

E-commerce
Country Factsheet

GERMANY

Germany remains a key player in European e-commerce

With one of the largest e-commerce markets in Europe, Germany continues to offer strong potential for cross-border retailers. While consumer habits remain relatively stable, mobile commerce and value-driven expectations are rising. German shoppers seek reliability, transparent delivery conditions, and increasingly favour retailers offering sustainable packaging and localised experiences.



62.4 million
online
shoppers



13.5%
of total retail
is e-commerce



€88.8 billion
value of
e-commerce



€1820
average basket
value

CONSUMER INSIGHTS

Cross-border shopping trends remain stable among German consumers

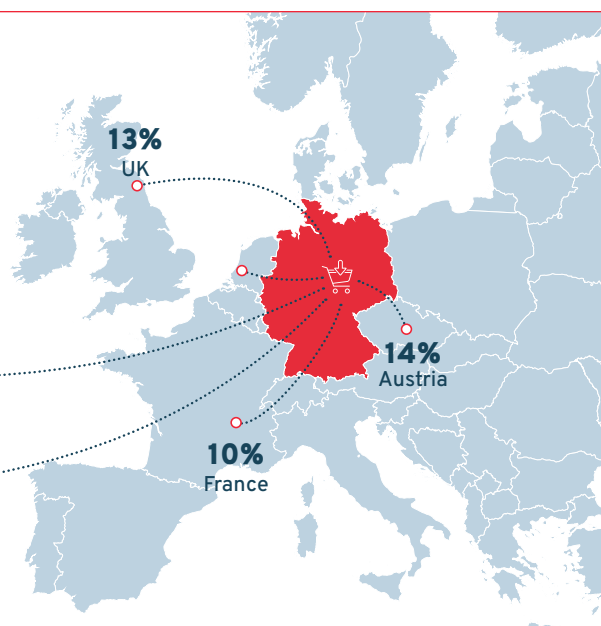
While China continues to lead German cross-border purchases, European countries still account for much of the remaining volume. Austria held its share, France edged into the top five, and both the United Kingdom and United States slipped slightly—indicating a largely stable yet subtly shifting landscape.



55%
China



13%
U.S.



The Germans mainly shop **across borders** because of a larger choice of products / brands

Product and brand variety remains the prime motivator. Reliable delivery has nudged ahead of speed, while low prices and cheaper shipping both edge upward—signalling stronger value-and-dependability concerns for German consumers.

More choice of products / brands: 40%

Reliable delivery: 36%

Fast delivery speed: 31%

Low product prices: 29%

Cheap delivery cost: 28%

Easy to find products: 27%

Clothing and footwear remains the main cross-border purchase category

Clothing still leads Germans' cross-border shopping, but home & garden registered the sharpest rise this year, up four points. Leisure items and beauty also edged higher, while electronics and jewellery slipped slightly, signalling a subtle re-balancing of spend.

Clothing and footwear: 43%

Home and garden: 22%

Sport, leisure and hobbies: 16%

Personal care and beauty products: 13%

Toys: 12%

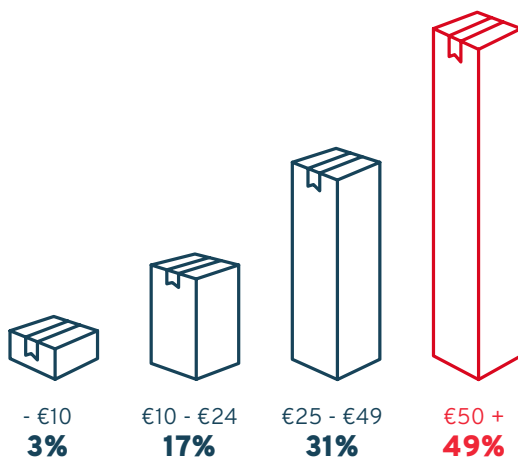
Consumer electronics: 11%



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

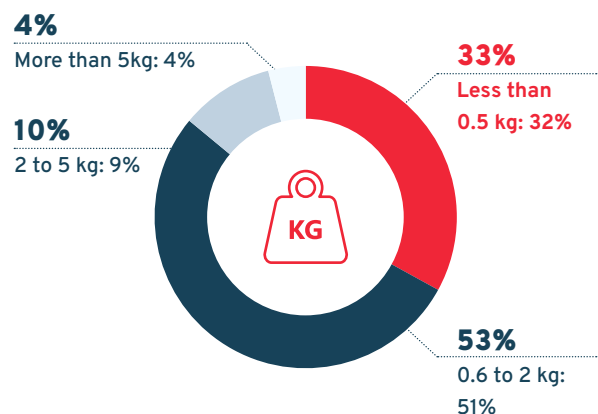
Almost half of German cross-border purchases now **exceed €50**

Average basket value keeps rising: in 2024 the share of orders above €50 edged higher, while low-value orders under €25 continued to decline.



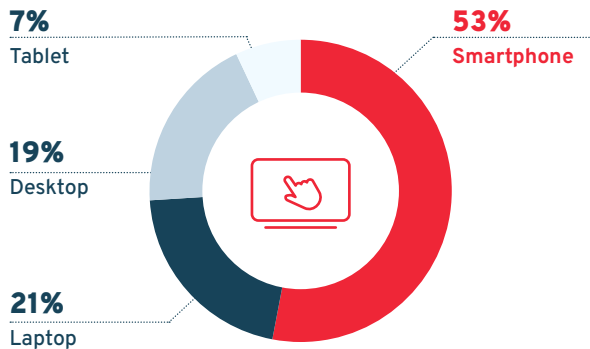
Mid-range parcels still dominate German cross-border shipments

Parcels in the 0.6–2 kg band continue to make up most cross-border orders, though their share dipped slightly this year as very light (< 0.5 kg) and heavier (> 5 kg) consignments each gained a couple of points.



German online shoppers increasingly favour their smartphones

Mobile shopping continues to grow, with over half of German cross-border shoppers now using their smartphones. Laptop and desktop use is declining slightly, while tablet usage holds steady.



Delivery at home remains the top choice for German consumers

Home delivery continues to dominate, with 74 % of German shoppers preferring to receive parcels directly at their door. Mailbox delivery and safe-place drop-offs remain common, while parcel lockers and neighbour's homes are used slightly less than last year.

At home: at the door: 74%

At home: in the mailbox: 55%

At home: safe place: 33%

Neighbour's home: 33%

Parcel locker: 30%



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

Transparency is key when it comes to delivery

Clear delivery charge information remains the top concern for German shoppers, though slightly less so than last year. A smooth return process and trust in the delivery company remain strong priorities, while free delivery has dipped slightly. Low customs duty has now overtaken customs information as the fifth most important factor.

Clear information about the delivery charges pre-purchase: 69%

Simple and reliable return process: 61%

Trust in the delivery company: 57%

Free delivery above a certain value: 51%

Having low customs duty: 50%



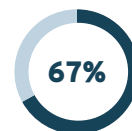
76% of the Germans follow their parcel via tracking notifications

Sustainability remains important for German online shoppers

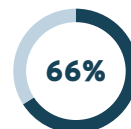
While key eco-conscious behaviours remain high, interest has softened slightly across most areas. Fewer Germans now insist on recyclable packaging or reject overpackaging, but the majority still recycle and over half are willing to delay delivery for environmental reasons.



dislike it when parcels are overpackaged



already recycle the packaging of their parcels



prefer that retailers use recyclable packaging



are willing to delay the delivery date to reduce the environmental impact



Key Takeaways | How to score in Germany as a retailer

- ✓ Offer a wide product range and reliable delivery—these remain top reasons for shopping across borders.
- ✓ Be transparent about delivery charges and offer low customs duty to avoid surprises at checkout.
- ✓ Keep return processes easy and make parcel tracking available—76 % of Germans follow their orders.
- ✓ Prioritise mobile optimisation, as smartphones have become the leading shopping device.
- ✓ Use packaging that's recyclable and well-sized—overpackaging continues to frustrate most consumers.

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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 – Germany Report
- European e-commerce report 2024 – Ecommerce Europe / EuroCommerce
- Statista

