

THE DHL ONLINE SHOPPER REPORT 2023

WE SURVEYED SHOPPERS ACROSS 10 EUROPEAN COUNTRIES
AND DISCOVERED SOME VALUABLE COUNTRY-SPECIFIC INSIGHTS...

FOCUS ON THE GERMAN MARKET

German shoppers are drawn to sustainable e-commerce, scoring higher than the European average for being prepared to pay extra for green deliveries and packaging. A growing preference for using parcel lockers also helps support their planet-friendly approach to shopping.

Topics surveyed

- Cross-border shopping habits
- How much the German shoppers spend
- Delivery and returns
- Payment preferences
- Sustainability

41%

PERCENTAGE OF GERMAN SHOPPERS WHO SHOP CROSS-BORDER

German shoppers buy the following when shopping cross-border:

58%

CLOTHING AND FOOTWEAR



25%

SPORTS, LEISURE AND HOBBY ITEMS



19%

FOOD AND BEVERAGE



Top 3 Countries German shoppers buy from:

1. China



42%

2. USA



31%

3. UK



19%

Reasons Germans shop cross-border:

1. Lower prices in other countries – **43%**
2. Previous good experience – **37%**
3. Product or brand isn't available domestically – **32%**



Reasons Germans shoppers DON'T shop cross-border:

61%

 FEAR OF FRAUD

57%

 CUSTOMS CHARGES

What would encourage German shoppers to shop cross-border more:

51%

 CLEAR GUIDANCE ON CUSTOMS AND DUTIES

48%

 SIMPLE, FREE RETURNS

42%

 PRICES IN OWN CURRENCY

HOW MUCH GERMAN SHOPPERS SPEND

7% spend over €250 per month

65% spend between €50 and €250 per month

29% spend less than €30 per month

16%

SPENT OVER
€100 ON LAST
PURCHASE

DELIVERY AND RETURNS

Delivery options

Delivery options are important to shoppers in Germany and 62% say knowing who the delivery provider will be is important before confirming a purchase.

81%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

75%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Home delivery is still high in Germany although there is a growing preference for leaving parcels with a neighbor or safe space.



76%

PREFER PURCHASES
DELIVERED TO
THEIR HOME

14%

PREFER DELIVERIES
LEFT WITH A
NEIGHBOR/SAFE SPACE

8%

PREFER PARCEL
LOCKERS



55%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH THE
DELIVERY OPTIONS
OFFERED

43%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Digital wallet – **39%**
- Invoice – **25%**
- Buy now pay later – **12%**



Most German shoppers prefer to pay for their online purchases using their digital wallet although a quarter say they still prefer to receive an invoice.

“There are huge opportunities waiting for e-commerce businesses to secure sales all over the globe, not just domestically. For e-tailers looking to make that leap into cross-border shipping it’s important to meet the needs of the customers, in the country you want to ship to. It’s not a one size fits all. The insights in this report can take a browser into a buyer.”

Pablo Ciano

CEO – DHL eCommerce



SUSTAINABILITY

62%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

26%

WOULD ALWAYS PAY
MORE FOR A GREEN
DELIVERY

23%

WOULD ALWAYS PAY
FOR MORE SUSTAINABLE
PACKAGING

READ OR DOWNLOAD THE 2023 ONLINE SHOPPER SURVEYS

dhl.com/online-shopper-survey-2023



Our survey took place in the first half of 2023, with 5,000 respondents across 10 countries. Participants were asked to complete an online survey, which examined their attitudes to cross-border shopping as well as their more general online shopping preferences.

For multiple choice questions, percentages do not add up to 100%.

*Those saying quite and very frequently.