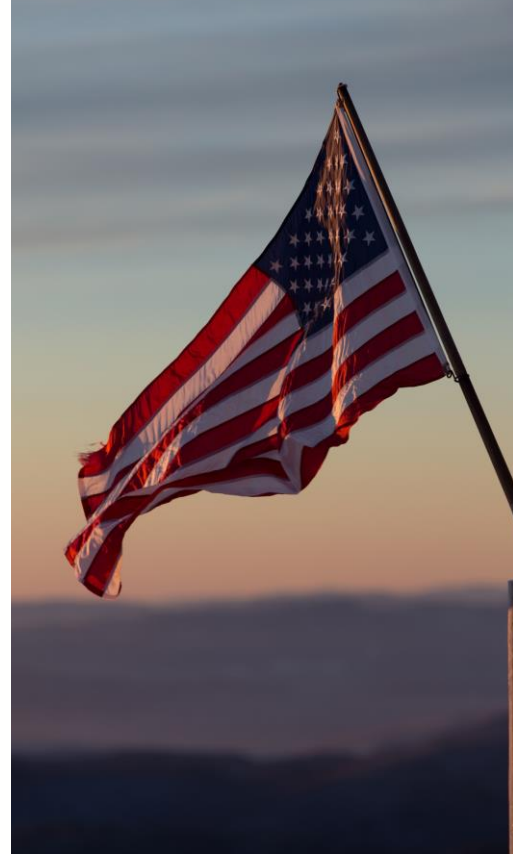
Online Sales Channels

MARKET CONCENTRATION

Distribution of online net revenue (2022)



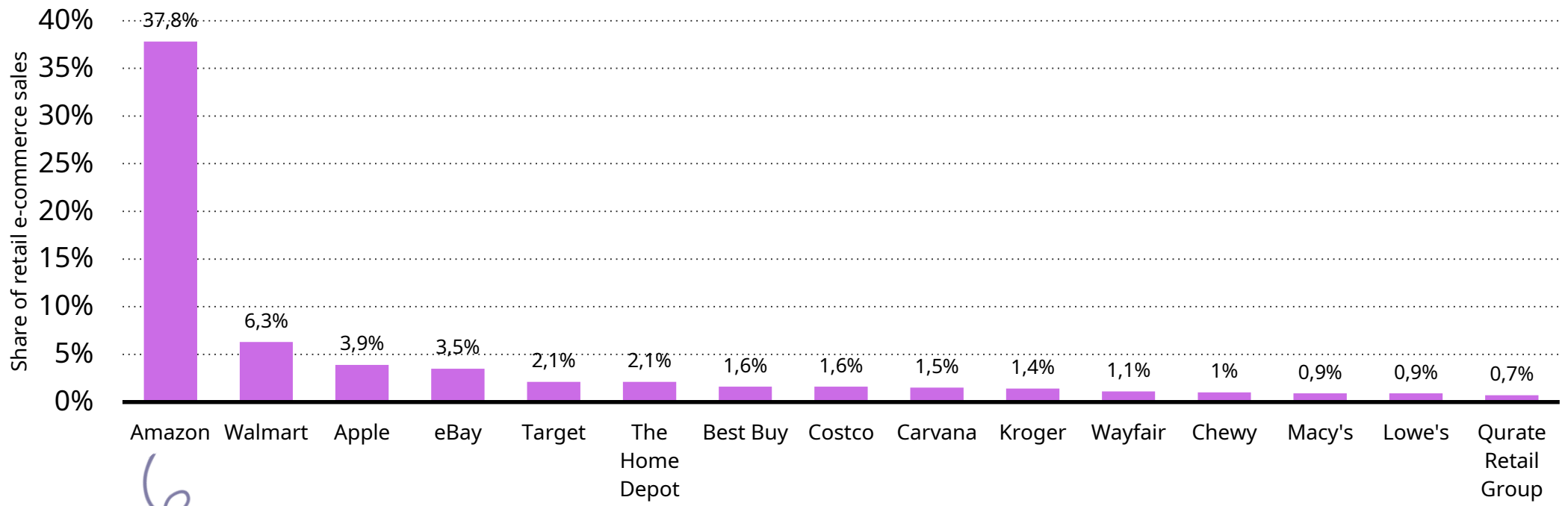
99%
total net sales





BIGGEST ONLINE RETAILERS IN THE U.S.

By Market Share (2022)



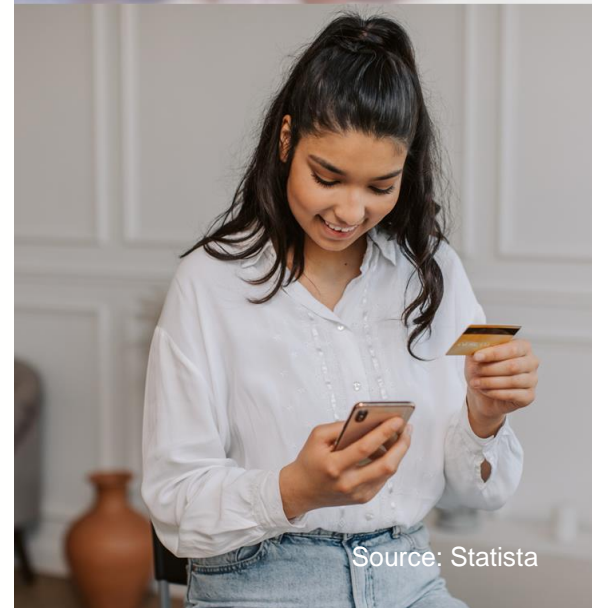
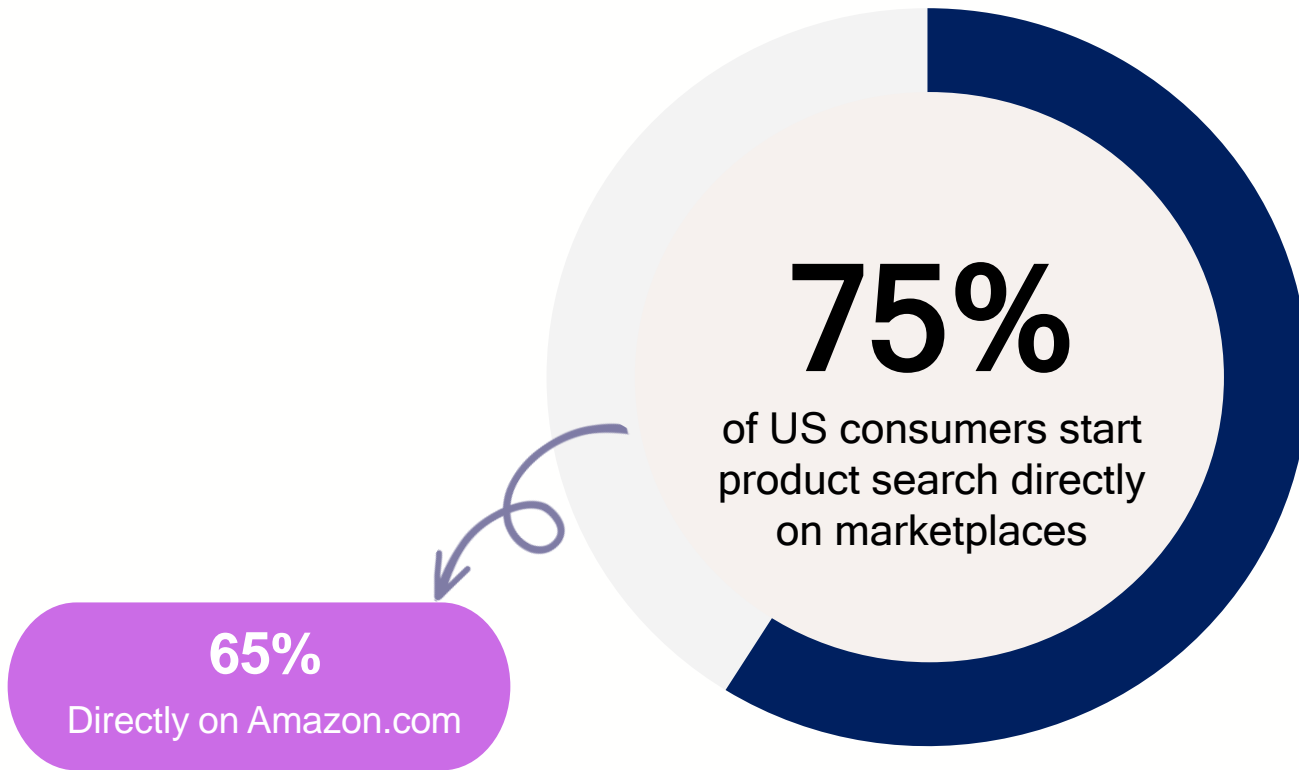
93%

of online shoppers in the US made a purchase on Amazon during last years holiday season

→ 270 mio. buyers

Sales Funnel

DIGITAL TOUCHPOINTS BOOSTING SALES



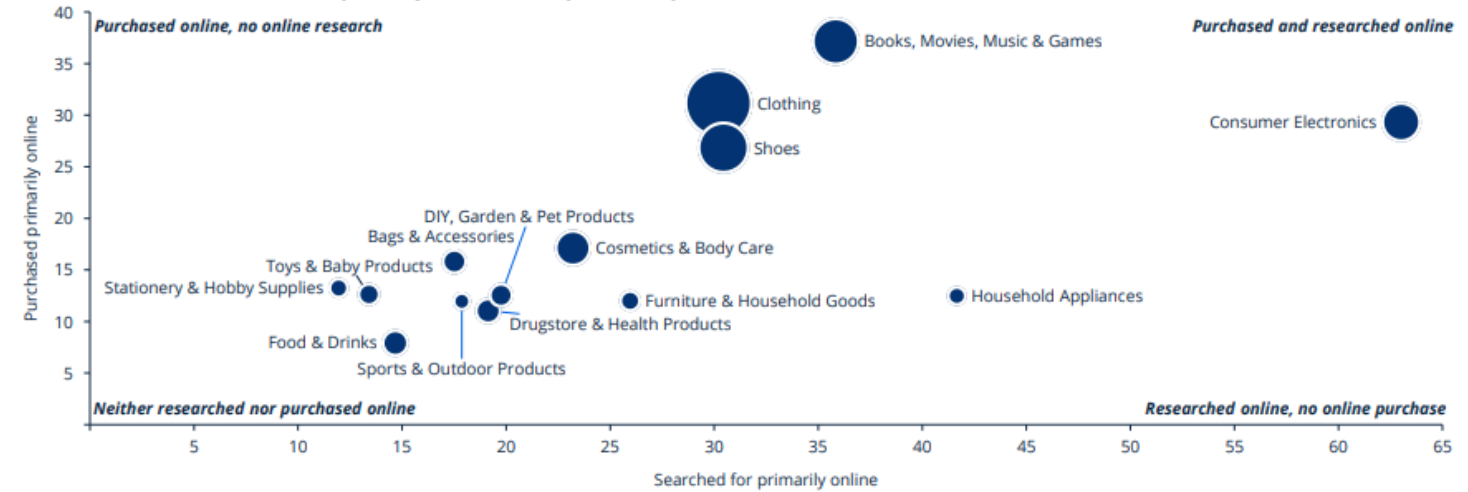
Source: Statista



Product Categories

WHAT'S HOT OVER THERE?

Share of consumers in the U.S. who primarily search for and purchase a product online in %





PROS & CONS OF MARKETPLACES



- Exposure to high-adoption buyers
- Niche vertical sites
- Outsourcing of sales tax reporting
- Online research before buying



- Competition
- Brand storytelling
- Limited ownership of customer data





Soooo...

WHAT'S NEW?

THE SHIFT IN MARKETPLACES

01

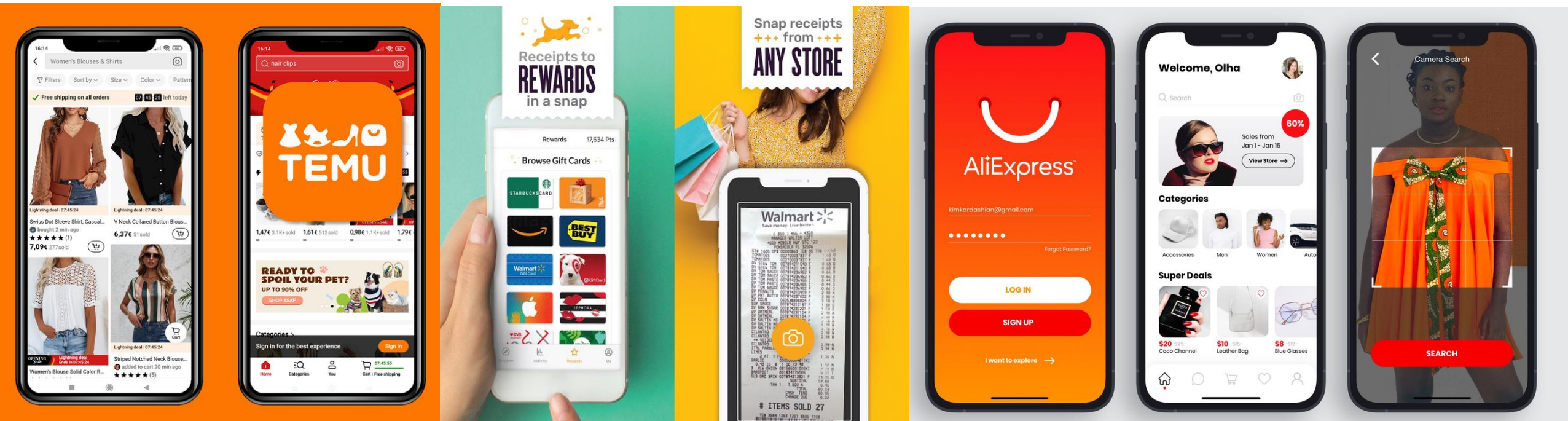
NEW GLOBAL
COMPETITION

02

MULTI-PLATFORM
STRATEGY

03

VERTICAL
PLATFORMS



THE SHIFT IN MARKETPLACES

01

NEW GLOBAL
COMPETITION

02

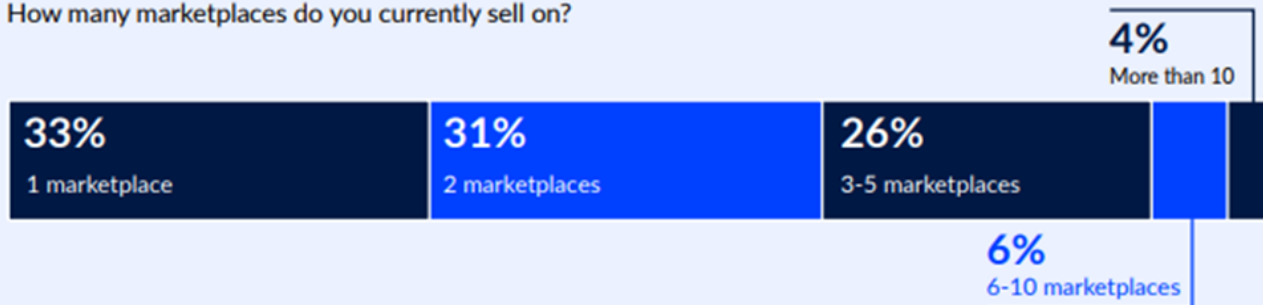
MULTI-PLATFORM
STRATEGY

03

VERTICAL
PLATFORMS

Over half of sellers are active on more than one marketplace

How many marketplaces do you currently sell on?



67% of sellers sell at least on 2 marketplaces

THE SHIFT IN MARKETPLACES

01

NEW GLOBAL
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VERTICAL
PLATFORMS

+400 B2B marketplaces

Mirakl Platform Operator

Home
Stores
Orders
Orders
Quotes
Inventory
Messages
Incidents
Customers
Accounting

Orders

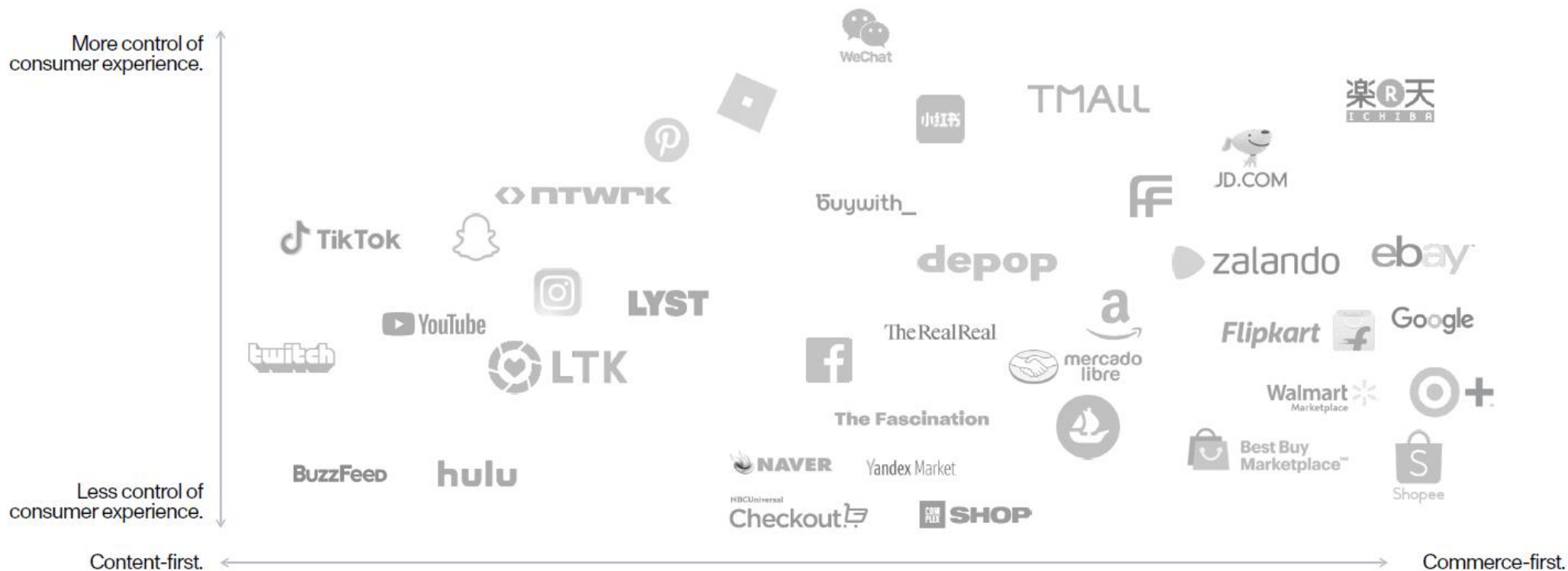
All In progress With incident Late shipping With return

Order ID More than 1000 results

<input type="checkbox"/>	Order ID ↕	Created ↓	Shipping method	Status	Shipping deadline ↕	Channel	
<input type="checkbox"/>	3628993-F	09/22/2022	Standard	Shipping in Progress	09/25/2022	France	⋮
<input type="checkbox"/>	3628992-S	09/22/2022	Standard	Shipping in Progress	09/25/2022	Spain	⋮



HOW IT ALL STACK UP





Today's Market

Germany



15 TYPES OF GERMAN SAUGAGES?



BRATWURST



AHLE WURST



BIERWURST



WEIBWURST



WOLLWURST



LEBERKÄSE



PINKEL



**REGENSBURGER
WURST**



TEEWURST



DEBRECENER



EXTRAWURST



KOCHWURST



KNIPP



GELBWURST



JAGDWURST



...ade Bier Cheese 12

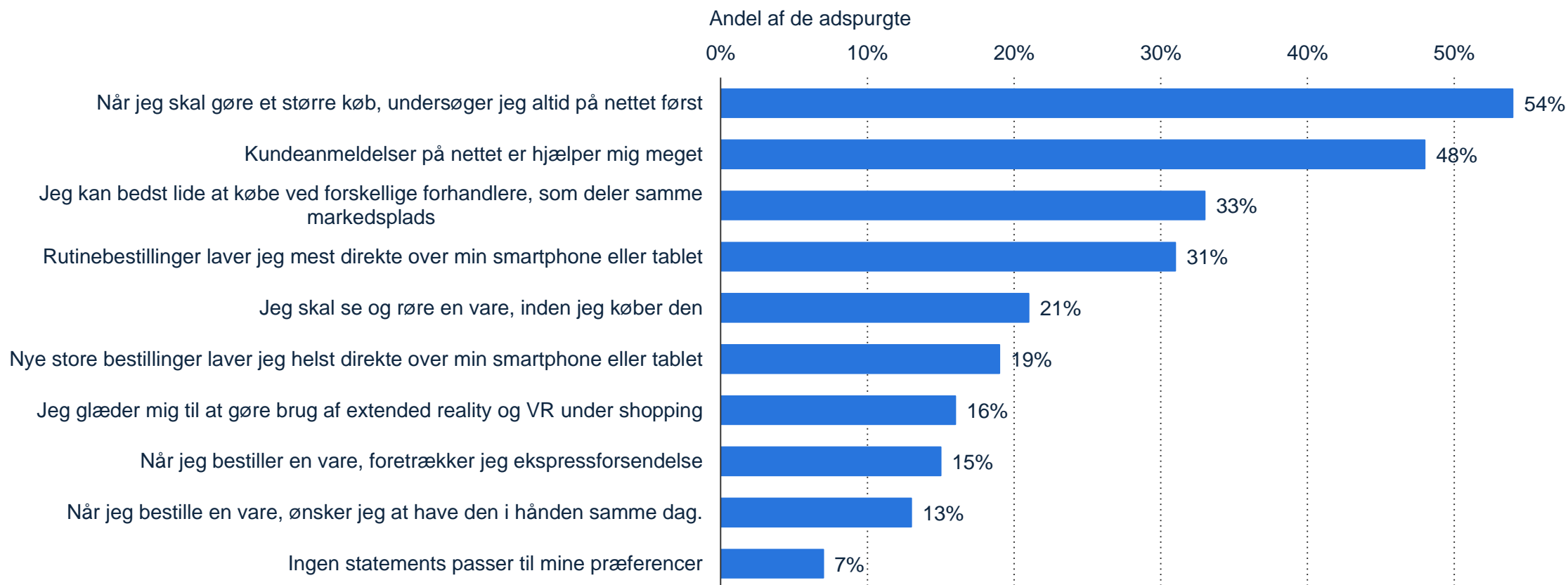
Hofbräuhaus am Platzl. Great
...et Bavarian Mustard and our

...LPFANNKUCHEN)
...kes, served with Applesauce and Sour Cream 11

...IERTE GEWÜRZ
... and light-

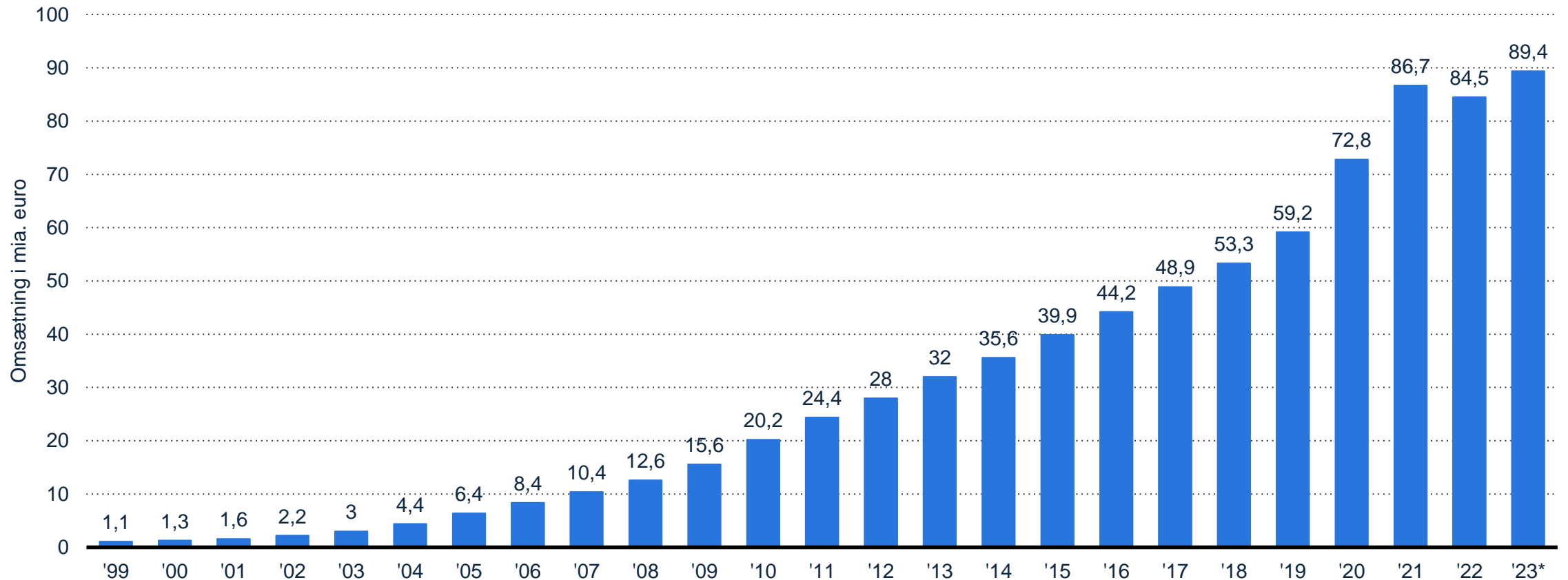


INDSTILLING TIL ONLINE-SHOPPING I TYSKLAND I 2023





E-COMMERCE (B2C) I TYSKLAND I MIA. EURO





🔍 Warum amaz|



- 🔍 warum amazon **schlecht** ist
- 🔍 warum amazon **so erfolgreich** ist
- 🔍 warum amazon **keine steuern** zahlt
- 🔍 warum amazon **zahlungsart** ändern
- 🔍 warum amazon **aktie** fällt
- 🔍 warum amazon **auf englisch**
- 🔍 warum amazon **aktie** gefallen



What's hot?

PRODUKTKATEGORIER

MODE

1. zalando.de
2. otto.de
3. hm.com
4. aboutyou.de
5. bonprix.de
6. amazon.de
7. breuninger.com
8. bestsecret.com
9. shein.com
10. lidl.de

ELEKTRONIK

1. amazon.de
2. apple.com
3. mediamarkt.de
4. otto.de
5. cyberport.de
6. saturn.de
7. notebooksbilliger.de
8. alternate.de
9. conrad.de
10. mindfactory.de

MØBLER & HUSHOLDNING

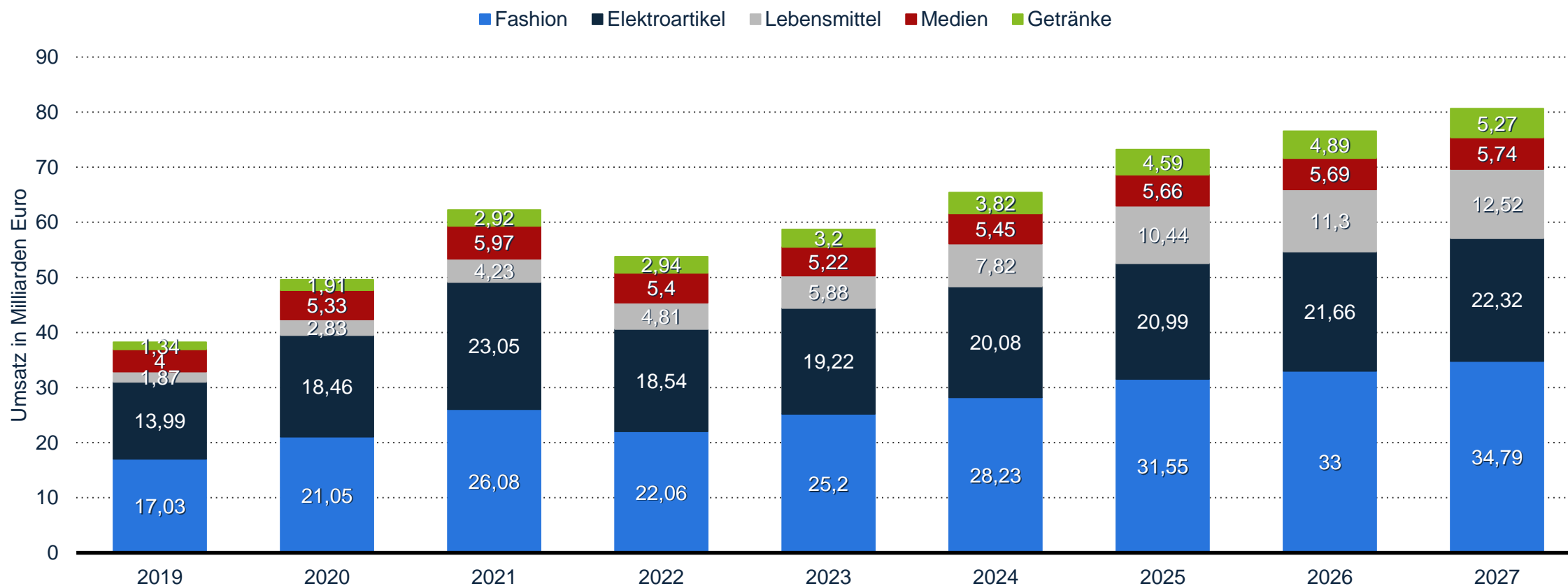
1. amazon.de
2. otto.de
3. ikea.com
4. mediamarkt.de
5. saturn.de
6. home24.de
7. wayfair.de
8. lidl.de
9. xxxlutz.de
10. tchibo.de

LEGETØJ & BABY

1. amazon.de
2. otto.de
3. mytoys.de
4. babymarkt.de
5. baby-walz.de
6. mediamarkt.de
7. jako-o.com
8. limango.de
9. vertbaudet.de
10. babyartikel.de



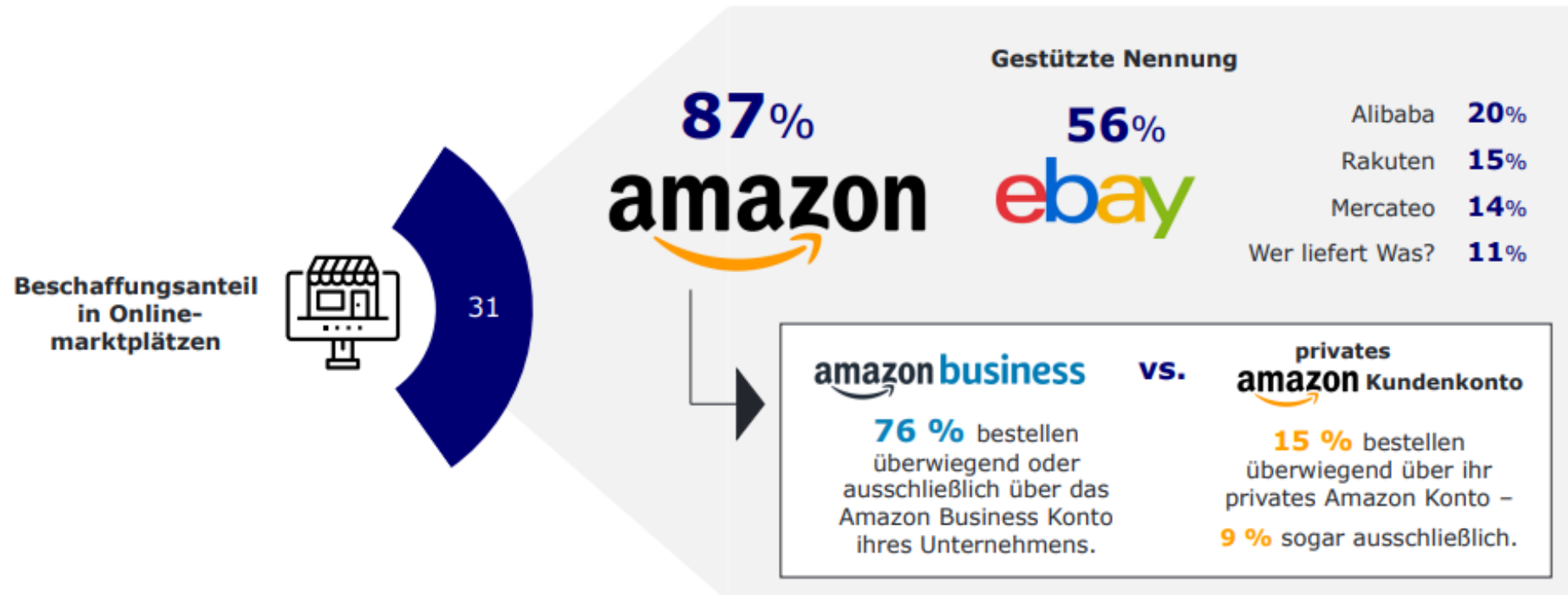
OMSÆTNING I ECOMMERCE EFTER PRODUKTKATEGORIER





B2B e-commerce

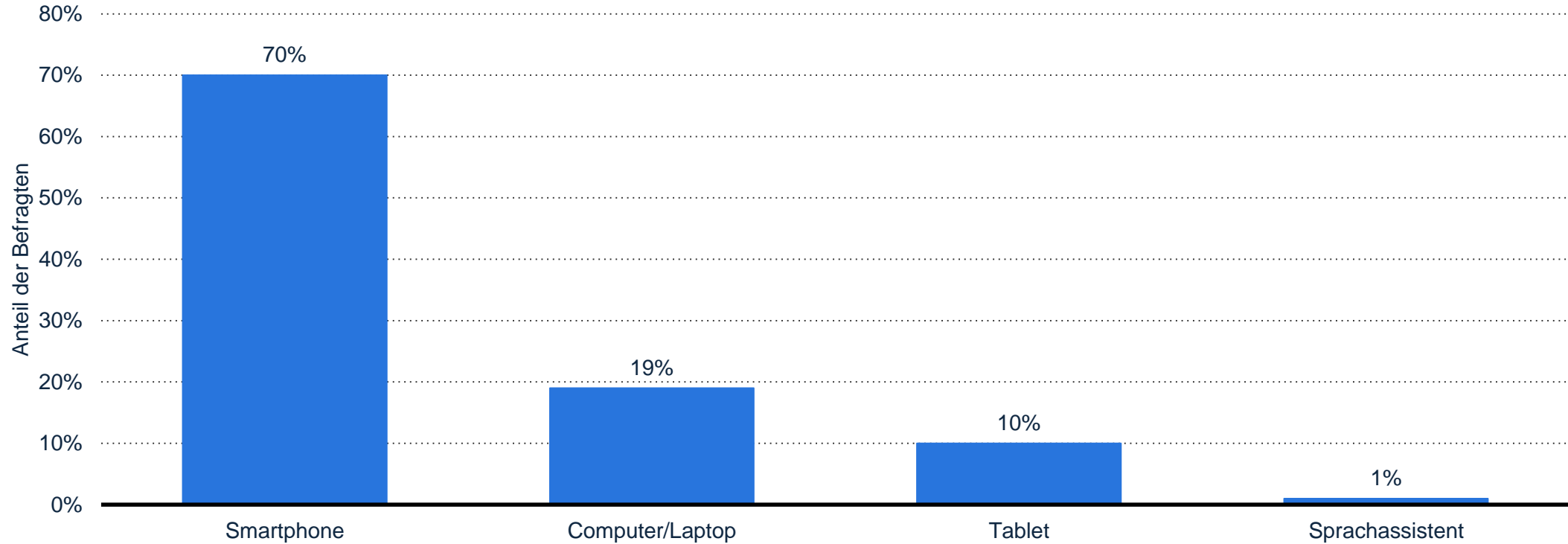
PLATFORME VINDER FREM



INFO links: n=432 (B2B-Beschaffer:innen, die online einkaufen); rechts: n=270 (B2B-Beschaffer:innen, die in Onlinemarktplätzen einkaufen), Mehrfachnennungen möglich; Angaben in %



HVILKET DEVICE BRUGER DU MEST, NÅR DU LAVER RESEARCH ELLER SHOPPER ONLINE?









**EN STOL ER IKKE
BARE EN STOL...**

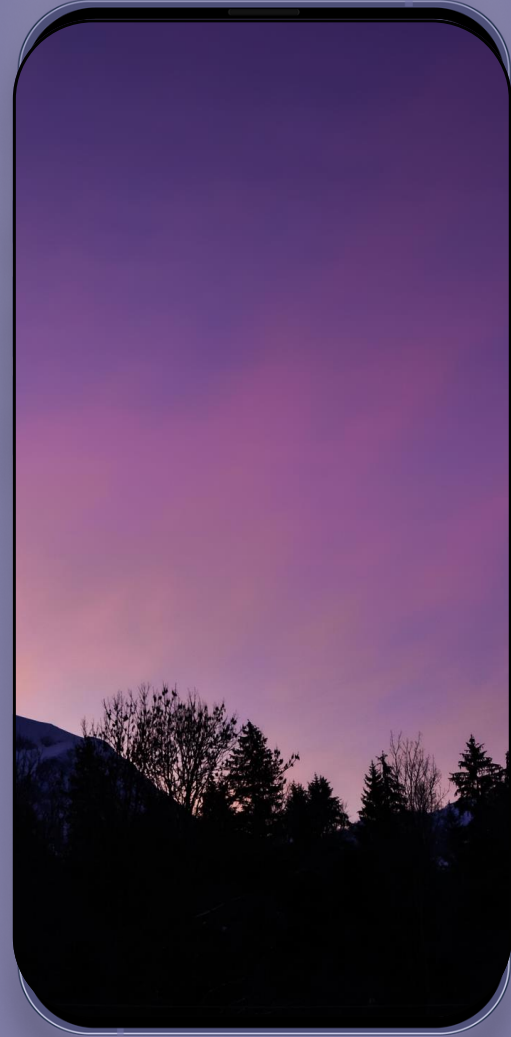




Product-Market fit

THE US VS. GERMANY

		
Global rank	2nd	5th
No. of Online Buyers	291 million	69 million
Price Sensivity	● ● ● ●	● ● ● ●
Brand Loyalty	●	● ● ● ● ●
Marketplaces	● ● ● ● ●	● ● ●
Traffic form SoMe	31%	18%



Winning in
Tomorrow's Market

US Trends

WHAT'S TO COME?

01

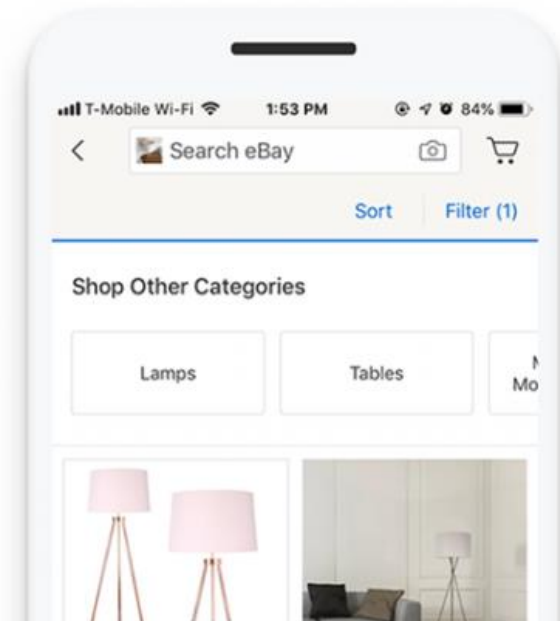
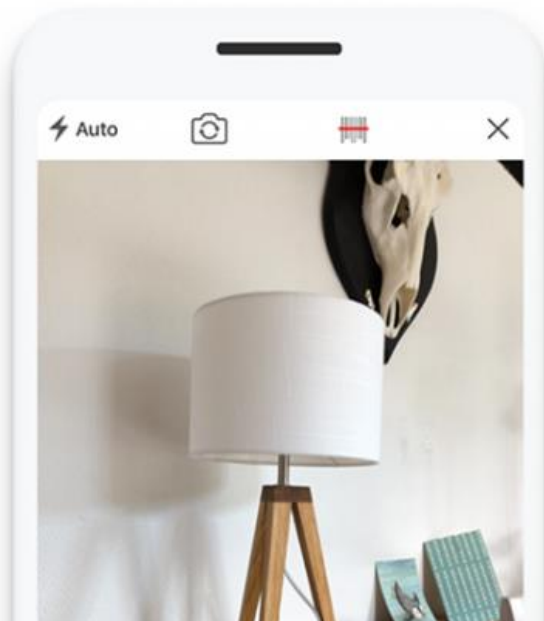
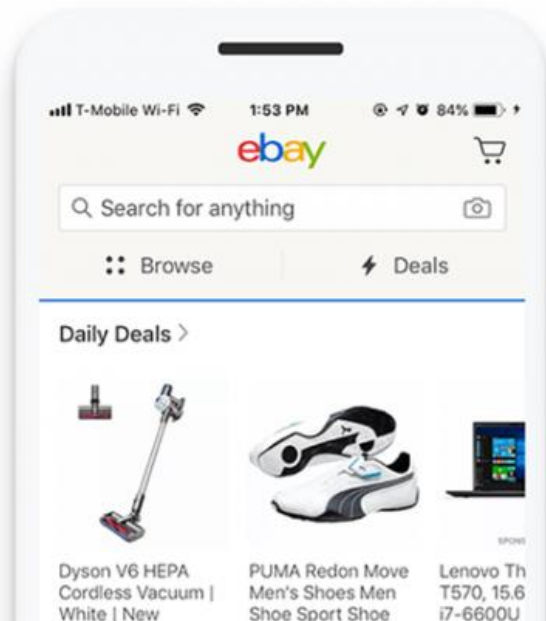
GENERATIVE AI

02

SOCIAL COMMERCE

03

METAVVERSE



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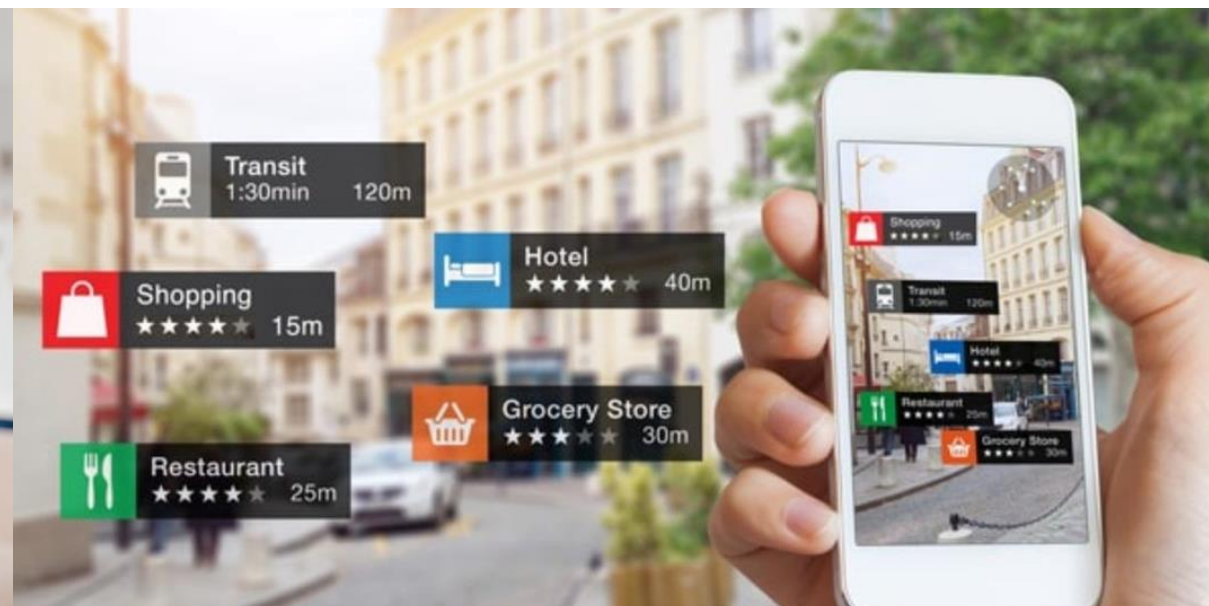
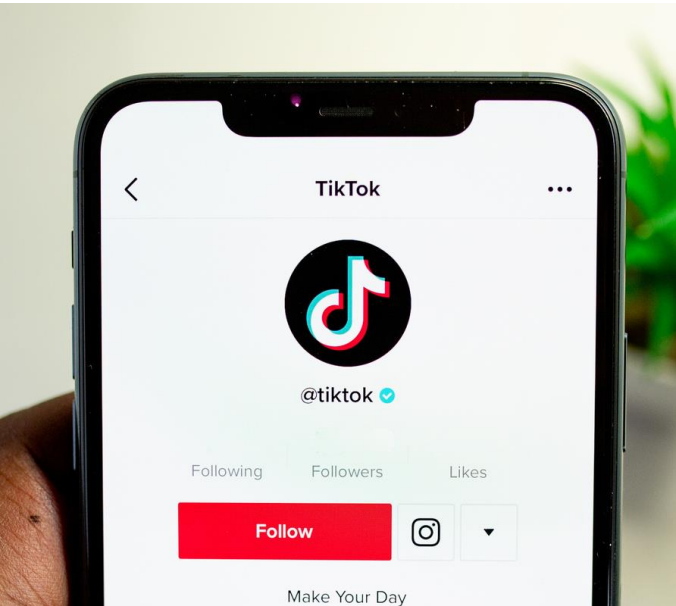
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US Trends

WHAT'S TO COME?

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THANK YOU

See you at stand #20?



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www.TheTradeCouncil.dk