

# Clicks, carts & conversions in Germany

## What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

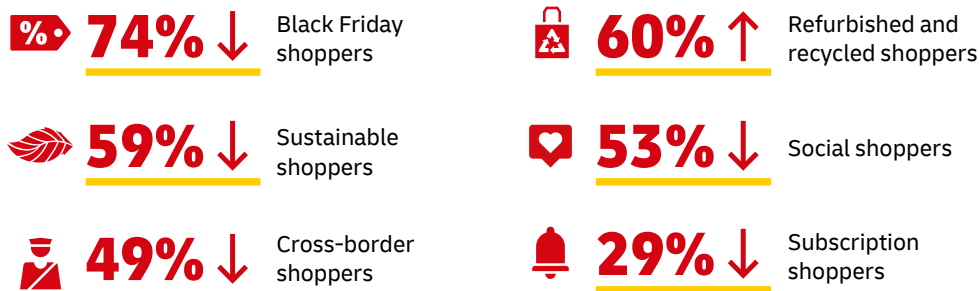
### Key

↑ = Higher than global average

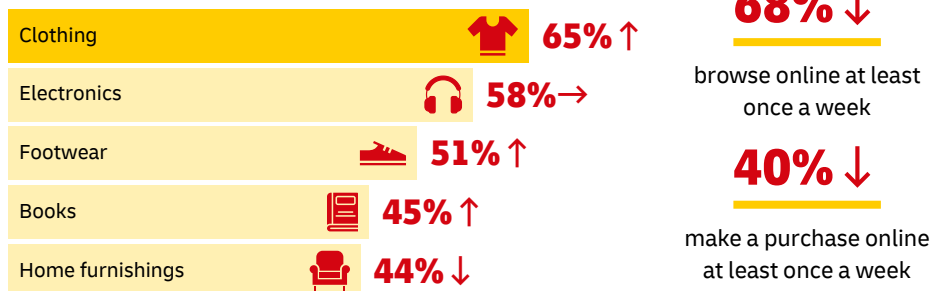
→ = Same as global average

↓ = Lower than global average

## Unpacking the dynamic German market

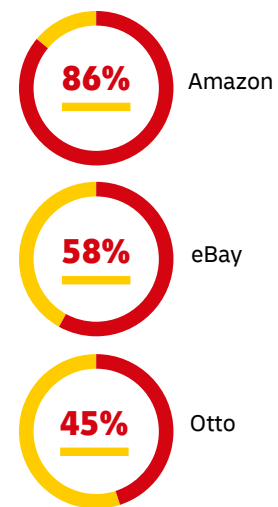


## What do they buy?



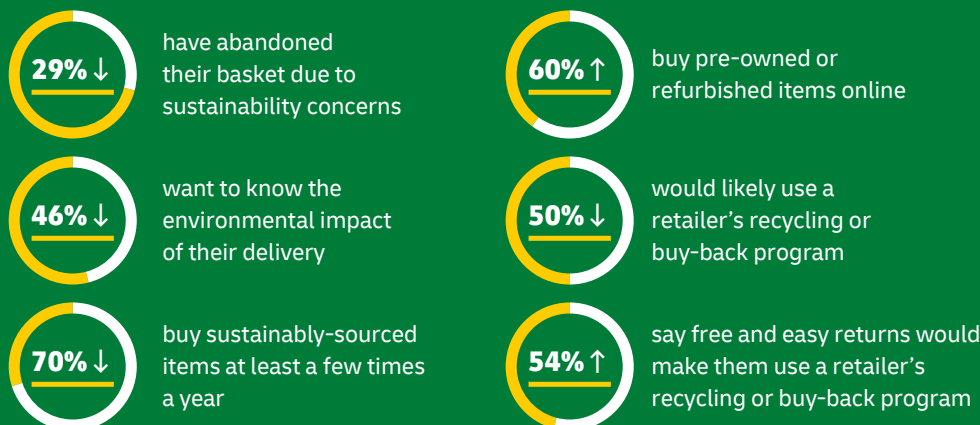
## 99% ↑ buy from marketplaces

Which ones do they buy from the most?

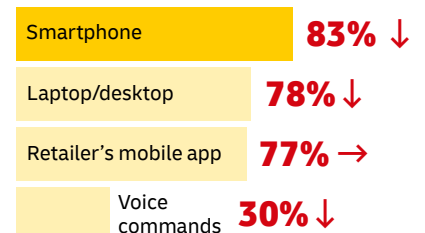


## The shift to more sustainable choices

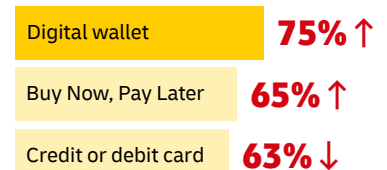
2 in 5 German shoppers say sustainability will become more important to them in the next five years.



## What device do they use?



## How do they pay?



## Social shopping

1 in 2 German shoppers have made a purchase on social media, and 59% say it could become their top shopping destination by 2030.

**76% ↓**

say trends or viral products influence their buying decisions

**53% ↓**

are interested or somewhat interested in live-streamed shopping events

**50% ↓**

say customer reviews on social media influence their buying decisions

## What are their delivery and returns expectations?

85% ↑ of German shoppers will abandon their basket if not offered their preferred delivery options, and 79% → if not offered their preferred returns options.

### Delivery preferences

Home delivery **60% ↓**

Parcel locker **14% ↑**

Parcel shop **10% ↓**

### Returns preferences

Parcel shop **59% ↑**

Parcel locker **26% ↑**

Home collection **15% ↓**

### If they're not home to receive their parcel, they prefer to:

Redirect to a safe place **25% ↓**

Change the delivery day **22% ↓**

Redirect to a neighbor **22% ↑**

### What are their return label preferences?

Label included in their parcel **50% ↓**

Scan a QR code at drop off **29% ↑**

Print-at-home label **20% ↑**

**78% ↑**

have returned an item to an online retailer

**91% ↓**

return up to 30% of their purchases

**36% ↑ track and redirect their deliveries on the delivery provider's website.**  
**34% ↓ use the delivery provider's app.**

### Who buys from Germany?



**Austria**

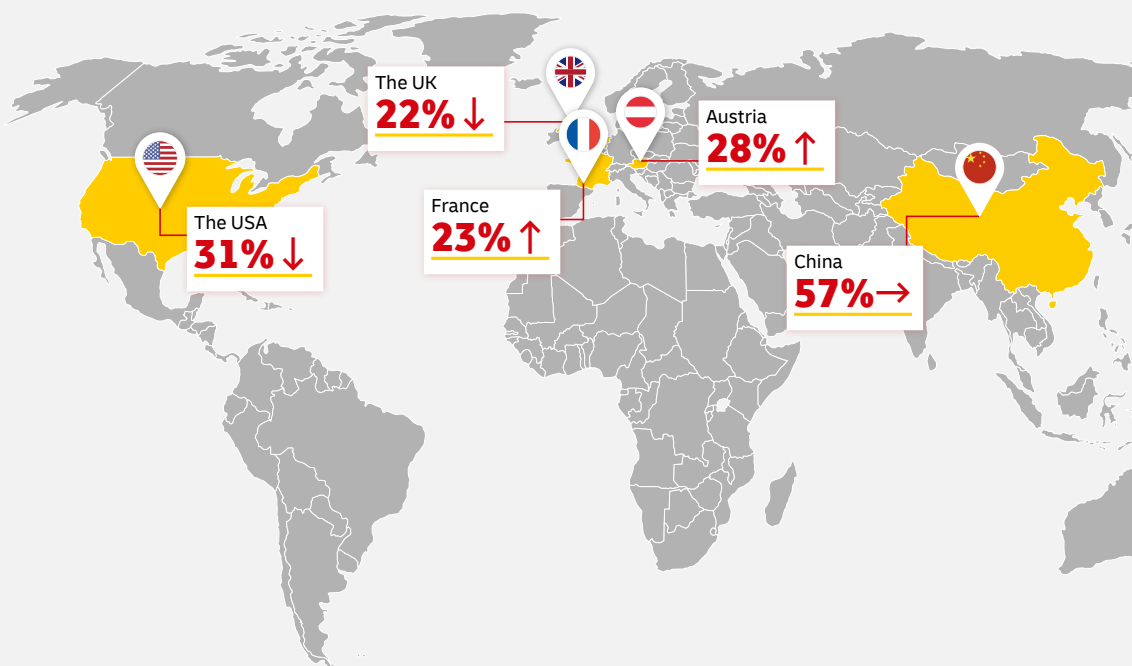


**The Netherlands**



**Sweden**

## Where does Germany buy from?



**54% ↑**

buy from other countries to get lower prices

**49% ↑**

don't buy from other countries because of customs charges

**53% ↑**

say secure payment options and buyer protection would encourage them to buy cross-border

## What does it take to win over German shoppers?

**48% ↓**

say long delivery times frustrate them

**67% ↓**

say free delivery would improve their online shopping experience

**3 in 4**

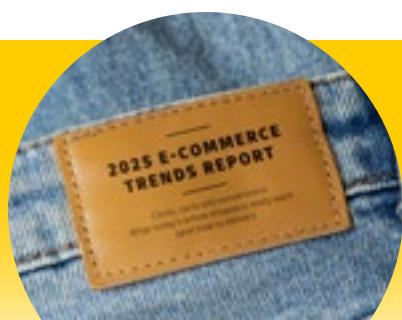
won't buy from an online retailer if they don't trust the delivery or returns provider

**43% ↑**

have abandoned their basket because their preferred payment method isn't available

**55% →**

mainly buy from online retailers that offer free returns



**Unpack even more global insights...**