

E-commerce  
Country Factsheet | 2025

# ITALY

## Italy's e-commerce market gains maturity in 2024

Italy remains one of the most promising yet complex e-commerce markets in Europe. Despite a slower digital adoption curve in past years, online retail continues to gain ground, supported by improved infrastructure, widespread internet penetration, and growing consumer trust. While local marketplaces dominate, international platforms benefit from a strong appetite for cross-aborder shopping—especially among younger, mobile-first consumers. The market is shaped by regional disparities, logistical challenges, and evolving expectations around convenience and sustainability.



**25 million**  
online  
shoppers



**€2500**  
average yearly  
spend per shopper



**€85.4 billion**  
Value of  
e-commerce



**39%**  
of e-commerce  
is cross-border

### CONSUMER INSIGHTS

## Italian cross-border preferences diversified in 2024

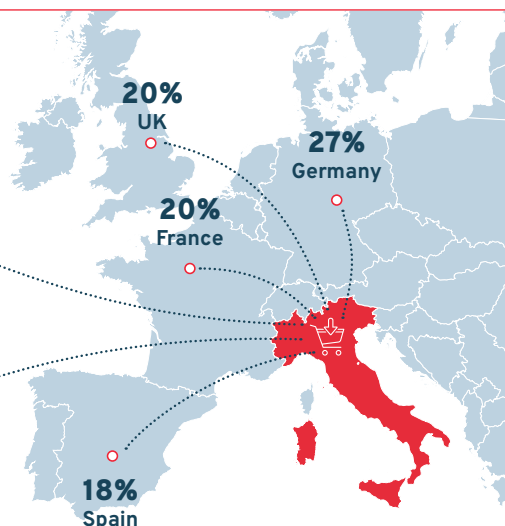
While China remains the leading destination, its share is slightly down. Germany and the UK saw notable drops, while France, Spain and the US gained traction—revealing a more balanced spread among top destinations. Switzerland also made a surprising leap, indicating growing interest in regional alternatives.



**48%**  
China



**18%**  
United States



## Speed and variety continue to drive cross-border purchases

Fast delivery remains the top driver in 2024, closely followed by product variety and ease of navigation—confirming the importance of convenience and choice for shoppers. Trust and return policies dropped slightly in priority, while price, quality, and delivery reliability continue to matter.

**Fast delivery speed – 36%**

**More choice of products / brands – 33%**

**Easy to find products – 34%**

**Reliable delivery – 31%**

**Low product prices – 27%**

## Fashion leads, but interest grows in lifestyle and tech

Clothing and footwear remain the leading cross-border category, followed by consumer electronics and home and garden items. Sport and leisure purchases continue to gain ground, while categories like toys and personal care are now nearly as popular as books and media—signaling a more diversified basket.

**Clothing and footwear – 35%**

**Consumer electronics – 24%**

**Home and garden – 21%**

**Sport, leisure and hobbies – 15%**

**Personal care and beauty products – 10%**

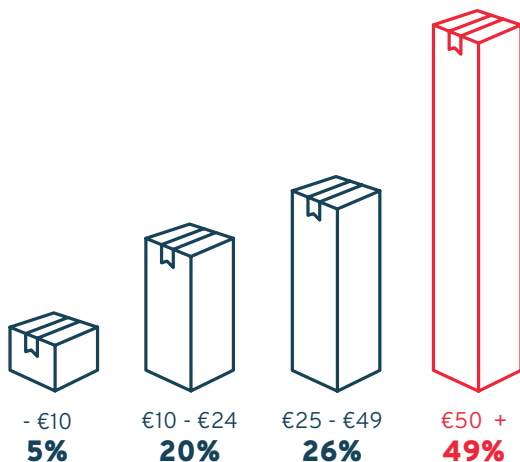
**Toys – 9%**



Landmark Global partners with both postal and commercial logistics operators to deliver your parcels from anywhere to Italy on time and in a cost-effective way.

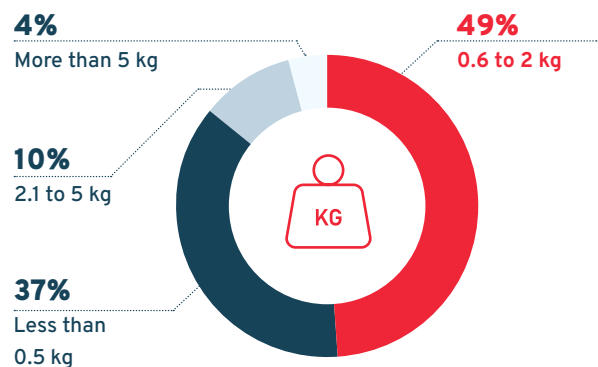
## Higher-value orders are on the rise

In 2024, nearly half of cross-border purchases exceeded €50, confirming a continued shift toward more expensive orders. Meanwhile, purchases below €25 dropped again, reflecting growing confidence in online spending.



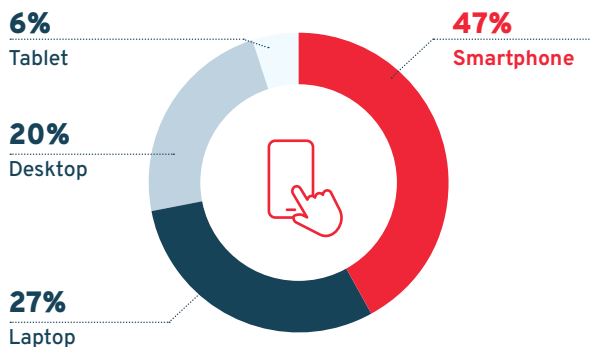
## Parcel weight trends remain stable in Italy

Light parcels under 0.5 kg continue to represent most cross-border shipments, though their share has gradually declined over the past few years. Mid-weight parcels between 0.6 and 2 kg remain the most common range overall, while heavier shipments above 2 kg are stable.



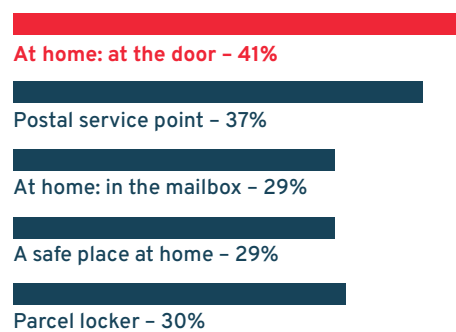
## Smartphone remains the top shopping device

Mobile shopping continues to dominate in Italy, with smartphones accounting for nearly half of all cross-border purchases. Laptops gained slight ground this year, while desktop use stabilised after years of decline. Tablets remain the least used device.



## Home delivery remains the top choice, but alternatives grow

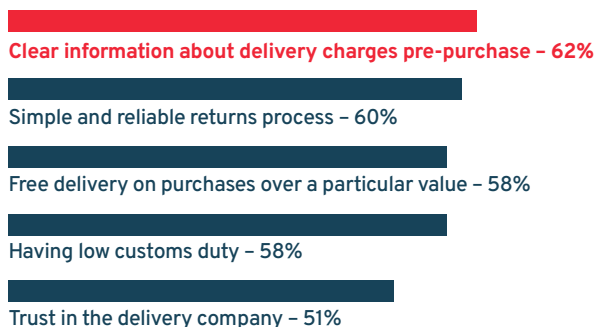
Doorstep delivery continues to lead in Italy, although its dominance has softened. Preferences are more evenly split this year, with delivery to a mailbox, a safe place at home, or a postal service point all gaining relevance. Parcel lockers and courier shops also play a consistent role in the mix.



Landmark Global can deliver your shipments directly to your Italian customers' doorstep or their selected pick-up location of their choice. End-to-end tracking comes with every delivery.

## Transparency and convenience remain top delivery priorities

Clear pre-purchase delivery information remains the top expectation for Italian shoppers. Free delivery thresholds and simple return processes follow closely, while customs-related transparency and the ability to select the delivery location also rank high. Speed is valued, but not as critical as clarity and control.



**90%** of the Italians follow their parcel via tracking notifications

## Sustainability remains a growing concern

Environmental expectations are holding strong among Italian shoppers. Most consumers recycle packaging, and many are willing to accept delivery delays to reduce environmental impact. Preferences for recyclable materials and minimal packaging also remain high.



## Key Takeaways | How to score in Italy as an online retailer

- ✓ **Be transparent about delivery costs** – clear pre-purchase information is a top priority.
- ✓ **Prioritise delivery speed and reliability** – fast and dependable service drives purchases.
- ✓ **Optimise for mobile** – nearly half of all cross-border orders are placed via smartphone.
- ✓ **Offer free shipping thresholds** – consumers still expect value, especially on larger orders.
- ✓ **Use recyclable packaging** – sustainability is no longer optional.

## Get in touch with us

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## Open your world

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

### Our fully integrated logistics services



Parcel  
Delivery



Returns  
Management



Customs  
Clearance



International  
Mail Delivery

#### Sources

- IPC Cross-border E-commerce Shopper Survey 2024 – Italy Report
- European e-commerce report 2024 – Ecommerce Europe / EuroCommerce
- Statista
- Eurostat



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