

Clicks, carts & conversions in Austria

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

Explore the full series of country reports and the Global E-Commerce Trends Report here.

- ↑ = Higher than global average
- → = Same as global average
- ↓ = Lower than global average

Unpacking the dynamic Austrian market



Black Friday shoppers

69% 1

Cross-border shoppers

>>> 57%↓

Sustainable

፟ 55% ↑

Refurbished and recycled shoppers

Q 47% ↓ Social shoppers

22% ↓

Subscription shoppers

What do they buy?

Clothing	1 65% 1
Electronics	6 58% →
Books	■ 49%↑
Footwear	47% ↓
Home furnishing	47 %↓

62% J

browse online at least once a week

33%↓

make a purchase online at least once a week



98% → buy from marketplaces

Which ones do they buy from the most?







The shift to more sustainable choices

2 in 5 Austrian shoppers say sustainability will become more important to them in the next five years.



have abandoned their basket due to sustainability concerns



buy pre-owned or refurbished items online



want to know the environmental impact of their delivery



would likely use a retailer's recycling or buy-back program



buy sustainably-sourced items at least a few times



say free and easy returns would make them use a retailer's recycling or buy-back program

■ What device do they use? **83%** ↑ Laptop/desktop **82%** ↓ Smartphone **73%** ↓ Retailer's mobile app commands **21%** \$\div\$ Voice



Social shopping

2 in 5 Austrian shoppers have made a purchase on social media, and 53% say it could become their top shopping destination by 2030.

43% J

are interested or somewhat interested in live-streamed shopping events

57% ↓

say promotional offers or discounts on social influence their buying decisions

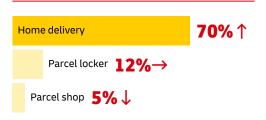
73% ↓

say trends or viral products influence their buying decisions

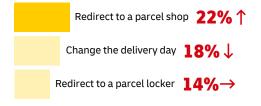
What are their delivery and returns expectations?

 $87\% \uparrow$ of Austrian shoppers will abandon their basket if not offered their preferred delivery options, and $81\% \uparrow$ if not offered their preferred returns options.

Delivery preferences



If they're not home to receive their parcel, they prefer to:



Returns preferences



What are their return label preferences?

Included in their parcel	61%↑
Print-at-home	label 24% ↑
Scan a QR code at drop off 15% \downarrow	

80%

have returned an item to an online retailer

31% ↑

return more than 10% of their purchases

33%↑ track and redirect their deliveries on the delivery provider's website.
31%↓ use the delivery provider's app.

Who buys from Austria?







India

55% ↑

buy from other countries as the product or brand isn't available in their country

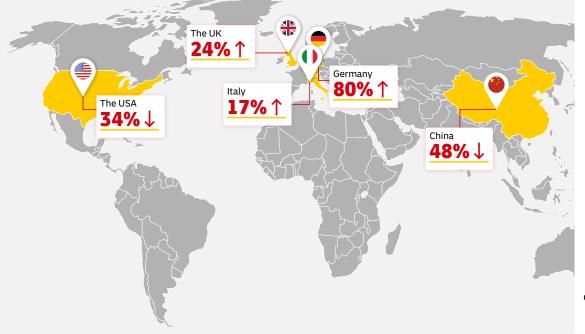
40% ↑

don't buy from other countries due to return costs

43% ↑

say clear guidance on customs charges would encourage them to buy cross-border

Where does Austria buy from?



What does it to take to win over Austrian shoppers?

67%↑

73%↑

4 in 5 ↑

53%↑

62%↑

say high delivery costs frustrate them

say free delivery would improve their online shopping experience won't buy from an online retailer if they don't trust the delivery or returns provider have abandoned their basket because their preferred payment method isn't available mainly buy from online retailers that offer free returns



Unpack even more global insights...