

# Most of Germany's Top 10 E-Commerce companies rely on Icecat

In the 2017 study "E-Commerce market Germany" by the EHI Retail Institute and Statista, Amazon did not only come in first place again in Germany, but its revenue is almost three times the amount of the runner-up OTTO. In total, E-commerce revenue has increased by 12% within one year and MediaMarkt qualified for the first time for a place among the ten best.

## Secrets to success 2016

Whilst revenue generated from marketplaces is not accounted for in this study, it is still notable that the Top 3 companies in the list do indeed work as multishops or marketplace systems which might hence be a key success factor. Might it also be the use of Icecat data? We are proud to say that most players in the Top 10 already work with our product content.

## Retail and Pharmacies go online

Another trend is the movement of retail and pharmacies into e-commerce. Last year, some retailers had entered the market, but couldn't break into the Top 100 ranking. This year, Rewe.de didn't only enter the list, but jumped straight ahead to rank 58. And a total of eight online pharmacists are to be found on the list, with DocMorris.de being the most successful at rank 15 with a revenue of 317 million Euro.

For more numbers, facts and information, you can refer to the [original German publication](#).