



A focus on the Czech Republic

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

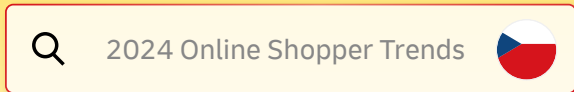
To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

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

Whether you already sell to the Czech Republic 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



To find out more about the data used in this report, [click here](#)



What does the Czech Republic buy online?

Czech shoppers are actively looking for their next purchase – **82% browse online at least once a week**. They regularly purchase online too, with **46% saying they buy something this often**. But what types of products do they buy most frequently?



Online shopping subscriptions are less popular with Czech consumers – just 6% have one. Of these shoppers, 41% regularly have household products delivered and 38% subscribe to health supplements.

How does the Czech Republic shop online?

44% ↓ of Czech shoppers use social media for shopping inspiration.

Compared to the rest of the world, the Czech Republic buys less on social media.

33% ↓ have made a purchase on a social media platform.

27% ↓ have bought something on Facebook.

Spending habits of Czech shoppers

43% ↑ prefer to pay with a debit or credit card and 18% prefer to do a bank transfer.

70% ↑ have abandoned their basket when not offered their preferred payment option.

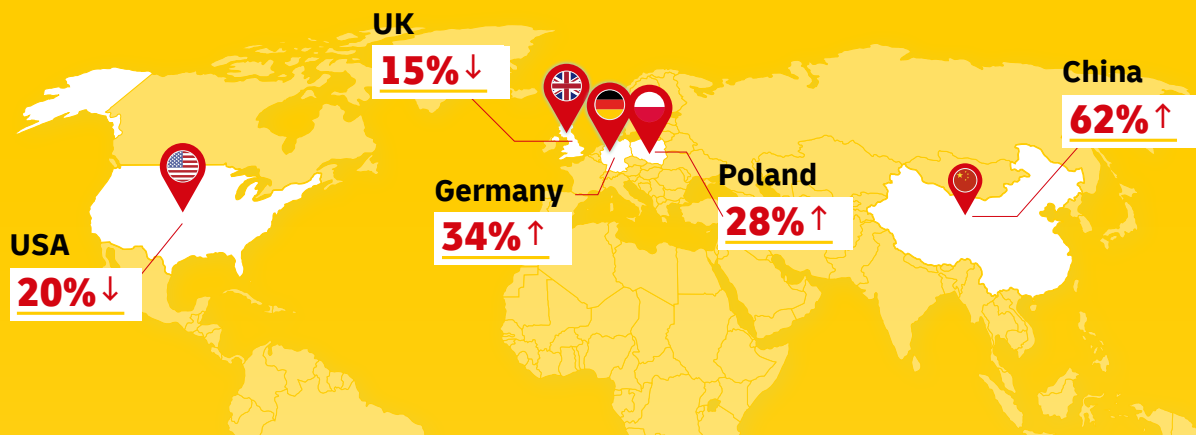
46% spend 1000Kč or less online each month.



Selling to the Czech Republic

42% of Czech consumers buy from abroad. 47% do so once a month and 7% once a week. For retailers thinking about expanding into this market, it's important to understand why these shoppers do (and don't) buy from abroad.

Which countries do Czech shoppers buy from?



Why do they buy from abroad?

68% ↑

To get lower prices.

41% ↓

A wider choice of products.

36% ↓

The product isn't available in Czech Republic.

Why don't they buy from abroad?

49% →

Fear of fraud.

43% ↑

Complex returns process.

40% ↑

They can find everything they need in their country.



45% of Czech shoppers would feel more confident buying from abroad if they were offered simple, free returns.

Q 2024 Online Shopper Trends



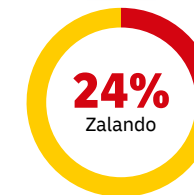
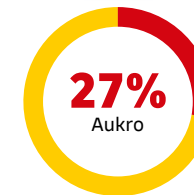
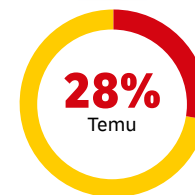
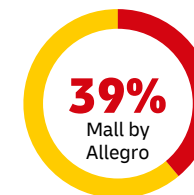
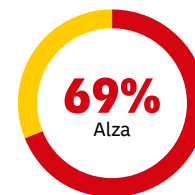
COUNTRY TRENDS REPORT



91% ↓ of Czech shoppers buy from marketplaces.

With **40% of this market saying they shop online as there is more choice**, it's no surprise marketplaces are so widely used. If you're not already doing so, consider selling via marketplaces to reach these shoppers.

Which marketplaces are most popular with Czech shoppers?



Do you run an e-commerce business in the Czech Republic?

There are opportunities to grow your business by selling to other countries.

Czech goods are most popular with shoppers in:



Australia



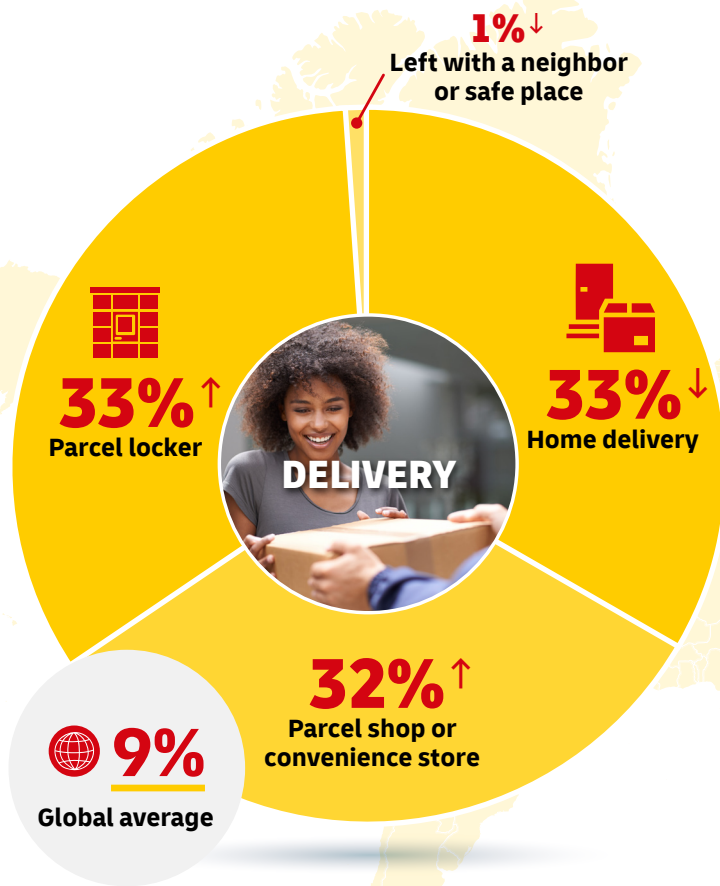
Poland



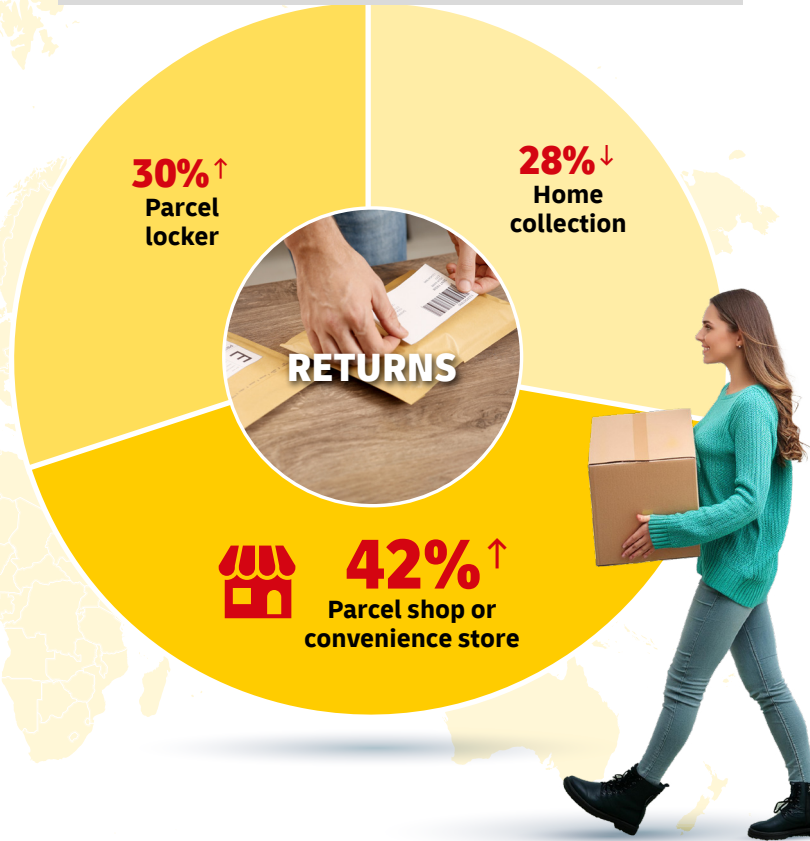
Italy

How do Czech shoppers want to receive and return their orders?

With 96% of Czech consumers saying delivery options influence their buying decisions to some or a great extent, understanding what matters most to this market is key to securing sales.



67% prefer to receive a return label with their order, higher than the global average of 64%.



68% want to be able to redirect their delivery to a parcel shop if they are not at home when it is due to be delivered.

!! 71% of shoppers in the Czech Republic prefer to see delivery charges at checkout rather than have them included in the product price. This is higher than the global average of 54%. Consider offering free and paid delivery options at checkout so customers can choose what works best for them.

96% →

say delivery options influence where they shop online.

77% ↑

say free delivery would improve their online shopping experience.

67% ↑

say it's important to know who the delivery provider is before they make a purchase.

49% ↑

say free returns would improve their online shopping experience.





Anything else to know about this market?



47% ↑ always use a laptop or desktop to shop online.
vs
34% of global shoppers always use a laptop or desktop.



33% ↓ always use a smartphone.
vs
57% of global shoppers always use a smartphone.

Why are Czech shoppers abandoning their baskets?

48% ↑
Delivery is too expensive.

45% ↑
They find the items cheaper elsewhere.

18% ↑
A discount code isn't valid or won't work.

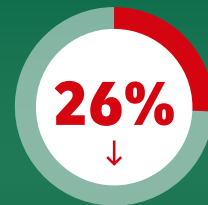


51% ↓
prefer to create or have an account with an online retailer instead of using guest checkout.

62% ↑
have subscribed to an online retailer's email newsletter to receive discounts or rewards.

How important is sustainability to Czech shoppers?

Sustainability is important to over a quarter of Czech shoppers, but they aren't always willing to pay more to make their delivery more sustainable.



say sustainability is important to them when shopping online.



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



would be willing to switch to collection to make their delivery more sustainable.



Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



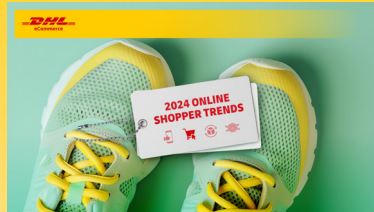
E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.