

Clicks, carts & conversions in Italy

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.

Kev

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

Unpacking the dynamic Italian market

78%

8% ↑ Black Friday shoppers

72%→

Sustainable shoppers

△ 54% ¹

Refurbished and recycled shoppers

51%、

Cross-border shoppers

₽ 49%↓

Social shoppers



27%↓

Subscription shoppers

What do they buy?

Electronics	6 59% 1
Clothing	1 56%↓
Books	■ 50%↑
Footwear	44% ↓
Cosmetics	© 42%↓

80%→

browse online at least once a week

43%↓

make a purchase online at least once a week

99% ↑ buy from marketplaces

Which ones do they buy from the most?







The shift to more sustainable choices

53% of Italian 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 a vear



say free and easy returns would make them use a retailer's recycling or buy-back program What device do they use?

Smartphone

89% ↓

Laptop/desktop

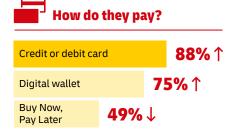
83% ↑

Retailer's mobile app

76% ↓

Voice commands

30% ↓



Social shopping

1 in 2 Italian shoppers have made a purchase on social media, and 61% say it could become their top shopping destination by 2030. **78%**↓

say trends or viral products influence their buying decisions **56%**↓

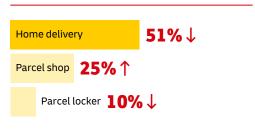
are interested or somewhat interested in live-streamed shopping events 60%↓

say offers and discounts on social media influence their buying decisions

What are their delivery and returns expectations?

85% of Italian shoppers will abandon their basket if not offered their preferred delivery or returns options.

Delivery preferences



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

Change th delivery da		30 %	↑
	Re a s	direct to afe place	23%↓
		rect to cel shop	19% →

Returns preferences

What are their return label preferences?

Label included in their parcel		52%↓
	Print-at-hom label	^e 26%↑
	Scan a QR code at drop off	22%↓

44% ↓ Parcel shop Home collection **43%** ↑ Parcel locker 13% J

Who buys from France?

have returned an item

to an online retailer

return up to 30% of their purchases

30% ↑ track and redirect

their deliveries on the delivery provider's website.

> provider's app.



Austria



Spain



Germany

50% ↓

buy from other countries to get lower prices

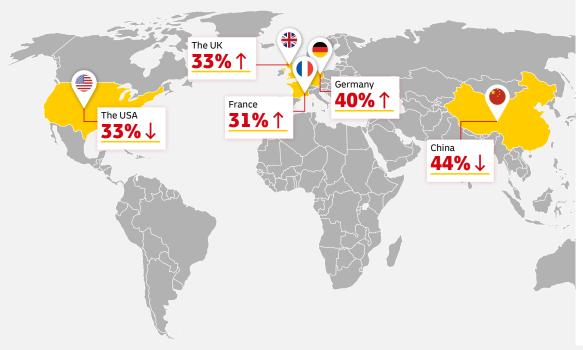
37% ↓

don't buy from other countries because of longer delivery times

50%→

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

Where does Italy buy from?



What does it to take to win over Italian shoppers?

54% ↓

say high delivery

costs frustrate them

55% ↑

3 in 4

32% ↓

65%↑

say free returns 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 wasn't available

mainly buy from online retailers that offer free returns



Unpack even more global insights...