

GERMAN E-COMMERCE

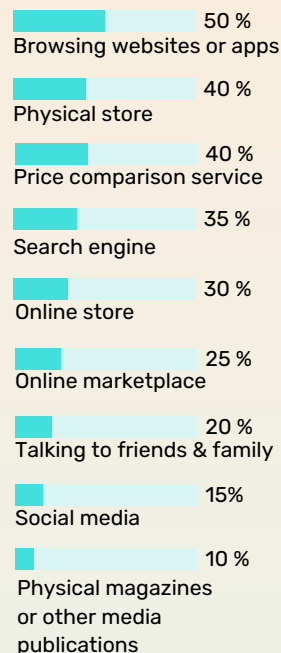
What you need to know to
sell online in Germany

POPULATION

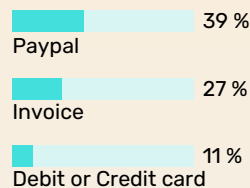
**84,2
MILLION**

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.

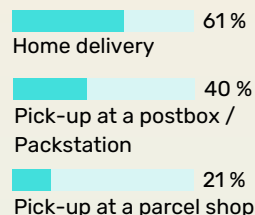
HOW WE INVESTIGATE BEFORE WE PURCHASE



HOW WE PREFER TO PAY ONLINE



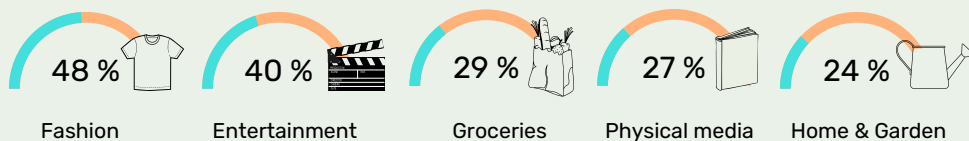
PREFERRED DELIVERY METHODS



TOTAL VALUE OF THE ONLINE
MARKET IN 2024:

**80.6 billion
EUR**

WHAT GERMANS BUY ONLINE



THE MOST COMMON REASONS THAT MOTIVATE GERMANS TO PURCHASE ONLINE



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.



83 %

of people are
shopping online

174 EUR

Monthly average value of online
shopping per person in 2023

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SOCIAL MEDIA NUMBERS

