GERMAN E-COMMERCE

What you need to know to sell online in Germany

POPULATION

84,2 MILLION

Germany stands out for its robust economy, technological innovation, and automotive excellence. It also excels in e-commerce, playing a leading role in shaping the digital marketplace - and is generally one of the biggest markets across Europe.

HOW WE INVESTIGATE BEFORE WE PURCHASE

50 %
Browsing websites or apps
40 %
Physical store

Price comparison service

Search engine 30 %

Online store

25 % Online marketplace

20 % Talking to friends & family

Social media

Physical magazines or other media publications

HOW WE PREFER To pay online



39 % Paypal

27 % Invoice

11 %
Debit or Credit card

PREFERRED DELIVERY METHODS



61 % Home delivery

40 % Pick-up at a postbox /

Packstation

21 % Pick-up at a parcel shop

TOTAL VALUE OF THE ONLINE MARKET IN 2024:

80.6 billion EUR



83 %

of people are shopping online

174 EUR

Monthly average value of online shopping per person in 2023

GET LOCAL MARKETING INSIGHTS

Local Marketing Calendar

WHAT GERMANS BUY ONLINE



40 %



27 %

24 %

Fashion

Entertainment

Groceries

Physical media

Home & Garden

THE MOST COMMON REASONS THAT MOTIVATE GERMANS TO PURCHASE ONLINE

59% Free delivery

44% Coupons and Discounts

38% Easy return policy

32% Customer reviews



WHAT YOU SHOULD DO TO BE SUCCESSFUL

German consumers expect a transparent overview of products, including clear and trustworthy information. Availability of German speaking customer service is crucial to address inquiries quickly and build trust.



WHAT WILL HURT YOUR CONVERSION RATE

Without transparent terms and clear return policies, trust in the company may drop. The lack locally popular delivery options and secure payment methods can deter buyers. Missing authentic customer reviews can influence purchasing decisions, as they are crucial for many consumers.

SOCIAL MEDIA NUMBERS











05.5

31.3

24.5

21.8

21.6 million users