

CZECH E-COMMERCE

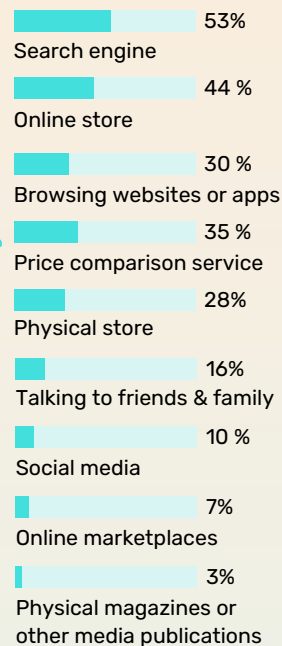
What you need to know to sell
online in Czech Republic

POPULATION

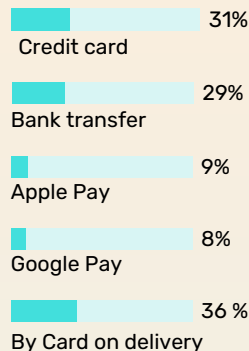
10.7 MILLION

The Czech e-commerce stands out in Central Europe, with a €6.69 billion market driven by a tech-savvy population and a growth forecast of reaching €8.26 billion by 2026. Key trends include a shift towards online shopping, competitive pricing, and a demand for sustainable products.

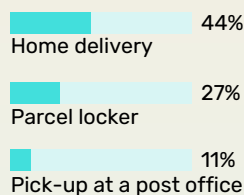
WHAT AFFECTS OUR PURCHASE DECISION



HOW WE PREFER TO PAY ONLINE



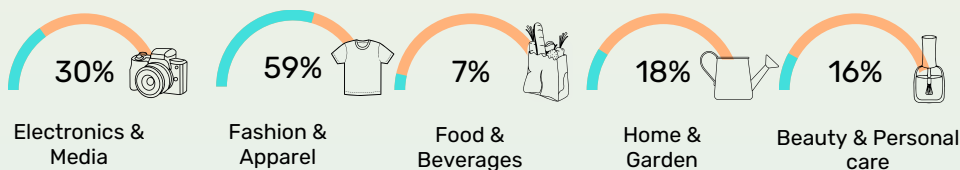
PREFERRED DELIVERY METHODS



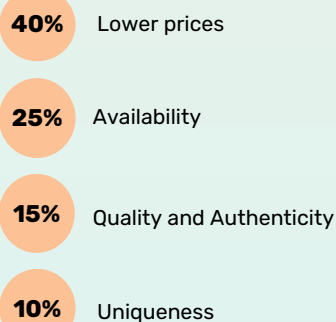
TOTAL VALUE OF THE ONLINE
MARKET IN 2024:

**6.69 billion
EUR**

WHAT CZECHS BUY ONLINE



THE MOST COMMON REASONS THAT MOTIVATE CZECHS TO PURCHASE ONLINE



WHAT YOU SHOULD DO TO BE SUCCESSFUL

Success hinges on adapting to local preferences, and offering Czech language support. Ensuring competitive pricing, frequent discounts and coupons and utilising digital marketing (including price comparison sites and Sklik) are also vital for market retention and conversion rate optimisation.



WHAT WILL HURT YOUR CONVERSION RATE

Overlooking local habits, like cash on delivery payment option and next-day delivery expectations, along with setting high prices, can significantly lower conversion rates.



76.5%

of people are
shopping online

91.7 EUR

Monthly average value of online
shopping per person in 2023

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SOCIAL MEDIA NUMBERS

