# CZECH E-COMMERCE

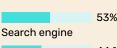
What you need to know to sell online in Czech Republic

#### **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 DESICION



44 % Online store

30 % Browsing websites or apps

35 % Price comparison service

Physical store

Talking to friends & family

10 %

Social media

7%
Online marketplaces

3%

Physical magazines or other media publications

### HOW WE PREFER To pay online



Credit card

29%
Bank transfer

Apple Pay

8%
Google Pay

36 % By Card on delivery

### PREFERRED DELIVERY METHODS



44% Home delivery

27% Parcel locker

11%
Pick-up at a post office

TOTAL VALUE OF THE ONLINE MARKET IN 2024:

## 6.69 billion EUR



76.5%

of people are shopping online

### **91.7 EUR**

Monthly average value of online shopping per person in 2023

**GET LOCAL MARKETING INSIGHTS** 

**Local Marketing Calendar** 

### WHAT CZECHS BUY ONLINE



Electronics &

Media

59%

Fashion &

Apparel

7%

Beverages

18% \\
Home & \\
Garden

Beauty & Personal

### THE MOST COMMON REASONS THAT MOTIVATE CZECHS TO PURCHASE ONLINE

**40%** Lo

Lower prices

25%

Availability

15%

Quality and Authenticity

10%

Uniqueness

### **Q**

#### 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.

#### **SOCIAL MEDIA NUMBERS**



**5.3** 



4.7



3.6



**2.1** million user



1.9