

## E-commerce Country Factsheet


# GERMANY

## Germany is at the forefront of e-commerce

Germany is one of the most established e-commerce countries in Western Europe. The value of e-commerce keeps increasing, from 70 billion euros in 2020 to an estimated 98.7 billion euros in 2022. Due to Brexit and the EU reforms regarding VAT and customs, the share of cross-border purchases has decreased slightly over the past year.

 **61.1 million**  
online shoppers

 **€2,088**  
Average spend per shopper

 **€98.7 billion**  
Estimated value of e-commerce in 2022

 **12%**  
of e-commerce is cross-border

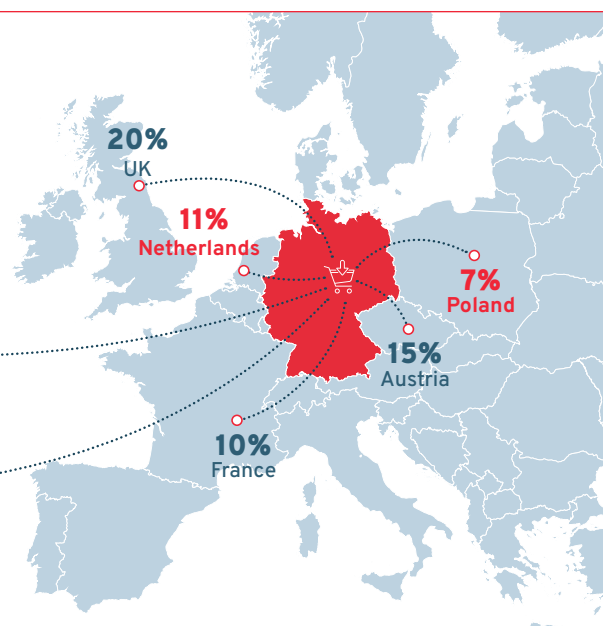
### CONSUMER INSIGHTS

## Purchases abroad remain mainly Chinese, but neighbouring countries are catching up

When shopping abroad, China is still firmly at number one, with the UK remaining important as well. Interestingly, while online purchases from China continue to decline, in 2021 e-commerce flows from the Netherlands and Poland to Germany have increased significantly.

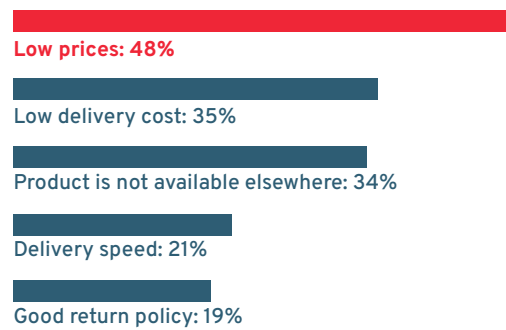
 **48%**  
China

 **14%**  
U.S.



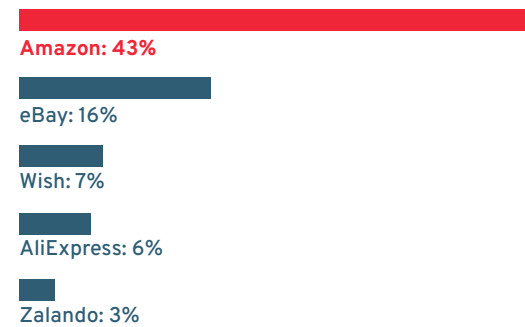
## German consumers primarily shop abroad because of **lower prices**

Low delivery costs, product availability, speedy delivery and good return policies are the other main drivers for cross-border online shopping.



## Amazon accounted for **43%** of most recent cross-border purchases

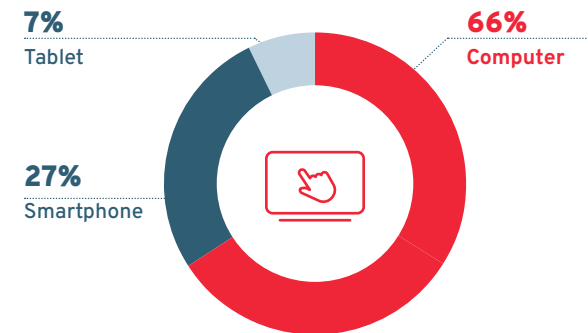
Looking at the latest cross-border purchases, Amazon remains the most popular online marketplace. Other marketplaces German online shoppers bought from are eBay, Wish, AliExpress and Zalando.



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

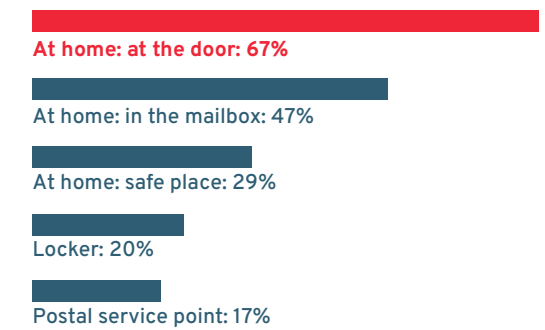
## German shoppers prefer using their **computer** for online shopping

Although one in three German consumers shop online from their smartphone or tablet, the large majority prefers using their desktop or laptop for online shopping.



## Delivery at home is the most used delivery point in Germany

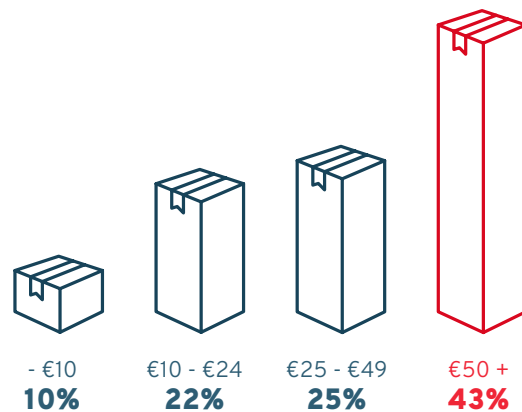
Most German consumers choose to have their parcels delivered at home. Few choose to have their parcels delivered to pick-up points such as lockers or a postal service point.



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

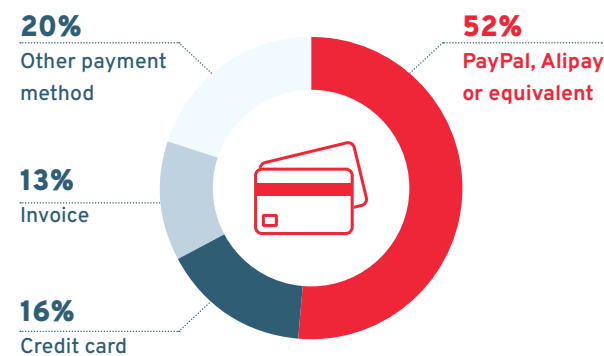
## More than 4 in 10 German cross-border purchases are **worth more than 50 euros**

We observe a rise in product value. This is probably due to a decrease in the purchase of cheaper products from Chinese suppliers.



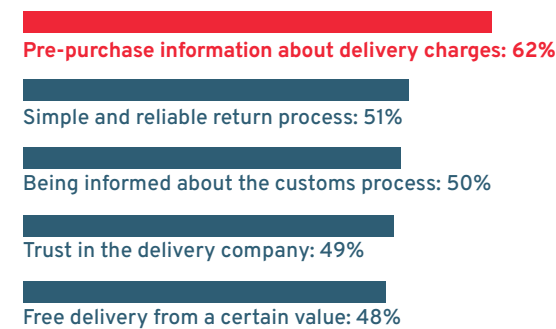
## German shoppers prefer paying via **PayPal, Alipay** or another digital wallet

The preferred payment method for online purchases is a digital wallet, such as PayPal or Alipay. Credit cards and invoices complete the top three.



## Transparency is key when it comes to delivery

When shopping abroad, German consumers want clear information about the delivery charges and the customs process, and a simple and reliable return process.



**82%** of the Germans follow their parcel via **tracking notifications**

## Sustainability is gaining importance

Over the past few years, German consumers have become more focused on the environment.



## Key Takeaways | How to succeed in Germany as an online retailer

- ✓ Offer PayPal and other digital wallets as a payment method. Credit cards are also popular too.
- ✓ Be clear about the delivery charges and provide a simple and reliable return process.
- ✓ If your products come from outside the EU, communicate clearly about the customs process.
- ✓ Make sure to offer home delivery, preferably via local postal or commercial operators.
- ✓ Make sure your packaging fits the content. Germans don't want overpacked products.

## 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

- Euromonitor
- IPC Cross-border E-commerce Shopper Survey 2021 – Germany Report
- E-commerce in Europe 2021 (Postnord)



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