

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.](#)

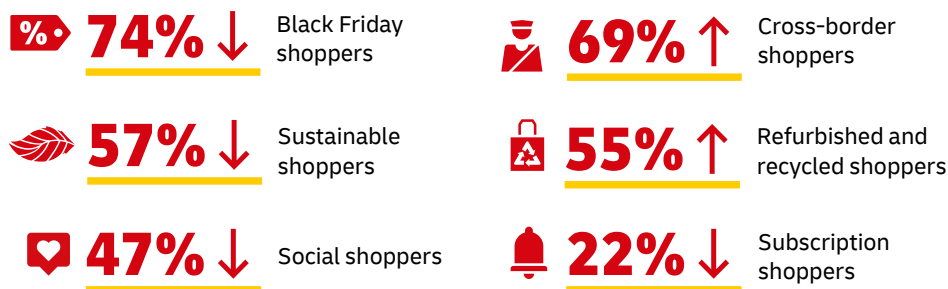
Key

↑ = Higher than global average

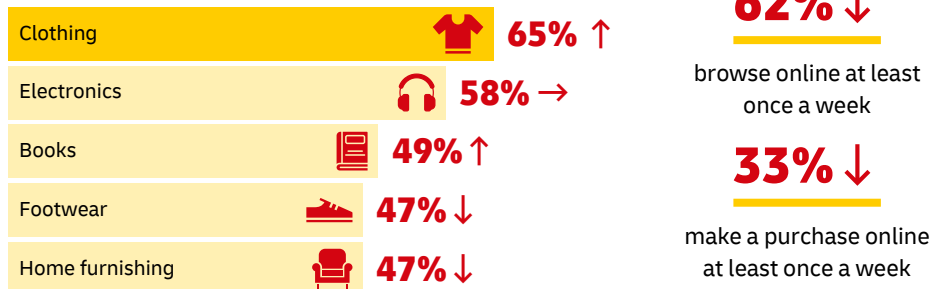
→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Austrian market

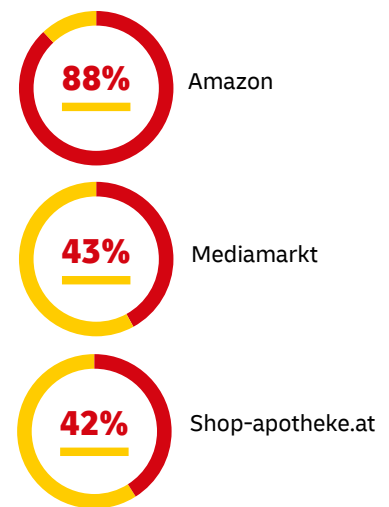


What do they buy?



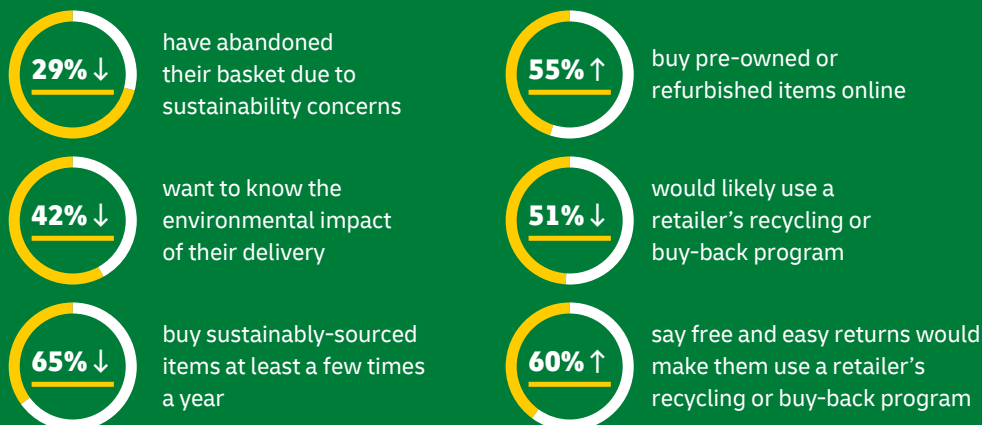
98% → buy from marketplaces

Which ones do they buy from the most?

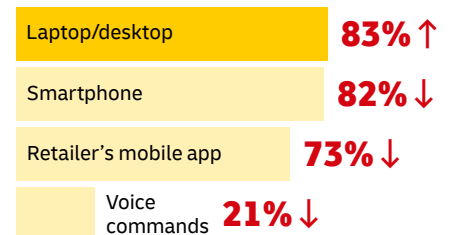


The shift to more sustainable choices

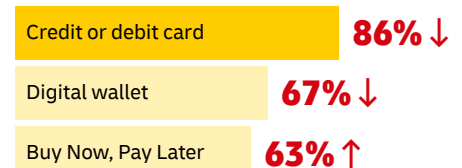
2 in 5 Austrian shoppers say sustainability will become more important to them in the next five years.



What device do they use?



How do they pay?



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.



What are their delivery and returns expectations?

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

Delivery preferences

Home delivery **70%↑**

Parcel locker **12%→**

Parcel shop **5%↓**

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

Redirect to a parcel shop **22%↑**

Change the delivery day **18%↓**

Redirect to a parcel locker **14%→**

Returns preferences

Parcel locker **47%↑**

Parcel shop **45%→**

Home collection **8%↓**

What are their return label preferences?

Included in their parcel **61%↑**

Print-at-home label **24%↑**

Scan a QR code at drop off **15%↓**

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?



Germany

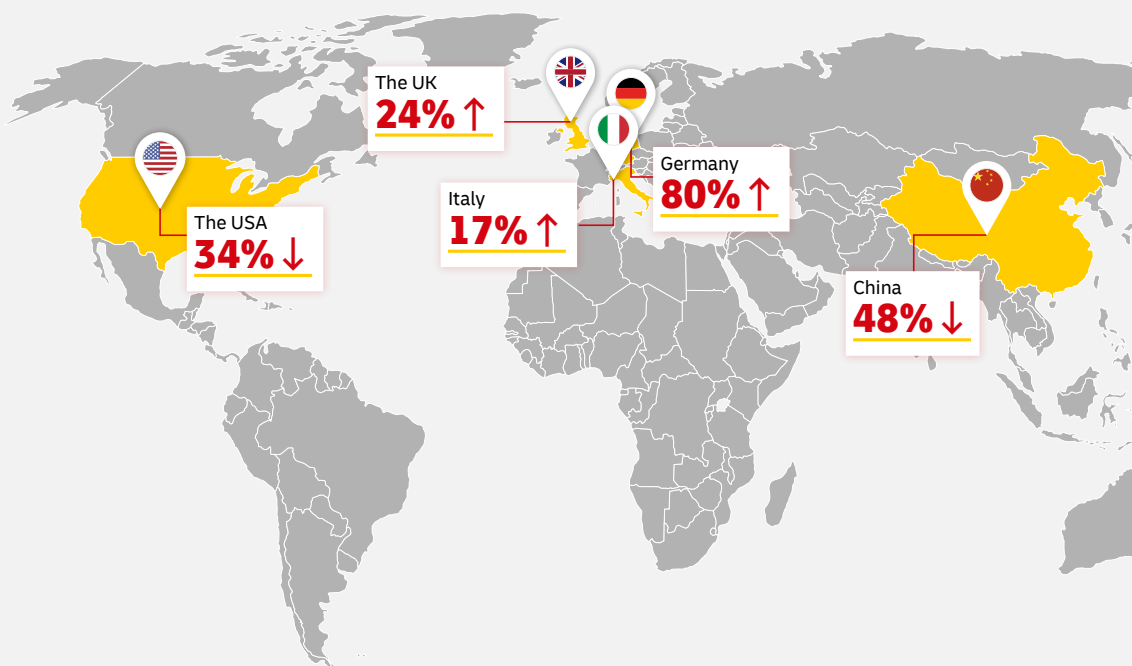


The Czech Republic



India

Where does Austria buy from?



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

What does it take to win over Austrian shoppers?

67%↑

say high delivery costs frustrate them

73%↑

say free delivery would improve their online shopping experience

4 in 5↑

won't buy from an online retailer if they don't trust the delivery or returns provider

53%↑

have abandoned their basket because their preferred payment method isn't available

62%↑

mainly buy from online retailers that offer free returns

2025 E-COMMERCE TRENDS REPORT

Clicks, carts and conversions:
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(and how to deliver)

Unpack even more global insights...