

VALENTINE'S DAY

E-COMMERCE AND CYBER ATTACKS

Online shopping has boomed during the COVID-19 lockdown and Valentine's Day is always a key calendar event. However, e-commerce website visitors are not the only users in love; cybercriminals are also on the lookout for the right match with accessible revenue sources. Online shop owners and their hosting providers should take this threat seriously.



In the US,
an average of **\$196**
will be spent on
Valentine's Day
gifts in 2021
(\$162 in 2020)



In the UK, total sales of
£926 MILLION
are expected for 2021



German retail reported
in 2020 a revenue of
€1 BILLION
(2019: €860 million)



Around
40% OF GERMANS
ordered their
Valentine's Day gifts
online over the
last 2 years

Sources: National Retail Foundation, Handelsverbands Deutschland, ParcelLab, Statista Digital Market Outlook 2020, Hiscox Cyber Readiness Report 2020, The Spend Trends Report 2019, Link11 DDoS Report, BSI Lagebericht zur IT-Sicherheit 2020

Growth in total e-commerce up to 2024 (in billion US\$)



China

2019 → 2024
862.6 → 1,468.5



Europe

2019 → 2024
353.6 → 510.5



USA

2019 → 2024
356.4 → 490.9



Others

2019 → 2024
362.6 → 632.9



\$57,000
is the median cost
of a cyber incident



The total amount of
cyber losses increased to
\$1.8 BILLION

The biggest cyber threats to online retailers



Credit card fraud

E-commerce fraud
accounts for 50% of total
card fraud losses in the
UK at **£310.2 million**



DDoS Attacks

Attacks of over **700 Gbps** pose
significant problems for online
stores. Another threat lies in
long-lasting attacks, which can
continue for up to **95 hours**



Malware

470,000 new types of
malware are created
every day



Bad Bots

20% of website traffic comes
from malicious bots

Action plan for online merchants and their hosting providers



Closely monitor
website and
payment traffic



Check
what emergency
plans the hosting
provider has in place
for threat scenarios



Review
performance
guarantees and
prevent DDoS
attacks in advance



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