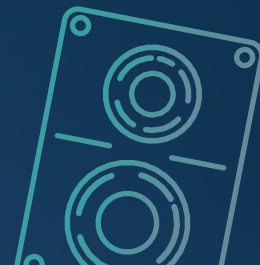
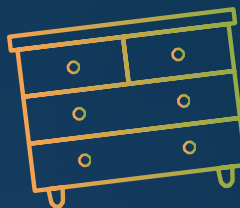


# 2022 Enterprise Marketplace Index

March 2022 Release | Global Retail

by  MIRAKL



# 2022 Enterprise Marketplace Index

Spring 2022 Release | Global Retail

by  MIRAKL

60+ global retail marketplaces

\$Billions in GMV

50K+ sellers

70M+ products

## About this report

The Enterprise Marketplace Index (“Index”) analyzes the shopper, seller, and retailer activity on Mirakl-powered retail marketplaces across the globe. The report benchmarks the state of enterprise marketplaces today and quantifies the key growth drivers, using a year-over-year, “same-marketplace-sales” analysis.

The Enterprise Marketplace Index is the industry’s largest compendium of third-party marketplace data, representing more than 60 global retail marketplaces that were live at a minimum from Q4 2019 to Q4 2021, generating billions of dollars in gross merchandise value (GMV) across more than 50,000 sellers offering more than 70 million products.

## Contents

1. Executive Summary.....	3
2. Marketplace Growth.....	6
3. Seller Growth.....	6
4. Product Growth.....	7
5. Marketplace Spotlight: The Bay.....	8
6. Marketplace Spotlight: Douglas.....	10
7. Traffic Growth.....	11
8. Marketplace Contribution.....	11
9. Marketplace Spotlight: PC Componentes.....	12
10. Conclusion.....	13
11. Methodology.....	14

Featuring Platform Pioneers

DOUGLAS

THE BAY



# Executive Summary

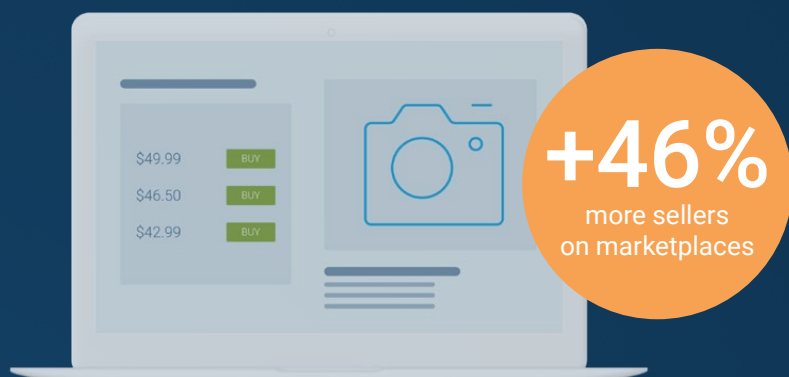
Matching digital's unprecedented rise of 2020 was no easy task, but eCommerce—and enterprise marketplaces in particular—met the challenge. As eCommerce sales growth reached 12% in 2021, enterprise marketplaces found a path to even greater heights, achieving **same-site sales growth of 25%**.

## That means, for the second year in a row, enterprise marketplaces grew at double the rate of eCommerce.

This level of growth after 2020's record year solidifies that marketplaces are not a temporary trend in commerce, but rather a fundamental—and permanent—shift in the ways that consumers shop and retailers profitably grow their businesses. In fact, enterprise marketplaces achieved **49.7% compound annual growth (CAGR) over the past two years**, compared with overall eCommerce CAGR of 22.2% over the same period.



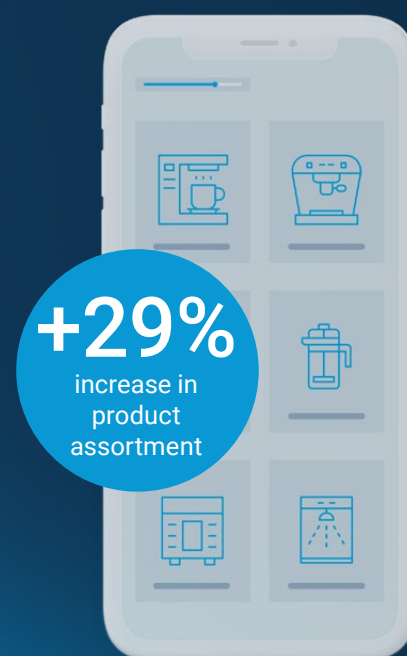
While retailers faced several challenges in 2021, such as supply chain disruptions and rising customer acquisition costs, enterprise marketplaces were a bright spot in the landscape. Consumers and sellers rushed to marketplaces at a record pace, driving up key marketplace growth indicators. For instance, **consumers' adoption of shopping on marketplaces increased by 35% over pre-pandemic levels**: in 2019, 42% of consumers said they shopped exclusively on or a lot on marketplaces, a figure that rose to 57% in 2020 and held steady at 57% in 2021 even as physical stores reopened.



The network of enterprise marketplace sellers has also grown significantly over the past two years. In 2021, **the number of businesses that began selling on marketplaces increased by 46%** over 2020. Combined with the prior year's growth, the size of the seller network represented in the Index has doubled since Q4 2019.

One of the top reasons consumers prefer online marketplaces is because they offer more product selection than traditional retail sites. Products are the primary source of marketplace growth, and marketplace sellers deliver wider assortment through the products they offer. **Product assortment on these established marketplaces expanded by another 29%** in 2021, and as a result, they now offer 62% more products than during Q4 2019. This is one of many reasons why 79% of consumers who shop online at least once a week—the most valuable shoppers in eCommerce—identify marketplaces as the most convenient way to shop.

These numbers reflect the shift from an offer-driven economy to a demand-driven ecosystem. While many retailers still express some level of skepticism around the notion of “more products,” retailers who adopt marketplaces with the right level of curation and control—while not compromising what buyers ask for—experience higher growth.



Additionally, marketplaces benefit from the opportunity to have multiple sellers offering similar products that differ in pricing, shipping times or product attributes. With the right display and merchandising strategy, this allows for maximized product availability and more competitive pricing, furnishing shoppers with more opportunities to find the value they crave. **The number of offers made available across all marketplaces jumped 38%**, and the number of offers per product reached 1.9, a 16% increase over last year. Enterprise marketplaces continue to provide shoppers more selection and choice than any alternative.



**+29%**  
Marketplace Contribution Growth



Finally, during a period when eCommerce margins have been reduced by supply chain disruption, shipping surcharges, and historically high inflation, enterprise marketplaces provided a margin-boosting gift. **Marketplace revenue contribution grew by 29%**, thanks to the compound growth of GMV gains and increased overall commission rates. On a per-seller basis across all enterprise marketplaces, GMV contribution reached \$14,451. Put another way: **Marketplace operators earn an incremental \$1 million in (bottom-line) contribution for every 69 sellers they onboard.** And, with the top 25% of enterprise marketplaces by GMV averaging a contribution of more than \$40,000 per seller, the scope of marketplace transformation

can satisfy retailers' grandest ambitions.

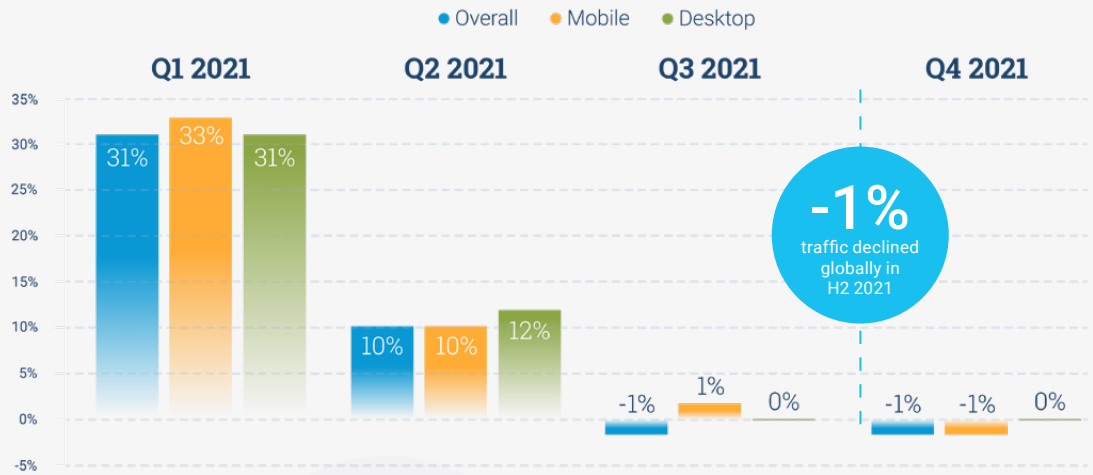
Throughout the report, the Enterprise Marketplace Index shares the data-driven insights from across the ecosystem of established enterprise marketplace retailers.

# Navigating through challenges, and toward growth

On the heels of a massive year of online shopping in 2020, the 12% growth in digital sales in 2021 marked a return to what retailers have come to expect from eCommerce. But within that context, three new challenges also emerged.

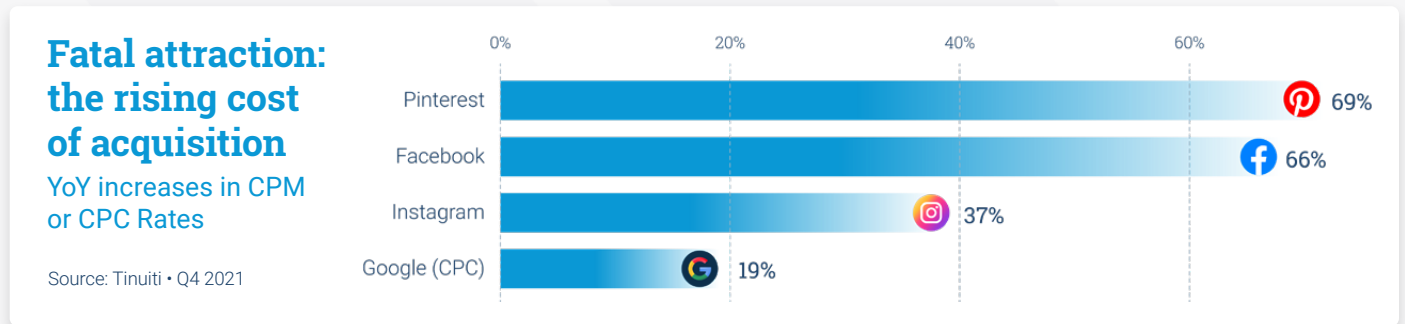
## Stagnant traffic

Finding new shoppers is the lifeblood of online sales, and, for the first time in eCommerce, organic traffic gains are not a given. In the second half of 2021, traffic declined 1% year over year globally.



## Rising acquisition costs

At the same time, as retailer demand for new customers increases, the leading sources of customer acquisition—Google and Meta (Facebook and Instagram)—are dramatically increasing costs. The economic pressure to simply make a first connection with shoppers is mounting.



## Deep margin cuts

Together, rising inflation and supply chain disruption have attacked retail bottom lines. Rising inflation exposed retailers to increased materials costs. **Supply chain disruptions increased 88% year over year** (per Resilinc Corp.), redirecting retail leadership away from growth opportunities, and toward problem-solving. The impact of decreased margins cascades through the entire organization, developing a vicious cycle of smaller buys, which lead to stock-outs and result in unrealized growth and profitability.

Clearly, the burden has swelled. Retailers are facing hurdles that require urgent attention. The marketplace economy is paving a path through and around these macro challenges. The Enterprise Marketplace Index draws on the insights across 60 global enterprise marketplaces, 50,000 sellers and 70 million products to narrate the true story inside enterprise marketplaces.

# Marketplace Growth

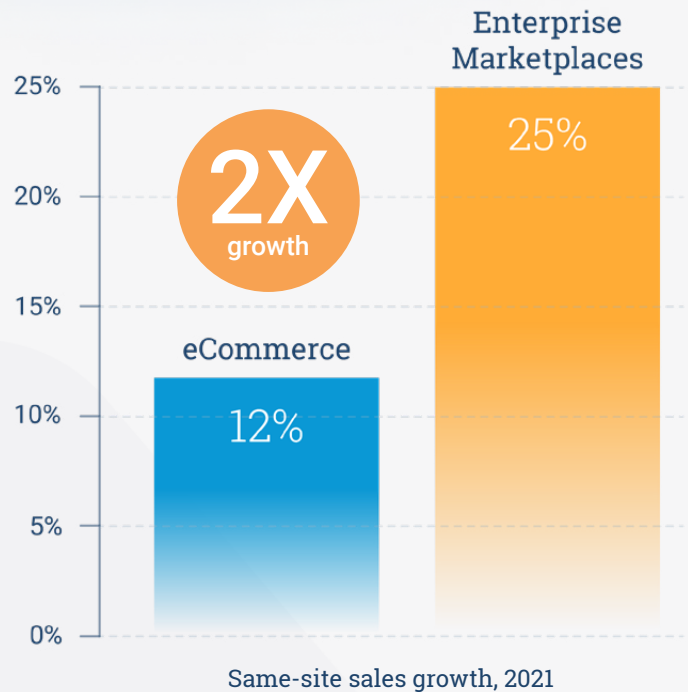


## Enterprise marketplaces double eCommerce growth... again

While volatility has been a defining characteristic of the past few years in retail, marketplaces offer both strength and opportunity consistently, as enterprise marketplace operators can attest. In 2021, eCommerce growth nearly ground to a halt, leading to a single-digit increase in Q4, quelling the full year's growth to only 12%. Meanwhile, **same-site sales growth on enterprise marketplaces surged 25%, double the rate of eCommerce growth.**

Even more impressive is the growth that marketplaces experienced over the past two years. **Enterprise marketplaces achieved 49.7% compound annual growth (CAGR)** over the past two years (Q4 2021 v. Q4 2019), compared with overall eCommerce CAGR of 22.2% over the same time period.

These findings show that enterprise marketplace growth is not just coming from new marketplaces, and therefore attests to the longstanding, repeatable hypergrowth that the marketplace model can provide, even in a more treacherous retail environment.



# Seller Growth



## Sellers move into marketplaces at a record pace

Marketplaces welcomed a wave of new sellers in 2021. The number of businesses that began selling on marketplaces increased by 46% over 2020. While on its own that represents massive growth, it is even more impressive given the strong base of sellers established in 2019.

Looking back over the past two years, **enterprise marketplace sellers have more than doubled.**

This illustrates a true evolution in commerce with a transformation of value chains. Retailers are shifting from just being trend-setters to becoming more comprehensive destinations for consumers by relying on third-party sellers to support their sourcing and merchandising efforts—enabling scale and attracting shoppers.

The contributions of the ever-expanding marketplace sellers are the difference between the prosperous, accelerated growth of marketplaces and the slower growth of first-party eCommerce. Sellers have demonstrated ambition, seeking new opportunities to serve shoppers, and enterprise marketplaces have proven to be fertile ground for mutual growth with sellers and marketplace operators alike.

# Product Growth



## Massive product assortment growth attracts more shoppers

Product assortment fuels enterprise marketplace growth. Products attract shoppers, and are truly the allure and promise of marketplaces—shopping destinations providing curated assortment without compromising on expanded choice. And marketplaces exceeded assortment expectations in 2021, achieving **29% growth in the number of products available to shoppers** year over year. This past year's growth is stacked on top of strong expansion the prior year, too: 62% more products were available on enterprise marketplaces in Q4 2021 than during the same period in 2019.

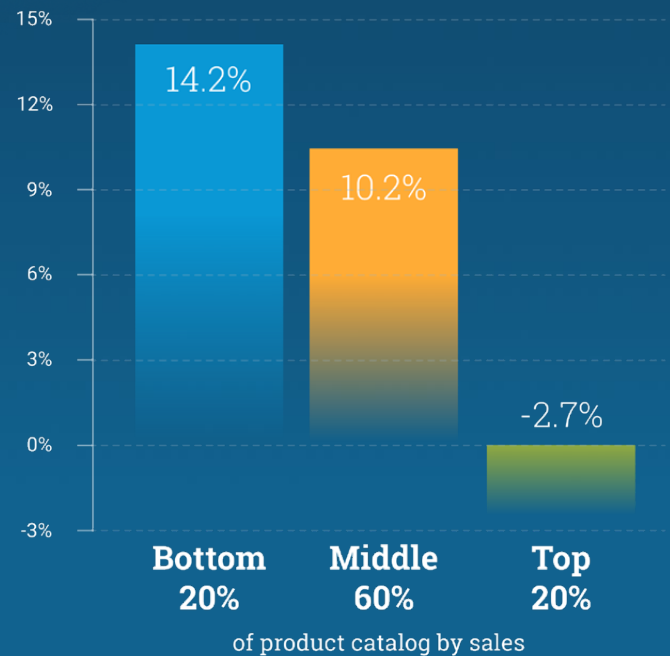


## An increasingly important long tail

As marketplace assortment has expanded, the long tail of products, or the 20% of products that contribute the fewest sales, is of increased importance. While a deeper product catalog provides many complementary benefits—namely supporting organic search, and increasing site relevance—one of the most direct benefits is the sales contribution of that longer tail. Over the past year, the **long tail of the product catalog increased its share of contribution to marketplace GMV by 14.2%.**

As assortment has grown, catalog strength has expanded, evidence that the increased product assortment supports the bottom line for marketplace operators. With an ever-expanding catalog, retailers are insulated from product concentration risk, and are able to make more room for new, emerging products.

## GMV share growth by product sales rank



## MARKETPLACE SPOTLIGHT

### THE BAY

#### The Bay's product growth with curation at scale

The Bay is North America's oldest startup. As one of Canada's largest premium life and style digital platforms, The Bay operates TheBay.com featuring Marketplace, seamlessly connected to a network of 85 Hudson's Bay stores across the country that, working together, provide an exceptional omnichannel experience for its customers.

**500+** sellers on TheBay.com in first year of marketplace

**60K** items added in 9 months



With a history spanning more than 350 years, shifting consumer preferences and expectations is not new to The Bay. The Bay helps Canadians live their best style of life, and providing a relevant and diverse assortment is essential to success—but so is preserving The Bay's curation of style and quality that customers trust and love.



"The Bay Marketplace has enabled us to add new categories, expand current assortments, and extend partnerships with vendors to create a true extended aisle — something that was not possible before for a traditional department store. For us, it was paramount to fully integrate marketplace into our eCommerce experience to reduce friction for customers. It was also important that we worked seamlessly with our store network to create discovery destinations, raising awareness and extending the shopping experience beyond the walls of our physical stores."

**THE BAY** **Adam Powell**  
Chief Digital Officer, TheBay.com

When the marketplace launched in early 2021, it gave the retailer the opportunity to expand within the bounds of customer needs. Using search data from TheBay.com, the retailer identified new categories and products that its customers were already looking for, from technology and sports equipment to pet products, health & wellness, and even vintage handbags and watches. Sellers range from big partners to small independent businesses, with a growing commitment to local, sustainable and BIPOC-owned brands. This data became the foundation of its strategy for curation at scale.

The Bay's curated strategy has both broadened and deepened its assortment, driving real bottom-line impact. In the first nine months of marketplace operation, The Bay added **more than 500 sellers**, and sitewide **assortment grew by over 60,000 items**. As a result, in its first year, **The Bay's Marketplace already represents a double digit blend of total digital sales**.





## The changing profile of marketplace sellers provides curation

Since product assortment is a critical component of marketplace growth, retailers should look to onboard a diverse set of sellers—large and small businesses, marketplace natives, brands and resellers—to round out their assortment and ensure they are offering a unique product catalog.

Mirakl's *Enterprise Marketplace Seller Report* analyzed the evolving profile of marketplace sellers, showing the biggest sellers in terms of GMV contribution remain critical to marketplace success, but **smaller sellers doubled their GMV share year over year**. This GMV migration also impacts assortment contribution. **In 2021, the average number of products per seller fell 11.5%**, indicating the increased participation of small and medium-sized sellers. This encourages marketplaces to curate a network of sellers that complement their assortment.

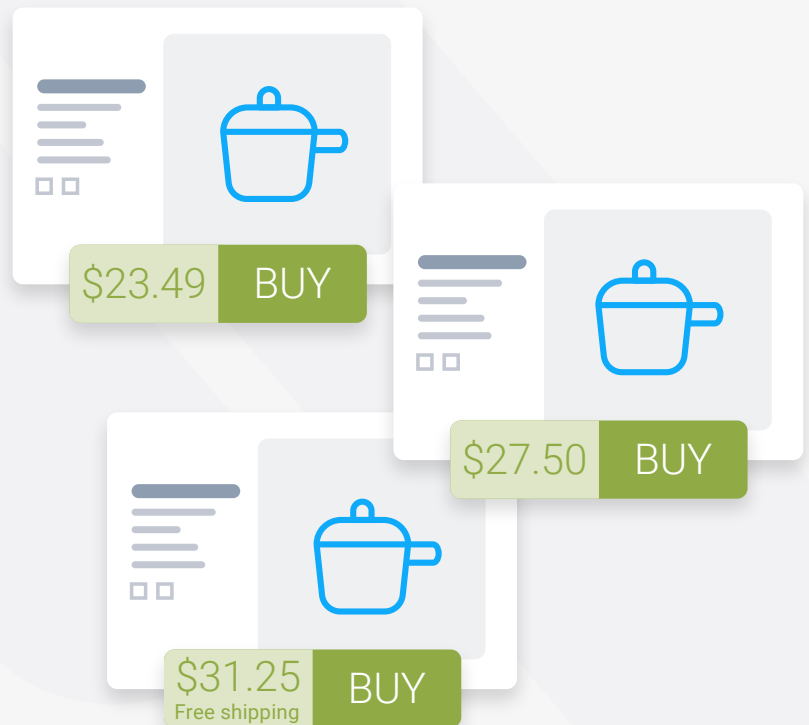
Ultimately, it's the combination of a variety of sellers—from large to small—that make an optimal ecosystem for marketplace growth. And the pool of professional marketplace sellers is increasingly expanding, evidenced by massive fundraising rounds by companies that acquire marketplace sellers. Twenty-five such companies, including Thrasio and SellerX, raised a combined \$7 billion in 2021. Each of the 25 companies had raised at least \$100 million by 2021; that compares to just one company the year prior.



## Marketplace competition breeds more shopper choice

Competition is a hallmark of marketplaces; sellers compete to offer a product at different price points, discounted shipping rates or by including additional services. This competition provides shoppers with a significant value: more choice. The average number of offers per product **increased to 1.9, up nearly 16% year over year**, furnishing shoppers with more opportunities to find the value they crave.

Putting it all together: with more products available, and more offers per product, established **enterprise marketplaces shared 38% more offers with shoppers in 2021**. When marketplaces provide the platform for sellers to offer choice and assortment, shoppers win.



## MARKETPLACE SPOTLIGHT

# DOUGLAS

### DOUGLAS increased product offers to attract & retain shoppers

As Europe's market-leading perfume and cosmetics retailer, DOUGLAS has long dominated beauty eCommerce in the region. With pure players and other competitors entering the online space, DOUGLAS' best-in-class first-party assortment was no longer enough. Over the years SEO visibility began to decrease, negatively impacting inbound web traffic. DOUGLAS acted quickly with a platform strategy designed to become the one-stop shopping and inspiration destination for beauty & health.

120K+ partner program SKUs

+77% increase in available products

167 partner program sellers



The selective partner program, launched in 2019, expanded DOUGLAS' core assortment and allowed them to enter stretch categories beyond beauty with a high fit to their brand DNA, like health, well-being, and premium accessories.

With this strategy, DOUGLAS also increased visibility on every keyword relevant to its target customers. Improvements in content, site structure and page speed optimization supported the integration.

By adding **more than 100,000 new SKUs** in the first year of operation, DOUGLAS' SEO visibility has skyrocketed, pushing far above its previous heights. Increased visibility has powered dramatic growth: **eCommerce sales have doubled since the launch** of the partner program, and in **2021, new eCommerce customers increased by 12% over 2020.**



"DOUGLAS has doubled its eCommerce sales in just 2 years and with our partner program, the SEO benefits have been a significant driver of that growth. We're discovering more new customers, increasing overall web visits, and increasing our average basket size as a result. The partner program is essential to our business growth."

**DOUGLAS** **Vanessa Stütze**  
Chief Digital Officer, DOUGLAS

### SEO VISIBILITY SKYROCKETING SINCE BECOMING A PLATFORM IN 2019



# Traffic Growth



## Marketplaces help retailers reinvigorate traffic growth

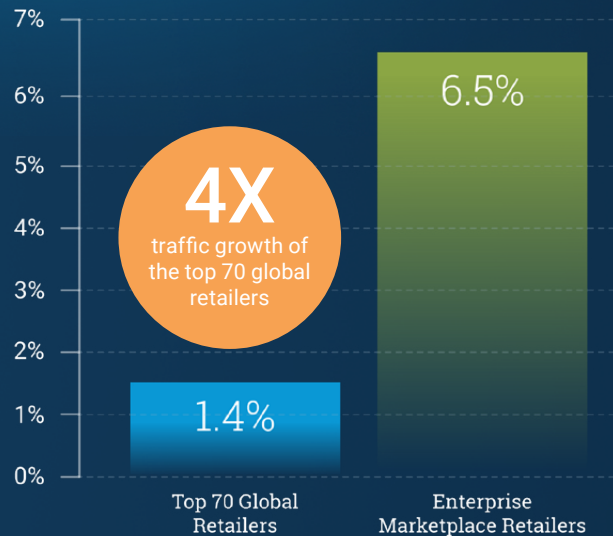
From attraction, to conversion, and through re-engagement, marketplaces are proving to be an important factor influencing the entire shopper journey.

At a time when traffic stagnated for legacy eCommerce retailers, and fell across all of eCommerce in the second half of 2021, marketplaces provided an attraction boost. Traffic to retailers operating an enterprise marketplace increased 6.5%, a full five percentage points higher, and **four times the traffic growth of the top 70 global retailers**. Clearly, the boost that marketplaces provide—namely larger and fresher assortment that helps rank and increase organic search traffic—is providing value across retailer web presences.

Marketplaces also present an opportunity for retailers to boost conversion. **Two-thirds of consumers prefer eCommerce sites with online marketplaces, and 70% say online marketplaces are the most convenient way to shop**, according to Mirakl's *State of Online Marketplace Adoption* report, which surveyed 9,000 online shoppers across the globe.

And, completing the full journey of the shopper, retailers offering marketplaces can influence shopper retention and purchase frequency. "Power shoppers," those who purchase online at least once a week, indicate a strong preference for marketplaces. 75% of these high-value shoppers are interested in their favorite retailers offering an online marketplace.

### Traffic to marketplaces gets a higher bump



Source: SEM Rush • 2021/2022 Traffic Growth

# Marketplace Contribution



## Safe passage toward profitability

While the traditional retailer is only focused on buying and merchandising, enterprise marketplaces supplement their operation by curating networks of sellers that contribute products that attract shoppers. In this way, marketplace operators gain an advantage through seller recruitment and activation. With bottom lines facing an outright assault from the triple threats of higher acquisition costs, inflated costs of goods sold, and supply chain disruption, finding safe passage toward profitability is the burning question inside retail board rooms. Those retailers that turned to marketplaces are finding margin relief that boosts bottom lines.

Marketplace commissions are the fundamental source of revenue contribution for a retailer. Enterprise marketplaces, on average, earned 13.2% in commission fees, up 3.9% for same



### Lower Commission Categories

- Consumer Electronics
- Appliances
- Home Improvement
- Toys & Hobbies
- Home & Living
- Health & Beauty
- Apparel & Accessories
- Jewelry

### Highest Commission Categories



# MARKETPLACE SPOTLIGHT



## Powering sales growth & profitability with marketplace

PcComponentes, one of Europe's largest electronics retailers, is known for offering the best price, assortment, and availability to its customers. From day 1 of its marketplace launch in 2018, PcComponentes knew that it needed to allow competition between marketplace sellers to deliver on this promise.

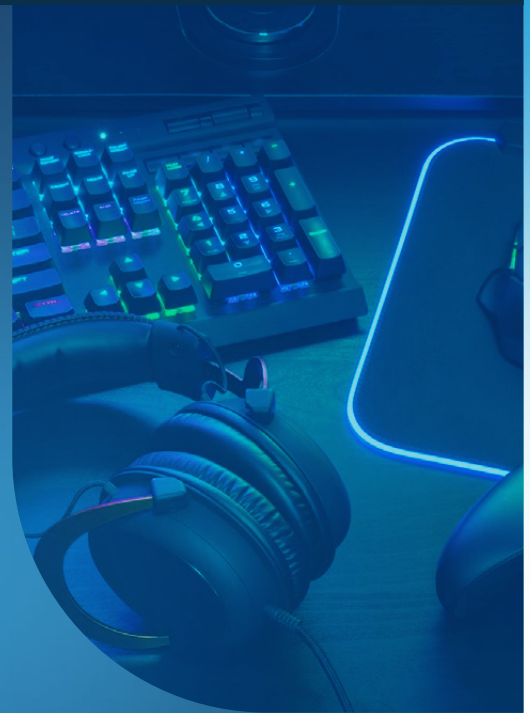
35K+ SKUs added

200K offers added

40% marketplace growth YoY

€81.5M in marketplace sales

PcComponentes marketplace data from 2021



With this "multi-offer" strategy, sellers on the PcComponentes marketplace compete on the same products, listing both new and pre-owned assortment. Sellers compete not only on price but on quality of service, encouraging them to go above and beyond and leading to an **average 4.7 out of 5 seller rating**. Shoppers can easily compare reviews and services provided by different sellers, like faster shipping and free returns, to make the most informed decision about which seller to choose.

This combination of greater options and a better experience for customers has led to record growth. **Revenue growth has more than doubled year-over-year** after the launch of the marketplace. This extensive, competitive assortment is also fueling growth in basket sizes, with **marketplace average order value increasing from €115 in 2020 to €175 in 2021**.



"With our marketplace, powered by Mirakl, we have the technology, expertise, and ecosystem we need to give our customers the product choice they demand at the most competitive prices. We're creating loyal customers for life who recognize that we offer everything they need – driving sustainable, long-term growth for our bottom line."



**David Morales Reyes**  
Head of Marketplace, PcComponentes

PcComponentes Marketplace GMV Growth (in Million Euros)



marketplace sales, year over year. Factored by the average GMV per seller, **revenue contribution reached \$14,451 per seller in 2021**. At this level of contribution, 69 sellers produced \$1 million of contribution. And, with the top 25% of enterprise marketplaces by GMV averaging a contribution of more than \$40,000 per seller, the scope of marketplace transformation is satisfying even grand ambitions.

Furthermore, the middle 50% of marketplaces earned between 11.8% and 19.1% in commission rates.

As enterprise marketplaces continue to mature, the per-seller metrics will likely shift. With more brands turning to marketplace selling, and new sellers entering the market, the profile of a seller will evolve. Marketplaces aiming to compete through curation and unique assortment may choose to orchestrate a network of sellers that contributes smaller levels of GMV. As such, 'per-seller' metrics are giving way to a more meaningful value that captures the real value of the entire marketplace operation. This alternative approach measures the **overall marketplace contribution**.

Marketplace contribution—the product of GMV growth and commission rate growth—is an effective way to measure the growth rate of the entire marketplace program.

**Marketplace contribution surged 29% in 2021, the product of 25% same-site GMV growth and a 4% rise in commission rate.**

At a time when retailers must uncover not only top-line growth, but do so profitably, marketplaces are the clear path forward.

## Conclusion

Retailing is a competitive sport. Whether squeezed by new entrants, pushed by legacy combatants, or challenged by industry heavyweights, retailers are constantly striving to find the next opportunity to earn growth. Coupled with the triple-threat of market forces—stagnant traffic, rising acquisition costs, and shrinking margins—finding the next opportunity of growth is priority one for every retailer.

The marketplace model is shining its light, providing safe passage for retailers. Those pioneering retailers that have adopted the enterprise marketplace model are not simply enduring, but thriving. And it's become clear that **marketplaces are the new normal in commerce**. Marketplaces are attracting sellers and consumers alike with curated, expansive product selection; competitive prices; and better fulfillment options. The result: More retailers are reaching shoppers through the platform economy.

Their marketplace operations, years after launch, continue to generate an impressive 29% contribution growth thanks to top-line GMV expansion of 25% and commission rate growth of 4%. To realize this growth, marketplaces have successfully scaled what shoppers are looking for: assortment and choice. With 46% more sellers growing assortment by 29% and increasing choice by 38%, marketplaces are truly a destination that is shopper-first, and retailer-friendly.

### Commission Ranges by Category

	Min	Max
Consumer electronics	6.00%	10.00%
Appliances	8.00%	15.00%
Home & garden furnishings	12.00%	20.00%
Animals & pet supplies	12.00%	15.00%
Apparel & accessories	15.00%	25.00%
Health & beauty	10.00%	15.00%
Jewelry	20.00%	25.00%
Sporting goods	15.00%	20.00%
Toys & hobbies	15.00%	20.00%
DIY	12.00%	20.00%
Food	12.00%	15.00%

+29%

Marketplace Contribution Growth



Marketplace Contribution =  
Marketplace GMV Growth x Commission Rate Growth

# Methodology

The Enterprise Marketplace Index is a set of aggregated and anonymized insights of B2C marketplaces powered by Mirakl's platform. Strict aggregation measures are employed to ensure customer anonymity. These measures include requirements on comparison set size, diversity, and consistency, in order to present credible and reliable information that is insulated from concentration risk, and can not be reverse-engineered to identify any specific customer or marketplace.

To qualify for inclusion in the analysis set, a marketplace must have transacted throughout the entire analysis period, in this case Q4 2019 through Q4 2021, which allows for full year comparisons of 2021 over 2020, as well as two-year compound annual growth rates to be calculated.

Additional data hygiene factors are applied to ensure accurate metric calculation.

Data footnotes are noted as appropriate to provide additional analysis clarity.

The Enterprise Marketplace Index is not directly indicative of the operational performance of Mirakl or its reported financial metrics, including GMV growth.

Marketplace growth is measured by GMV growth year-over-year, of same-marketplace-sales across 60 global marketplaces powered by Mirakl.

eCommerce growth is calculated as an aggregate average of leading eCommerce sources and/or sites from across the globe: Adobe Digital Economy Index, Amazon GMV growth, Ebay GMV growth, FEVAD, Salesforce Shopping Index, U.S. Department of Commerce. Annual growth rates are derived by quarterly reports, weighted for seasonality.

Additional industry intelligence, including traffic analytics, is sourced via SEMRush.



## **ABOUT MIRAKL**

Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations. Platforms are the new competitive advantage in eCommerce, and the world's most trusted brands choose Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model for them.

As a result, companies like ABB, Astore by AccorHotels, Best Buy Canada, Carrefour, Catch, Changi Airport, Darty, The Kroger Co., Leroy Merlin, Maisons du Monde, Metro, and Toyota Material Handling gain the speed, scale and agility to win in the changing eCommerce landscape. For more information: [www.mirakl.com](http://www.mirakl.com)