

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.](#)

Key

↑ = Higher than global average

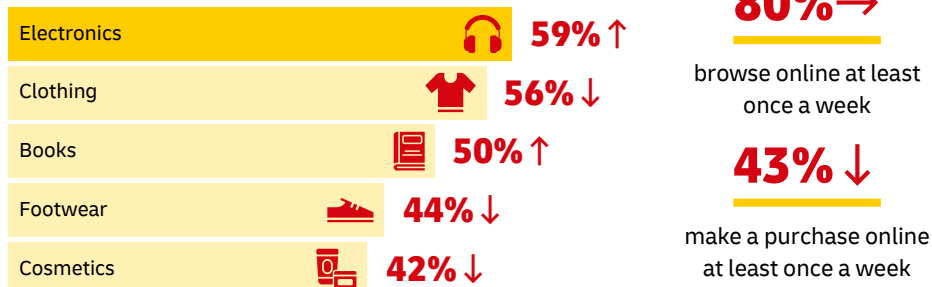
→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Italian market

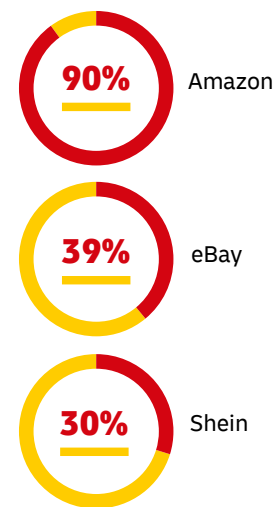


What do they buy?



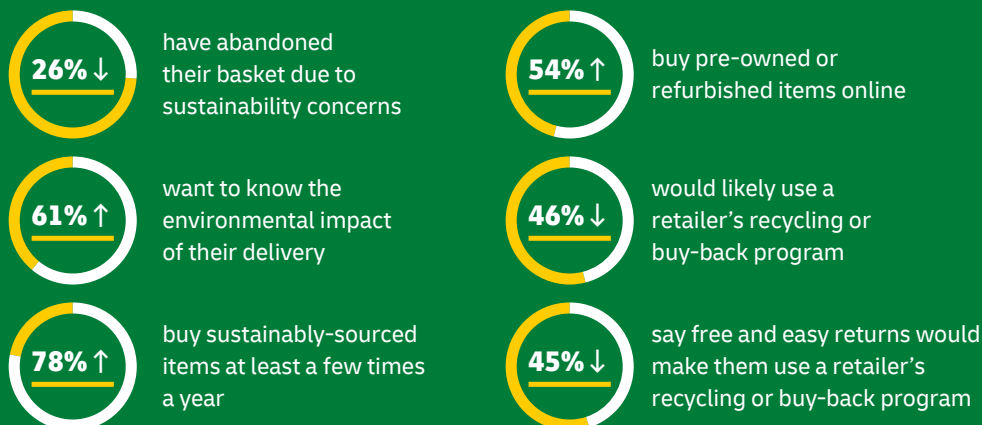
99% ↑ buy from marketplaces

Which ones do they buy from the most?

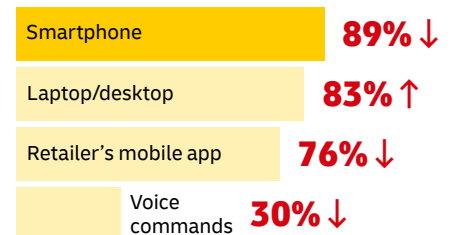


The shift to more sustainable choices

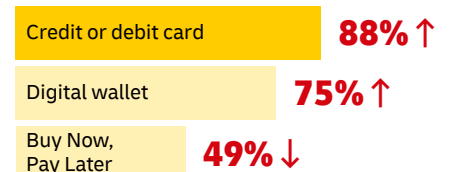
53% of Italian shoppers say sustainability will become more important to them in the next five years.



What device do they use?



How do they pay?



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.



What are their delivery and returns expectations?

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

Delivery preferences

Home delivery **51% ↓**

Parcel shop **25% ↑**

Parcel locker **10% ↓**

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

Change the delivery day **30% ↑**

Redirect to a safe place **23% ↓**

Redirect to a parcel shop **19% →**

Returns preferences

Parcel shop **44% ↓**

Home collection **43% ↑**

Parcel locker **13% ↓**

What are their return label preferences?

Label included in their parcel **52% ↓**

Print-at-home label **26% ↑**

Scan a QR code at drop off **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

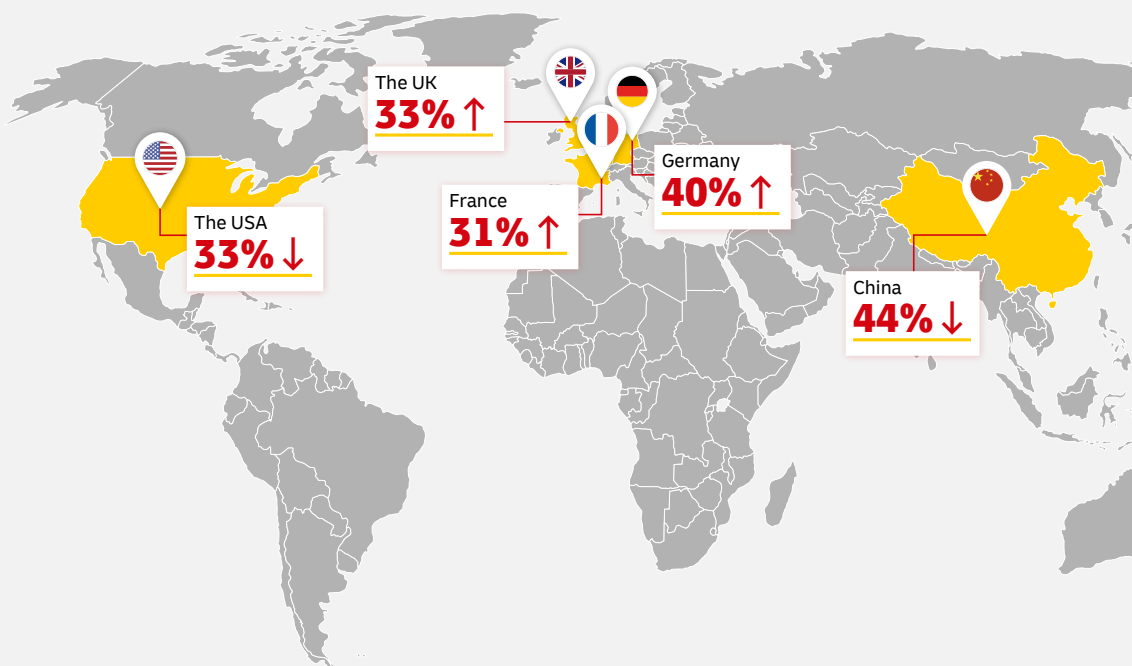


Spain



Germany

Where does Italy buy from?



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

What does it 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

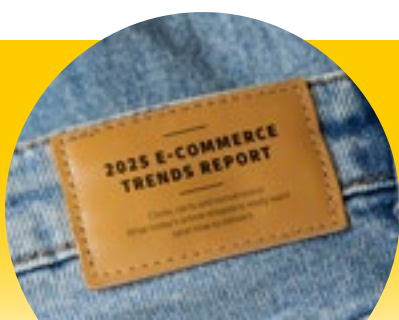
won't buy from an online retailer if they don't trust the delivery or returns provider

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...