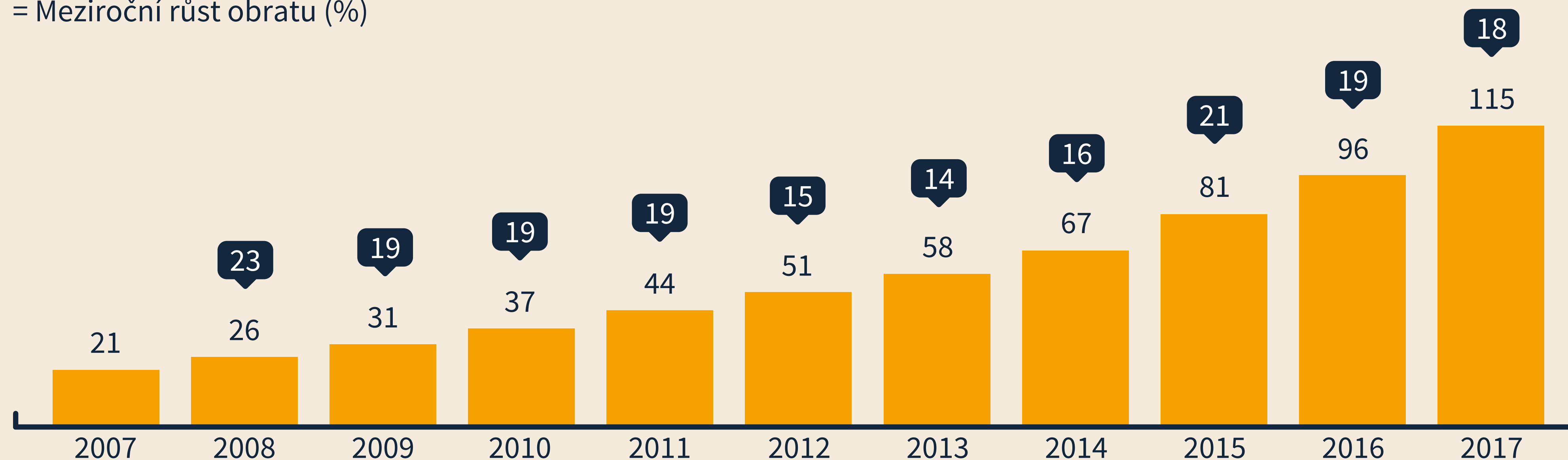


10

2007 - 2017 - ČESKÁ E-COMMERCE

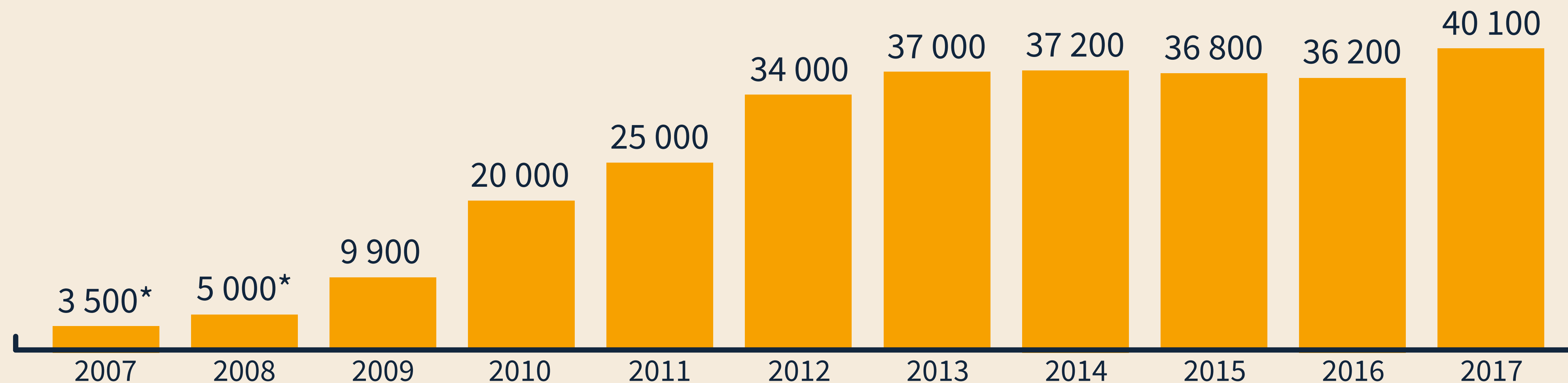
OBRAT E-SHOPŮ (MLD KČ)

 = Meziroční růst obrátu (%)

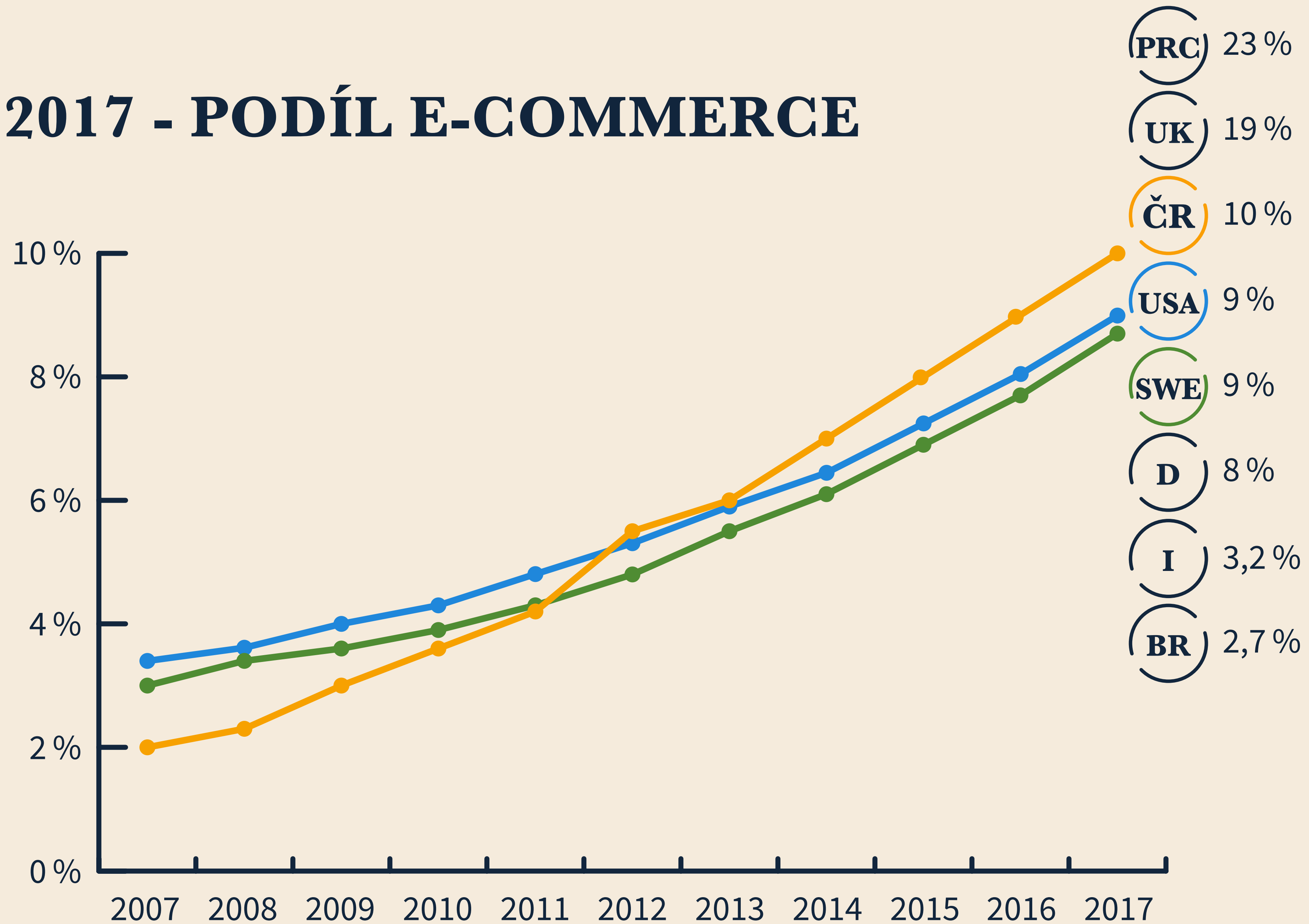


2007 - 2017 - ČESKÁ E-COMMERCE

POČET E-SHOPŮ

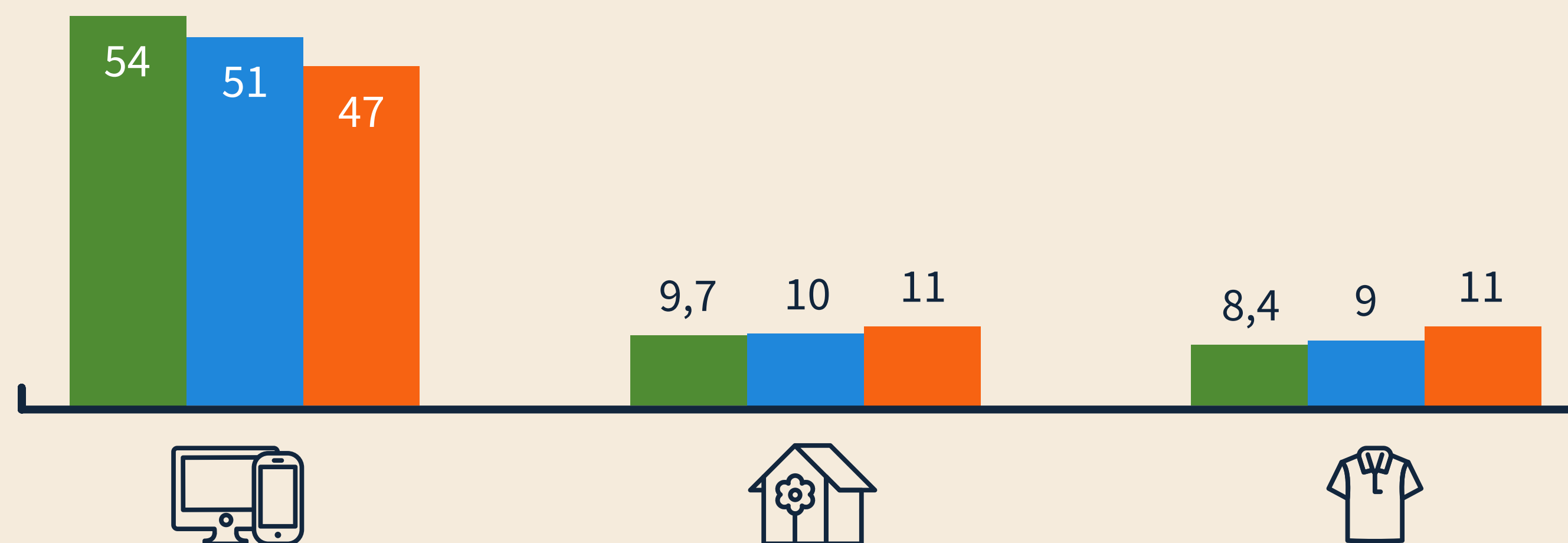


2007 - 2017 - PODÍL E-COMMERCE



2007 - 2017 - ČESKÁ E-COMMERCE

PODÍL KATEGORIÍ (%)



2015



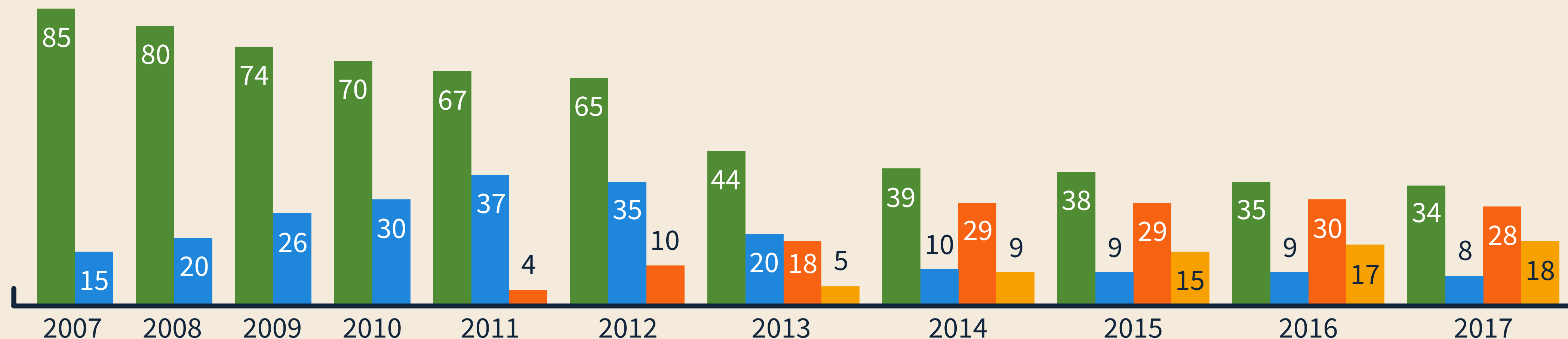
2016



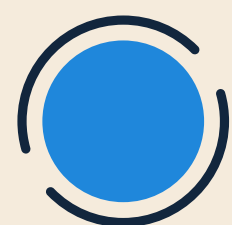
2017

2007 - 2017 - ČESKÁ E-COMMERCE

PLATEBNÍ METODY (%)



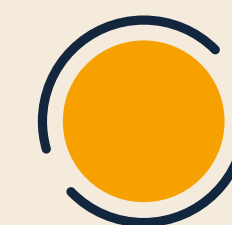
Dobírka



Bankovní
převod



Platba na
odběrném
místě

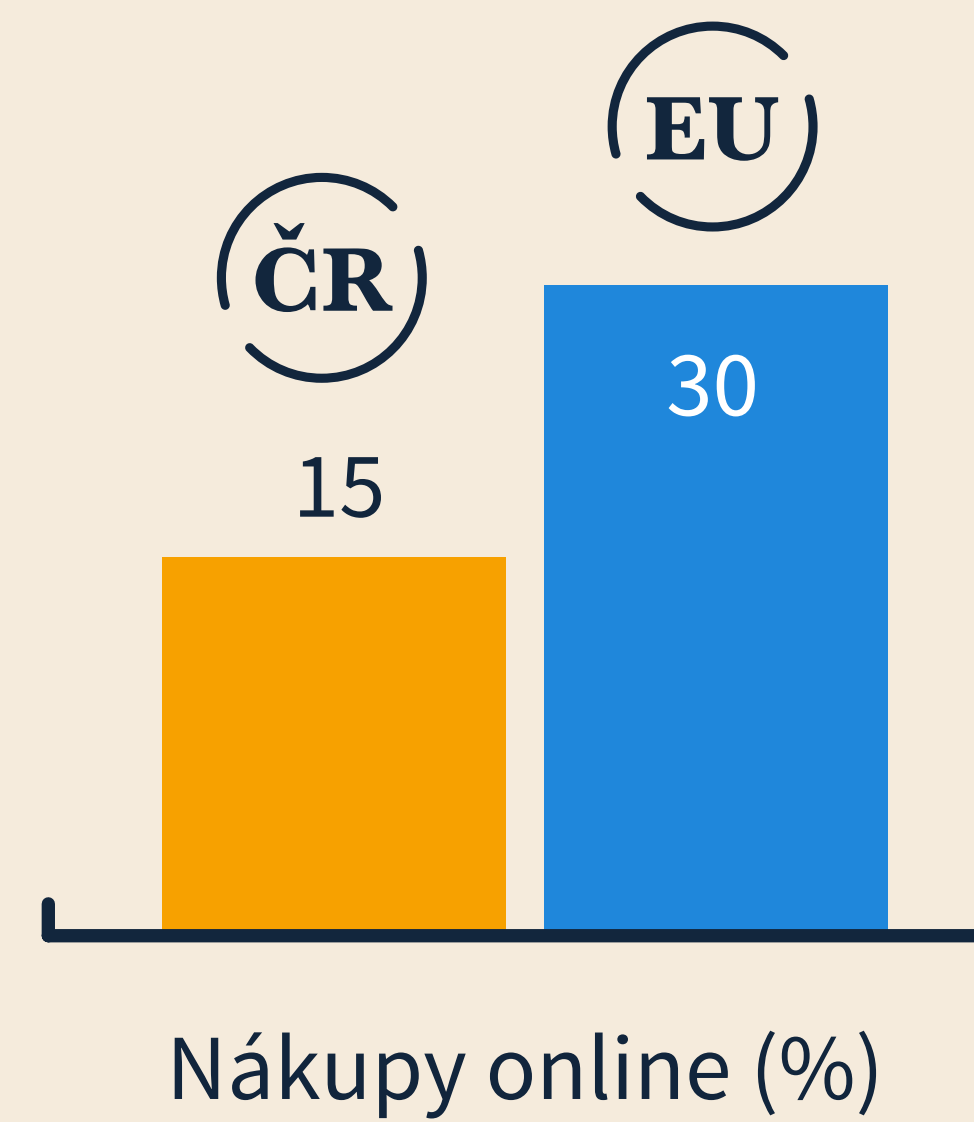


Online
kartou

2007



 Heureka



2007



let  **Alibaba.com**[™]



let **ebay**[™]

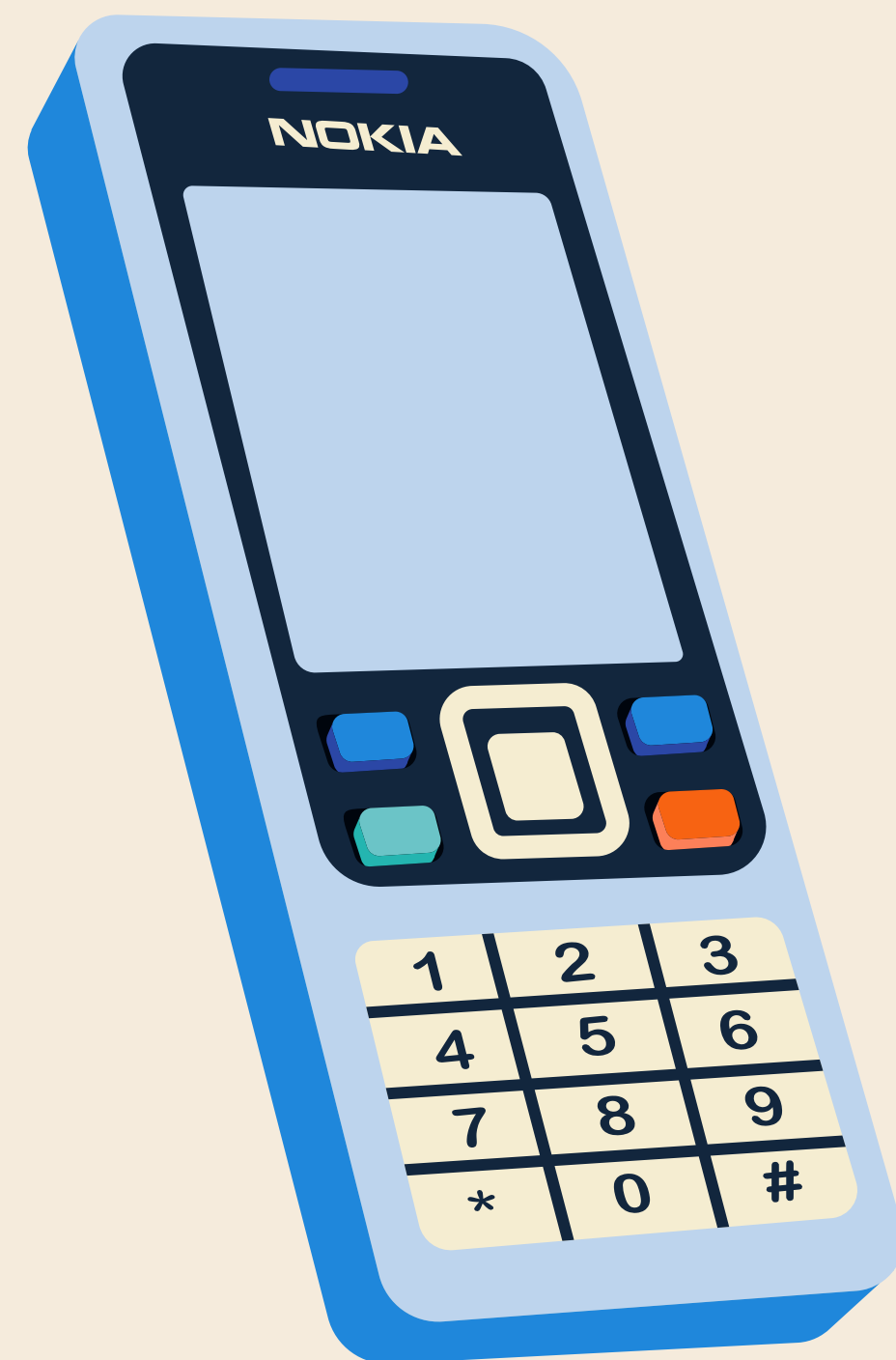


let **amazon**

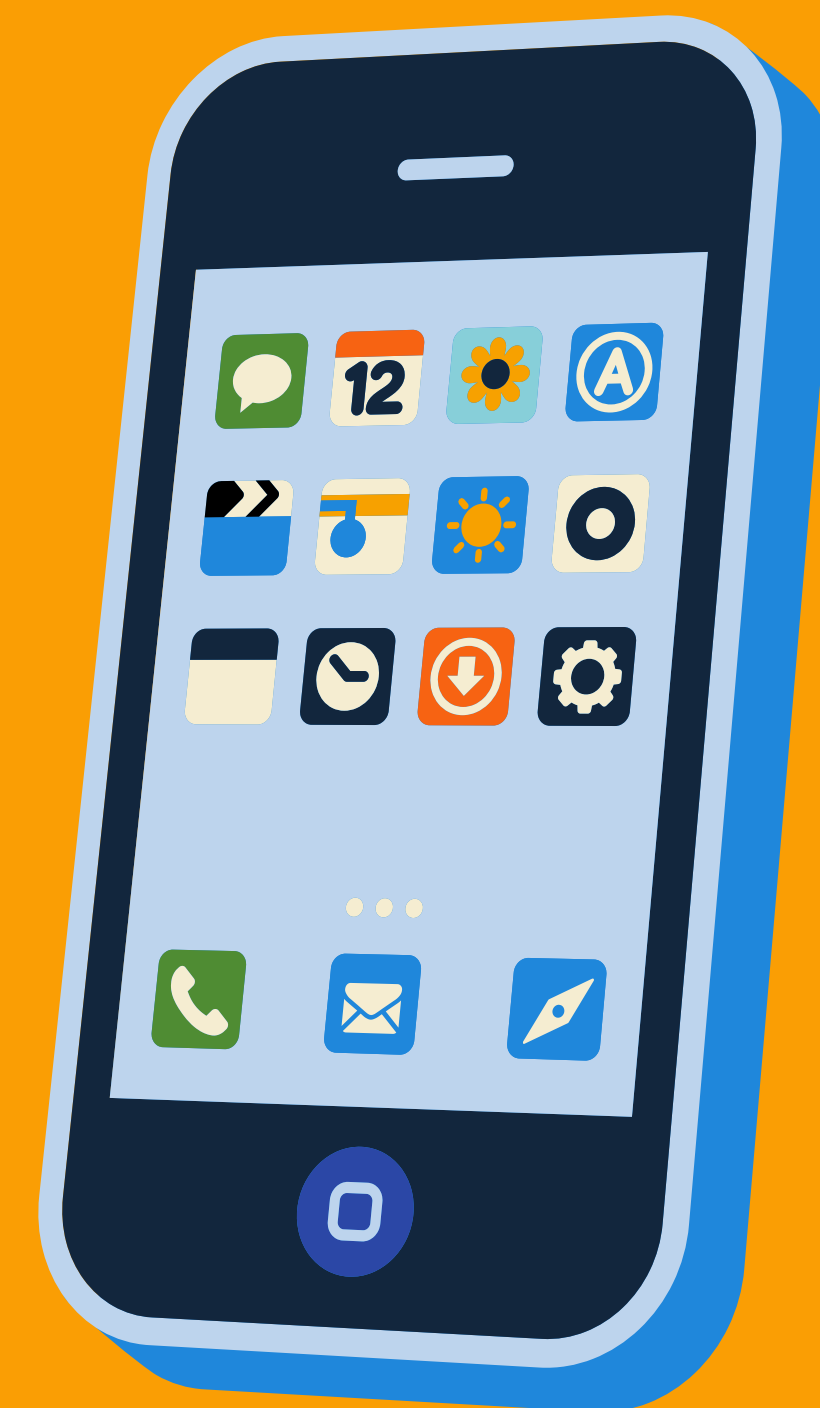
2007 - ŠUNKOVAR



2007



VS



2008



VS



2008



2009



VS



2010



 SLEVOMAT



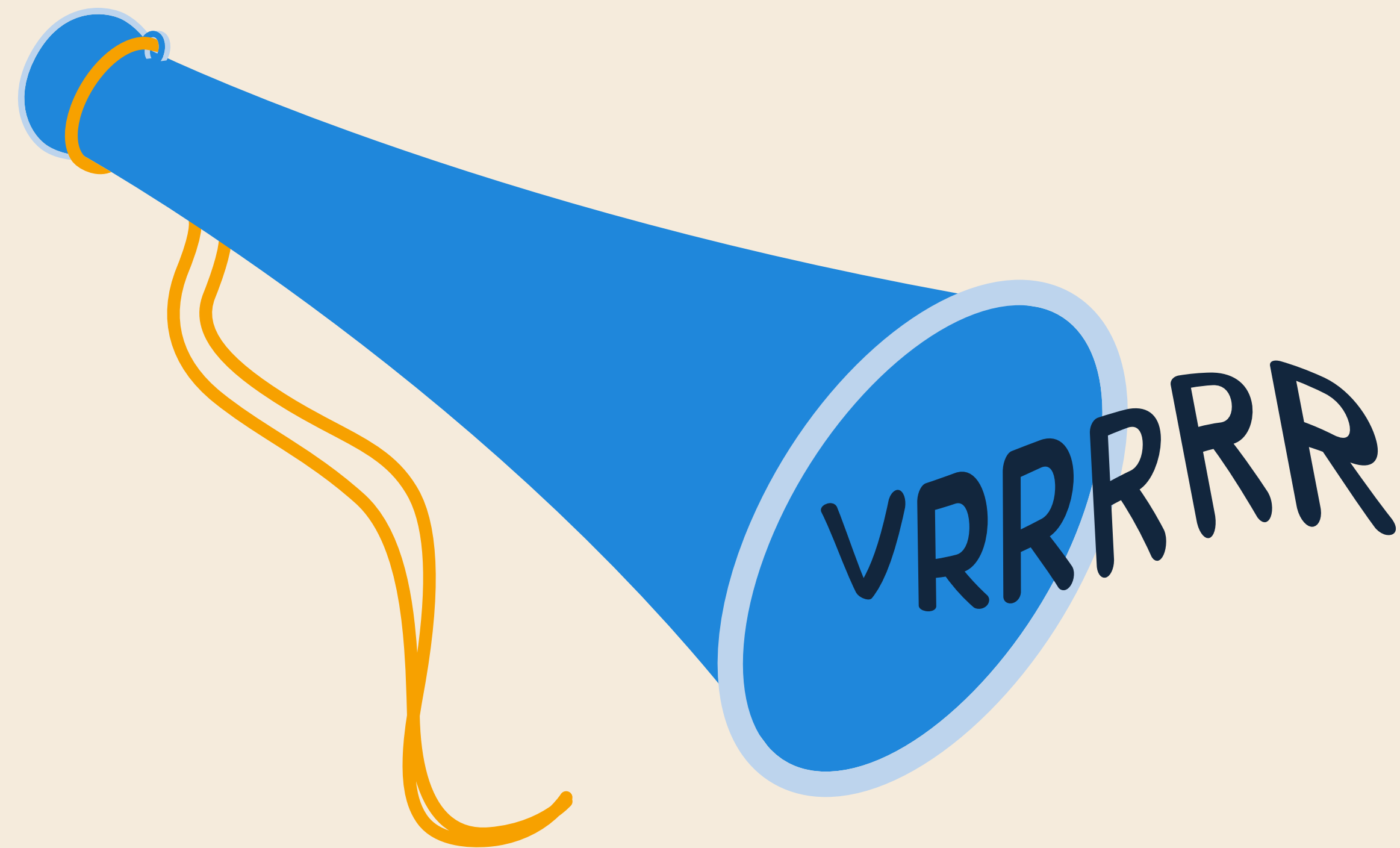
ZOOT.



2010



2010 - VUVUZELA



2011

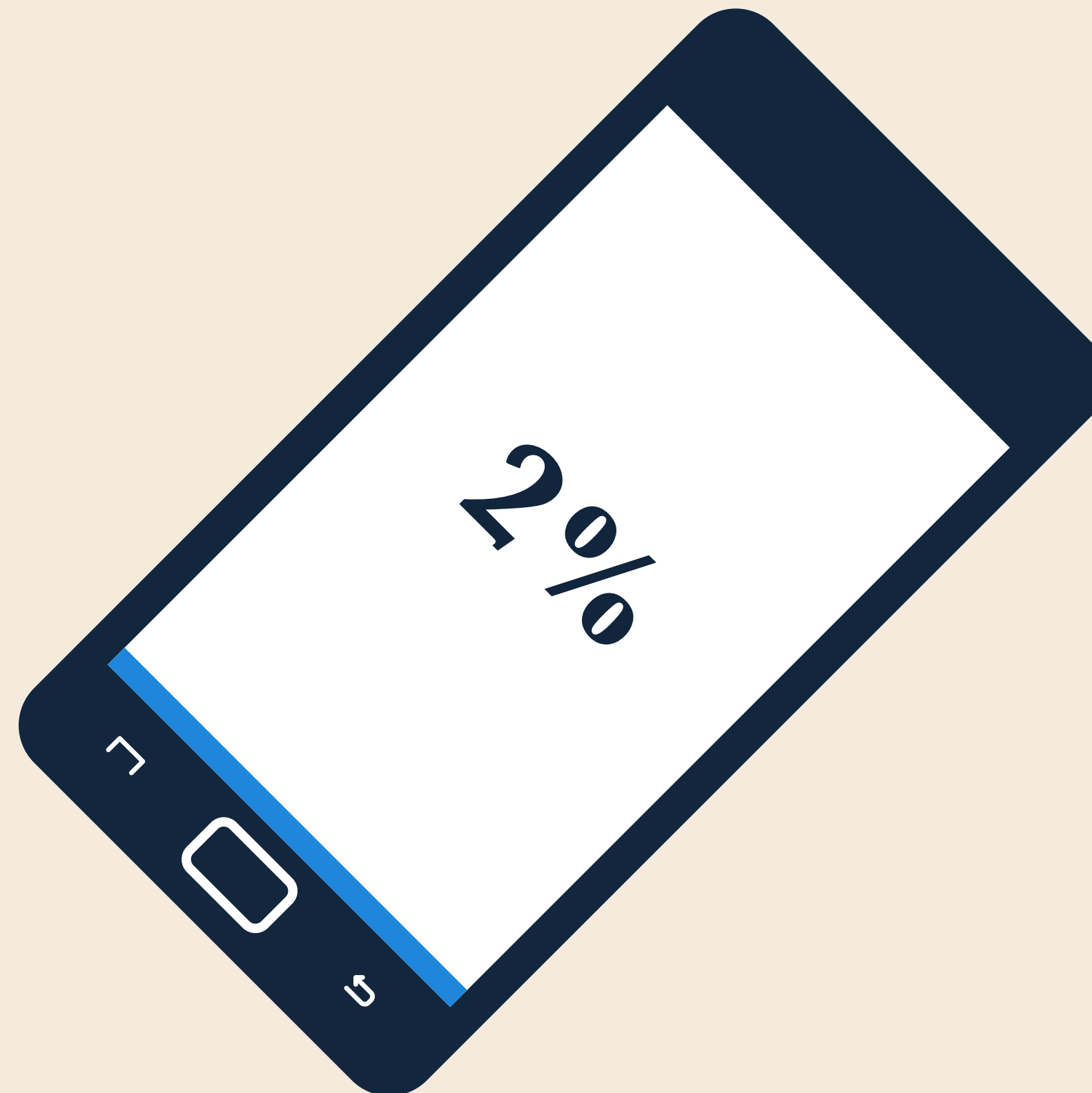


nakupujících online



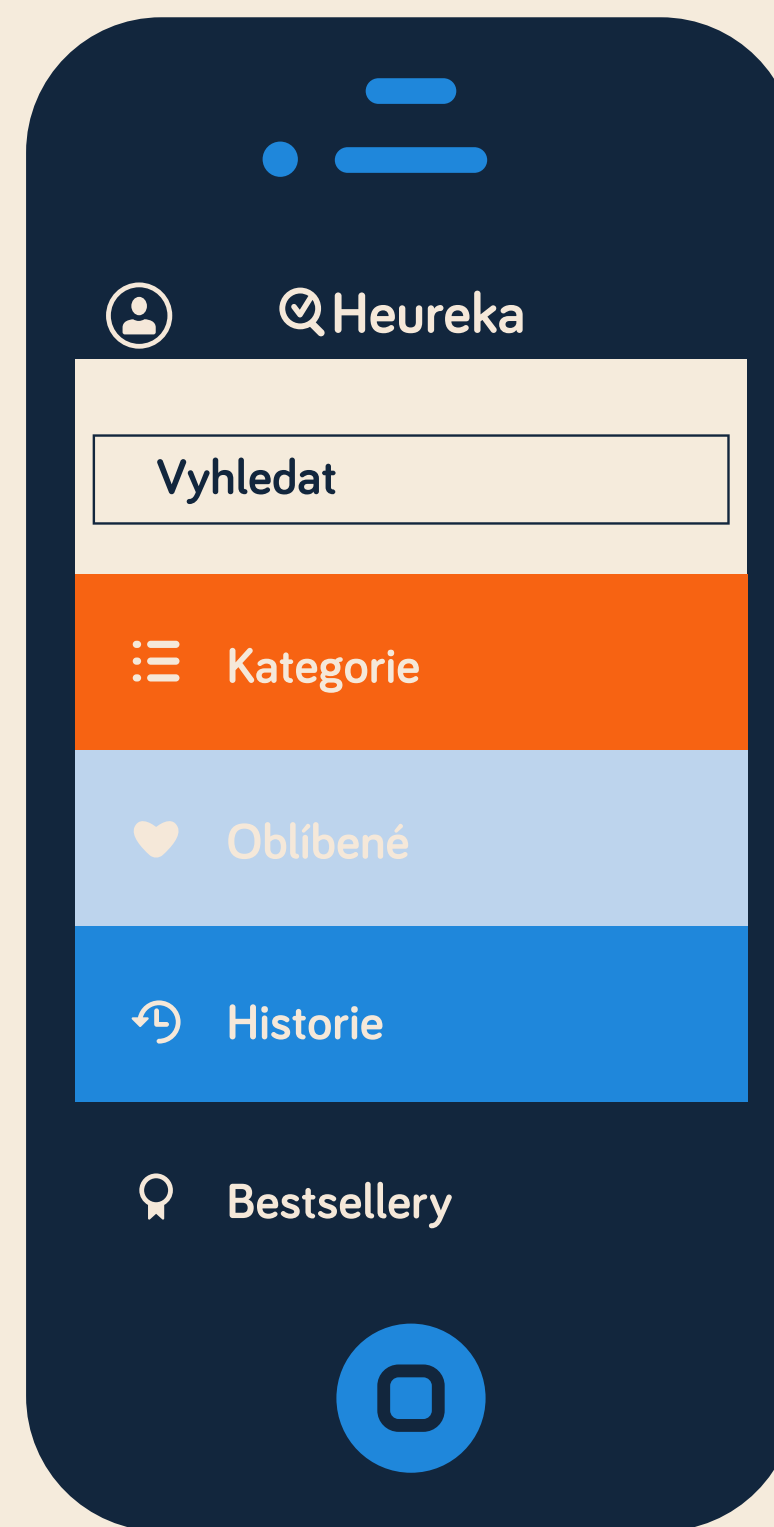
2011

Heureka

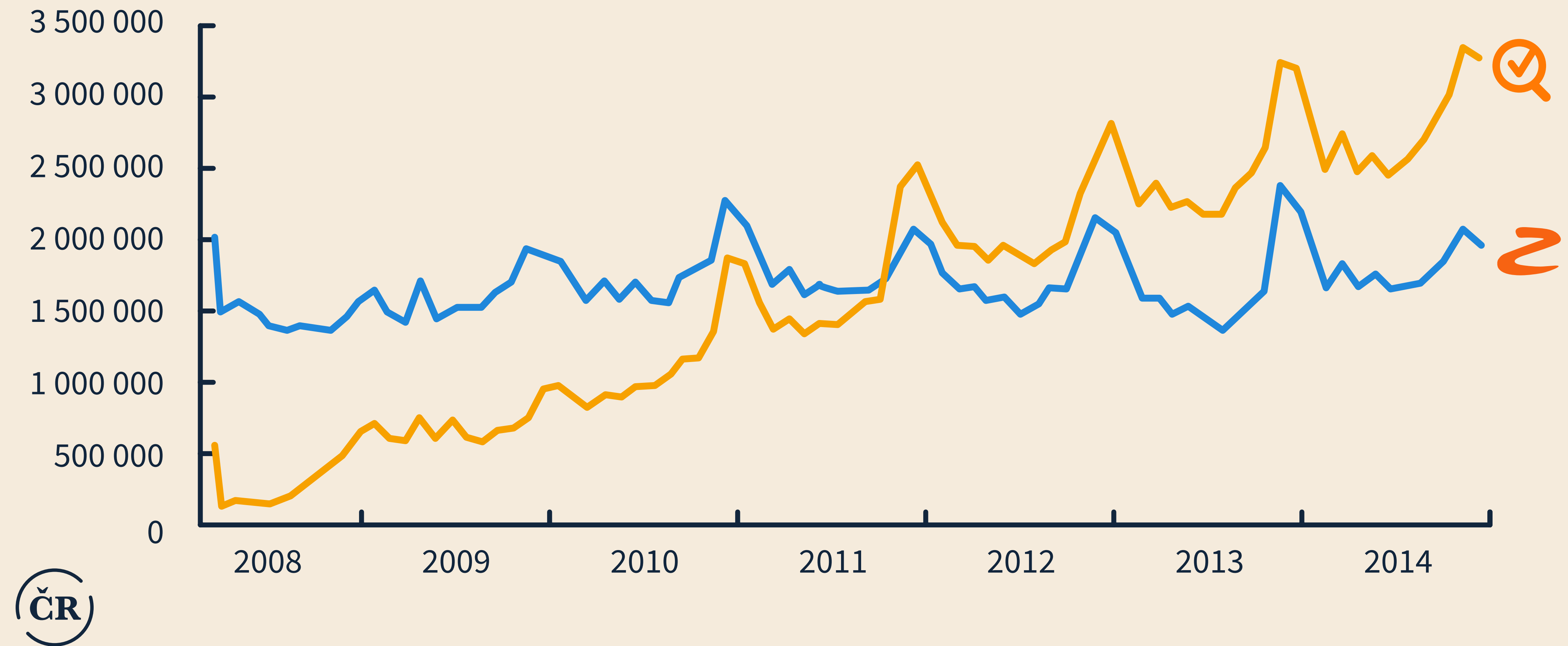


2011

🔍 Heureka



2011 - ~~zboží.cz~~

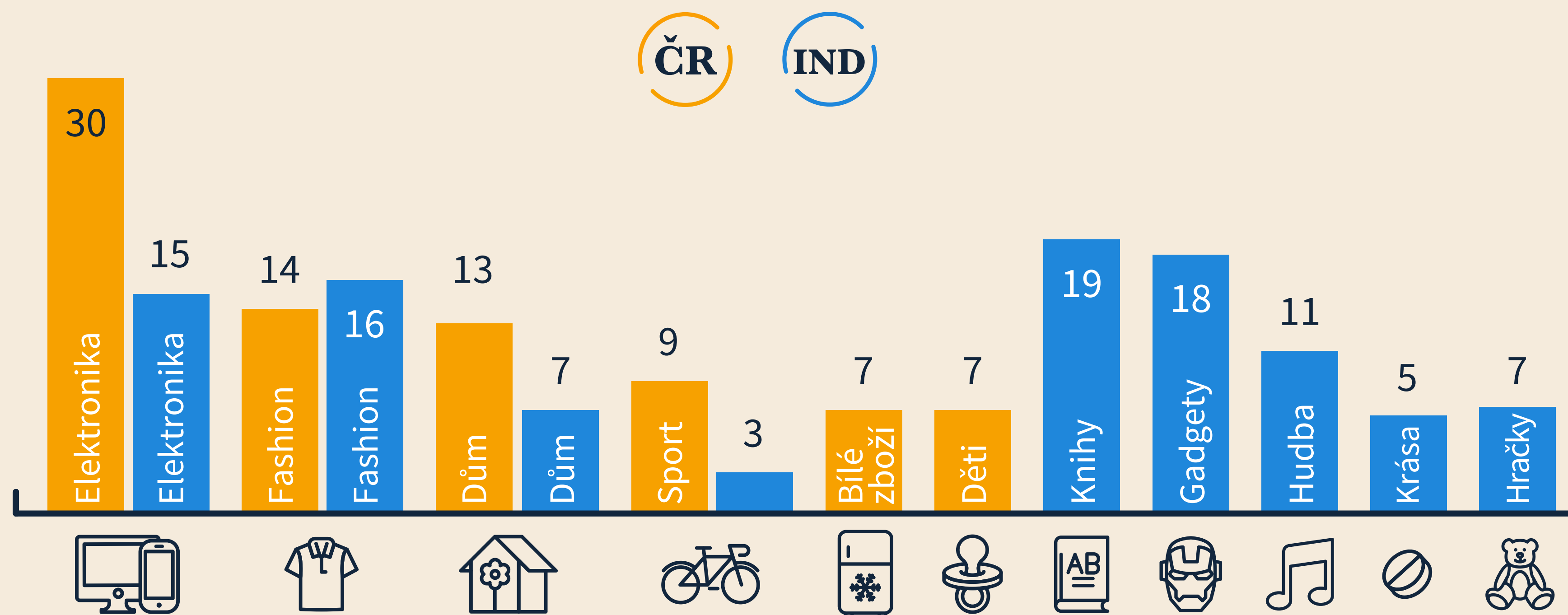


2012

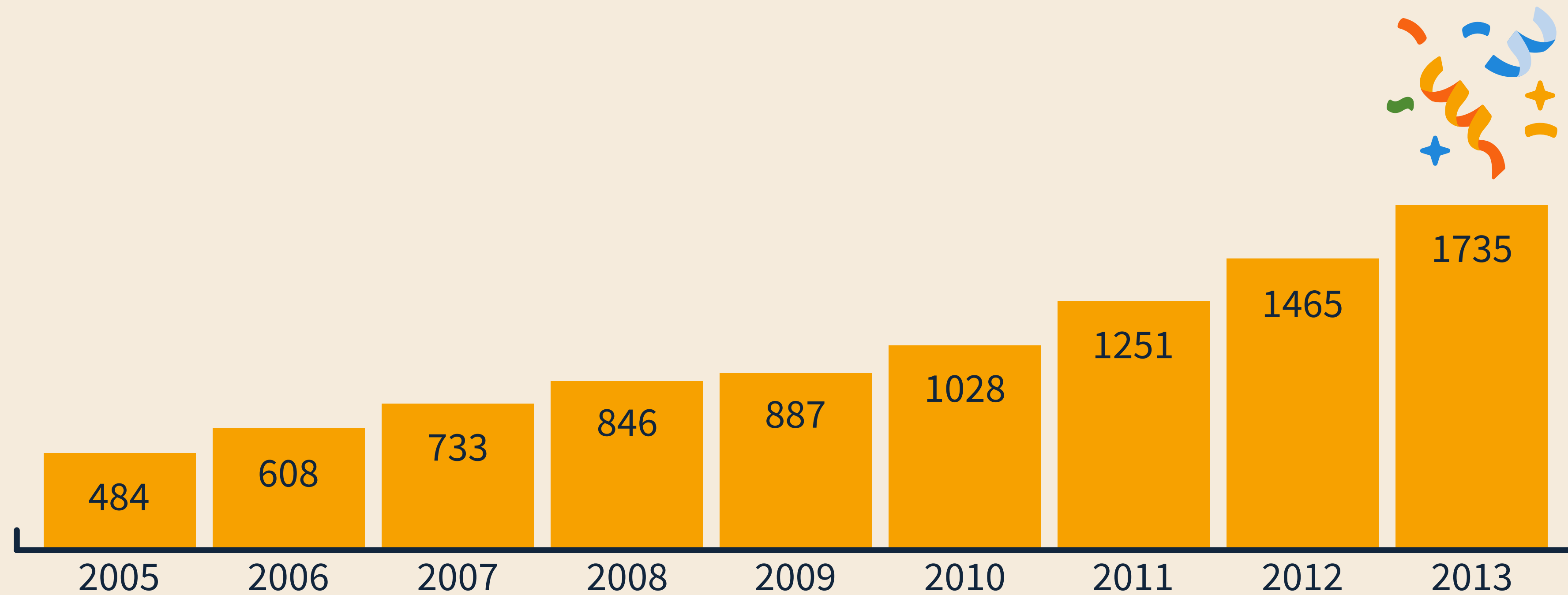


2007	2008	2009	2010	2011	2012
Sony Ericsson k660i	🍏 iPhone	NOKIA 5800	NOKIA N8	Samsung GALAXY S2	Samsung GALAXY S2
NOKIA 6300	NOKIA 6300	NOKIA 6300	🍏 iPhone	🍏 iPhone 4S	htc EVO 3D
NOKIA 6500	NOKIA N95	🍏 iPhone	NOKIA 5230	Sony Ericsson X10 mini	🍏 iPhone 4S 16GB
NOKIA N73		NOKIA N95		NOKIA 5230	

2013 - NEJPOPULÁRNĚJŠÍ KATEGORIE (%)



2013 - CYBER MONDAY 2013 (MIL. \$)



2013 -  SHOPROKU - CENA HEUREKY



LE PREMIER



2014



rohlik
.CZ



VS

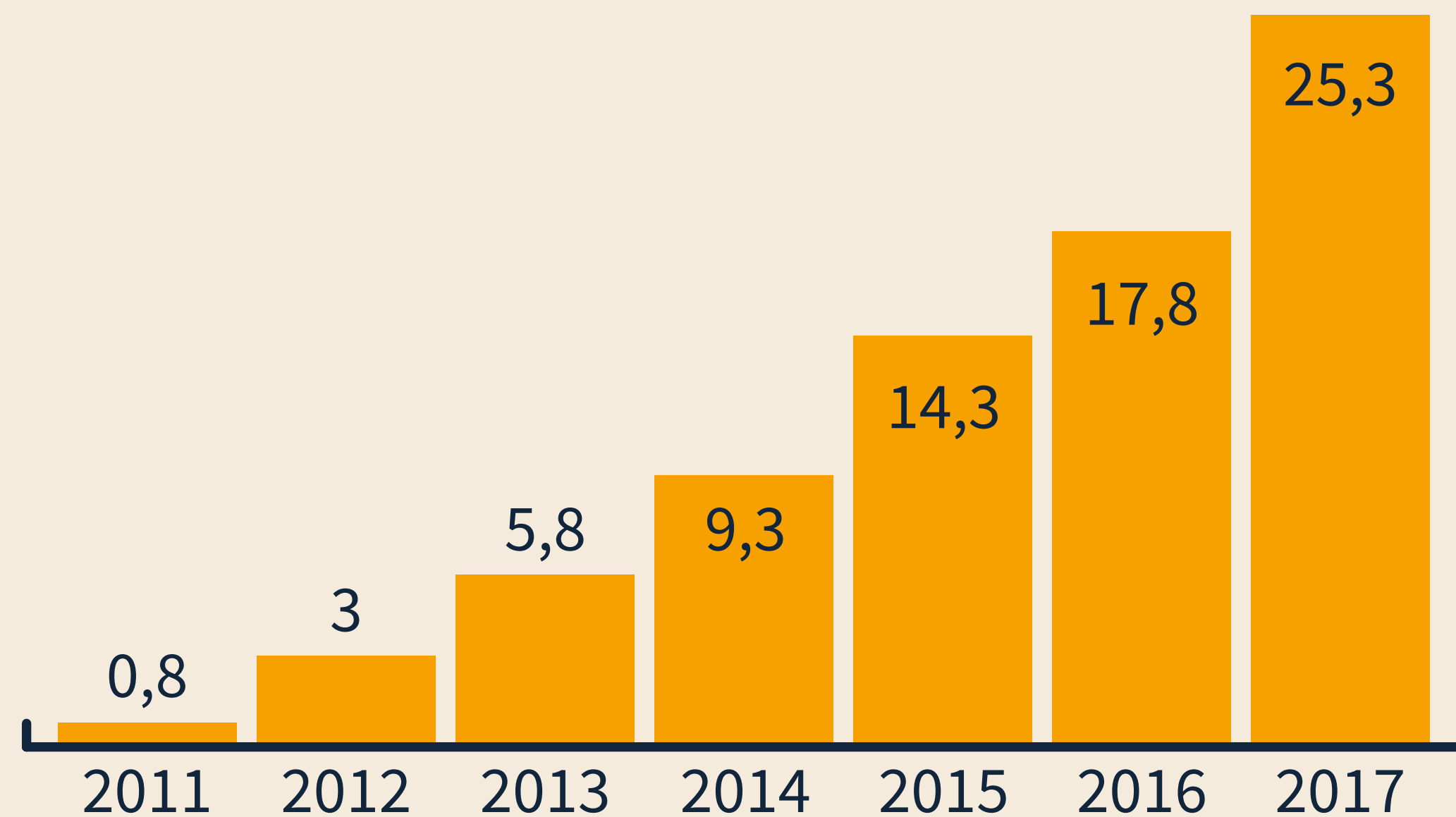


e-shopů má kamennou
prodejnu

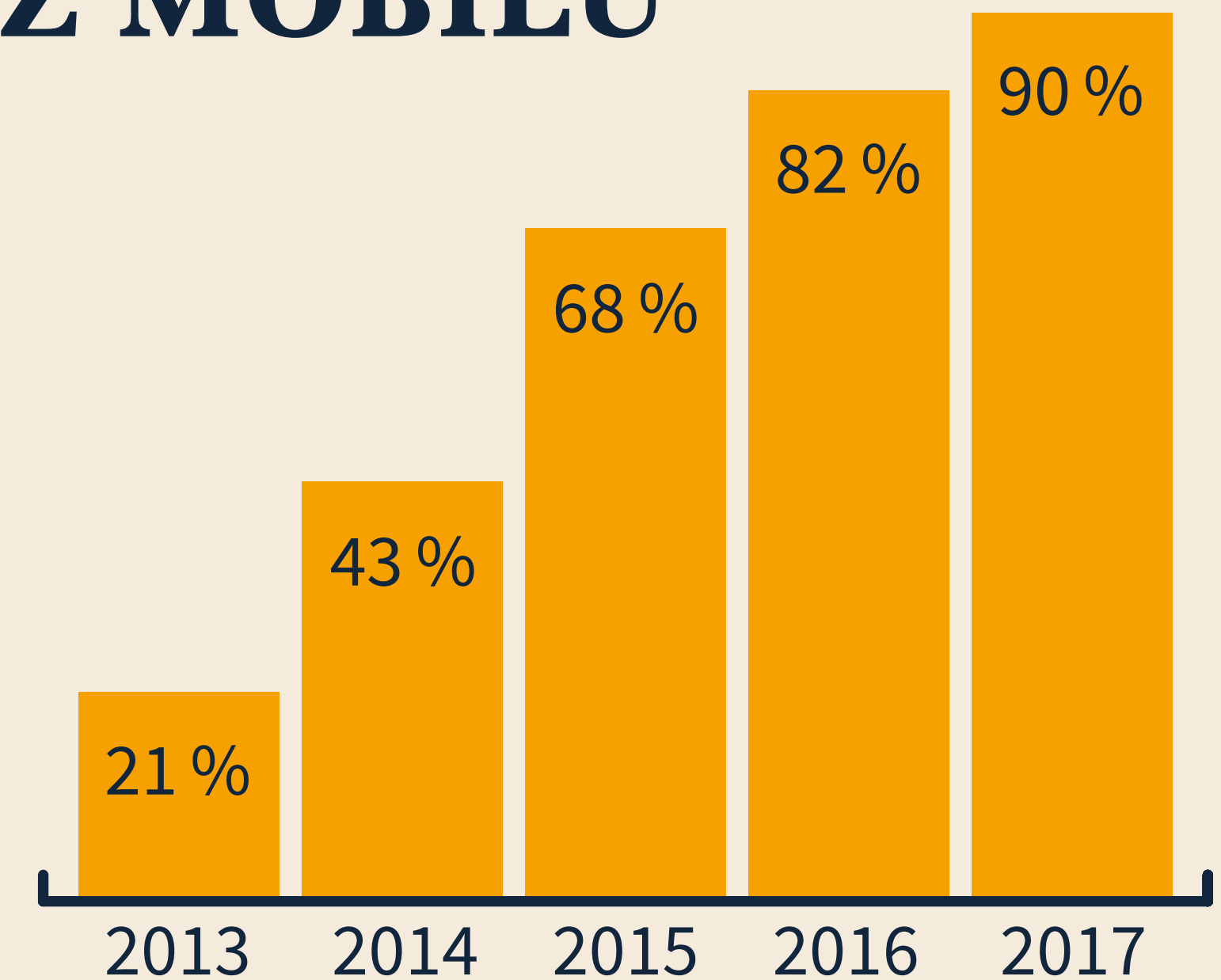


2014 - SINGLES DAY

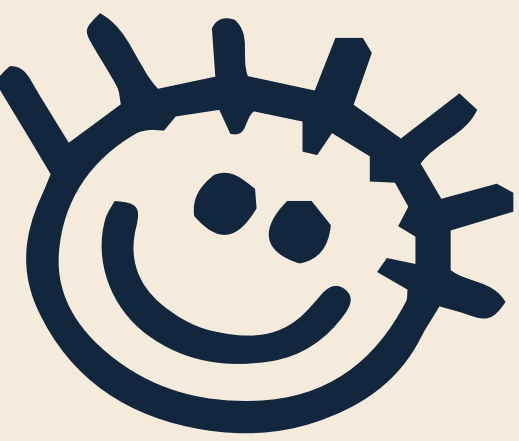
OBROT ALIBABY (MLD \$)



PODÍL NÁKUPŮ Z MOBILU

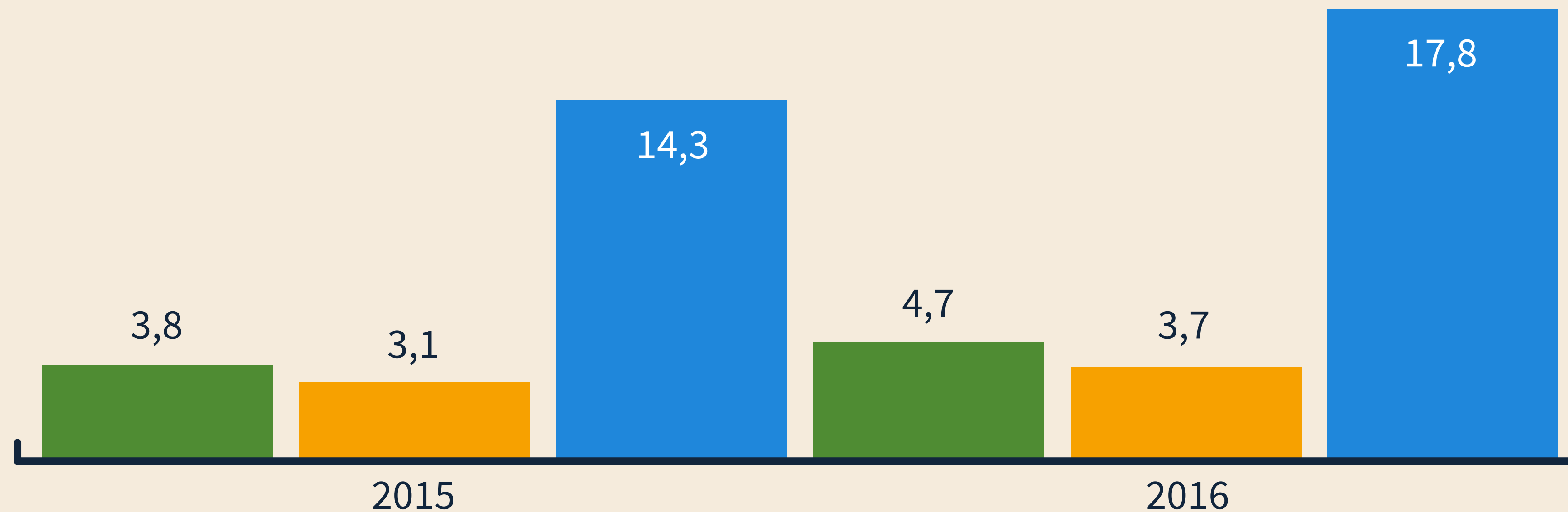


2014 -  SHOPROKU - CENA HEUREKY

 MOJE 
NĚJAKA



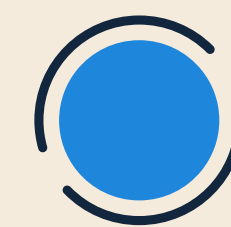
2015 - SINGLES' DAY VS. CYBER MONDAY (MLD \$)



Thanksgiving Day
Black Friday



Cyber Monday



Singles' Day

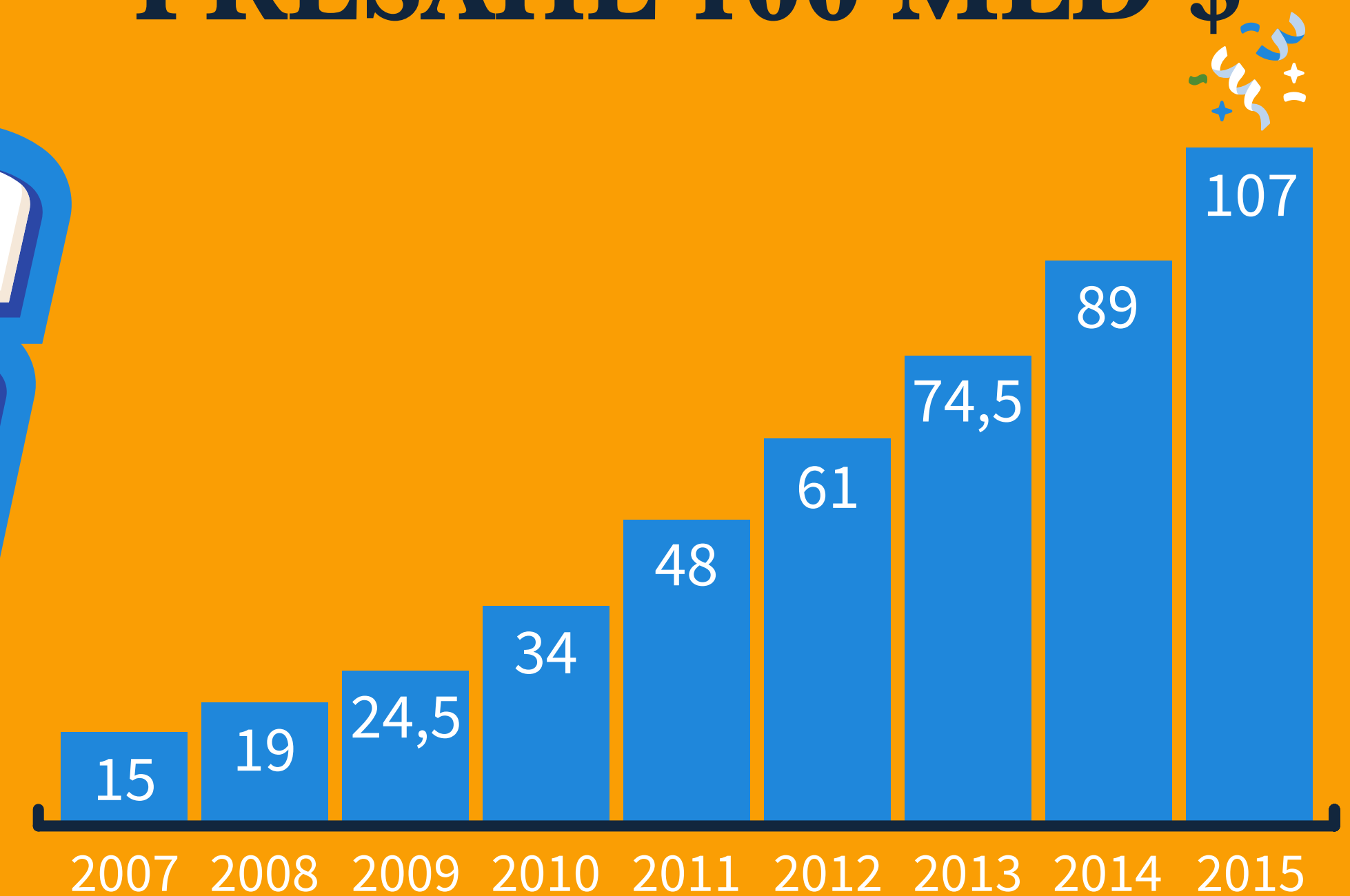
2015



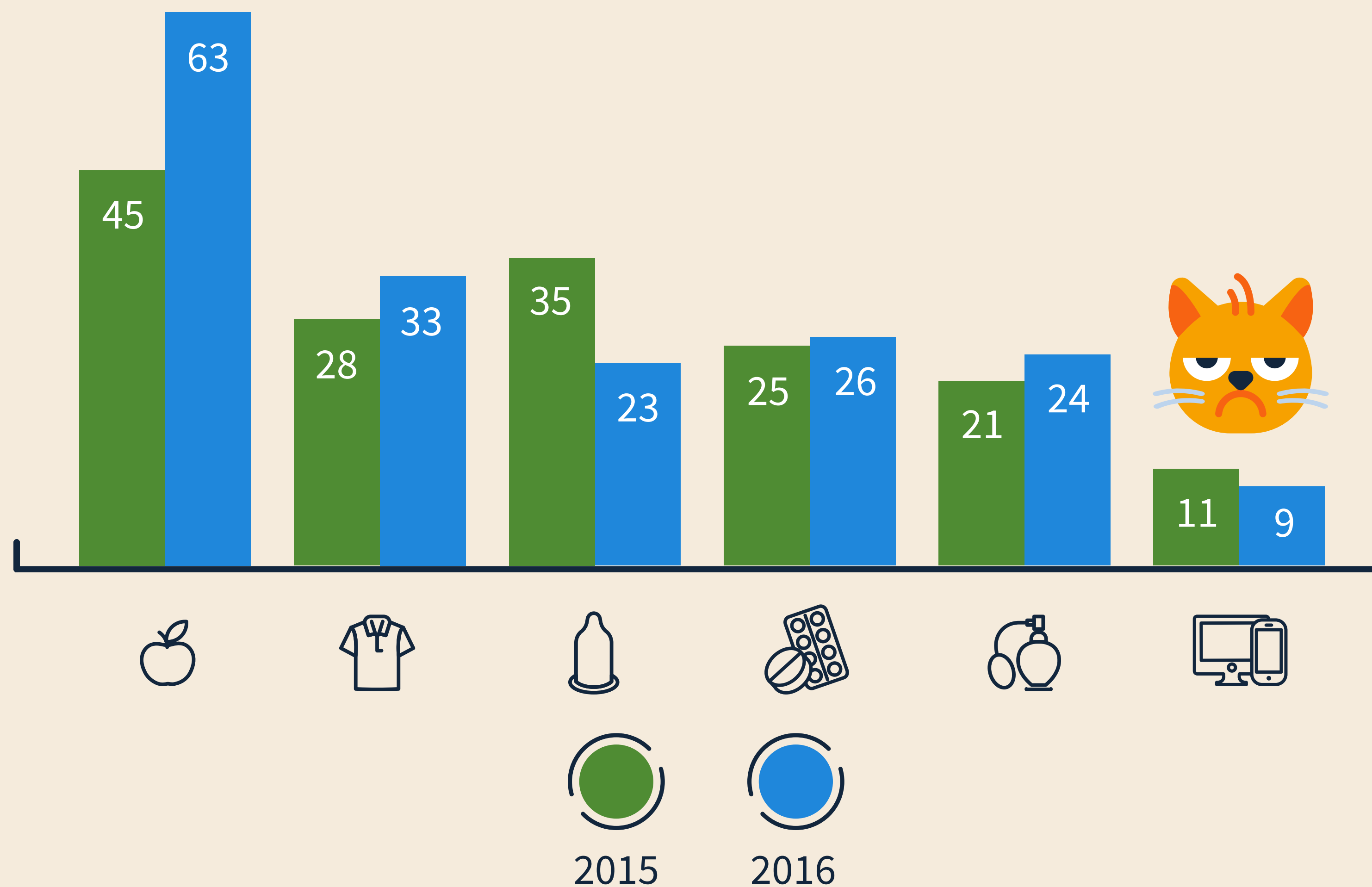
e-shopů má kamennou
prodejnu

VS

amazon
V REVENUE
PŘESÁHL 100 MLD \$



2015 - RŮST JEDNOTLIVÝCH KATEGORIÍ (%)



2015 -  SHOPROKU - CENA HEUREKY



Skutečný dárek.cz



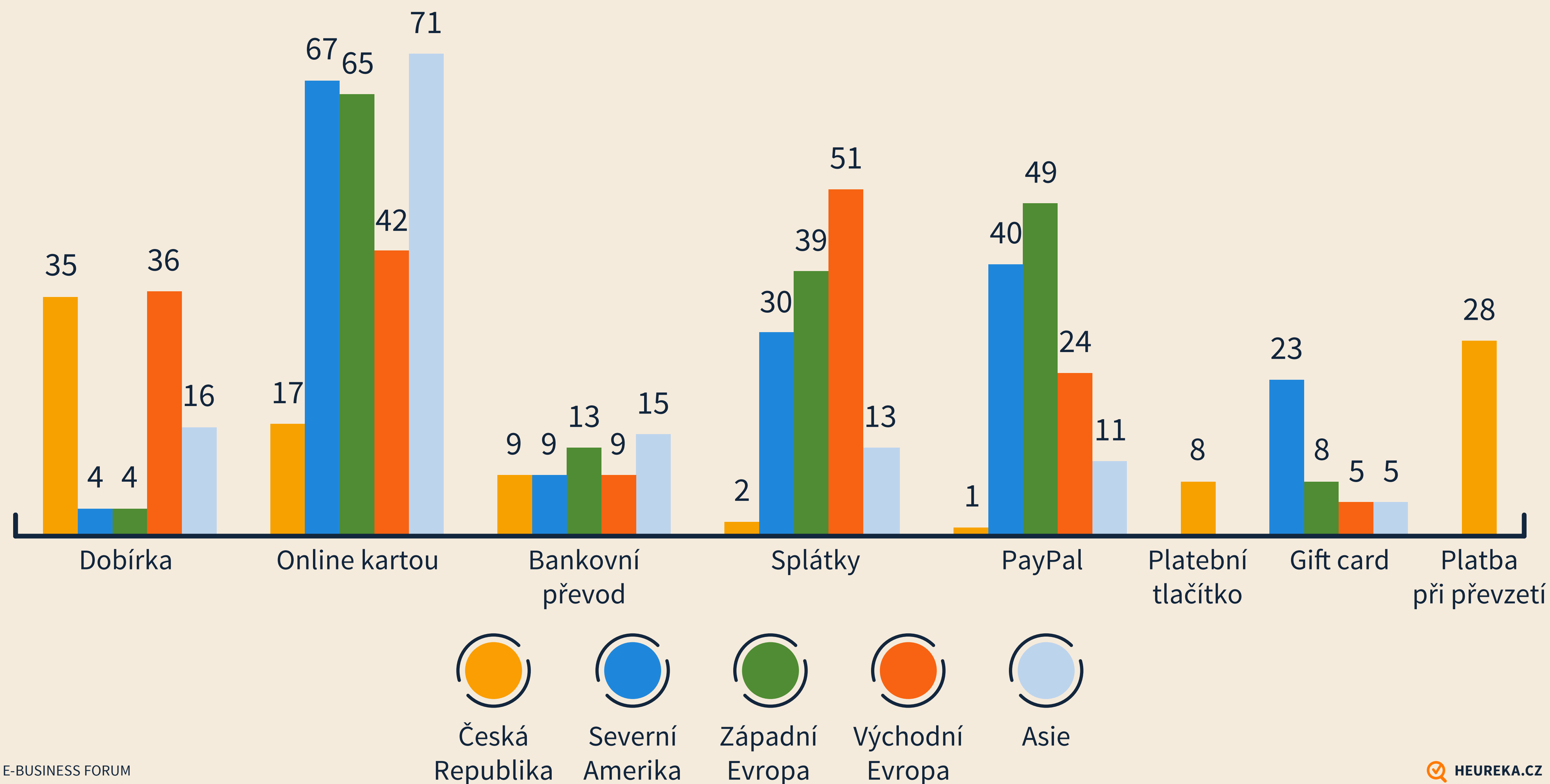
2016



levneELEKTRO.cz



2016 - ZPŮSOB PLATBY (%)



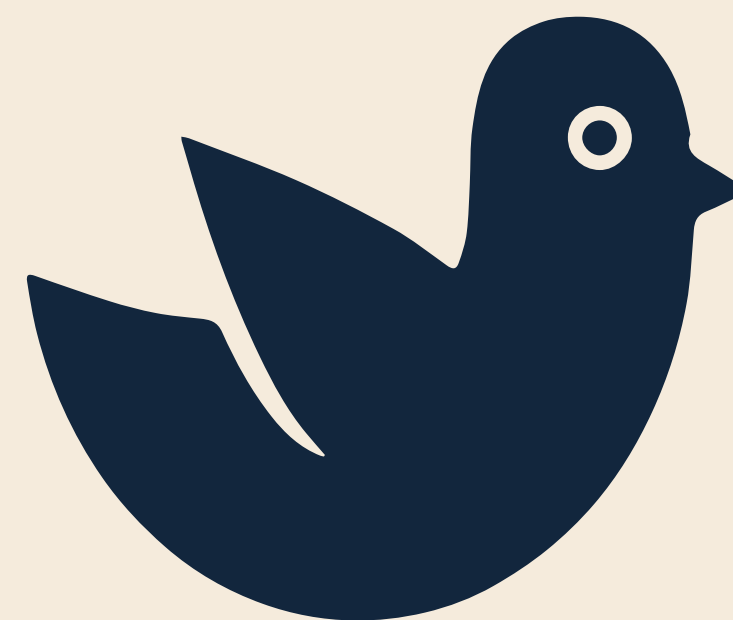
2017



2017 - NEJPOPULÁRNĚJŠÍ E-SHOPY S MÓDOU

2017 -  SHOPROKU - CENA HEUREKY

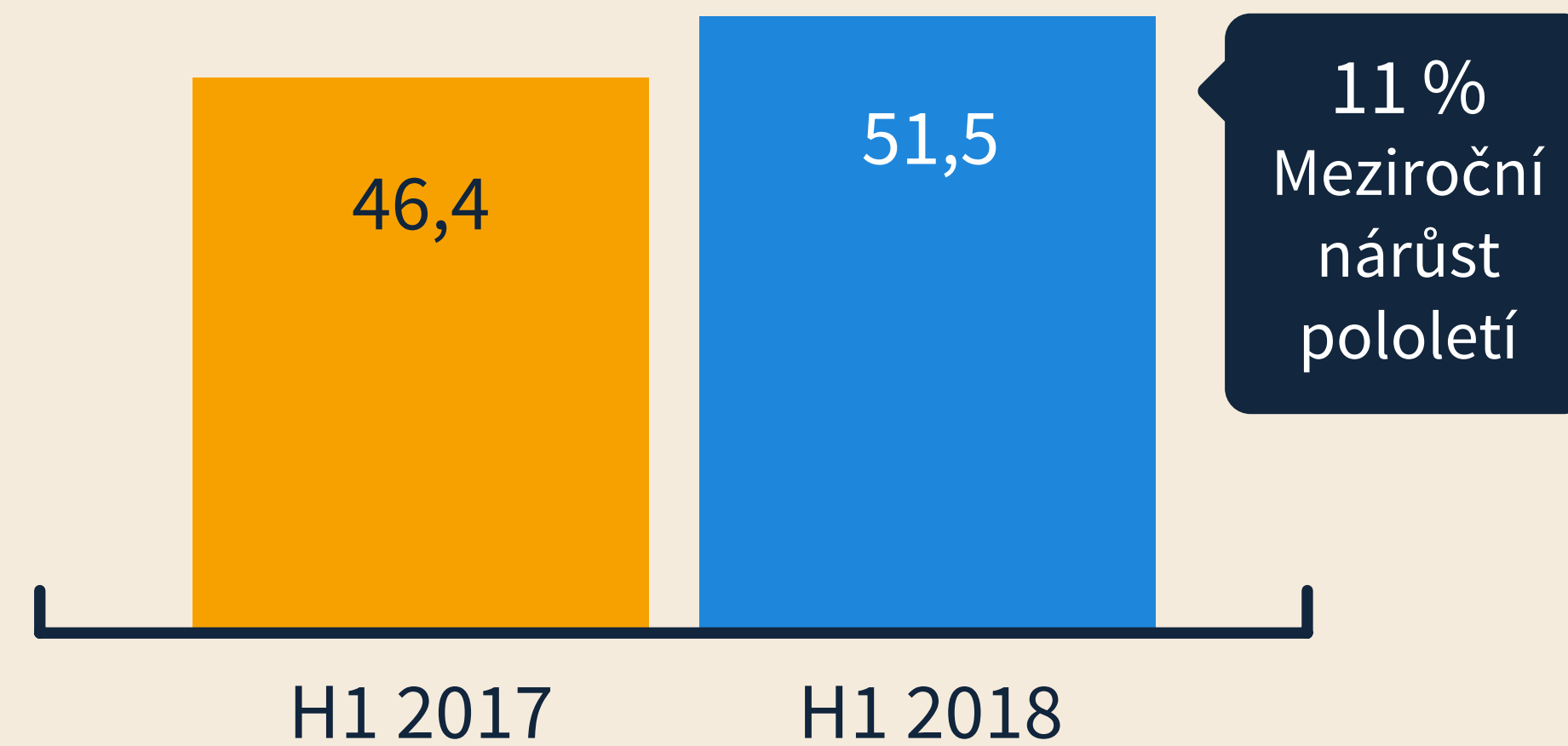


mixit



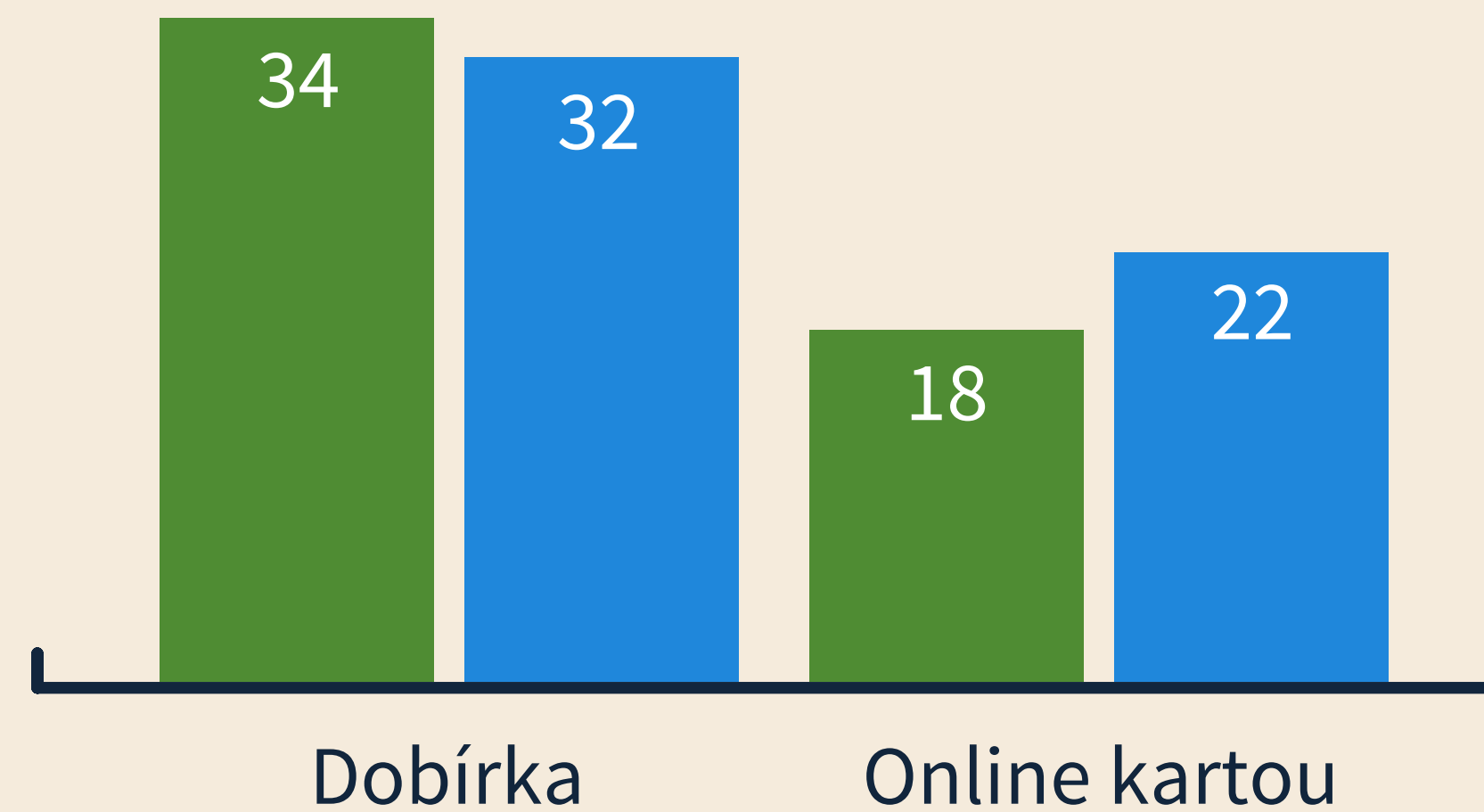
2018

OBRAT POLOLETÍ (MLD KČ)

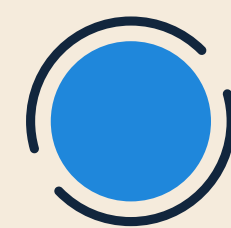


2018

PLATEBNÍ METODY (%)



2017



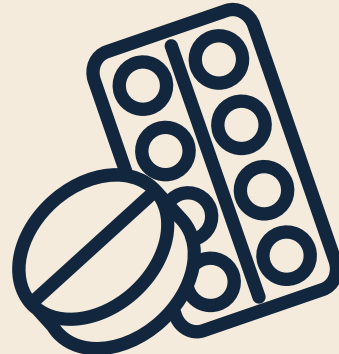
2018

2018

PLATBY KARTOU ONLINE


+20%




+25%


+12%



DĚKUJI

ZA POZORNOST!

Tomáš Braverman | www.linkedin.com/in/tomasbraverman/

Zdroje: statista.com, heureka, apek, acomware, busines insider, emarketer.com, Alibaba, Amazon, Alza, Aukro, eresearch.com

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