



# A focus on Austria

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

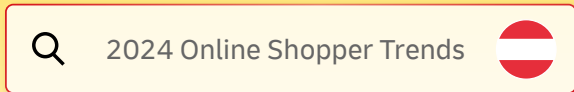
To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Austria. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to Austria or are considering doing so, these insights can help you expand into this market.

**Key**

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



## How does Austria shop online?

29% of Austrian consumers buy something online at least once a week. And they are regularly searching for their next purchase – 59% browse online weekly or more often. But what do they tend to buy?



16% of Austrians have an online shopping subscription. 39% of these shoppers subscribe to household products and 38% to food.

!! 45% will abandon their baskets if delivery is too expensive.



**Did you know?**

33% ↓ of Austrian people use social media for shopping inspiration.

23% ↓ have made a purchase on social media before.

96% ↓ buy from online marketplaces.

**Which marketplaces are most popular in Austria?**

90%	48%	36%
Amazon	Shop-apotheke.at	Mediamarkt

**Spending habits of Austrian shoppers**

26% ↑ prefer to pay via invoice, higher than the global average of 4%.

35% ↑ always use a laptop or desktop to shop online and 35% always use their smartphone.

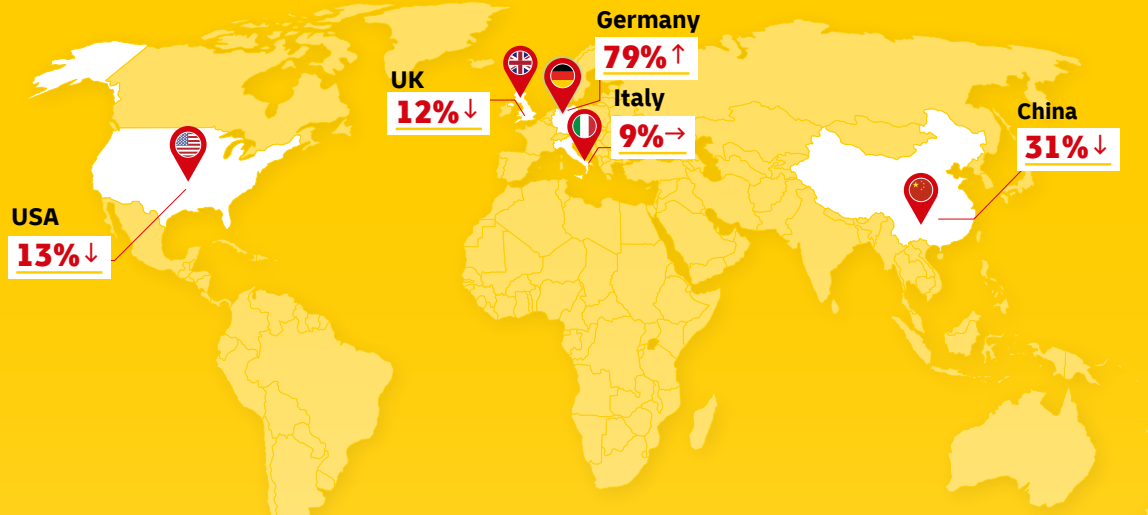
69% spend €100 or less online each month.



# Selling to Austria

62% of Austrians buy from abroad, higher than the global average of 55%. Of these shoppers, 49% make a purchase at least once a month. But where do they buy from (and why)?

## Which countries do Austrian shoppers buy from?



**54%↑**

buy from abroad as the product they want isn't available in Austria.

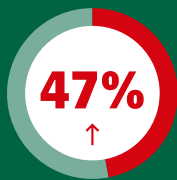
**45%↓**

don't buy from abroad due to fear of fraud.

## How important is sustainability to shoppers?



say sustainability is important to them when shopping online.



would never choose to pay more for a more sustainable delivery.



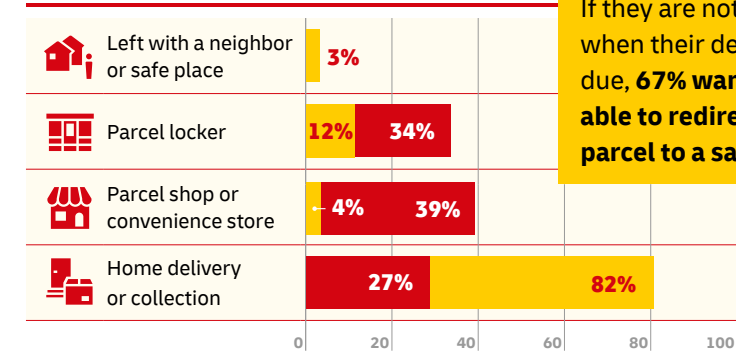
would accept a longer delivery time to make their delivery more sustainable.

## COUNTRY TRENDS REPORT



## How do Austrian shoppers prefer to receive and return their orders?

With 47% of Austrian consumers frequently abandoning their baskets if their preferred delivery option isn't available, understanding what matters most to this market is crucial for securing sales.

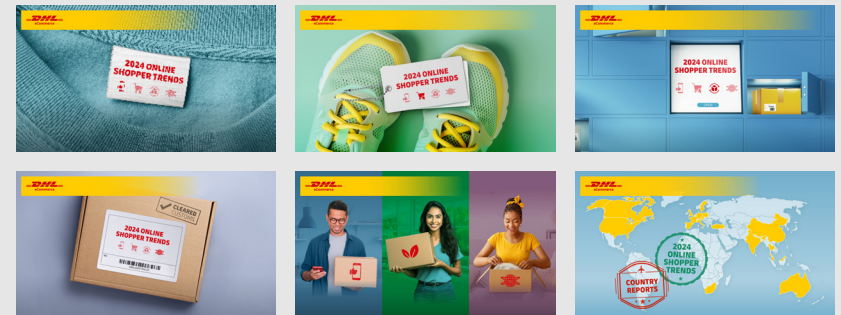


If they are not home when their delivery is due, **67% want to be able to redirect their parcel to a safe place.**

**72%↑ say free delivery** would improve their online shopping experience.

**Delivery**  
**Returns**

Discover more insights about what shoppers want from online retailers in our **2024 Online Shopper Trends Reports and Country Reports.**



2024 Online Shopper Trends

