



# A focus on Germany

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 Germany shop online, we've uncovered what (and how) they buy, their delivery and returns preferences and where they buy from.

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

**Whether you already sell to Germany 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](#)



## How does Germany shop online?

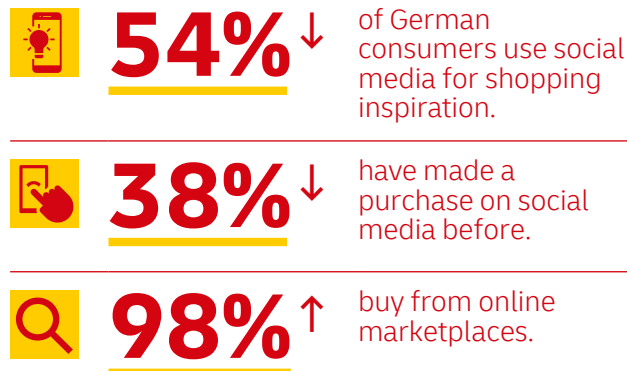
**74% of German shoppers browse online at least once a week.** They actively buy online as well – 39% make a purchase at least once a week. But what do they buy most often?



**22% of Germans have an online shopping subscription.** Beauty and household product subscriptions are the most popular in this country – 34% subscribe to these types of products.

**!! 66% have abandoned their baskets when not offered their preferred payment method.**

### Did you know?



### Which marketplaces are most popular in Germany?



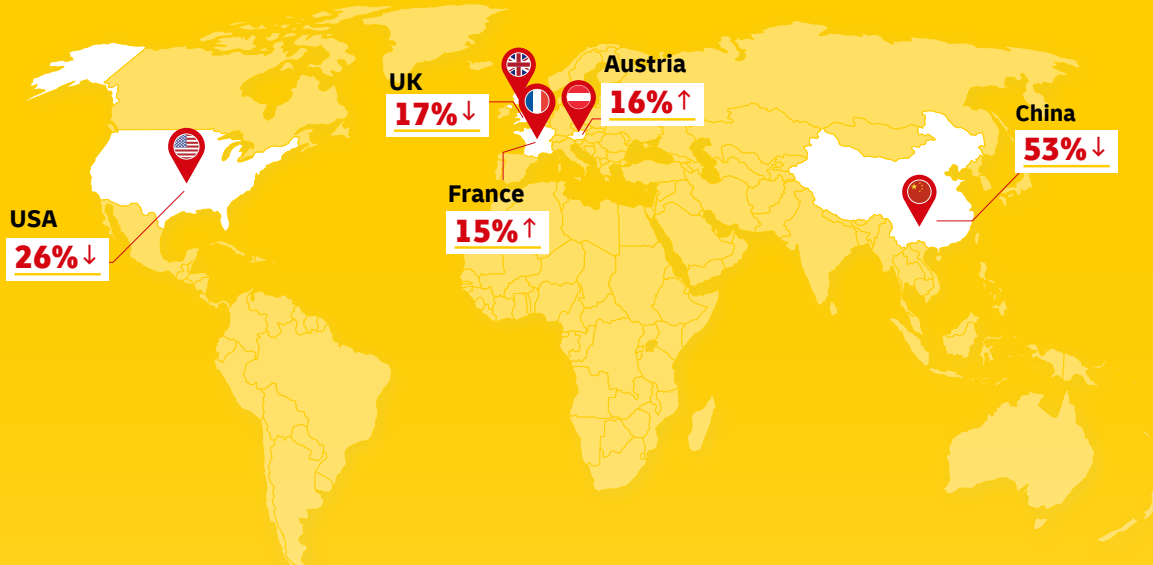
### Spending habits of German shoppers



# Selling to Germany

42% of German shoppers buy from abroad, and 61% do so at least once a month. But which countries do they buy from most (and why)?

## Which countries do German shoppers buy from?



**58%↑**

buy from abroad to get lower prices.

**52%↑**

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

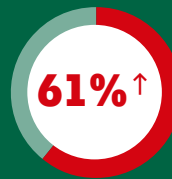
## How important is sustainability to shoppers?



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



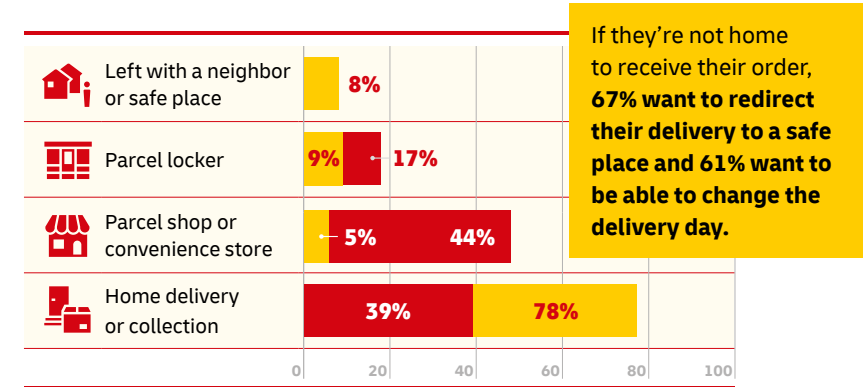
would accept a longer delivery time to make their delivery more sustainable.

## COUNTRY TRENDS REPORT



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

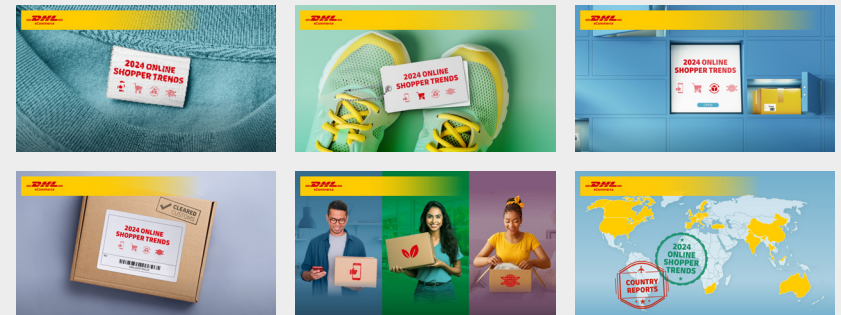
With 93% of German shoppers saying delivery options influence their buying decisions to some or a great extent, it's crucial to know what's important to these shoppers to secure those sales.



**65%↓ 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

