

Clicks, carts & conversions in the Czech Republic

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 Czech market

74% ↓

make purchases during Black Friday weekend

The Black Friday shopper

58% ↓

buy directly from social media platforms

The social shopper

56% ↓

say sustainability is important to them when shopping online

The sustainable shopper

48% ↓

buy from online retailers based in other countries

The cross-border shopper

48% ↓

buy refurbished or pre-owned items online

The refurbished and recycled shopper

17% ↓

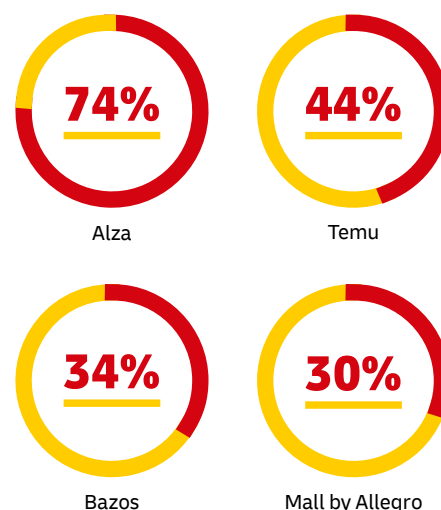
have an online shopping subscription

The subscription shopper



95% buy from marketplaces

Which ones do they buy from the most?

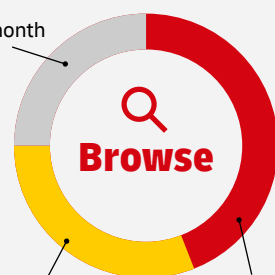


The conversion challenge: Turning browsers into buyers

Shoppers in the Czech Republic browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

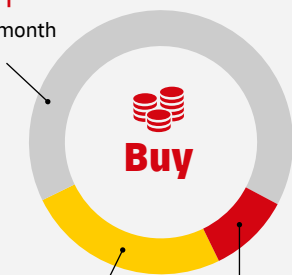
25% ↑

Once a month or less

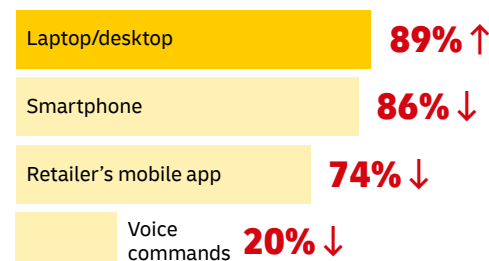


65% ↑

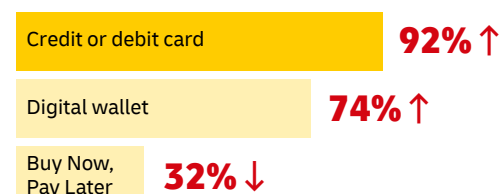
Once a month or less



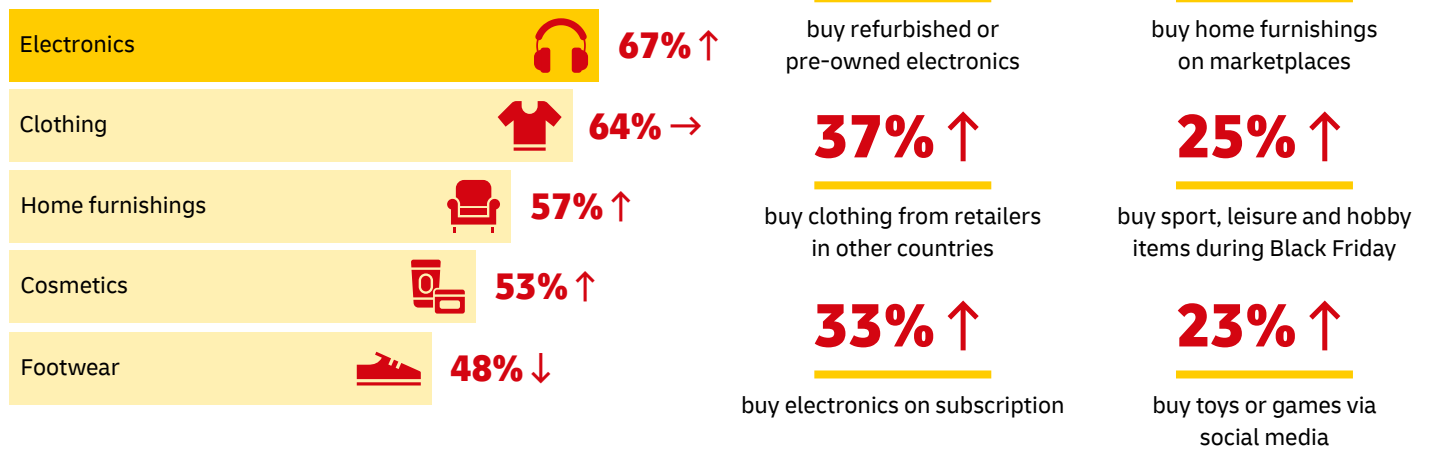
What device do they use to shop?



How do they pay?

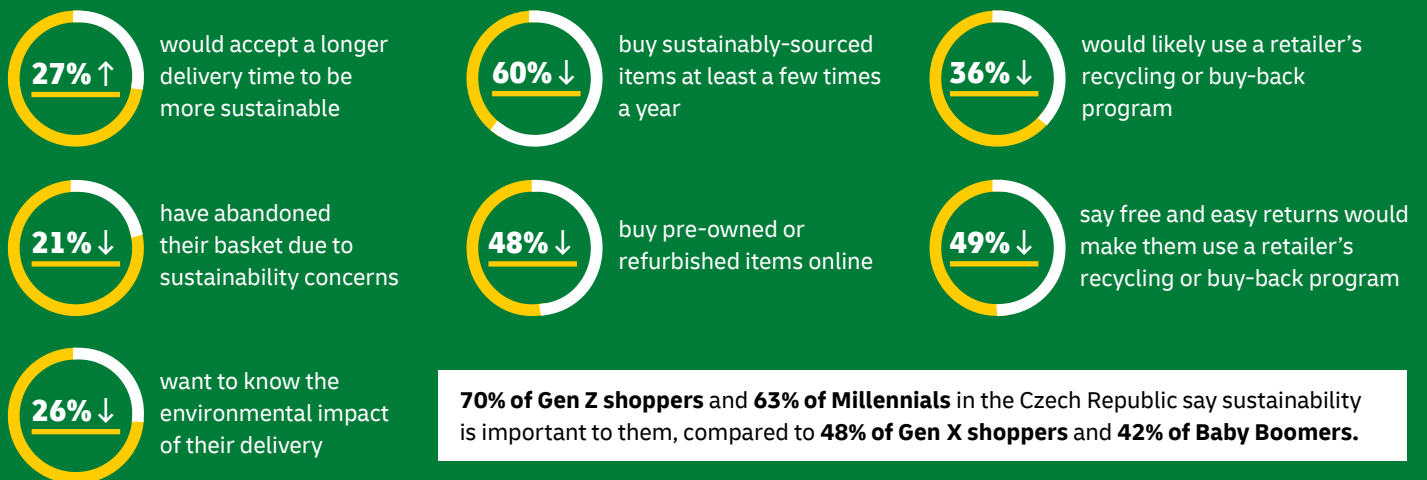


What do Czech shoppers buy online?



The shift to more sustainable choices

1 in 3 Czech shoppers say sustainability will become more important to them in the next five years.



Social shopping: connecting trends with the cart

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



Keeping up vs. buying: generational differences

Gen Z are the biggest social shoppers in the Czech Republic, and they mainly buy from Facebook and Instagram. Gen X are more likely to use social media to learn more about a brand and keep up to date with new products.

Do Czech shoppers believe the Black Friday hype?

74% buy online during Black Friday or Cyber Monday – but 17% don't believe the hype.

82% of Czech shoppers are motivated by savings and discounts during Black Friday, with Gen Z and Millennials leading in activity, while Baby Boomers are the least trusting of retailer offers in this market.

How much do Czech shoppers buy and do they trust retailers' Black Friday offers?

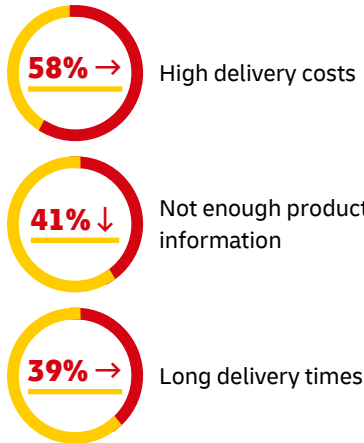
	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	78%	22%	41%
Millennials	79%	21%	33%
Gen X	77%	23%	23%
Baby Boomers	60%	40%	17%

What does it take to win over Czech shoppers?

From high delivery costs to not being offered their preferred payment or delivery methods, the barriers to purchase for Czech shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers expect – otherwise, they're likely to walk away instead of clicking 'buy now'.



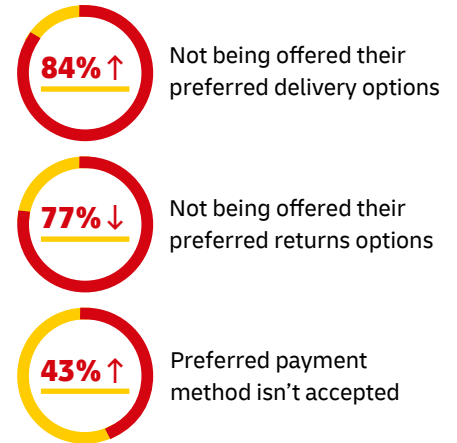
What frustrates these shoppers?



What improvements do they want?

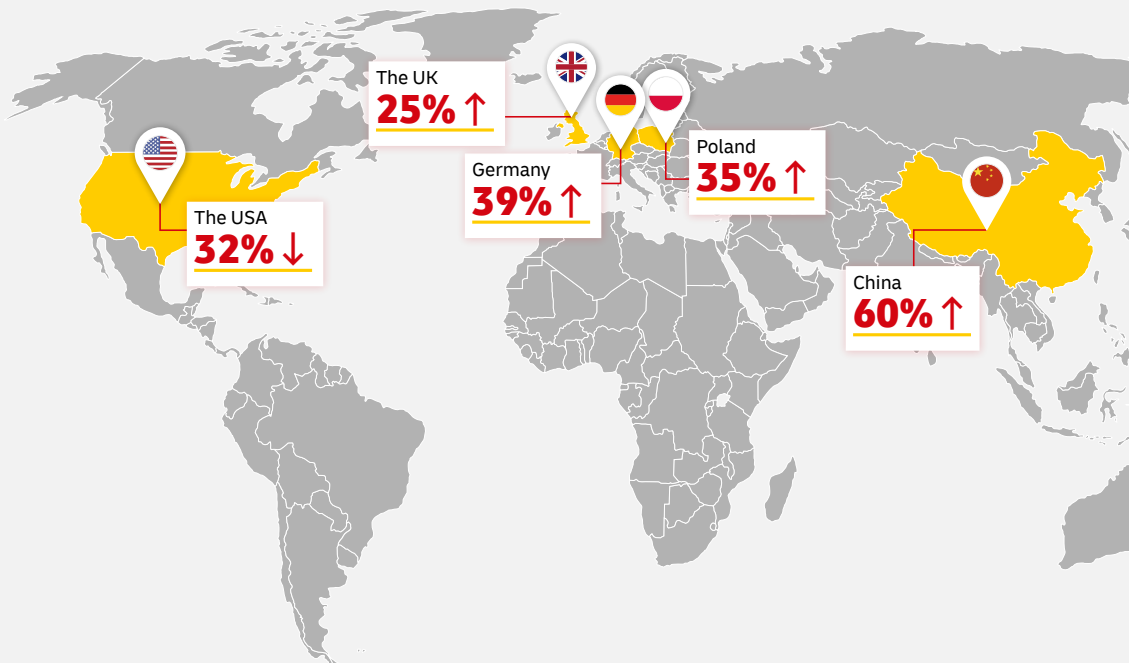


What makes them abandon their baskets?



Where does the Czech Republic buy from?

48% of Czech shoppers buy from retailers in other countries – and 24% do so at least once a month. This rises to 61% for Gen Z and 67% for Subscription shoppers in this market.



62% ↑

buy from other countries to get lower prices

39% ↑

don't buy from other countries because of complex return processes

42% ↑

would feel more confident buying across borders if the website was in their native language

Who buys from the Czech Republic?



Poland



Austria



Germany

Do you run an e-commerce business in the Czech Republic?

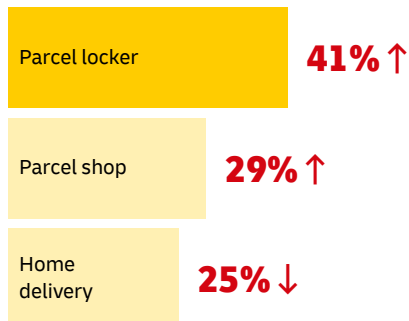
Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

How can you deliver on their expectations?

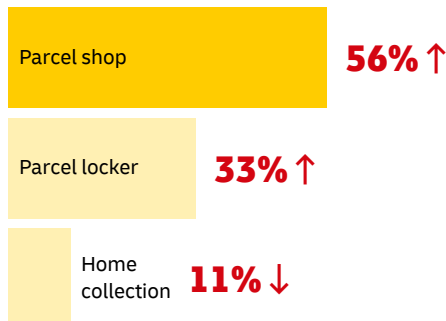
Over 3 in 4 Czech shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Out-of-home delivery and returns are in high demand, especially among Gen Z, cross-border shoppers and refurbished shoppers.

[Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



86% ↑

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



83% ↑

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

How do they track and redirect their parcels?

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



43% ↑

track and redirect their deliveries using the delivery provider's app



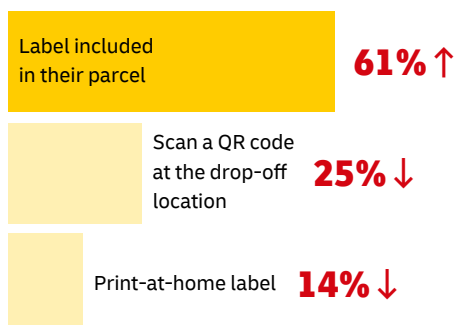
32% ↑

use the delivery provider's website

Return to retailer

64% of Czech shoppers have returned an item to an online retailer, with 94% returning up to 30% of their purchases. Gen Z, social and cross-border shoppers are the most frequent returners. [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

1. Wrong size
2. Doesn't suit them
3. Poor quality
4. Damaged during transit
5. Doesn't look like the image



35% ↓

have spent more to get free delivery, then returned the extra items

89% ↑

prefer to return items via out-of-home locations



Unpack even more global insights...