

Clicks, carts & conversions in Italy

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

Explore the full series of country reports and the Global E-Commerce Trends Report here.

- ↑ = Higher than global average
- → = Same as global average
- ↓ = Lower than global average

99% ↑ buy from marketplaces

Unpacking the dynamic Italian market



Black Friday shoppers

2%-

Sustainable shoppers

Refurbished and recycled shoppers

51% .

Cross-border shoppers

49% \downarrow

Social shoppers



27%、

Subscription shoppers

What do they buy?

Electronics	6 59% 1
Clothing	1 56%↓
Books	■ 50%↑
Footwear	44% ↓
Cosmetics	© 42%↓

80%→

browse online at least once a week

43%↓

make a purchase online at least once a week





Digital wallet

Buy Now,

Pay Later

The shift to more sustainable choices

53% of Italian shoppers say sustainability will become more important to them in the next five years.



have abandoned their basket due to sustainability concerns



buy pre-owned or refurbished items online



want to know the environmental impact of their delivery



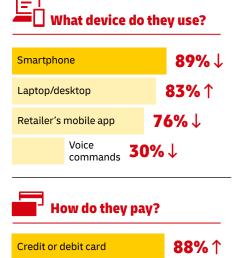
would likely use a retailer's recycling or buy-back program



buy sustainably-sourced items at least a few times a vear



say free and easy returns would make them use a retailer's recycling or buy-back program



Social shopping

1 in 2 Italian shoppers have made a purchase on social media, and 61% say it could become their top shopping destination by 2030.

78% ↓

say trends or viral products influence their buying decisions

56% J

are interested or somewhat interested in live-streamed shopping events

60% ↓

49% ↓

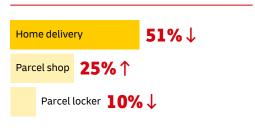
75% ↑

say offers and discounts on social media influence their buying decisions

What are their delivery and returns expectations?

 $85\% \uparrow$ of Italian shoppers will abandon their basket if not offered their preferred delivery or returns options.

Delivery preferences



If they're not home to receive their parcel, they prefer to:

Change the delivery day	/	30%	↑
	Re a s	direct to afe place	23%↓
	Redirect to		19%→

Returns preferences

Parcel shop	44%↓			
Home collection	43%↑			
Parcel locker 13% ↓				

What are their return label preferences?

Label include in their parce	52%↓	
	Print-at-hom label	^e 26%↑
	Scan a QR code	22%↓

69%↑

have returned an item to an online retailer

94% ↑

return up to 30% of their purchases

30% ↑ track and redirect their deliveries on the delivery provider's website.
26% ↓ use the delivery provider's app.

Who buys from France?



Austria



Spain



Germany

50%↓

buy from other countries to get lower prices

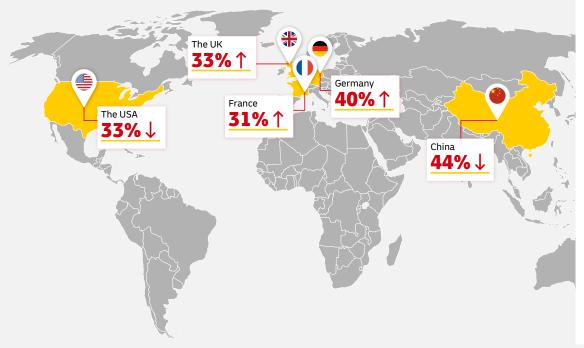
37%↓

don't buy from other countries because of longer delivery times

50%→

say secure payment options and buyer protection would encourage them to buy cross-border

Where does Italy buy from?



What does it to take to win over Italian shoppers?

54% ↓

say high delivery costs frustrate them

55%↑

say free returns would improve their online shopping experience 3 in 4

won't buy from an online retailer if they don't trust the delivery or returns provider **32%** ↓

have abandoned their basket because their preferred payment method wasn't available **65%**↑

mainly buy from online retailers that offer free returns



Unpack even more global insights...