

E-commerce
Country Factsheet

GERMANY

Germany is at the forefront of e-commerce

Germany has one of the largest e-commerce markets in Europe, after UK and France. The number of e-commerce consumers, internet penetration and average amount spent per year is above the European average. German consumers are rather risk-averse and expect high-quality products. Websites and online stores are expected to be in German.



62.4 million
online shoppers



16%
of total retail is e-commerce



€102 billion
Estimated value of e-commerce in 2023



16%
of e-commerce is cross-border (2022)

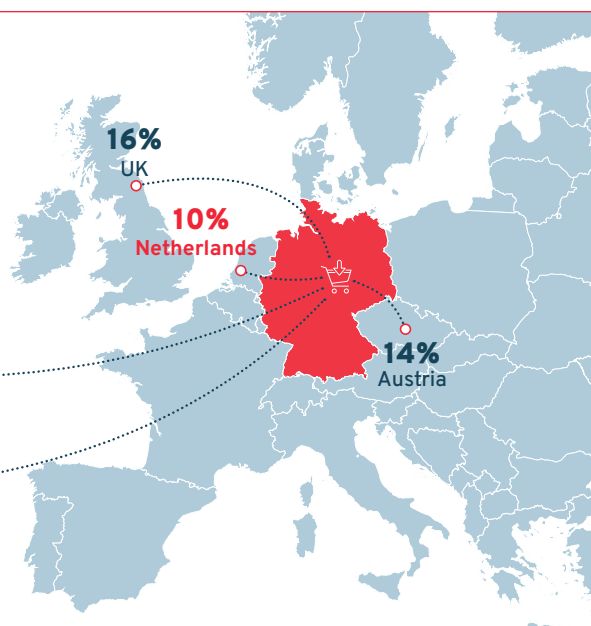
CONSUMER INSIGHTS

When shopping across borders, Germans are most likely to purchase from **Chinese retailers**

All countries lost a slight part of market share in 2023 – between 1% and 7% – in favour of China who increased by 6% compared to last year. This puts China even more firmly at number one. In 2023, more than half of German cross-border online purchases came from Chinese online shops.

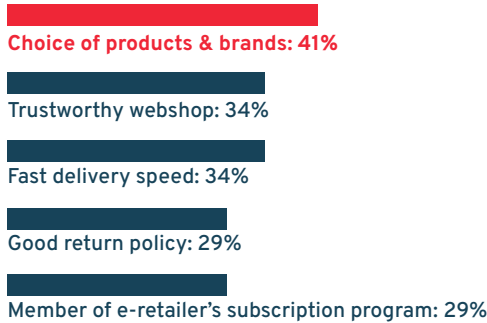

54%
China


16%
U.S.



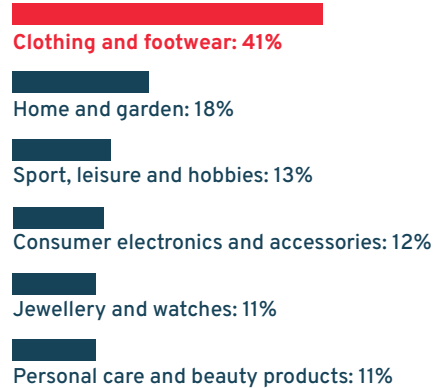
Germans primarily shop across borders because of a **larger choice** of products and brands

Product and brand range is the main driver for cross-border online shopping. Trustworthiness and delivery speed are also important elements to the German consumer.



Clothing and footwear is by far the main cross-border purchase category

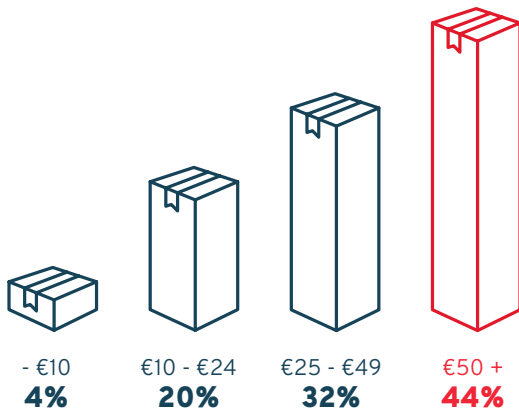
Clothing is the most popular product category in many EU countries, and this is no different in Germany. Interestingly, Germans – more than other Europeans – also buy jewellery and watches online abroad.



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.

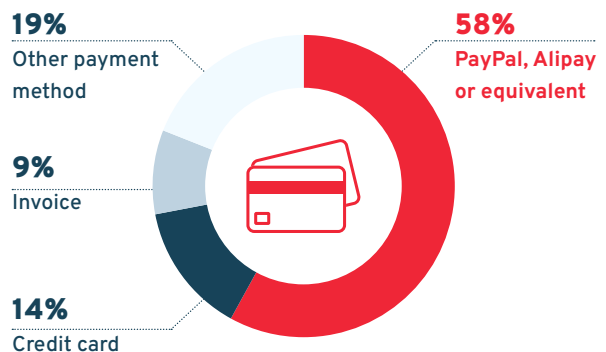
Value of online purchases abroad keeps on rising

In particular, products of 25 to 49 euros were bought more in 2023, at the expense of products of less than 10 euros. Almost half of the purchases are worth more than 50 euros.



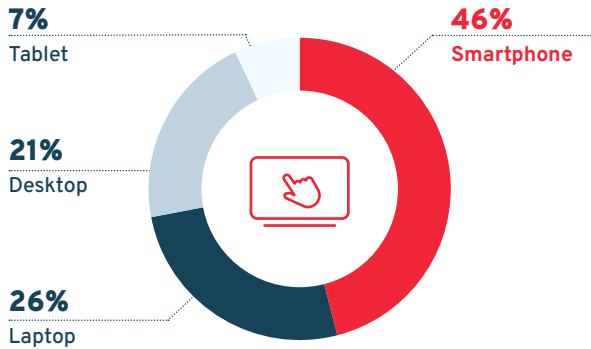
German shoppers prefer to pay via **digital wallets**

The preferred payment method for online purchases is a digital wallet, such as PayPal or Alipay. Credit cards and invoices are much less desired payment methods.



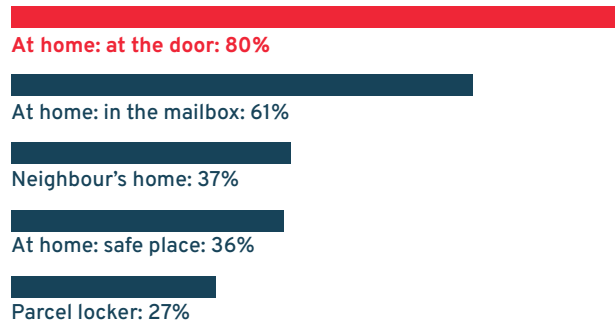
German online shoppers equally buy from their mobile device and computer

Purchases via smartphones has increased significantly in recent years. With computers being used less, smartphones and computers are now almost on par.



Delivery at home is by far the most used delivery point in Germany

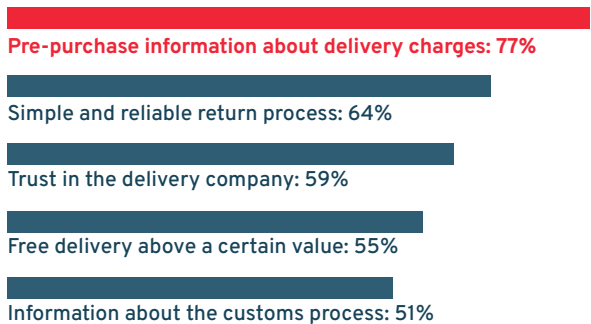
Most German consumers choose to have their parcels delivered at home, either at the door or in the mailbox. The use of parcel lockers has also increased in recent years.




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.

Transparency is key when it comes to delivery

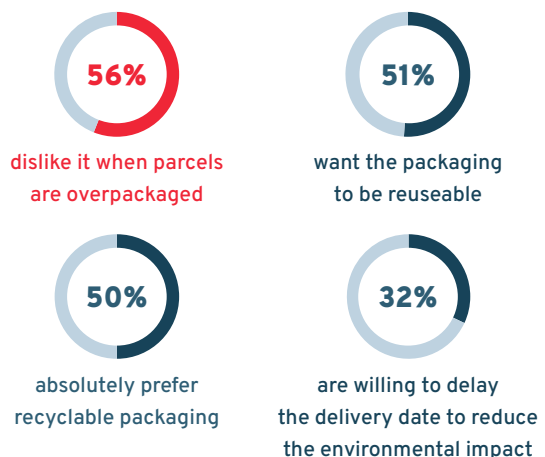
When shopping abroad online, Germans primarily want clear information about the delivery charges. The second most important delivery factor concerns the ease of the retailer's return process.



 **75%** 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. They increasingly dislike parcels that are overpackaged, and want packaging to be recyclable and reusable.



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

- ✓ Enable payments via PayPal and other digital wallets, as 6 in 10 Germans prefer this payment method.
- ✓ Be clear about the delivery charges and provide tracking and a simple and reliable return process.
- ✓ Make sure you offer home delivery for your products. It is by far the most preferred delivery method.
- ✓ Focus on a comprehensive product and brand range, as it is the key driver for cross-border purchases.
- ✓ Make sure your packaging fits the content. Germans do not want 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

- IPC Cross-border E-commerce Shopper Survey 2023 – Germany Report
- Europe Ecommerce Region Report 2023 – RetailX
- European E-Commerce Report 2023 – Ecommerce Europe / EuroCommerce

