



# IMRG Experian Hitwise HOT 100



**Top 100 e-Retailers MAY 2010 Top 100 e-Retailers**

## 2nd Annual - HOTSHOPS Hot 100 list

1	amazon.co.uk	www.amazon.co.uk	51	Orange shop	shop.orange.co.uk
2	Argos	www.argos.co.uk	52	TravelRepublic.co.uk	www.travelrepublic.co.uk
3	Play.com	www.play.com	53	Dorothy Perkins	www.dorothyperkins.com
4	Apple	www.apple.com	54	House of Fraser	www.houseoffraser.co.uk
5	Tesco	www.tesco.com	55	Wickes	www.wickes.co.uk
6	Amazon.com	www.amazon.com	56	Vodafone Shop	shop.vodafone.co.uk
7	Your M&S	www.marksandspencer.com	57	First Choice	www.firstchoice.co.uk
8	Next	www.next.co.uk	58	See	www.seetickets.com
9	Tesco direct	direct.tesco.com	59	The Carphone Warehouse	www.carphonewarehouse.com
10	easyJet.com	www.easyjet.com	60	Premier Inn	www.premierinn.com
11	John Lewis	www.johnlewis.com	61	ebuyer.com	www.ebuyer.com
12	Ryanair	www.ryanair.com	62	Jet2.com	www.jet2.com
13	B&Q	www.diy.com	63	MandmDirect.com	www.mandmdirect.com
14	Thomson	www.thomson.co.uk	64	ALDI UK	uk.aldi.com
15	asos	www.asos.com	65	Maplin Electronics	www.maplin.co.uk
16	Expedia.co.uk	www.expedia.co.uk	66	Apple iPod & iTunes	www.apple.com/itunes
17	New Look	www.newlook.com	67	Monsoon	www.monsoon.co.uk
18	LoveFilm.com	www.lovefilm.com	68	boohoo.com	www.boohoo.com
19	Debenhams	www.debenhams.com	69	easyJet Holidays	holidays.easyjet.com
20	Topshop.com	www.topshop.com	70	Matalan	www.matalan.co.uk
21	River Island	www.riverisland.com	71	Flybe	www.flybe.com
22	lastminute.com	www.lastminute.com	72	bmibaby	www.bmibaby.com
23	Thomas Cook	www.thomascook.com	73	Virgin atlantic	www.virgin-atlantic.com
24	hp	www.hp.com	74	InterContinental Hotels Group	www.ichotelsgroup.com
25	Homebase	www.homebase.co.uk	75	on the Beach	www.onthebeach.co.uk
26	Currys	www.currys.co.uk	76	mothercare	www.mothercare.com
27	ScrewFix.com	www.screwfix.com	77	Miss Selfridge	www.missselfridge.co.uk
28	ASDA	www.asda.co.uk	78	Monarch.co.uk	www.monarch.co.uk
29	HMV.com	www.hmv.com	79	La Redoute	www.laredoute.co.uk
30	Littlewoods.com	www.littlewoods.com	80	Dixons	www.dixons.co.uk
31	thetrainline.com	www.thetrainline.com	81	Evans Cycles	www.evanscycles.com
32	British Airways	www.britishairways.com	82	ChainReactionCycles.com	www.chainreactioncycles.com
33	Very.co.uk	www.very.co.uk	83	Toys R Us - UK	www.toysrus.co.uk
34	Cineworld Cinemas	www.cineworld.co.uk	84	wiggle	www.wiggle.co.uk
35	ASDA Direct	direct.asda.com	85	Bhs	www.bhs.co.uk
36	Dell EMEA	www.euro.dell.com	86	Topman	www.topman.co.uk
37	Odeon Cinemas	www.odeon.co.uk	87	wilkinson	www.wilkinsonplus.com
38	ticketmaster United Kingdom	www.ticketmaster.co.uk	88	JD Sports	www.jdsports.co.uk
39	Sainsbury's	www.sainsbury.co.uk	89	Republic	www.republic.co.uk
40	Comet	www.comet.co.uk	90	3 Store	threestore.three.co.uk
41	Vue Entertainment	www.myvue.com	91	Boden	www.boden.co.uk
42	Travelodge UK	www.travelodge.co.uk	92	Waitrose	www.waitrose.com
43	GAME	www.game.co.uk	93	national express	www.nationalexpress.com
44	Boots	www.boots.com	94	Focus diy & gardening	www.focusdiy.co.uk
45	PC World	www.pcworld.co.uk	95	holidayextras.com	www.holidayextras.co.uk
46	QVCUK.com	www.qvcuk.com	96	T-Mobile UK Mobile Phone Shop	www.t-mobile.co.uk/shop
47	Halfords	www.halfords.com	97	BAA	www.baa.com
48	O2 Shop	shop.o2.co.uk	98	teletext Holidays	www.teletextholidays.co.uk
49	IKEA	www.ikea.com	99	schuh	www.schuh.co.uk
50	Sportsdirect.com	www.sportsdirect.com	100	LEGO Worlds	www.lego.com

The IMRG-Experian Hitwise Hot Shops List of the top 50 UK e-retailers\* is the key indicator of online merchant performance. The List is published quarterly and tracks popularity, as indicated by visits, of those selling goods and services within the IMRG Caggemini Index Classification\*\*. This List is based on April 2010 data.

\* The IMRG-Experian Hitwise Hot Shops List excludes eBay and price comparison / aggregator websites such as Kelkoo and Froogle.

\*\* IMRG Caggemini Index Classification: Beer / wine / spirits; Books; CDs / tapes / records; Clothing / footwear / accessories; Computer hardware / peripherals / consumables; Consumer electronics; Digital downloads (e.g. music, software); Flowers; Food, beverages and household supplies; Furniture; Garden / DIY; Health and beauty; Home appliances (e.g. washing machines); Household goods (e.g. kitchenware, bedding); Jewellery / watches; Software; Sporting goods; Tickets (e.g. cinema, theatre, events); Toys; Travel (e.g. flights, holidays, hotels, car hire); Video games; Videos / DVDs



**SPECIAL REPORT MAY 2006 - MAY 2010 4th ANNIVERSARY**

KEY: ▲ / ▼ denotes movement up / down since May 2006. ◀ ▶ denotes same place. NEW - are new sites since May 2006. NUMBERS denote ranking, 1-50 each May




	May-10	May-09	May-08	May-07	May-06		
◀▶	1	1	1	1	1	Amazon UK	www.amazon.co.uk
▲	2	2	5	3	3	Argos	www.argos.co.uk
▲	3	3	3	4	5	Play.com	www.play.com
▲	4	17	2	7	10	Apple Computer	www.apple.com
▼	5	5	4	2	4	Tesco.com	www.tesco.com
◀▶	6	4	6	5	6	Amazon.com	www.amazon.com
▲	7	6	7	12	23	Marks & Spencer	www.marksandspencer.com
▲	8	9	9	14	14	Next	www.next.co.uk
NEW	9	15	8	16	-	Tesco Direct	direct.tesco.com
▼	10	11	10	8	8	easyJet	www.easyjet.co.uk
▲	11	28	15	17	20	John Lewis	www.johnlewis.com
▼	12	12	14	9	9	RyanAir	www.ryanair.com
▲	13	16	23	23	24	B&Q	www.diy.com
▼	14	13	11	11	13	Thomson Holidays	www.thomson.co.uk
▲	15	10	18	36	50	ASOS	www.asos.com
▼	16	8	12	6	7	Expedia.co.uk	www.expedia.co.uk
NEW	17	40	-	-	-	New Look	www.newlook.co.uk
NEW	18	32	-	-	-	LOVEFILM	www.lovefilm.com
▲	19	26	30	-	36	Debenhams	www.debenhams.com
NEW	20	21	33	50	-	Topshop	www.topshop.com
NEW	21	24	34	-	-	River Island	www.riverisland.com
▼	22	22	17	15	12	lastminute.com	www.lastminute.com
▼	23	30	25	25	18	Thomas Cook	www.thomascook.com
▲	24	47	39	40	47	HP	www.hp.com
NEW	25	37	-	-	-	Homebase	www.homebase.co.uk
▲	26	29	20	22	27	Currys	www.currys.co.uk
▲	27	34	32	45	46	Screwfix Direct	www.screwfix.com
▲	28	23	31	43	49	ASDA	www.asda.co.uk
▲	29	18	16	18	32	HMV.com	www.hmv.com
▲	30	19	35	38	40	Littlewoods	www.littlewoods.com
NEW	31	41	-	-	-	The TrainLine	www.thetrainline.com
▼	32	43	19	10	11	British Airways	www.britishairways.com
NEW	33	-	-	-	-	Very.co.uk	www.very.co.uk
NEW	34	42	-	-	-	Cineworld Cinemas	www.cineworld.co.uk
NEW	35	53	-	-	-	ASDA Direct	direct.asda.com
▼	36	14	13	13	2	Dell EMEA	www.euro.dell.com
NEW	37	39	45	42	-	Odeon Cinemas	www.odeon.co.uk
▼	38	27	22	19	15	Ticketmaster UK	www.ticketmaster.co.uk
NEW	39	20	42	-	-	Sainsbury's	www.sainsburys.co.uk
▼	40	33	28	26	22	Comet UK	www.comet.co.uk
NEW	41	44	-	-	-	Vue Entertainment	www.myvue.com
▼	42	35	40	30	37	Travelodge UK	www.travelodge.co.uk
NEW	43	36	21	-	-	GAME	www.shop.game.net
NEW	44	48	46	48	-	Boots	www.boots.com
▼	45	38	26	29	30	PC World	www.pcworld.co.uk
▼	46	45	36	24	29	QVCUK.com	www.qvcuk.com
NEW	47	49	-	-	-	Halfords	www.halfords.com
▼	48	31	27	-	28	O2 Shop	shop.o2.co.uk
NEW	49	46	44	-	-	IKEA	www.ikea.com
NEW	50	90	-	-	-	Sportsdirect.com	www.sportsdirect.com

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## Movement Since May 2006

<b>NEW</b>			
<b>18</b>	<b>15</b>	<b>15</b>	<b>2</b>

### Highlights:

The IMRG / Hitwise Hot Shops List, now four years old, provides a unique perspective on how the e-retail market leaders are performing in terms of attracting visitors to their websites. For the second year running we have the Top 100!

- **Amazon retains the List's top spot every time**
- **Seven of the original May 2006 top ten brands are still in the top ten**
- **Six of the top ten have physical stores, up from four last May**
- **Top 100 list will give a wider perspective on the Hot Shops**
- **Thirty three of the top 50 retailers have physical stores, up from twenty-three in 2006**

At number 1, Amazon's dominance of the Hot Shops List has remained unchallenged every quarter since the List was first published in May 2006. Argos has retained second place this time following its move back to that spot last year.

Argos (2/originally 3) retained the second spot that it gained last year and Play.com (3/5) has remained in third position since May 2008. Apple Computer (4/10), moved up to 4th place from 17th position in May last year, on the back of the much anticipated launch of the iPad.

Seven of the original top 10 retained membership of that elite group: Amazon UK (1/1), Argos (2/3), Play.com (3/5), Apple Computer (4/10), Tesco.com (5/4), Amazon.com (6/6) and easyJet (10/8).

Six of the top ten retailers have physical stores, up from four in May 2009. Thirty three of the fifty Hot Shops have a high street presence, up from twenty-three in 2006.

Leading the fastest climbers are ASOS (15/50) and HP (24/47). In addition we have ASDA moving to 28 from 49 and Screwfix at 27 up from 46 in May 2006.

Electrical and travel are the sectors most strongly represented on the List. The top 3 electrical retailers include Apple Computer (4/10), HP (24/47) and Currys (26/27) with the previous trend of pure play online retailers entering the list and established retailers losing ground halted. The top 3 Travel companies are easyJet (10/8), Ryanair (12/9) and Thomson Holidays (14/13). Apart from The Trainline (31/New) which is new - all other companies in the Travel sector have lost ground in the listings since May 2006.

Clothing is one of the fastest growing online shopping sectors, with nine specialist retailers on the List including Marks & Spencer (7/23), Next (8/14) and ASOS (15/50).

Grocery sales that were very strong last year have lost ground. Tesco.com (5/4) continues to lead in this sector retaining 5th position from last year, with ASDA (28/49) falling 5 places from May 2009 and Sainsbury's (39/NEW) falling 19 places since last May.

The eighteen newcomers to the List since May 2006 are Tesco Direct (9), New Look (17), LOVEFILM (18), Topshop (20), River Island (21), Homebase (25), The Trainline (31), Very.co.uk (33), Cineworld Cinemas (34), ASDA Direct (35), Odeon Cinemas (37), Sainsbury's (39), Vue Entertainment (41), GAME (43), Boots (44), Halfords (47), IKEA (49) and Sportsdirect.com (50).

Brands that appeared on the original Top 50 List but have since dropped out of the top 100 are MyTravel (17), Opodo (48), Packard Bell UK (38), XL.com (33), Tesco Electrical (34), Thomsonfly (21) and Woolworths (41). A number of others, whilst out of the Top 50 are still placed within the Top 100.

### IMRG's CEO, James Roper, comments:

"With multichannel retailers now accounting for two-thirds of the top 50 merchants, it is clear that those with both physical stores and an online presence are leading the growth in e-retail. This is also evidenced in the IMRG Capgemini E-retail Sales Index, where multichannel retailers are consistently outperforming their pureplay counterparts in terms of sales growth. Not surprisingly, fashion retailers continue to move up the Hot Shops List as clothing remains one of the fastest growing online sectors."

### Hitwise's Director of Research, Robin Goad, comments:

"With Summer just round the corner, DIY retailers are experiencing a season spike in traffic, with B&Q, Homebase and Screwfix all moving up the rankings. All three have also improved their position compared to last year, something that was expected given that House and Garden is currently the fastest growing online retail sector. The release of both the iPad and the latest iPhone have helped Apple move up the rankings, while department stores such as John Lewis, Debenhams and Tesco Direct continue to gain market share at the expense of their smaller, specialist retail rivals. And finally there are signs of the positive impact of the World Cup, with new Sportsdirect.com at number 50."

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**About IMRG:** IMRG (Interactive Media in Retail Group), founded in 1990, is the industry association serving e-retail: [www.imrg.org](http://www.imrg.org)



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