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The official list of fastest-growing  
digital companies



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# 2024 WINNERS











THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **APPAREL & ACCESSORIES** COMPANIES



APPAREL & ACCESSORIES: A predefined list of clothing brands and contemporary lifestyle boutiques.

### INSIGHT

The fashion industry's environmental footprint is steering consumers towards more sustainable choices. This shift involves a preference for secondhand options like Asos Marketplace and eco-friendly alternatives like DTC brand Asphalt. Asphalt's innovative preorder system reduces unsold inventory and fosters investment in sustainable materials. Despite this trend, fast-fashion (Stradivarius, Shopcider, Halara) and discount retailers (About You Outlet, Outlet46) have maintained a high interest in 2023, reflecting the cost of living crisis.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	 marketplace.asos.com	584.4%	4.6M	39.8K
2	 aboutyou-outlet.de	442.6%	3.5M	135.9K
3	 stradivarius.com	395.9%	20.7M	943.1K
4	 soliver.com	172.8%	6.7M	265.5K
5	 shopcider.com	163.4%	7.5M	207.3K
6	 zugeschnuert-shop.de	142.2%	1.7M	60.0K
7	 thehalara.de	126.3%	4.1M	191.4K
8	 eightyfiveclo.com	122.5%	1.7M	63.7K
9	 pegadorfashion.com	119.9%	3.1M	95.3K
10	 wolffashion.de	112.2%	1.3M	62.7K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	rieker.com	107.6%	1.7M	92.2K
12	snagtights.de	103.4%	1.5M	49.7K
13	saphirvogel.de	102.5%	1.7M	95.8K
14	mandmdirect.de	90.8%	7.1M	244.3K
15	olakala.de	86.3%	2M	99.7K
16	sezane.com	79.9%	2.6M	79.2K
17	asphalte.com	79.0%	1.5M	53.5K
18	zumnorde.de	77.3%	5.8M	294.4K
19	vicinityclo.de	76.9%	1.6M	68.7K
20	outlet46.de	75.9%	4M	181.9K

#### METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in Germany in 2023 vs. 2022.

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THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **AUTOMOTIVE** COMPANIES



AUTOMOTIVE: A predefined list of automotive care and vehicle parts platforms.

### INSIGHT

The pandemic has accelerated online shopping, particularly in industries like Automotive, where it was less common. Fueled by rising inflation and a desire to cut costs, consumers are opting to fix their vehicles at home, evident in the traffic surge to tire discount sites like All Reifen 365 and Reifen Pneus Online, and second-auto parts site b-parts.com. Notably, consumers' affinity for camping has contributed to the popularity of caravans and campers, offering a comfortable travel option without paying for flights and hotels. Roadfans.de and dethleffs.de have emerged as leaders in this category.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	roadfans.de	192.9%	1.7M	94.0K
2	allereifen365.de	122.1%	2.8M	152.2K
3	123reifen.de	102.0%	0.7M	35.5K
4	rsu.de	69.0%	3.8M	176.1K
5	premio.de	65.8%	1.4M	74.1K
6	rockauto.com	40.9%	1.1M	29.9K
7	boschcarservice.com	38.3%	0.7M	44.0K
8	reifen-pneus-online.de	35.9%	1.4M	79.2K
9	quick.de	34.7%	1.3M	62.3K
10	lexus.de	30.8%	1.6M	96.8K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	b-parts.com	30.3%	2.5M	139.3K
12	copart.com	26.0%	0.9M	22.3K
13	augustin-group.de	25.1%	1.0M	51.1K
14	euromaster.de	23.5%	1.6M	86.6K
15	autodoc.de	22.2%	38.7M	1,900K
16	teilehaber.de	21.9%	3.8M	192.7K
17	vergoelst.de	19.5%	2.4M	156.5K
18	oponeo.pl	19.2%	0.6M	26.4K
19	dethleffs.de	18.6%	1.1M	51.2K
20	felgenoutlet.de	14.1%	5.2M	241.4K

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# 2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **CONSUMER ELECTRONICS** COMPANIES

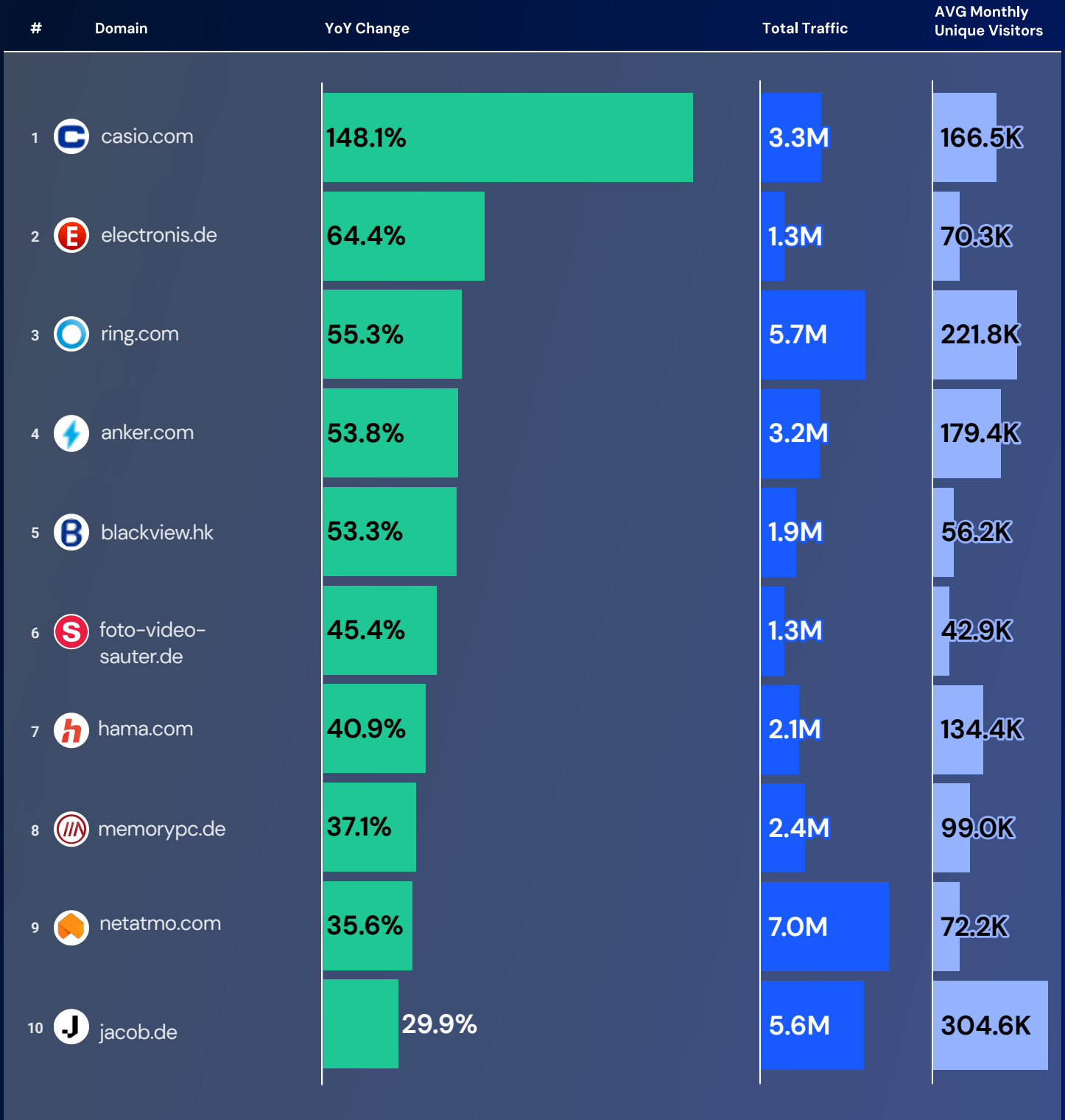


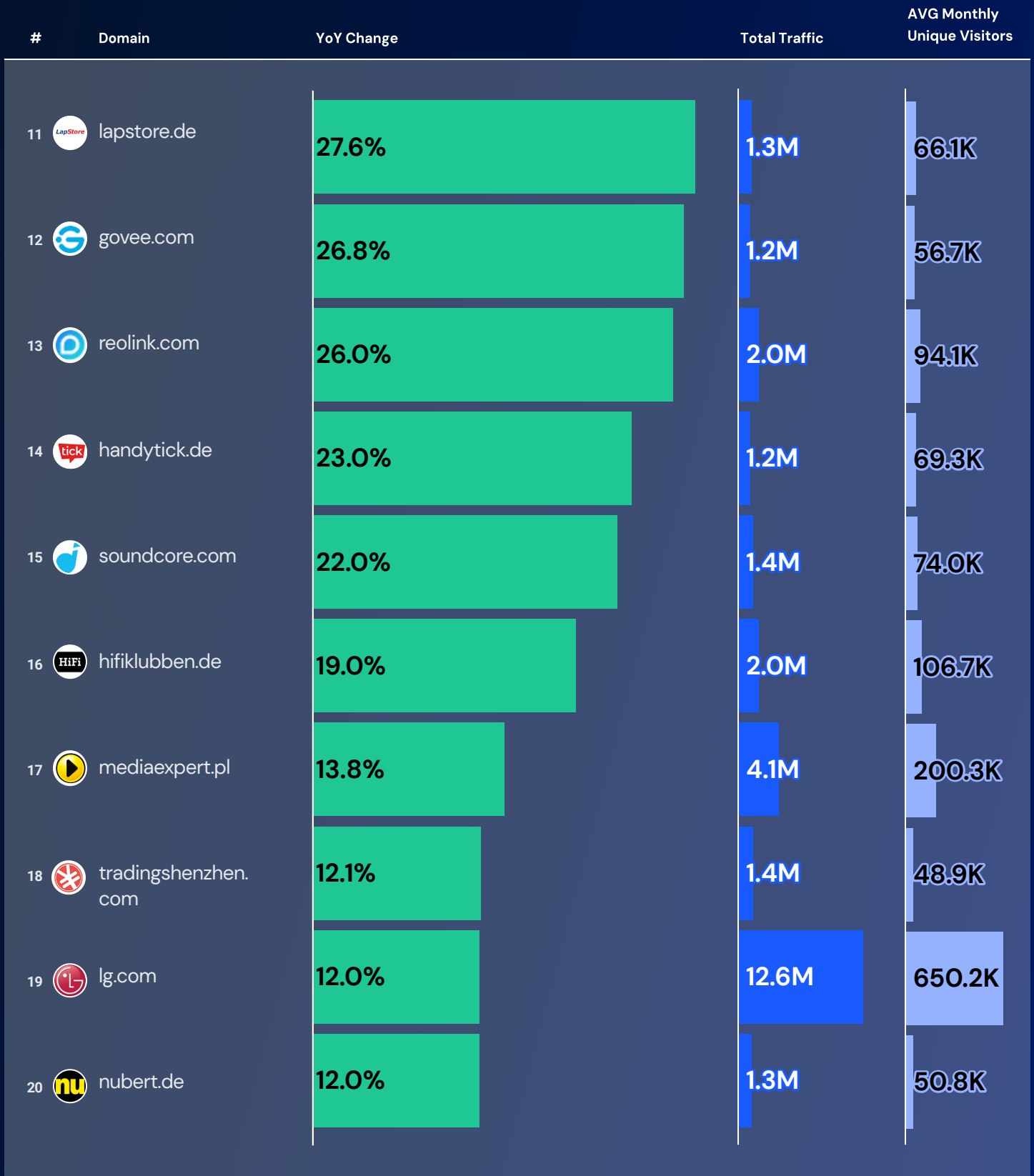


CONSUMER ELECTRONICS: A predefined list of high-tech DTC sites and retailers.

### INSIGHT

A perceived uptick in crime rates has heightened consumer concerns about personal security, prompting a notable increase in the adoption of smart security systems in Germany. This is evident in the rising traffic to DTC sites like Ring, Netatmo, and Reolink. In a different trend, 2023 saw a surge in demand for premium audio products. Despite their higher price points, DTC brands Soundcore and Nubert experienced significant growth in traffic, up YoY 22% and 12%, respectively.





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# 2024 WINNERS











THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **HOME & GARDEN** COMPANIES



HOME & GARDEN: A predefined list of marketplaces for essential household items and domestic goods.

### INSIGHT

As inflationary pressure continues, consumers seek cost-effective solutions to enhance their living spaces. The demand for houseplants, notably from [plnts.com](#), reflects a desire to bring greenery indoors, while sourcing home renovation materials from sites like [momento-kuechen.de](#) and [misspompadour.de](#) indicates a DIY approach to home upgrades on a budget. With mortgage rates high, the popularity of garden houses grows, as evidenced by a 57% YoY increase in traffic to [mygartenhouse24.de](#).

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	 hofats.com	234.7%	2.6M	45.4K
2	 juskys.de	156.2%	1.9M	110.8K
3	 mirjan24.de	153.5%	3.4M	150.0K
4	 feeling4home.de	146.8%	2.1M	33.6K
5	 momento-kuechen.de	141.8%	1.6M	59.4K
6	 feey-pflanzen.de	137.2%	2.3M	126.6K
7	 arebos.de	132.7%	1.7M	92.4K
8	 teppana.de	118.0%	1.5M	44.6K
9	 toolbrothers.com	100.7%	1.6M	84.8K
10	 shop.bosch-diy.com	93.0%	2.3M	120.8K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	deubaxxl.de	91.2%	5.9M	362.5K
12	cncest.de	87.8%	3.5M	202.1K
13	plnts.com	76.4%	3.1M	112.4K
14	schraub-doc.de	73.2%	1.5M	91.1K
15	expedo-moebel.de	71.5%	2.1M	88.2K
16	sharkclean.de	61.1%	2.5M	141.3K
17	misspompadour.de	60.0%	3.3M	160.3K
18	mygartenhaus24.de	57.2%	5.5M	19.1K
19	shop.retoura.de	56.9%	8.5M	416.2K
20	floordirekt.com	53.6%	2.5M	120.9K

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# 2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **PERSONAL FINANCE** COMPANIES



**PERSONAL FINANCE:** A predefined list of financial services platforms and niche banking solutions targeted to consumers.

**INSIGHT**

As consumers grapple with financial challenges, they opt for quick loan services via Sparkasse (skpk.de) and apply for new credit cards from extrakarte.com. Seeking alternative avenues, some individuals are investing in Crypto through platforms like whitebit.com and mexc.com. Alongside regional branches of nationwide banks, foreign banks, Bank Norwegian and Bank of Scotland are making significant strides in Germany, with impressive YoY traffic growth of 87% and 85%, respectively.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	whitebit.com	421.5%	3.6M	87.7K
2	volksbank-pur.de	319.3%	3.9M	73.4K
3	skpk.de	319.1%	5.2M	280.5K
4	bitget.com	305.1%	3.6M	49.5K
5	mexc.com	229.4%	2.4M	34.2K
6	fordmoney.de	228.6%	2M	47.2K
7	c24.de	206.5%	3.6M	159.5K
8	extrakarte.com	170.5%	4M	157.1K
9	rheinessen-sparkasse.de	134.0%	4.3M	63.3K
10	bingx.com	133.4%	3.1M	62.7K





#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	okx.com	130.0%	3.7M	97.3K
12	bitvavo.com	113.7%	1.7M	43.7K
13	pocketoption.com	111.1%	2M	31.3K
14	sparkasse-wilhelmshaven.de	94.2%	1.9M	14.1K
15	openbank.de	90.5%	3.9M	135.6K
16	ikb.de	89.8%	1.4M	46.0K
17	volksbank-bi-gt.de	89.7%	3.5M	43.5K
18	raibacalw.de	88.4%	2.3M	32.6K
19	banknorwegian.de	86.8%	4.8M	242.8K
20	bankofscotland.de	84.6%	3.9M	148.5K

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