Ebay leads sustainability ranking of cross-border marketplaces in Europe

By Matthieu Guinebault - February 1, 2021

Cross-border Commerce Europe (CBCE), a specialist in cross-border commerce research, has drawn up a ranking of the top 100 most sustainable cross-border marketplaces operating in Europe. The ranking is led by US marketplace eBay, followed by Australia’s Redbubble, and by Etsy, Rakuten and Amazon.

CBCE has based the ranking on 10 parameters, among them the marketplaces’ cross-border sustainable development goals, their sustainable business model and purchasing experience, their sustainability certifications and the range of sustainable products on offer. Also, their level of environmentally friendly last-mile logistics, their brand partnerships, manufacturing and transportation choices in the Far East, CO2 footprint statistics and the presence of sustainable development and CSR managers within their organisations.

Besides Ebay, Redbubble, Etsy, Rakuten, Amazon and Amazon Handmade, the other top-10 names were Threadless (from the USA), Bol.com (from the Netherlands), StockX (from the USA) and LeBonCoin (from France).

Among European cross-border marketplaces, the ranking included Spreadshirt (11th) and Zalando (17th) from Germany, Asos (14th), Farfetch (19th) and Lyst (20th) from the UK, La Redoute (21st) from France, Vinted (22nd) from Lithuania and United Wardrobe (24th) from the Netherlands.

“It is not surprising that eBay is leading the ranking. Ever since it was launched in 1995, this global marketplace has made sustainability one of its key drivers. [eBay] focuses on selling used and second-hand products, and approximately 16% of its revenue can be regarded as being environmentally friendly and green,” said CBCE, explaining eBay’s score of 68.9/100.
“Amazon, as a cross-border B2C site 53% of whose vendors are third-party B2B vendors, focuses on selling new products. As a result, its commercial model produces a lower-than average score. However, Amazon was ranked fifth thanks to its clear objectives for environmentally friendly warehouses and fleets of electric delivery vehicles, and for its sustainable materials, products and packaging,” said CBCE.

Among the other marketplaces listed, Depop (26th), Vestiaire Collective (34th), Watchfinder (44th), Miinto (56th), Kixify (59th), VideDressing (61th), Spartoo (64th), Collector Square (66th), Rebels Market (72nd), Bump (76th), Rebelle (78th), Grailed (83rd) and Shoppingscanner (93rd).

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