



Beyond eBay and Amazon

10 More International Marketplaces to Master



Around the world's marketplaces in 10 minutes

Two names dominate global ecommerce – Amazon and eBay – so it's no surprise that most people start their journey as an online seller on one or the other. Just consider some of the numbers. Amazon reports that it has 237 million 'active' customer accounts and there are more than 800 million items listed for sale on eBay worldwide.

Starting here, then, is what some might call a no-brainer.

But while most roads may lead to Amazon and eBay, they needn't necessarily end there. The success of these two global marketplace giants has cleared the path for other, more niche, specialised marketplaces to follow in their wake. Take for example Etsy, a hugely successful global marketplace for handmade and vintage items.

The point is that the smart online seller is always on the lookout for the best match between audience and their product range. Perhaps there's a more valuable audience beyond the borders of eBay or Amazon?

And perhaps the most valuable audience is in another country? Expanding to new marketplaces continues to be one of the safest and quickest ways to scale your online business and access new international markets.

With our guide to 10 more global marketplaces to master, there has never been a better time to expand your cross-border operations.

Cdiscount.com



In a nutshell

Cdiscount is France's largest online retailer. Launched in 2011, its marketplace has grown remarkably and now has more than 11.1 million product offerings from almost 5,400 vendor partners.

Where can you sell?

France, Belgium, Colombia, Ivory Coast, Ecuador, Thailand, Vietnam, Senegal, Brazil, Cameroon, Panama

Any products they specialise in?

Cultural goods, high-tech, IT, household appliances, personal appliances and food.

Did you know?

Cdiscount receives 19 orders every 10 seconds and sends up to 125,000 packages every day.

In a nutshell

Newegg is a technology marketplace that attracts clued-up, savvy customers who know exactly what they're looking for. It means you don't have to sell the socks off something or give it the hard sell! Newegg is well known for its low rates of commission too.

Where can you sell?

USA, Canada, China, Taiwan

Any products they specialise in?

Newegg is all about technology. But as well as the core lines of computer hardware, software, gaming, electronics and DVDs, you'll also find homeware, appliances, tools, furniture, office products and more.

Did you know?

The founders selected the name 'Newegg' to signify new hope for e-commerce during a period when e-commerce businesses were struggling to survive.

The marketplaces



In a nutshell

PriceMinister is the second most-visited e-commerce site in France. It is wholly owned by Rakuten but remains one of the only brands that still runs under its original name. PriceMinister now has over 7.5 million unique visitors and is home to a wide variety of products.

Where can you sell?

France

Any products they specialise in?

Books, music, video games, computing, high-tech, fashion, home, food. Clothing and electronics has been a fruitful area too.

Did you know?

Before moving to its current location in the centre of Paris, PriceMinister was based in a former Zeppelin factory until 2012.



In a nutshell

The purchase of Play.com helped Rakuten to expand globally over the past 5 years and establish a strong presence outside of its trading heartland of Japan. It's easy to sell your products to consumers based in the UK, continental Europe and elsewhere through their dedicated regional websites – .co.uk, .de, .com, .br, .fr, etc. – allowing sellers to tap into global demand.

Where can you sell?

France (PriceMinister), UK, Germany, Brazil, Malaysia, Indonesia, Japan, Singapore, Spain, Taiwan, Thailand (Tarad)

Any products they specialise in?

Books, music, video, games, computing, high tech, fashion, home, food.

Did you know?

The Japanese word 'Rakuten' means 'optimism'.

The marketplaces



In a nutshell

BestBuy is shifting through online marketplaces after a series of bricks-and-mortar failures in the UK and elsewhere. An established name, BestBuy is a relative newcomer to the world of online marketplaces but already has tens of millions of unique views each month.

Where can you sell?

USA, Mexico, Canada, China

Any products they specialise in?

Consumer electronics

Did you know?

BestBuy was founded in 1966 under the name 'Sound of Music' with the focus on audio products.

In a nutshell

Another fairly new name in marketplaces, Wish.com is US based and has between 30 and 50 million users. Merchants are charged a punchy 15% transaction fee, but the scale of the operation seems to be enough to keep retailers selling on the site.

Where can you sell?

China, North America, South America, UK, Europe, pretty much anywhere!

Any products they specialise in?

Clothing, apparel, gadgets, consumer electronics, accessories

Did you know?

Wish.com is raising a new round of capital, and estimates suggest that it will be valued at between \$2 billion and \$3 billion when the fundraising is complete.

The marketplaces



In a nutshell

Pixmania is a French-based e-commerce website which promotes a wide variety of products and gets around 40 million unique visitors a month. The fees you pay (between 4% and 18%) will depend on your subscription and the products you're selling – your monthly subscription fee depends on the number of countries you're selling in.

Where can you sell?

UK, Belgium, Denmark, Germany, Spain, France, Italy, Republic of Ireland, Netherlands, Norway, Poland, Portugal, Finland, Sweden

Any products they specialise in?

Cameras, camcorders, TV, video, home cinema, computing, tablets, music, home appliances, toys, gadgets, watches, printing.

Did you know?

Between 2006 and 2013, Pixmania was majority owned (77%) by British Dixons Retail plc.

In a nutshell

GAME has taken its computer games and accessories business online, giving merchants the opportunity to sell accessories, second-hand games, consoles, accessories. This new direction for GAME is a bid to diversify away from its physical storefronts.

Where can you sell?

UK

Any products they specialise in?

Accessories, computer games, hardware, watches, boardgames, DVDs, arcade machines, phones, tablets

Did you know?

The GAME marketplace has only just started, launched in Spring 2015, but already has 50,000 products listed. Some of the products are on the niche side, and is a good place for gaming aficionados for get their gaming memorabilia fix.

The marketplaces



In a nutshell

Another French e-Commerce site featuring products ranging from fashion to electronics and tech. The site attracts around 8 million visitors per month, and with 3 million products on sale, there's a lot for them to look at.

Where can you sell?

France, Spain

Any products they specialise in?

Computer and electronic products, home, garden, DIY and fashion

Did you know?

Rue du Commerce's owners also own shopping centres in France, Italy and Spain, and added Rue Du Commerce to their portfolio as part of a multi-channel plan.



In a nutshell

FNAC is one of France's leading high-street retailers, and their shops are also found in other European countries. Their European wide marketplace also serves customers in places as far flung as Morocco and Brazil.

Where can you sell?

France, Belgium, Brazil, Italy, Spain, Switzerland, Monaco, Morocco, Portugal

Any products they specialise in?

Audio, books, CDs, DVDs, games, photography, ticket sales

Did you know?

Holds 'FNAC Forums' throughout the year that feature guest speakers which have, in the past, included George Lucas, David Cronenberg and David Bowie.

The secret seven: Top-tips for success



So, you're ready to take the plunge and open up your business to new, international markets? A few reassuring words of advice probably wouldn't go amiss...

And who better to turn to for advice on cross-border selling using global marketplaces than the very people who have been there and done it? Here's seven of the best from Worldfirst.com clients who have been there and done it.

2. 'Busy' and 'successful' are not the same thing.

The aim is to make sure that you are profitable and not just busy fulfilling orders, dealing with returns, and looking after admin. Successful sellers ensure that they are busy doing the right things.

5. Look after your public image.

It may sound obvious, but high-quality, hi-res images of your products are essential. It might be a good idea to invest in a quality camera – or even a quality photographer – to present yourself and your products in the best possible light.

3. Get your pricing right.

Sounds obvious, right? But how do you know what is 'right'? Work out your margin carefully and make sure you are competitive whilst also factoring in all your costs. Don't forget that your time is a 'cost', so make sure you allow for that.

6. Commit to selling internationally.

It may seem to make sense to test things out by 'going international' on the cheap, but if your translations, distribution and returns policy, for example, are not up to scratch, you're unlikely to succeed.

1. Think like a buyer.

When listing your products on a marketplace, be sure to take a step back and think about how it looks from a potential buyer's point of view. Put yourself in their shoes and ask yourself; "What would I like to see if I was the buyer?"

4. Stock-up.

Golden rule: do not oversell! Successful businesses are able to fulfil every order that comes in quickly and efficiently. If you can't, your reviews and ratings will suffer and that can damage your brand. Get your back office as automated as your funds will allow.

7. Protect your margin.

If, like lots of marketplace sellers, you are a low-margin, high-volume business, unnecessary fees and uncompetitive exchange rates can damage your margin. At World First we could help you save up to 5% compared to using a bank (or the marketplace's default currency option) when bringing back your hard-earned sales.