



Arvato Payments Review

Essential insights for e-commerce success in new markets

Cross-border e-commerce is opening up a world of opportunities for retailers. You can reach out to dozens of new markets, and find millions of new customers. E-commerce also puts a world of choice in the hands of consumers, who think nothing of going abroad to find what they want. They might be looking for a better price, a better selection or better service. Give them what they want, and the world is yours.

But you need to know what you are getting into. The consumers in your new markets can behave completely differently to the ones you know from home. You can't rely on experience from your home market when you are trying to win over and keep customers in another country. That's why we have produced the Arvato Payments Review, to provide you with the knowledge and insights you need when you are expanding into new markets.

How to succeed in cross-border e-commerce

The Arvato Payments Review brings together extensive quantitative research with insights from our experts to provide the big picture when it comes to Payment Methods, Risk and Fraud, and Consumer Behaviour in 14 of the most vibrant e-commerce markets in the world.

We examined more than 200 primary sources and compiled the most essential information into a convenient guide to each country. By combining the figures from a wide variety of research, we could provide a holistic view – rather than relying on a single source.

Each country guide looks at key demographics and financials, the top online retailers, legal requirements, and consumer behaviour and expectations when it comes to things like delivery and returns. We also look in detail at how consumers prefer to pay in each market, identifying local payment heroes and the optimal mix of payment methods.

As well as success factors, it is also important to understand the downsides. We take a close look at risks in each country in terms of the types of fraud that can emerge and what you can do to minimise your exposure.

In addition to the country guides, you can also compare markets in terms of key parameters to see how they stack up against each other.

Your customers are comparing you with your competitors

Comparison is at the heart of cross-border e-commerce. Smart consumers shop around, and with online shopping they know of a better deal with the click of a mouse or tap of their phones. The research in our Arvato Payments Review confirms our observation that some markets are more open to shopping across national borders, while others are more content with their local retailers. Why some and not others? For some markets, consumers are simply happy with what they can get locally: the selection, service and prices match their demands, so there is no need. But there are often other factors that play into this.

Trust is one of the big ones. Consumers who are reluctant to shop internationally are often concerned about how warranties and returns will work if they buy cross-border. There might even be an inherent bias towards local retailers, who consumers perceive to be more reliable, or faster, when it comes to delivery. Another important factor here is accessibility: markets such as France and Germany express a clear preference for sites in their own languages.

But even in more conservative markets, cross-border shopping is becoming more popular – when it is done well. It comes down to providing consumers with what they are looking for: better prices, more choice, a richer all-round experience. With the most successful cross-border retailers, consumers don't care if they are domestic or international: they get what they want, quickly, cheaply and efficiently.

The key is to remove as much friction as possible, knowing and anticipating consumer demands and wishes. That boils down to knowledge and insight into the market. What are the legal requirements? Do consumers want a site in their own language? Do they expect next-day delivery? How do they want to pay?

Finding the optimal payment mix

Payments are at the heart of this review. Our research confirms that local payment heroes are essential for successful business. If you don't use Carte Bancaire in France, or iDEAL in the Netherlands, or offer open invoice in Germany, you are not in the game. The insights we are offering go beyond which payment methods to provide: in some markets, you would be well advised to work with a local card acquirer so you don't miss out on conversions.

A local partner can help in other ways. This is especially important to retailers entering a new market and not only with payments but also logistics and deliveries, returns and customer service. Many retailers choose to work with a partner who can help in one or more of these areas, especially during launch, to assist with local insights and information, payments, logistics, and even service centres. It's a sure-fire way to hit the ground running and establish a good reputation among your new customers.

All this information is vital for you when entering new markets. And you will find it here. Once you know what to expect, your business will have a real competitive edge – regardless of where your customers are.

Contact

If you have questions or want to know more about what Arvato can do for you, you are welcome to contact Emma Solman, Marketing Manager:

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About the Arvato Payments Review

The Arvato Payments Review provides retailers with country-specific information on payments and fraud-related topics in 14 of the most vibrant e-commerce markets in the world – 13 in Europe plus the USA – so they can make the right decisions in their e-commerce payment strategy.

The e-commerce payments landscape is becoming more and more fragmented. Not only do payment methods vary from market to market but consumers are becoming more sophisticated.

Alongside advances in technology, changes in banking regulation are clearing the way for new players to enter with solutions that are designed around convenience, safety and simplicity – all heavily supported by strong mobile adoption and advances in authentication technology such as biometric identification.

In this rapidly evolving world, retailers looking to expand their business internationally often lack objective insight into local market conditions as well as relevant advice on payments and risk management. The Arvato Payments Review provides that insight and advice.

Methodology

The Arvato Payments Review has been compiled by Arvato Financial Solutions, a division of Arvato Bertelsmann, and business consultancy mm1. The findings are based on secondary research and analysis by consulting firms such as McKinsey, BCG, and AT Kearney, as well as

reports from payments and e-commerce associations such as the Merchant Risk Council, facts and figures on e-wallets and other payment schemes and providers, and news articles. The Arvato Payments Review also features recommendations and advice from Arvato experts in the areas of payment methods, fraud and risk, and consumer behaviour.

Arvato Financial Solutions

Arvato Financial Solutions delivers a complete suite of financial services that improve business processes while delivering a better overall customer experience. Cutting-edge solutions covering everything from risk assessment, payments and invoicing to debt collection and management ensure convenience in every transaction. Part of Arvato Bertelsmann, Arvato Financial Solutions is Europe's third-largest integrated financial service provider specialising in the retail/e-commerce, telecommunications, insurance, banking and healthcare industries.

finance.arvato.com

MM1

mm1 supports large companies in digital transformation and designing products and processes for an increasingly digital world. Some 50 consultants provide services ranging from developing connected business strategies and business models to ensuring efficient operational implementation. mm1's customers include companies in the telecommunications, media, consumer electronics, financial services and automotive industries.

mm1.com

How to read this report

Important definitions

Cross border sales: the percentage of domestic and cross-border e-commerce in a country.

Ease of Doing Business Index: The higher a country's ranking in the World Bank Group's Ease of Doing Business Index, the more business-friendly local regulations are when establishing a presence there.

E-commerce turnover is defined by the Global Online Measurement Standard for B2C E-Commerce. Accordingly, business-to-consumer e-commerce turnover includes all online transactions between businesses and consumers on desktop computers, laptops, tablets, smartphones, and other devices both offline and online. B2C e-commerce turnover includes value-added tax or other sales taxes, delivery costs and apps, but excludes returns.

eGDP: the proportion of goods and services bought online in comparison to GDP. The rankings stated come from e-commerce association Ecommerce Europe.

Fraud rate: the percentage of total sales lost because of fraud each year.

Logistics Performance Index: The World Bank's benchmarking tool *Logistics Performance Index* is a measure of a country's logistical friendliness with around 160 countries ranked on their trade logistics performance.

Mobile adoption: smartphone use as a percentage of the total population.

Mobile commerce: the ability to conduct commerce using a mobile device, for example mobile phone, smartphone, tablet or other mobile equipment.

Manual order review rate: the percentage of e-commerce transactions manually reviewed by retailers.

Explanatory notes




Issuer landscape: the percentage of traditional 3D Secure and risk-based authentication programs by market.

Market demographics: the local population over 15 years of age and the corresponding percentage of internet users and online shoppers.

Relevant payment methods

The term 'cards' includes both credit and debit cards. The number of consumers using a payment method is indicated by blue dots (one blue dot is equal to 10%).

'Trend' points to the future popularity of a payment method, whereas 'risk' indicates the level of threat associated with a payment method. Arvato uses the following symbols to give its assessment:

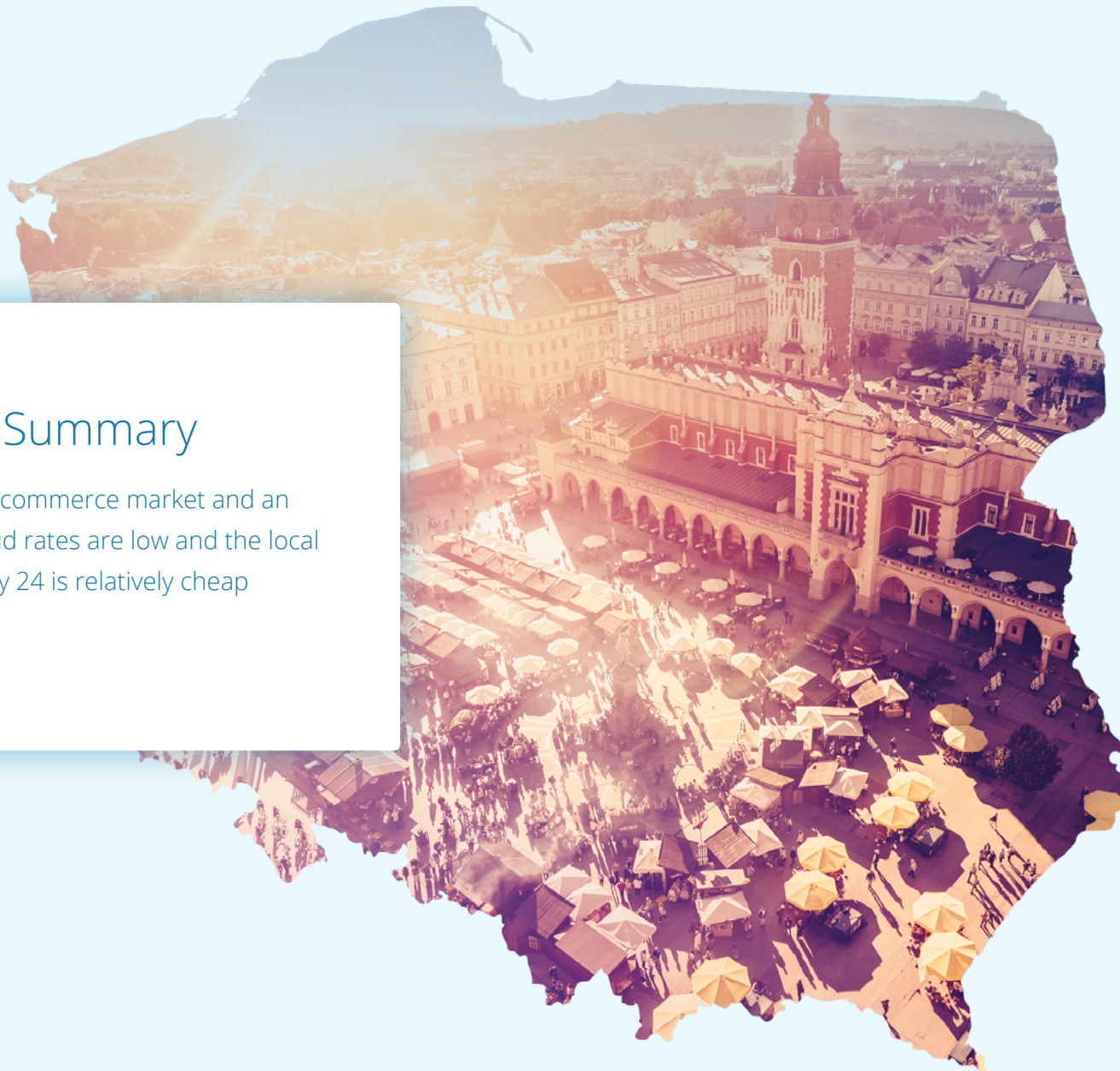
-  strong increase expected
-  no change expected
-  strong decrease expected

-  high risk
-  moderate risk
-  no risk

Poland

Executive Summary

Poland is a fast-growing e-commerce market and an opportunity for retailers: fraud rates are low and the local payment hero Przelewy 24 is relatively cheap



This developing e-commerce market is business-friendly, with low fraud rates and consumers hungry for more Polish-language online shops.

Market development

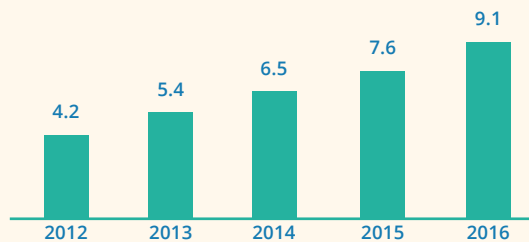
Yearly B2C-turnover in € bn

Distribution (2015)

CAGR: 21.3%

Physical: 62%

Digital: 38%



Market demographics

Population > 15 years	32.4m
Internet users	70%
Online shoppers	37%
GDP per capita	17,500 €
Spending per shopper & anno:	618 €

Top 10 retailers

1. allegro.pl	6.groupon.pl
2. ceneo.pl	7. euro.com.pl
3. zalando.pl	8. empik.com
4. skapiec.pl	9. doz.pl
5. okazje.info.pl	10. domodi.pl

Assessment/Recommendations

Opportunities

Growth potential: Internet penetration is low but the online shopper base as well as e-commerce revenue are strongly growing.

Return rates are among the lowest in the world.

Threats

Language: Polish content on the webshop is necessary to gain consumer trust.

Recommendations

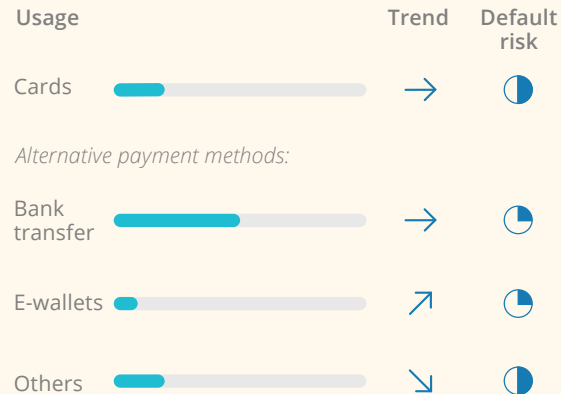
- When selling from another EU member state to Polish customers who are not registered VAT-payers (distance sales), foreign companies do not have to register for VAT in Poland, provided the value of those sales does not exceed PLN 160K. If the amount is exceeded, the business must register and pay VAT.
- Be aware that the Polish mobile payments market is very dynamic and highly innovative.

Market characteristics

Logistics performance index	18th
Ease of doing business index	15th
eGDP ranking	17th
Unemployment rate	7.5%
Inflation rate	-0.7%

Credit and debit cards are relatively unpopular, with validated bank transfers being the most popular mode of e-commerce payment.

Payment methods



Arvato's take on this market

- The Polish market is easy to enter, with no local entity required and like-for-like settlement supported.
- Credit cards have a relatively low share of the payment market, which is dominated by bank transfers. Debit cards are more popular than credit cards.
- Bank transfers can be divided into online and offline bank transfers. The most widely used online bank transfer service is Przelewy24.
- E-wallet service PayU is gaining in importance as it is easy to use and is tailored to the Polish market (offers bank transfer solutions). BLIK is the most developed mobile payments service.
- Poland is the worldwide leader in terms of the proportion of cards issued with contactless payment functionality.

Specific card information



Local acquiring recommended?

No.

Further information

Before allowing an online purchase, Polish issuers require customers to register their cards. Otherwise online purchases are declined.

Specific information on APMs

- It allows dealers to offer a risk-free online payment method.
- Shops need an account at one of the 30 banks that support the Przelewy24 payment method. In addition, a Przelewy24 acceptance agreement is required.

Local payment hero:

Przelewy 24

(online bank transfer) is an online bank transfer platform. After selecting the bank, the buyer confirms the payment with a transaction authentication number (TAN).

Required payment methods



Watchlist



With secure bank transfers the most popular payment method, Poland has levels of card fraud far below the EU average.

Expert tip
Online banking Przelewy24 is by far the favourite payment method in Poland.

Card related fraud

N/A

Relevance of typical fraud scams

N/A

Arvato's take on this market

- To date, Poland has experienced relatively low levels of card fraud. Just 18% of consumers have experienced card-related fraud in the past five years.
- In mid-2013, the Visa fraud index showed that fraud in Poland had fallen to 4 cents per €100 spent on Visa cards, only 10% of the European average.
- Nevertheless, a combination of internal tools (such as negative lists) and external ones (such as 3D-Secure) seems most appropriate in keeping fraud at bay.

Risk management tools



Country-specific tools

N/A



Advanced tools

Device fingerprinting
3D secure

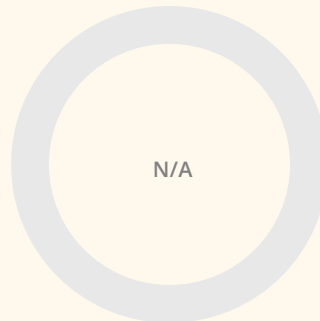


Classical tools

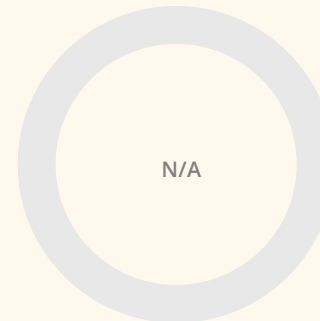
CVN
Negative lists

Card authentication

3D secure adoption rate

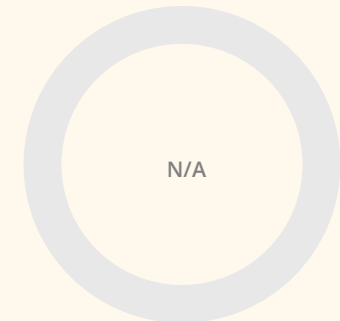


Issuer landscape



Manual order review rates

In percent of total transactions



One in four internet users in Poland already shop online, and these shoppers are open to new e-commerce offerings.

Consumer behaviour



Poland is a developing e-commerce market.



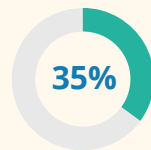
Consumers demand 24/7 availability, door-to-door delivery and transparency.



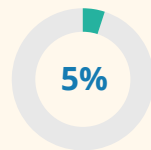
One in four internet users in Poland already shops online and plans to increase the amount of money spent online.

Market peculiarities

Mobile adoption



% of m-commerce



Gender distribution

Slightly more female shoppers



Share of online retail of goods

5.4%



Fastest growing segments

Home & Garden and Food



Currency

Polish zloty



Preferred segments

Consumer Electronics and Apparel & Footwear



Reasons for buying in own country

Polish sites meet needs. Language barriers



Reasons for buying abroad

Better availability and conditions, appealing offer

Cross border



Cross-border only 4%

Domestic and cross-border 29%

Domestic only 67%

- German retailers account for nearly a third of the total cross-border e-commerce market in Poland. Lack of product selection drives cross-border sales.

Logistics



Polish shoppers believe standard deliveries to be too slow, or insufficiently convenient. Therefore, more expensive delivery alternatives seem to be more important than in other countries.

Only 20% of consumers have ever made a return, resulting in a return rate of only 3.4%, far below the global average.

Law and regulations

Be aware of data protection: Polish legislation provides rules with regard to the use of "cookies", as outlined in the Telecommunications Act.

The data contained in this report comes from a wide variety of sources, including financial reports, industry publications, blogs and news stories. During the course of our research we have consulted more than 200 national and international studies. You will find them here under the headings E-Commerce and Payment & Fraud. While every effort has been made to make sure the information presented in the report is reliable, we cannot be held responsible for its veracity. We do, however, stand by the opinions expressed in the report unreservedly.

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