Mirakl claims $4.3 billion in business volume in 2021

By Matthieu Guinebault - February 10, 2022

Leading French online marketplace creator, Mirakl, announced that it has passed the $100 million mark in annual recurring revenue after its 2021 fiscal year closed with a turnover of $4.3 billion (€3.76 billion), up 47%. The company claims to have signed 80 new customers and launched 66 new marketplaces during the year.

After generating a 110% increase in business volume in 2020, driven by a massive shift from physical to online sales, Mirakl saw its 2021 year marked by a new record-breaking fundraising of $555 million.

In November, the French company also acquired Octobat, a startup specializing in automated invoice compliance for cross-border e-commerce sites, which currently operates for more than 300 portals in EMEA (Europe, Middle East, Africa), North America and Asia-Pacific.

"2021 has proven that nothing can stop the growth of marketplaces," said co-founder and co-CEO Philippe Corrot. "As we move into 2022, there is no doubt that marketplaces will play a critical role in every company's strategy. By leveraging its technology, expertise and ecosystem, Mirakl will provide them with a complete solution to address all their needs and make their marketplace successful."

Mirakl is currently behind more than 300 online platforms including those of Carrefour, Showroomprivé, Decathlon, La Redoute, H&M Home, Galeries Lafayette, Ripley, La Poste, AccorHotels and Darty. The company reported that it hired 362 people in 2021, as part of a recruitment plan spread over three years of hiring 1,700 people.

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