DHL eCommerce

Clicks, carts & conversions in Germany

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.

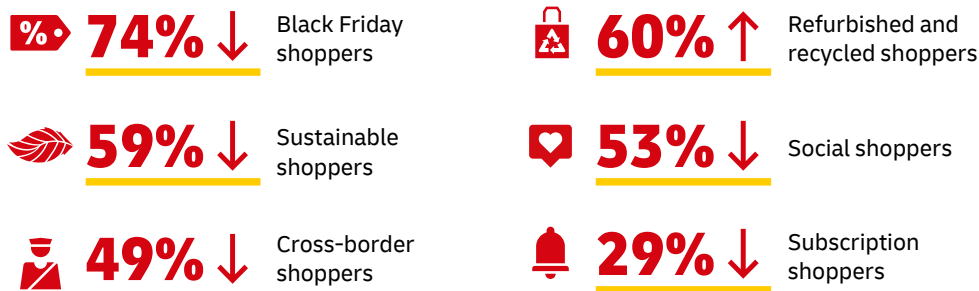**Explore the full series of country reports and the Global E-Commerce Trends Report here.**

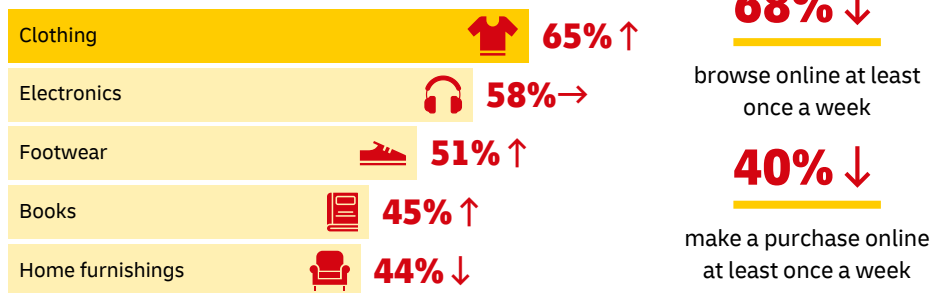**Key**
↑ = Higher than global average
→ = Same as global average
↓ = Lower than global average
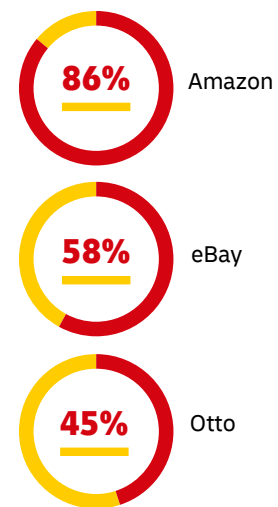
Unpacking the dynamic German market

74% ↓ Black Friday shoppers
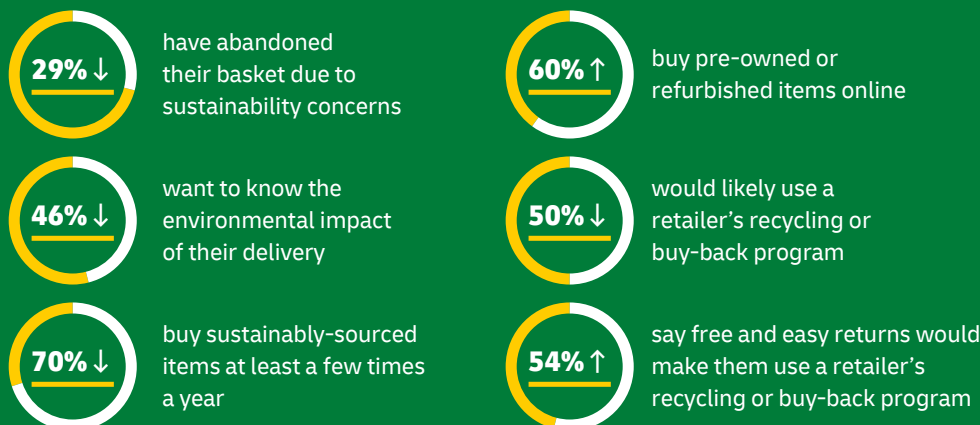
60% ↑ Refurbished and recycled shoppers

59% ↓ Sustainable shoppers

53% ↓ Social shoppers

49% ↓ Cross-border shoppers

29% ↓ Subscription shoppers

What do they buy?

Clothing	👕	**65%** ↑
Electronics	🎧	**58%** →
Footwear	👟	**51%** ↑
Books	📚	**45%** ↑
Home furnishings	🛋	**44%** ↓

68% ↓
browse online at least once a week

40% ↓
make a purchase online at least once a week

99% ↑ **buy from marketplaces**
Which ones do they buy from the most?

86% Amazon

58% eBay

45% Otto

What device do they use?

Smartphone	**83%** ↓
Laptop/desktop	**78%** ↓
Retailer's mobile app	**77%** →
Voice commands	**30%** ↓

How do they pay?

Digital wallet	**75%** ↑
Buy Now, Pay Later	**65%** ↑
Credit or debit card	**63%** ↓

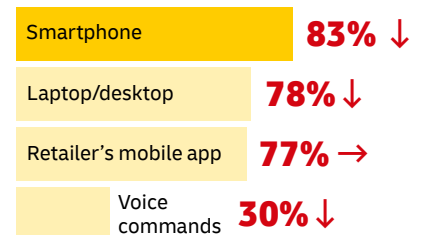## The shift to more sustainable choices

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

29% ↓ have abandoned their basket due to sustainability concerns

60% ↑ buy pre-owned or refurbished items online

46% ↓ want to know the environmental impact of their delivery

50% ↓ would likely use a retailer's recycling or buy-back program

70% ↓ buy sustainably-sourced items at least a few times a year

54% ↑ say free and easy returns would make them use a retailer's recycling or buy-back program
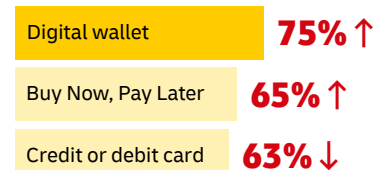
Social shopping

1 in 2 German shoppers have made a purchase on social media, and 59% say it could become their top shopping destination by 2030.

76% ↓
say trends or viral products influence their buying decisions

53% ↓
are interested or somewhat interested in live-streamed shopping events

50% ↓
say customer reviews on social media influence their buying decisions

What are their delivery and returns expectations?

85% ↑ of German shoppers will abandon their basket if not offered their preferred delivery options, and 79% → if not offered their preferred returns options.

Delivery preferences

- Home delivery **60% ↓**
- Parcel locker **14% ↑**
- Parcel shop **10% ↓**

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

- Redirect to a safe place **25% ↓**
- Change the delivery day **22% ↓**
- Redirect to a neighbor **22% ↑**

Returns preferences

- Parcel shop **59% ↑**
- Parcel locker **26% ↑**
- Home collection **15% ↓**

What are their return label preferences?

- Label included in their parcel **50% ↓**
- Scan a QR code at drop off **29% ↑**
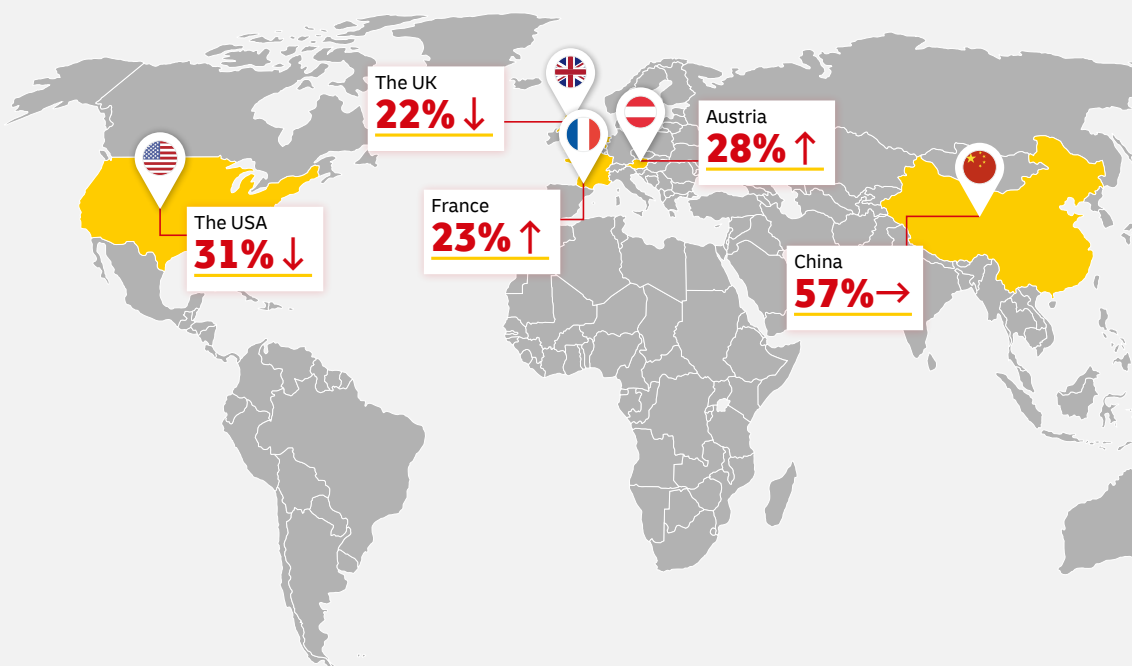- Print-at-home label **20% ↑**

78% ↑ have returned an item to an online retailer

91% ↓ return up to 30% of their purchases

36% ↑ track and redirect their deliveries on the delivery provider's website. **34% ↓** use the delivery provider's app.

Who buys from Germany?

- Austria
- The Netherlands
- Sweden

54% ↑ buy from other countries to get lower prices

49% ↑ don't buy from other countries because of customs charges

53% ↑ say secure payment options and buyer protection would encourage them to buy cross-border

Where does Germany buy from?

- The UK **22% ↓**
- Austria **28% ↑**
- France **23% ↑**
- The USA **31% ↓**
- China **57% →**

What does it to take to win over German shoppers?

48% ↓ say long delivery times frustrate them

67% ↓ say free delivery would improve their online shopping experience

3 in 4 won't buy from an online retailer if they don't trust the delivery or returns provider

43% ↑ have abandoned their basket because their preferred payment method isn't available

55% → mainly buy from online retailers that offer free returns

2025 E-COMMERCE TRENDS REPORT
Clicks, carts and conversions: What today's online shoppers really want (and how to deliver)

Unpack even more global insights...