



# E-COMMERCE CROSS BORDER READINESS STUDY 2022



POWER UP  
YOUR POTENTIAL 3

# WELCOME TO THE NEW DHL CROSS BORDER READYNESS STUDY 2022

WE HELP YOU TO TAKE YOUR E-COMMERCE  
BUSINESS TO THE NEXT LEVEL

DHL Express presents the most comprehensive Cross Border Readiness Study. In this study, more than **17,000 Austrian online shops** were analyzed to determine the status quo and highlight the opportunities for Austrian online retailers to ensure international success.



## SUCCESSFUL IN INTERNATIONAL TRADING

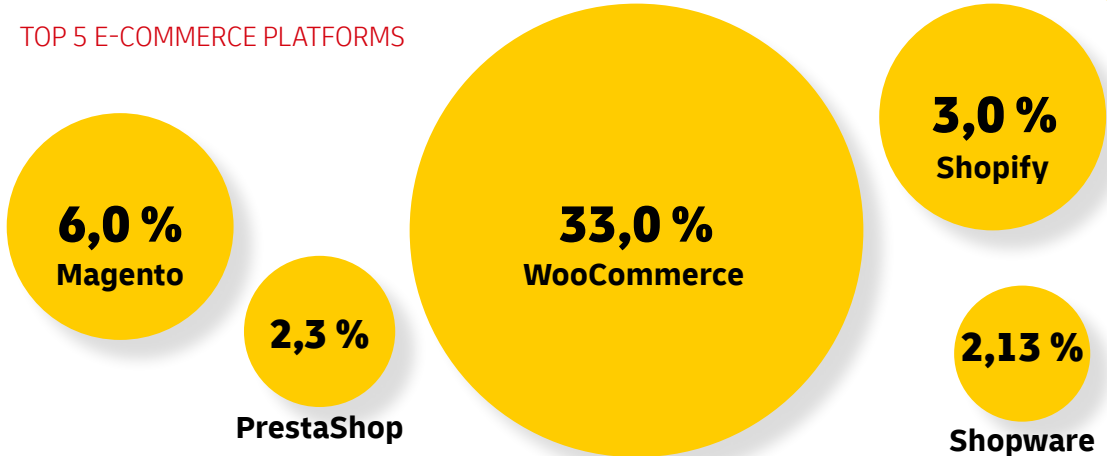
The **DHL Express Cross Border Readiness Study 2022** is intended to be a comprehensive tool, especially for SMEs, to ensure initial success in cross-border trade with small levers. The data was analyzed and evaluated with the support of the IT company **SimilarWeb** and the DHL Express tool “**Website HealthCheck**”. The complete study is available now to give Austrian retailers a tool to start their internationalization right at the beginning of the year.



# PLATFORMS

The beating heart of any e-commerce business is the platform on which it is built. It is the heart of any online business and drives all the other elements. This includes the checkout, the landing page, and many other components of your online store that are essential in e-commerce. How the distribution in Austria looks like is shown below:

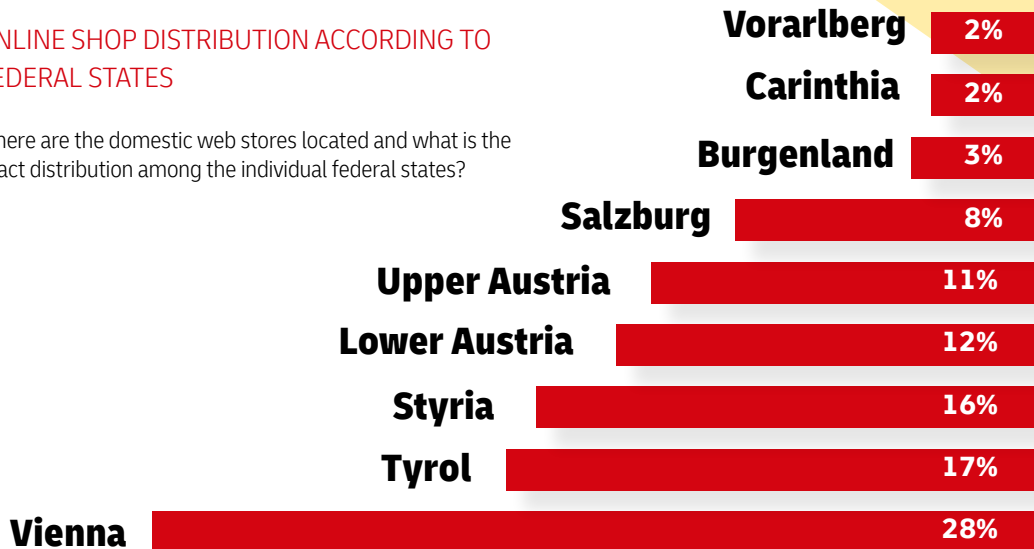
## TOP 5 E-COMMERCE PLATFORMS



# ONLINE SHOP DISTRIBUTION

## ONLINE SHOP DISTRIBUTION ACCORDING TO FEDERAL STATES

Where are the domestic web stores located and what is the exact distribution among the individual federal states?



## FOREIGN TRAFFIC

Overall, Austrian web stores have an average of 39% foreign traffic via desktop devices and 24% via a mobile device.

### Top industries of foreign traffic:

**65%**

**PET SUPPLIES**

**61%**

**JEWELRY**

**54%**

**FASHION**

### Top 5 countries of foreign traffic:



# CROSSBORDER E-COMMERCE

84%

16%

International shipping offered

No international shipping offered

Top 3 industries in international shipping:

95% Antiques and collectibles



92% Jewelry

86% Fashion

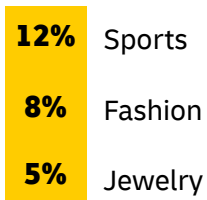


# EXPRESS SHIPPING



 *Express shipping offered*  
 *No express shipping offered*

Top 3 industries in express shipping:





# FOREIGN LANGUAGES

22%

78%

■ One or more foreign languages offered

■ No foreign language offered

Top 3 industries for foreign languages:

70% Fashion

34% DIY

22% Consumer electronics



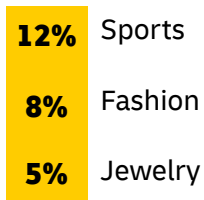
# FOREIGN CURRENCIES



■ At least two currencies offered

■ Only EURO as a currency

Top 3 industries for foreign currencies:



# BOUNCERATE

## WHO LEAVES THE SITE WITHOUT INTERACTING?

This refers to the percentage of people who immediately leave the first page they view on the website. Austrian web stores have an average bounce rate of 56% (desktop devices) resp. 64% (mobile devices).



**56%**

**64%**



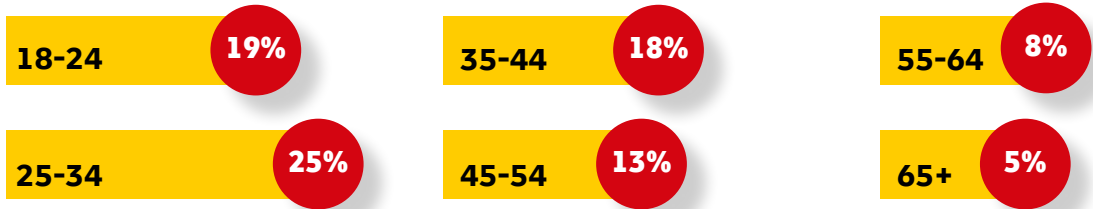
## B2B VS B2C

Austrian online shops are 97% B2C stores and only 3% B2B stores.

# TARGET GROUP

Which target group generates the most traffic?

Austrian web stores receive the most visits from the 25-34 age group, followed by the 18-24 age group.



## Gender balance

In Austrian online shops, 48% of total purchases are made by men and 52% are made by women. In the fashion industry, the distribution is 46% of women and 54% of men. In the automotive industry, online purchases are made by 36% of women and 64% of men, and in the food and beverage sector, 45% of women and 55% of men store online.

## PAYMENT METHODS

The payment method also plays an important role in online shopping. In Austria, these five methods are the most popular:

**54 %**

**Paypal**

**49%**

**credit card**

**32%**

**bank transfer**

**28%**

**instant transfer**

**22%**

**Amazon Pay**



# TOP 100 ONLINE STORES AND THEIR CARRIERS

Once the purchase decision has been made, the online stores list shipping service providers. Some online stores have several shipping providers active at the same time.

This is how many carriers use the top 100 online stores in Austria:

**1 CARRIER: 40%**

**2 CARRIER: 39%**

**3 CARRIER: 9%**

Alternative delivery offers of the top 100 online stores in Austria:



# PER CAPITA SPENDING

## FORECASTS FOR ONLINE SHOPPING SPENDING IN 2023

According to market studies, per capita spending on online shopping in Europe will be an average of EUR 2,980 in 2023. German online shoppers ranked fifth in 2021 with an average spend of EUR 2,088. Denmark ranked first with the highest per capita spending of €2,916. So that you can also benefit from the profitable crossborder e-commerce market, the information in the study provides initial leverage for the international market.



# TIPS AND TRENDS FOR YOUR ONLINE STORE

In order to make your online store successful, it is advantageous to know the latest trends and the needs of your customers. With our 8 simple tips you can also increase the revenue of your online shop.

**1. Sustainability:** More and more customers are paying attention towards the sustainability of their purchases, and companies need to ensure that their logistics processes are also sustainable in this respect. This could mean, switching to environmentally friendly transport options or focusing on reducing the use of packaging materials. 7% of online stores already used Co2-neutral shipping. 80% of them are in the Fashion & Consumer sector.

**2. Market research:** it is important to research carefully before you create your startup to make sure, that there is a demand for what you are offering. Make sure that you know who your target customers are and what they want, and that you have a clear idea of how you can stand out from the competition.

**3. E-commerce platform:** you need to choose an e-commerce platform that suits your needs. There are many options to choose from, such as Shopify, WooCommerce, and Magento, and you should carefully consider which ones are best for you.





# TIPS AND TRENDS FOR YOUR ONLINE STORE

**4. Logistics:** remember that shipping goods is an important part of online commerce. You need to make sure you have control over the costs of transportation and storage, and that you offer fast and reliable delivery options to ensure customer satisfaction.

**5.** another important trend is the use of **artificial intelligence (AI) and machine learning (ML)** to improve the shopping experience for customers. For example, companies can use AI and ML to provide personalized recommendations or to simplify the shopping experience by using chatbots or virtual assistants.

**6. Marketing:** to be successful, you need to draw attention to yourself and attract new customers. Make sure you have a marketing strategy that is tailored to your target customers and use channels, such as social media, email marketing and search engine optimization, to promote your brand.



# TIPS AND TRENDS FOR YOUR ONLINE STORE

**7. Mobile shopping:** more and more people in Austria are using their smartphones to shop online. Companies should therefore ensure that their websites are optimized for mobile devices and that the shopping experience works smoothly for mobile users.

**8. Social commerce:** Social networks such as Facebook, Instagram and TikTok are increasingly being used as platforms for online commerce. Businesses should therefore consider increasing their presence on social networks and sell their products directly via these platforms.



# CONCLUSION

## WHAT DOES THE STUDY SHOW US?

Traffic in 2022 was slightly down compared to the pandemic years before, which in turn was due to the global inflation as well as the reduced lockdowns. However, it also shows that Austrian companies, above all SMEs, do not have to hide in the international market despite the changed framework conditions.

With the right levers, nothing stands in the way of international success. **AI and ML** can be used by online retail startups in many different ways to improve the shopping experience for customers and increase their conversion rate. To avoid missing out on online retail trends, it's important to conduct **regular market research**, be **flexible** and come up with **innovative ideas**. Pay attention to which **payment methods** are currently demanded in your target market. Companies also need to make sure they are on top of logistics challenges such as **fast delivery times, Co2 neutral shipping, low costs** and **sustainable processes**.

An effective **marketing strategy** is also important to draw attention and attract new customers. It is important to note that no marketing strategy is the same for every business and you may be combining different strategies.

## ANY QUESTIONS?

WOULD YOU LIKE TO KNOW MORE ABOUT  
E-COMMERCE AND THE STUDY?

If you have any questions about the study or further  
analyses, our e-commerce specialist  
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