

Distribution of .eu registrations among registrars

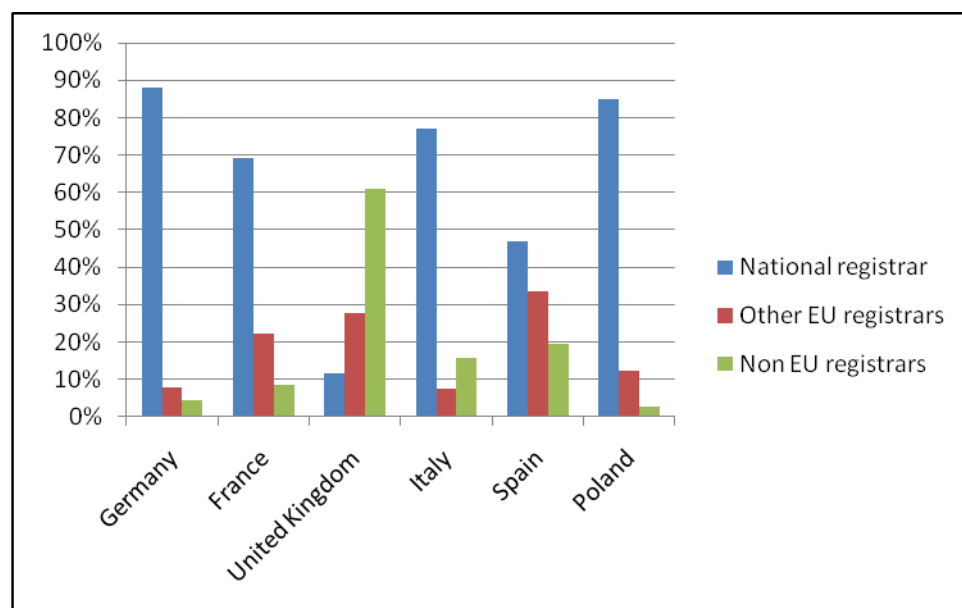
Registrant preferences

EURid has taken a closer look at the distribution of .eu registrations among its registrars and has found that 65% of domain name registrants chose a registrar from their own country, 18% chose a registrar from a different country in the European Union, and 17% chose a registrar located outside the EU. It should be noted that registrars can offer .eu registration via reseller arrangements or local branches. In both these cases, registrants might be unaware of the fact that they are using a foreign-based registrar.

Percentage of registrants using a national registrar					
Germany	88.0%	Hungary	63.4%	Finland	29.7%
Poland	84.9%	Luxembourg	60.3%	Austria	27.6%
Lithuania	77.6%	Estonia	59.7%	Ireland	12.5%
Italy	77.1%	Sweden	55.0%	United Kingdom	11.5%
Denmark	75.9%	Slovakia	51.8%	Portugal	9.6%
Netherlands	70.9%	Spain	47.0%	Bulgaria	6.0%
Czech Republic	70.1%	Romania	43.3%	Slovenia	1.8%
Greece	69.8%	Belgium	40.5%	Malta	1.3%
France	69.3%	Latvia	38.3%	Cyprus	0.4%

Among all 27 EU countries, registrants in Germany, Poland and Lithuania were the ones most likely to use a national registrar.

A closer look at the six most populated EU countries shows that in Germany, Poland and France most registrants use a national registrar, a smaller fraction use a registrar from another EU country while the use of registrars from outside the EU is quite limited. Registrants in Italy also mainly use national registrars, but their second choice is a registrar from outside the EU. Spanish registrants seem to be open to all alternatives with national, other EU registrars and registrars from outside the EU each having a significant market share. The United Kingdom stands out as being the only large country where non-EU registrars dominate.



Registrar markets

Most registrars in the EU have the bulk of their business coming from their home country. In fact, registrations originating from a registrar's own country account for more than 90% of all registrations in 15 of the 27 EU countries. Registrars in Cyprus, Denmark and Luxembourg were the ones with the largest share of their business originating from outside the country.

Percentage of registrar business from home country					
Malta	100.0%	Slovakia	98.2%	France	79.9%
Slovenia	100.0%	Bulgaria	96.6%	Germany	78.0%
Finland	99.1%	Spain	93.5%	Ireland	75.8%
Poland	99.0%	Italy	93.4%	Belgium	66.7%
Estonia	98.8%	Sweden	92.5%	United Kingdom	62.4%
Portugal	98.7%	Netherlands	91.6%	Austria	61.5%
Lithuania	98.5%	Czech Republic	89.9%	Luxembourg	28.3%
Hungary	98.4%	Romania	88.6%	Denmark	22.0%
Latvia	98.3%	Greece	81.2%	Cyprus	3.9%

The highest number of cross-border registrations are seen with registrants from the UK using registrars based in Canada, the US and Germany. Other large cross-border registration numbers are seen in the cases of registrants from the Netherlands and France using German registrars and German registrants using Danish registrars.

Registrant	Registrar	Registrations
United Kingdom	Canada	91 689
United Kingdom	USA	78 192
United Kingdom	Germany	51 089
Netherlands	Germany	47 546
Germany	Denmark	41 787
France	Germany	41 107
Cyprus	USA	38 940
Austria	Germany	37 553
Ireland	USA	29 477
Germany	USA	24 228

Reciprocal cross-border registrant-registrar pairings (meaning that many registrants from "country x" chose a registrar in "country y" and vice-versa) were noted in the cases of Belgium/France, Germany/Austria, Germany/Denmark, The Netherlands/Belgium, Germany/United Kingdom, Germany/France and Denmark/Sweden.

Country A	Country B	Country A share of market in country B	Country B share of market in country A
France	Belgium	15.8%	3.0%
Germany	Austria	45.2%	0.9%
Germany	Denmark	6.1%	4.2%
Netherlands	Belgium	12.5%	1.7%
Germany	United Kingdom	16.0%	1.0%
Germany	France	14.7%	0.9%
Denmark	Sweden	15.0%	0.8%