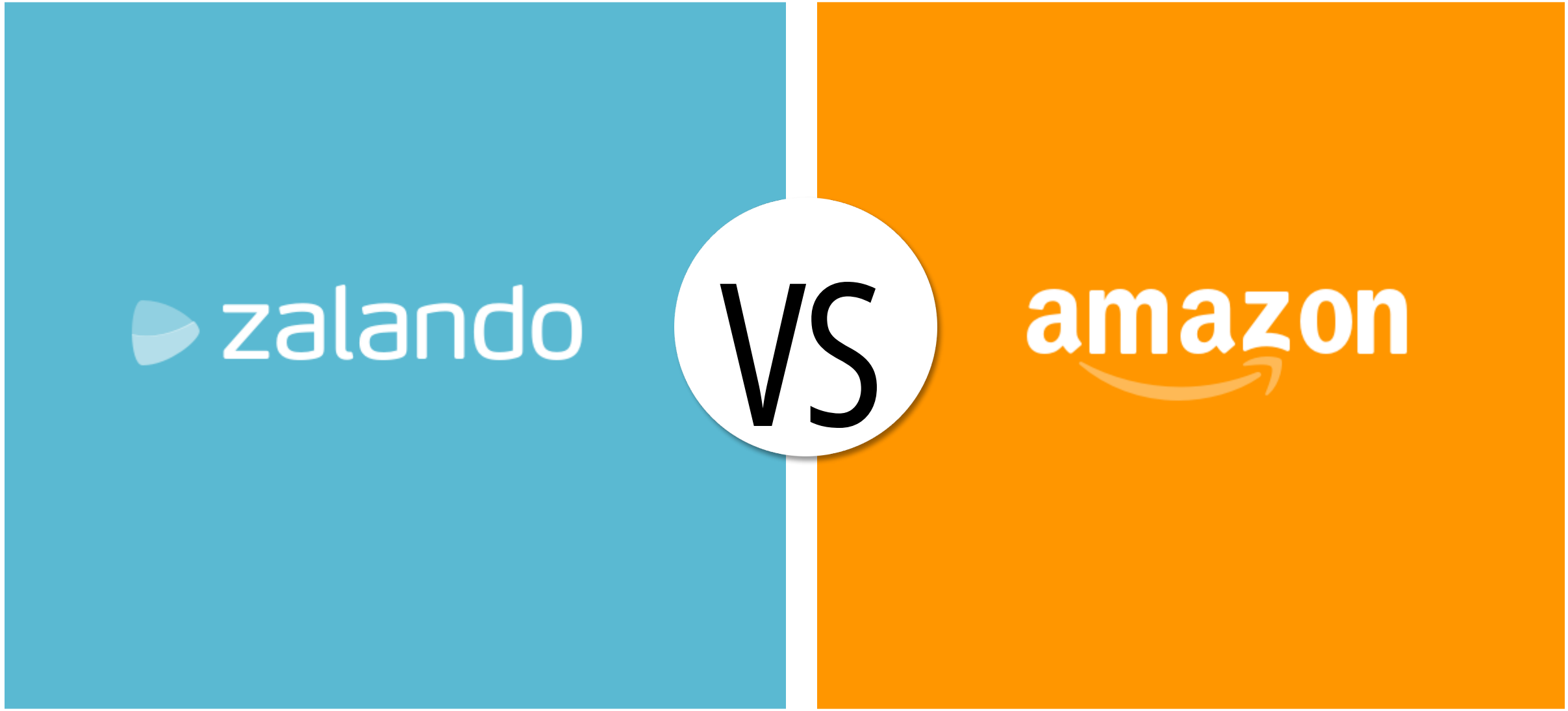
zalando
VS
amazon

Premise

In the (very) competitive arena of online fashion sales, the undisputed protagonists in Europe are two e-commerce giants: Amazon and Zalando.

While Amazon has a dominant position in the United States (61% of fashion market share, according to Forbes), in Europe its market share is 8%. Zalandone controls 6%.

In terms of market share, the gap between the American giant Amazon and the German platform Zalando does not seem so abysmal. The differences between the two marketplaces, however, are significant. And it is good not to lose sight of them when deciding whether to occupy one of these channels, or both.

Zalando

Zalando is one of the most established and popular fashion e-commerce platforms. It was founded in 2008 as an online shoe retailer. Today it is the #1 fashion marketplace in Europe. The German domain zalando.de is the 18th most visited online fashion sales site in the world.

Zalando has over 44 million members and hosts more than 2,500 brands of clothing, accessories, footwear and cosmetics. The Designer section includes luxury brands, including Just Cavalli, Versace Jeans Couture, Emporio Armani, Michael Kors.

In 2010, it launched a section dedicated to private sales: ZalandoPrivé (Lounge, in some countries), where millions of users access limited-time promotions on premium brands with discounts of up to 75%.

Amazon

Amazon is the most popular generalist e-commerce platform on the planet. It serves over 180 countries, receives almost 200 million visits each month and has over 300 million registered users. Born as an online bookstore, today it represents an indispensable online sales channel for many brands.

66% of product searches on the web start right from Amazon (the 44% on search engines like Google).

The variety of offerings, competitive prices, impeccable logistics and a “customer first” approach are the key elements on which Jeff Bezos’ giant has built its success over the last decade.

A decade in which Amazon has been able to increase the expectations and needs of users, providing them with increasingly faster shipments, increasingly efficient services and innovative experiments.

	zalando	amazon
TYPE	Vertical platform, it focuses on fashion, luxury and beauty	Generalist platform. On Amazon you can buy everything: from screws to coats
GEOGRAPHICAL PRESENCE	Operates exclusively in Europe (23 countries)	It is present in 180 countries
MONTHLY SESSIONS IN ITALY	14 million visits/month	193 million visits/month
ENTRANCE	To sell on Zalando you need to receive an authorization. preventive	To sell on Amazon you do not need any authorization. prior authorization
SALES MODELS	3 possible strategies: wholesale, direct sales on the platform, sale through external partner	3 possible strategies: wholesale, direct sales on the platform, sale through external partner
LOGISTICS ORGANIZATION	Possibility to exploit one's own logistics, that of the marketplace (ZFS -ZalandoFulfillmentSolutions) or a third party logistics	Possibility to use your own logistics, that of the marketplace (FBA – Fulfillment by Amazon) or third-party logistics
SALES COMMISSIONS	Variables based on product category and sales price range	Variables by market segment (consumer electronics, fashion, books, etc.)

	zalando	amazon
SHIPPING	Free from €24.90	For Amazon PRIME users, shipping is free for a wide range of products even if the price is less than €29
SHIPPING TIMES	2-5 days	Fast, 1, 2 days
PAYMENT METHODS	On delivery, Paypal, Zalando Credit, Credit card, Advance payment, Try first and pay later	Credit card, Postepay, Paypal prepaid cards, Paysafe cards, SEPA direct debit, Monthly payment instalments, Financing with Cofidis
RESI	Free return within 100 days	Free returns within 30 days
WEB INTERFACE	Clean, neat layout. The look and feel of the site is designed for fashion brands	Amazon is a “big market”. The look and feel of the site is not designed for fashion brands.
DIGITAL CATALOGUES	Those who sell on Zalando are required to comply with very detailed and strict publication rules.	On Amazon the publishing rules are less rigid than on Zalando
PHOTOGRAPHIC MATERIAL	Product photos must necessarily comply with the (strict) standards of the platform	On Amazon the requirements for producing images are more lenient than on Amazon

	zalando	amazon
USER INTENT	The intent is not only transactional. Users also browse for inspiration and to discover new trends	The browsing intent is mainly transactional
CONTENTS PROPOSED TO THE USER	The contents that appear to the user are personalized, based on tastes and preferences (thanks to sophisticated artificial intelligence algorithms)	The content that appears to the user depends heavily on previous searches
FILTERS	Zalandà offers the possibility to narrow down the search by filtering based on your physicality (Tall, Petite, Plus Sizes) or other criteria (sustainability, novelty, exclusive product, etc.)	Amazon also gives this opportunity to the user, but the process is less immediate
SHOPPING GUIDE	An ad hoc area available to the user to obtain information such as: size guide, Italian fashion, guest guide	The in-depth information is not collected in a specific section. The brand or seller could insert it in the A+ content or among the standard images of the product sheet
ORIGINALITY OF PRODUCTS	100% Guaranteed	Not 100% guaranteed
PRODUCT MIX	Special collections (capsules) or exclusive pieces are also available on Zalando	On Amazon there is mostly a basic assortment. Users are more sensitive to the price

FOCUS ON LUXURY	Zalando has a section dedicated to luxury, renamed "Designer"	Amazon recently launched a platform dedicated to luxury Amazon LuxuryStore. Only US Prime members who receive an invitation can access it
SUSTAINABILITY	With the strategy do.MoreZalando focuses heavily on sustainability. There are thousands of products with the "sustainable" tag on the marketplace	Sustainability is not a core value for Amazon
INFLUENCER	Zalando has an influencer marketing platform: Collabary	There are affiliate programs for influencers on Amazon. With the project The Drop also offers capsule collections designed by leading figures in the digital world.
N E W SLETTER	Yes (Registration entitles you to a 10% discount on your first purchase)	No
M A R K ETING	Zalando has a dedicated marketing unit: ZMS. Each campaign or advertising project is agreed with a ZMS contact. There is no "self" mode at Zalando.	Amazon has a wide variety of advertising tools: from pay-per-click to programmatic campaigns. Many of these can be activated independently (self-service ad platform)
BRAND PAGE	On Zalandovi there is the possibility of opening a showcase page (on a brand, a product, a specific initiative), in collaboration with the ZMS team.	Registryha. On Amazon every brand or retailer that has the Brand Store, a mini-site which can have up to 3 levels of page depth.

Who we are

YOCABÈ is the intelligent platform that helps brands reach over 300 million customers who regularly shop on online sales channels such as Amazon, Zalando, Privalia, eBay, La Redoute, Spartoo, Galeries Lafayette, etc.

Numerous fashion and lifestyle brands have already chosen it for

~~these~~

9 reasons.

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about

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