



Best Online Shops 2023

Methodology

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Summary

The Best American Online Shops were identified after passing a number of tests based on **51 objective and subjective criteria**.

First, a list of **more than 9,500 online shops in the United States** was compiled using Statista's proprietary research database along with public online databases, online directories and price comparison websites to identify the most relevant online shops. The online shops with **the most American visitors and the highest American revenue in 2021** were selected as candidates for further evaluation. Online shops selling mainly digital goods (e.g.: airbnb.com, netflix.com), subscription-based shops, C2C marketplaces (e.g.: ebay.com), B2B online shops, showcase websites and online shops that do not display their site in English were excluded from further evaluation to allow a better comparison between them. The online shops were then organized according to their main product offering into **39 categories** (see slide 5).

The online shops that passed the initial screening were then tested one by one in 41 objective criteria and 10 subjective criteria on 7 dimensions:

- Structure & Usability
- Trust & Security
- Service & Communication
- Payment
- Purchase & Delivery
- Technical Performance
- Likelihood of Purchase

Alongside the objective test, an online survey of a panel of more than **6,000 American online shoppers** was conducted to assess the appearance of the online shops on **10 subjective criteria** (e.g. "The homepage is very clear and well structured").

After the test phase was over, a sub-score for each dimension was calculated. Based on these results, a score out of 10 was determined for each online shop.

The top 1,000 online shops with the highest scores were then awarded "Best Online Shops 2023" and listed on the Newsweek website.

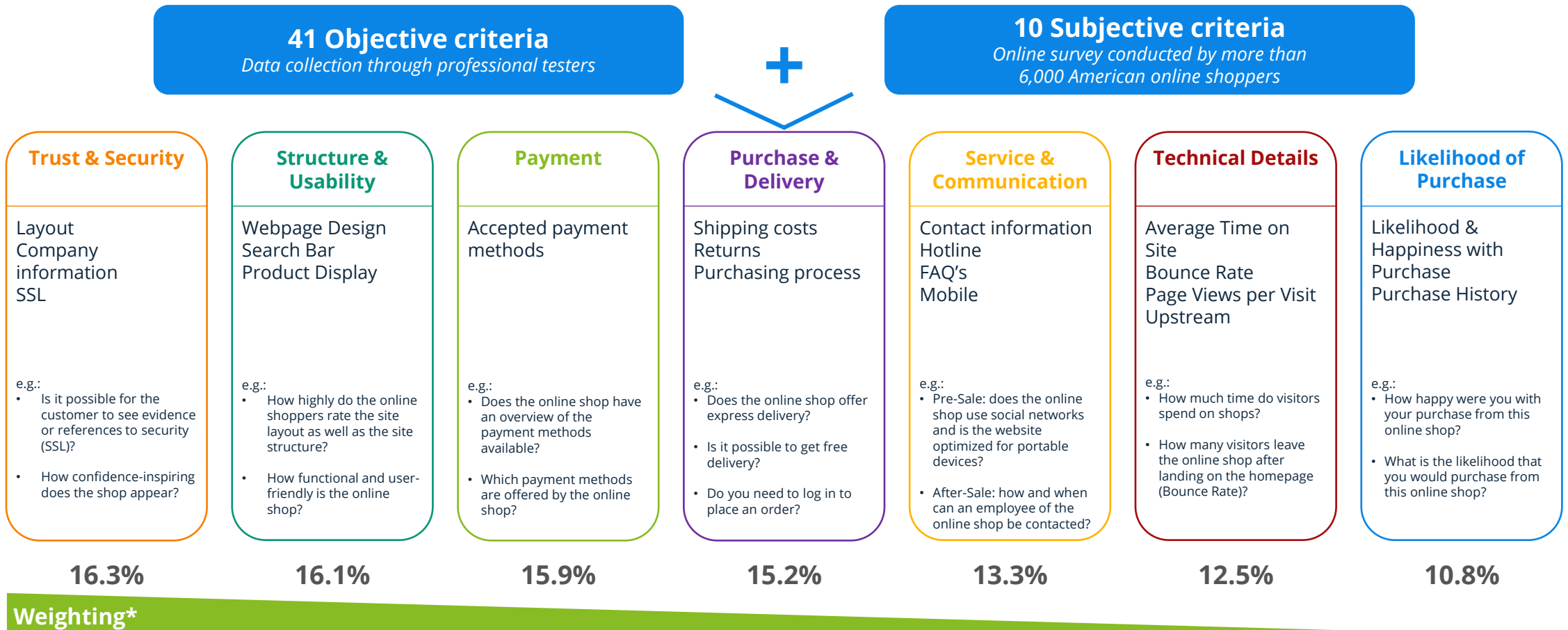
Every online shop has been tested by professional testers and rated by consumers

7 dimensions evaluated for each online shop both objectively and subjectively



Examples of criteria evaluated on the 7 dimensions

Every shops tested in the 7 dimensions that make for a well-rounded online shop



Weighting*

Weighting is based on how participants rate the importance of the following aspects

Importance of aspects rated from 1- not important at all to 6 - very important⁽¹⁾

Importance of different aspects	
Trust & Security	Platform is adapted to new devices (i.e. mobile optimized sites or apps)
Trust & Security	Security of customer data
Trust & Security	Shop has trust labels or logos
Structure & Usability	High quality of website (i.e. design, structure, advertising)
Structure & Usability	Detailed product descriptions (with text, pictures, and customer reviews)
Structure & Usability	Quality search bar (i.e. autofill)
Structure & Usability	Well placed and easy to reach tools (i.e. search bar, catalog)

Importance of different aspects (cont.)	
Payment	Many payment options at your disposal
Purchase & Delivery	Possibility of editing order details through order process or from order summary
Purchase & Delivery	Possibility of ordering without website registration
Purchase & Delivery	Information on delivery (i.e. delivery time, shipping costs)
Purchase & Delivery	Alternative product recommendations when considering the product
Service & Communication	Contact customer service over hotline, chat, or email
Technical Details	Technically flawless usage of the page

Online survey used to evaluate structure, trust and likelihood of purchase

Questions are based on online shops displayed to survey participant⁽¹⁾

**How strongly do you agree with the following statements?
(1 – Strongly Disagree to 6 – Strongly Agree)**

The homepage is very clear and well-structured/designed

The navigation of the website is clear and understandable

The shopping cart is easy to find

The search bar is easy to find

A menu displaying different product categories is available

The shop looks of a very high quality (quality, color schemes, design, advertising)

The online shop evokes confidence right away

Purchase Probability

1. Disregarding price: Imagine you are interested in a certain product. How likely is it, that you would purchase the product from the displayed Online-Shop?
2. Have you purchased products from this online-shop before?
3. How pleased were you with your purchase from this online-shop

8 main industries divided into 39 categories to cater to each readers' interests and shopping habits

Industries

Industries	Categories
Fashion & Accessories	Accessories (e.g. handbags, suitcases, leather goods)
	Fashion (multi-brand)
	Fashion (single brand)
	Jewelry
	Shoes
	Watches
	Women's Fashion (multi-brand)
	Women's Fashion (single brand)
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)
	Drugstore products, Cosmetics (single brand)
	Food
	Health products, Food supplements
	Medical supplies, Medication
Garden & Craft	Opticians, Eyewear
	Building services (e.g. bathroom, kitchen, electronics)
	DIY, Tools, Supplies
	Flowers, Plants
	Garden furniture and supplies
Home Living	Spare parts
	Furniture
	Home decor and textiles
	Household appliances
	Household goods

Industries	Categories
Leisure, Games & Hobby	Arts and Crafts
	Collectibles
	Hobby, Leisure items
	Music equipment
	Pet supply
	Photo, Print
	Toys, Baby
Office, Electronics & Media	Consumer electronics
	Consumer electronics (accessories)
	Media (e.g. books, CD, DVD, software)
Sport, Outdoor & Motor	Bicycle, E-Bike
	Car, Motorcycle, Boats
	Outdoor
	Sports products (general)
	Sports products (specialized)
Universal Provider	General

Imprint

Imprint:

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Disclaimers:

The rankings are comprised exclusively of online shops that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on 51 subjective and objective KPIs at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the time period 04/22-09/22. Furthermore, events following Sep. 14th, 2022, and/or pertaining to individual persons affiliated/associated to the online shops were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about online shops or, if possible, accompanied by a visit to an online shop. The quality of online shops that are not included in the rankings is not disputed.