

International online purchasing trends German Shoppers



Consumers in Germany want better prices, the latest products and unique items and they are no longer limited to local markets. For businesses wanting to expand their customer base, seeking opportunities in Germany this is an ideal opportunity to attract and retain shoppers. This fact sheet delivers an overview of our research findings and will provide businesses with insight into German customer habits, expectations and concerns.

€72,758m

Germany's estimated
ecommerce revenue
in 2020²

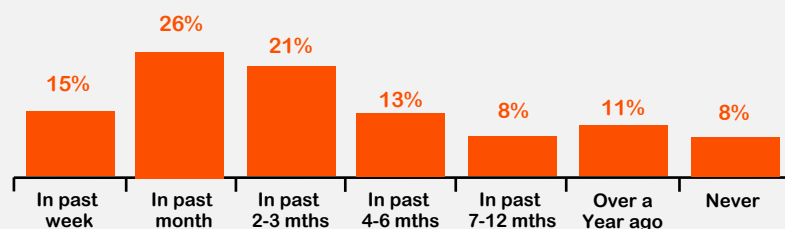
"Germany was ranked number 1 for
logistics globally, making it the perfect
market for brands to consider in their
cross-border strategy"¹

5th

in Global
eCommerce market
list (WRC)¹



Frequency of purchases



92% of shoppers in Germany had made an online purchase from
abroad in the last 12 months



62% having made a purchase in the last 3 months

Advantages and disadvantages of cross border purchase



Among the customers who buy from abroad, 62% to gain a product not available locally, 56% do so to take advantage of better prices, and 55% to access a unique product.



70% of international shoppers in Germany were concerned about longer delivery times, 61% about receiving low quality or fraudulent goods and 53% about complex return procedures.



German purchasing habits

The majority of shoppers have purchased an item from:



China
(63%)



Austria
(26%)



UK
(25%)



USA
(22%)

Just under half of German international customers purchased fashion items such as clothing, shoes & accessories.



49% - clothing, shoes & accessories.



30% - electronics & telecoms



26% - household items



20% - entertainment products

The most popular retailer websites & payment options in Germany

1. Amazon (77%)

2. eBay (41%)



1. PayPal (68%)

2. Credit card (28%)

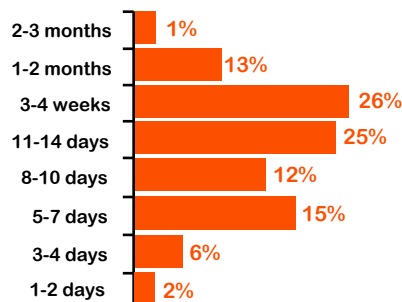
3. Invoice (17%)

3. Debit card (16%)



Expectations and concerns

Although 70% claim that longer **delivery times** are a disadvantage of shopping abroad, German customers are lenient with their delivery expectations. On average **15.1 days** for delivery is acceptable.



41% of German customers cited the cost and complexity of import and custom taxes as a disadvantage of international buying.



53% said a complex returns process was a concern when purchasing from abroad but only 25% check the return policy.

As a mature market Germany shows a slower growth rate compared to other countries but with advanced transportation and less barriers to entry offers businesses a great opportunity¹

Contact us

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¹ https://www.worldretailcongress.com/__media/Global_ecommerce_Market_Ranking_2019_001.pdf
² <https://www.statista.com>