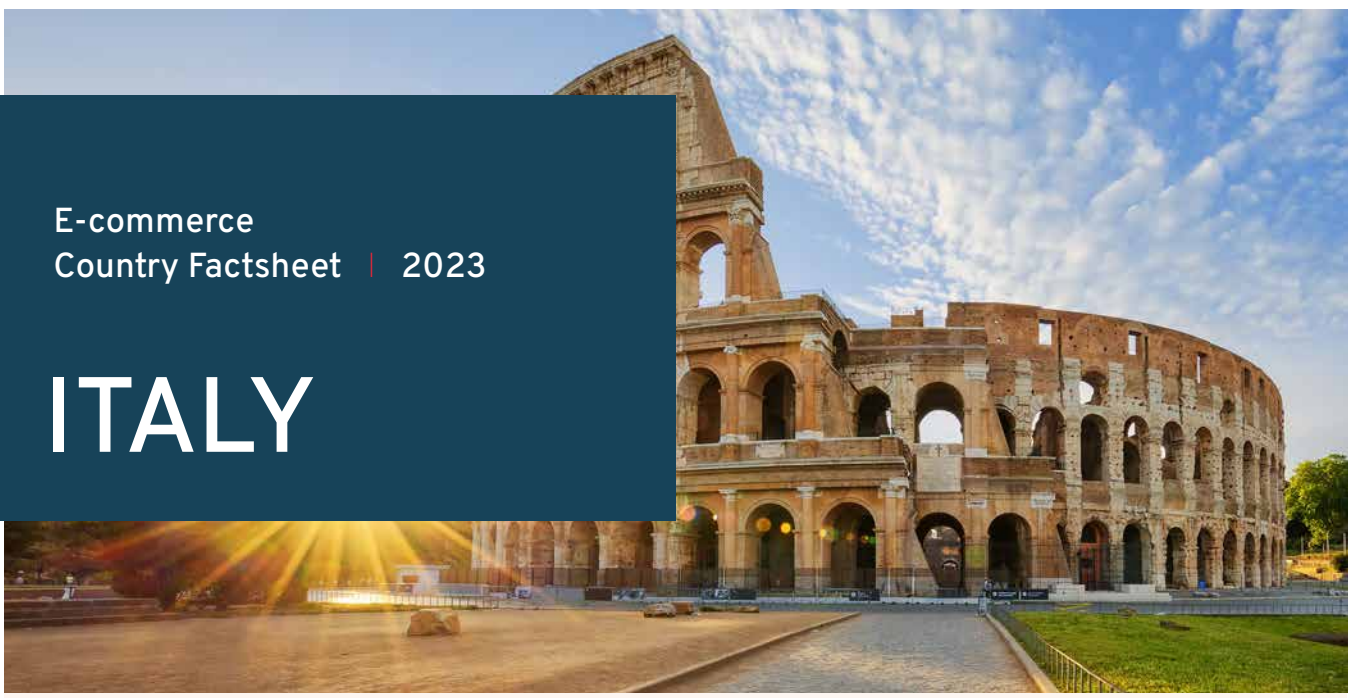


E-commerce
Country Factsheet | 2023

ITALY



Italians are major e-shoppers, and the numbers keep rising

Italy is a prominent e-commerce country within Western Europe. The value of e-commerce rose to 27,6 billion euro in 2022. Italians do 37% of their online purchases abroad.



40 million
online shoppers



€1,608
Average spend per shopper



€27,6 billion
Value of e-commerce in 2022

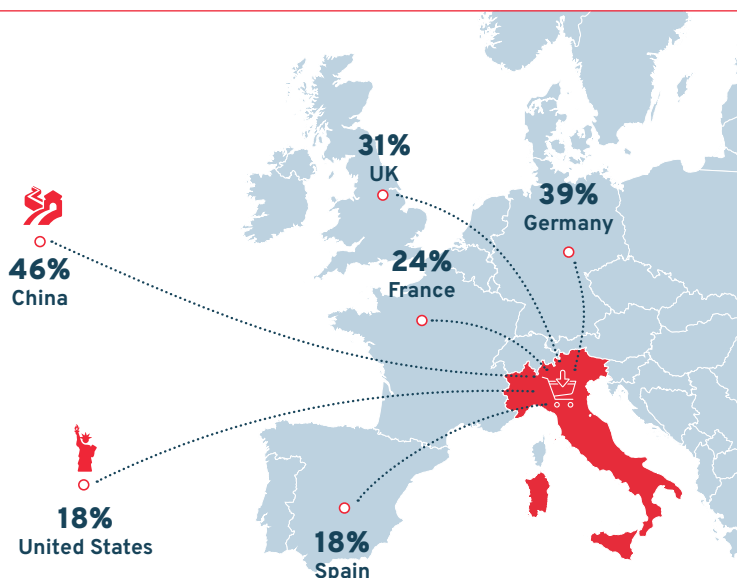


37%
of e-commerce is cross-border

CONSUMER INSIGHTS

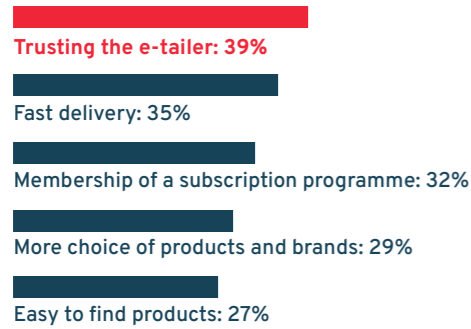
China still leading for foreign purchases, but Europe is closing in

Although China is still number one as country of origin for online purchases, their predominance over Europe is slowing down. 4 out of 10 Italians shop online from Germany, while France and Spain are also getting more popular.



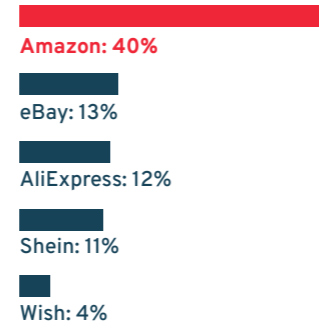
Trusting the e-tailer, fast delivery and loyalty programmes are main drivers

Italians are mainly looking for trustworthy suppliers, fast delivery of ordered products as well as loyalty programmes when selecting an online retailer.



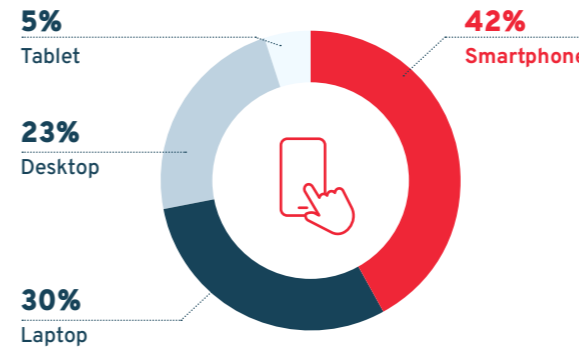
Amazon gets 40% of cross-border orders, but their share is decreasing

Amazon remains the most popular online marketplace, but compared to 2021 their share is decreasing. Other marketplaces Italian online shoppers buy from are eBay, AliExpress and Shein. Shein has been rising sharply over the past years.



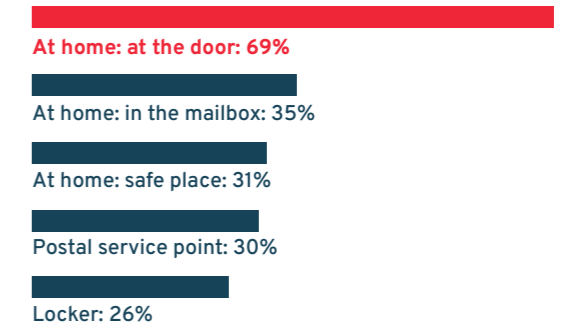
Smartphones are increasingly popular for online shopping

The preference for shopping via smartphone continues to rise in Italy. More than 4 out of 10 Italians prefer to shop online using a smartphone, whereas this was only 16% 5 years ago.



Italians prefer home deliveries

Most Italian online shoppers prefer to have their parcels delivered at home: at the door, in the mailbox or in a safe place. Postal service points and lockers are good alternatives.



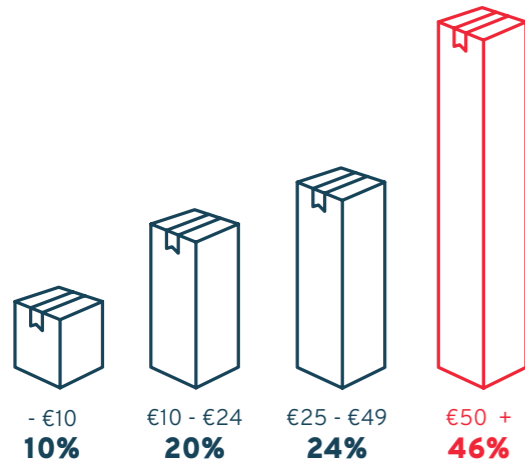
Landmark Global partners with both postal and commercial logistic operators to deliver your parcels from anywhere to Italy on time and in a cost-effective way.



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

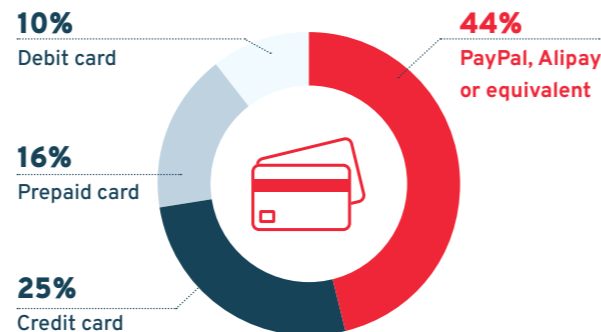
45% of Italians do cross-border online purchases over 50 euro

There has been an increase in the value of cross-border orders made online. This is probably because fewer cheap products are bought online from Chinese suppliers.



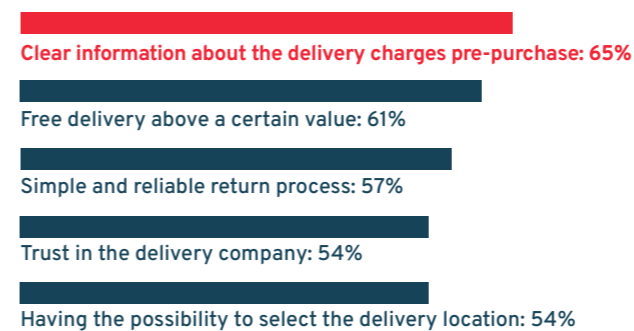
Italian shoppers prefer paying via PayPal, Alipay or other digital wallets

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



Italians value clear information about delivery charges

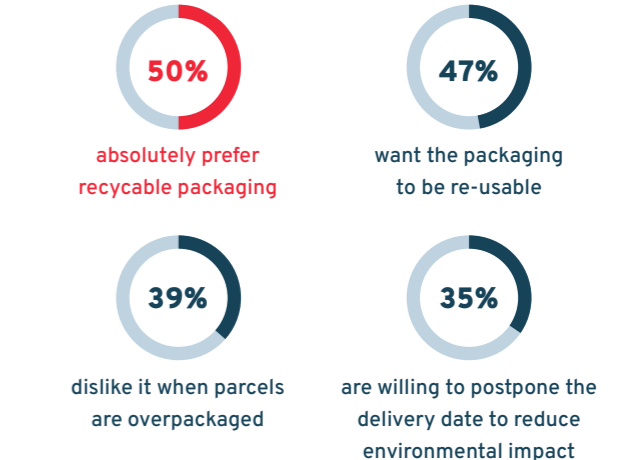
When shopping online abroad, Italian consumers want clear information about the delivery charges. They expect to get free delivery when ordering above a certain value, and value a simple and reliable return process.



89% of the Italians follow their parcel via tracking notifications

Sustainability is gaining importance

Over the past few years, Italian consumers have become increasingly sensitive to the environment. That is why they have been attaching more importance to sustainable aspects of online shopping over the past few years.



Key Takeaways | How to succeed in Italy as an online retailer

- ✓ Offer PayPal and other digital wallets as a payment method. Credit cards are popular too.
- ✓ Be clear about the delivery charges and provide a simple and reliable return process.
- ✓ Make sure to offer home delivery. Italians prefer to have their parcels delivered at home.
- ✓ 9 in 10 Italians track their parcel. This is above European average, so make sure to offer tracking.
- ✓ Make sure your packaging fits the content. Italian e-shoppers don't approve of overpacked products.

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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 2022 – Italy Report
- E-commerce in Europe 2021 (Postnord)

