



A focus on Italy

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 Italy 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 Italy. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to Italy 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

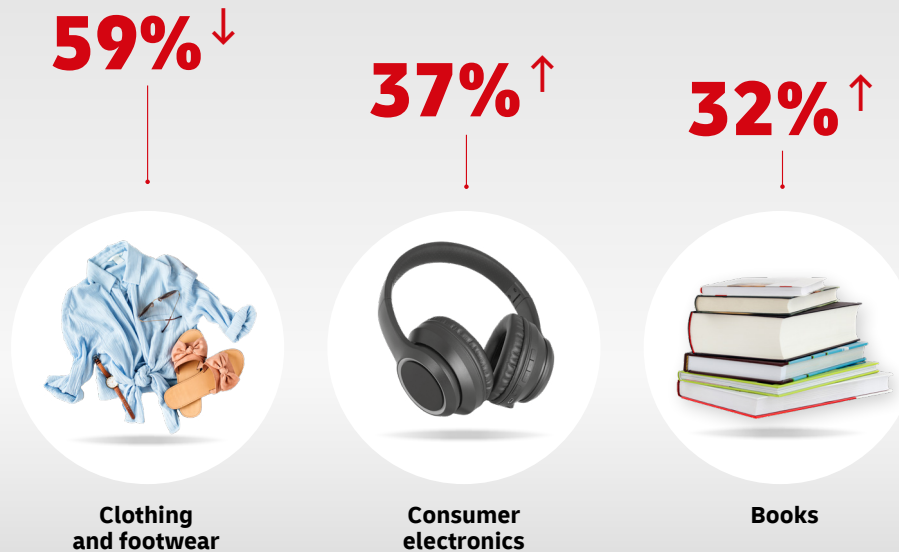


To find out more about the data used in this report, [click here](#)



How does Italy shop online?

Italian shoppers regularly search for their next purchase – **85% browse online at least once a week**. 46% make a purchase at least once a week. But what do they buy most often?



A quarter of consumers in Italy have an online shopping subscription. Of these, 33% subscribe to pet food, higher than the global average of 25%.

!! 40% will abandon their baskets if delivery is too expensive.

Did you know?



Which marketplaces are most popular in Italy?



Spending habits of Italian shoppers

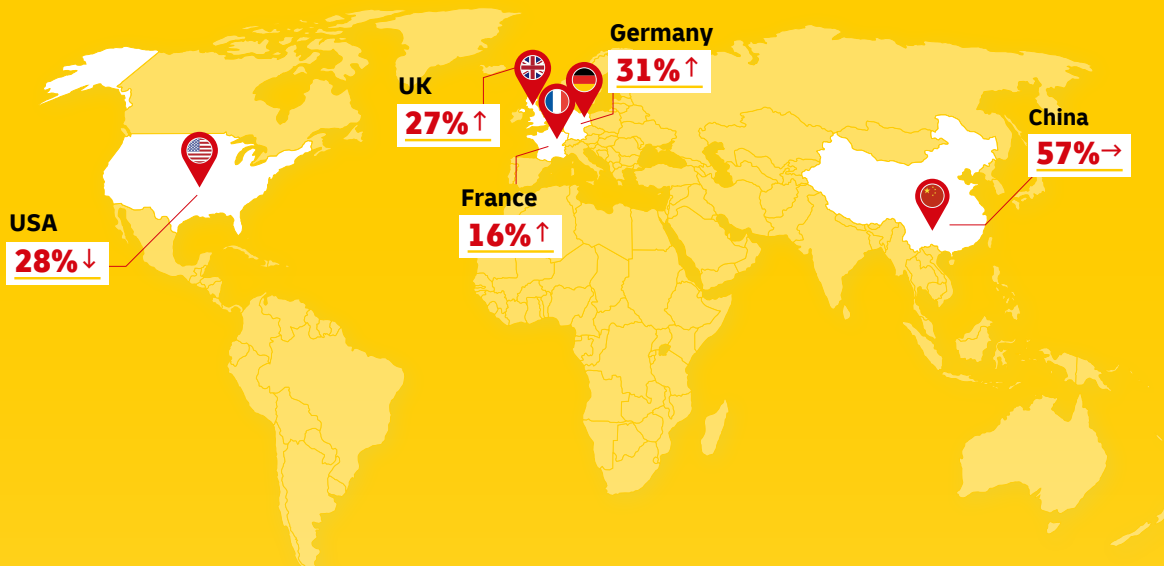




Selling to Italy

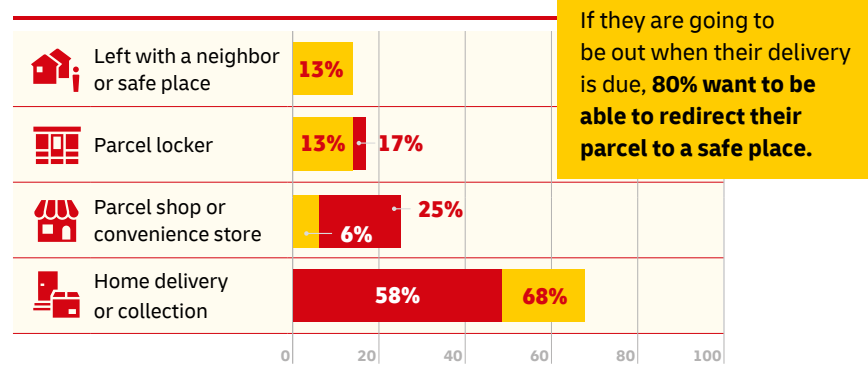
39% of Italian consumers buy from online retailers in other countries. 60% of these people make a purchase at least once a month. But where do they buy from (and why)?

Which countries do Italian shoppers buy from?



How do Italian shoppers prefer to receive and return their orders?

96% of shoppers in Italy say delivery options influence where they shop online. If you want to encourage these consumers to click 'buy now', ensure you offer the delivery and returns options they want.



69% ↑ say free delivery would improve their online shopping experience.

■ Delivery
■ Returns

60% ↑

buy from abroad to get lower prices.

44% ↓

don't buy from abroad because of longer delivery times.

How important is sustainability to shoppers?

59% →

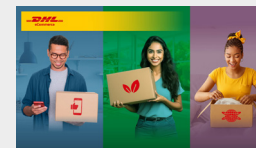
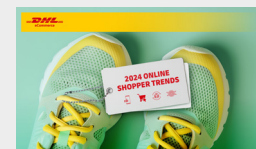
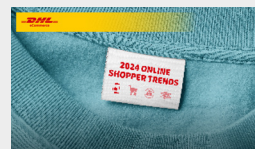
say sustainability is important to them when shopping online.

40% ↓

would sometimes choose to pay more for a more sustainable delivery.

40% ↑

would switch to collection to make their delivery more sustainable.



2024 Online Shopper Trends

