

E-Commerce in Germany – Market Data, Consumers & Trends

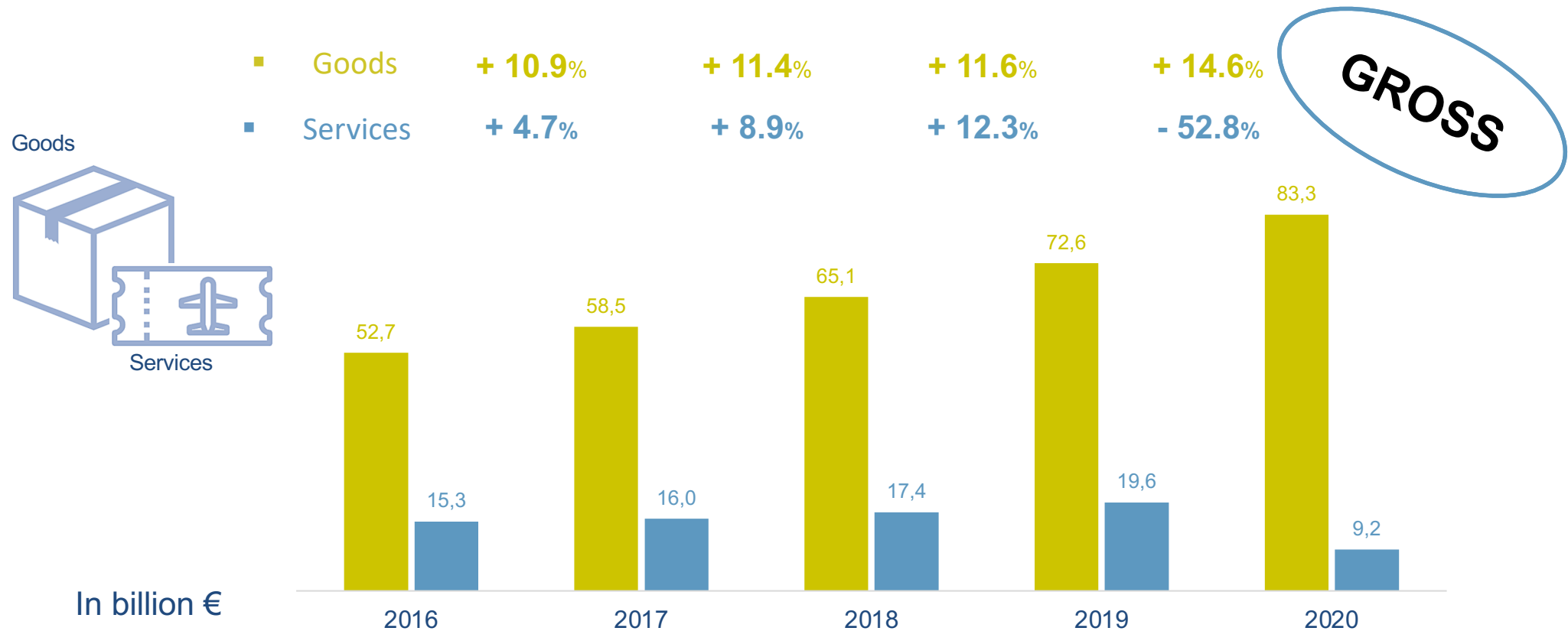
**Alien Mulyk, Manager Public Affairs EU & International
German E-Commerce and Distance Selling Association (bevh)**

MARKET DATA:

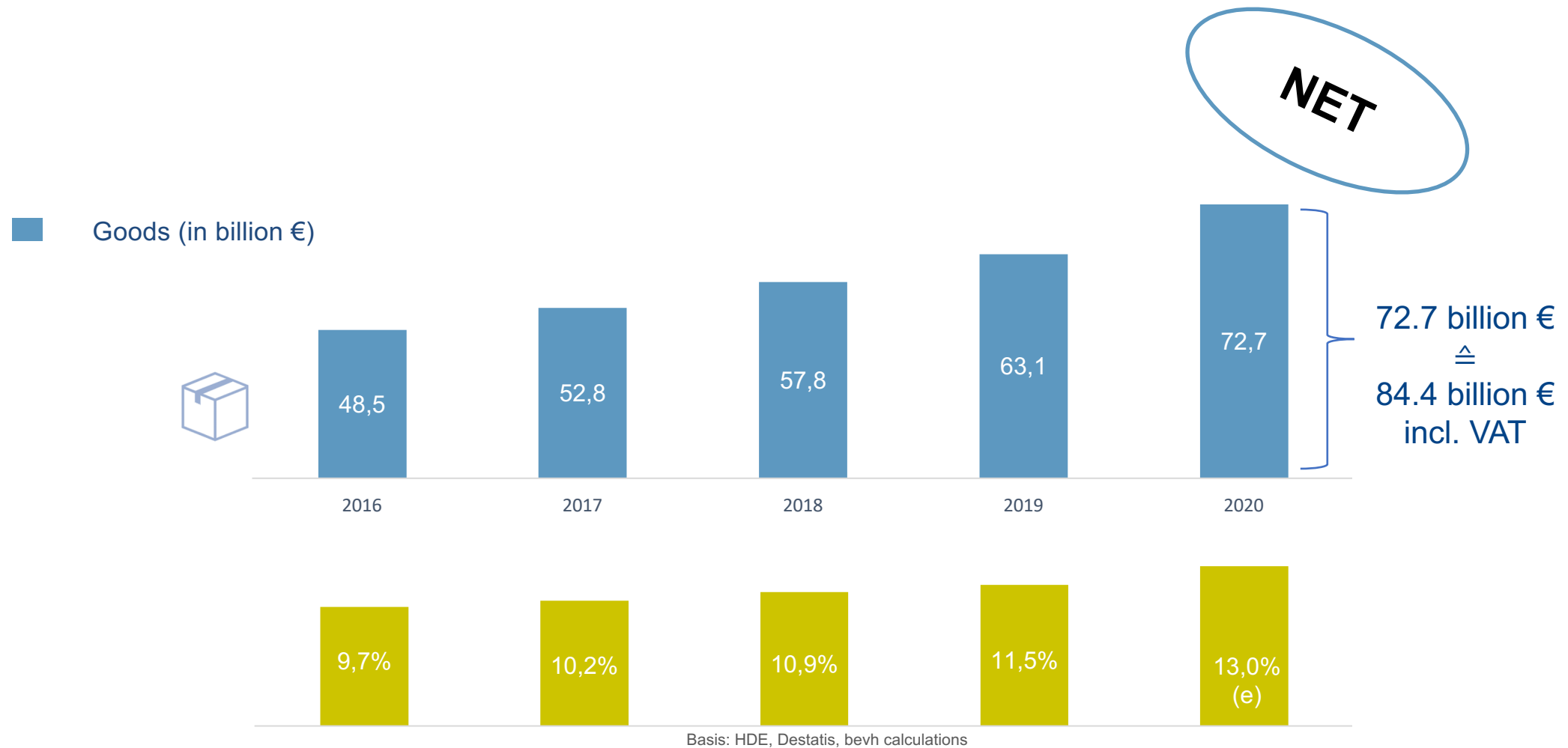
Covid-19 – Tipping Point in Retail

INCREASE IN GOODS AND SERVICES

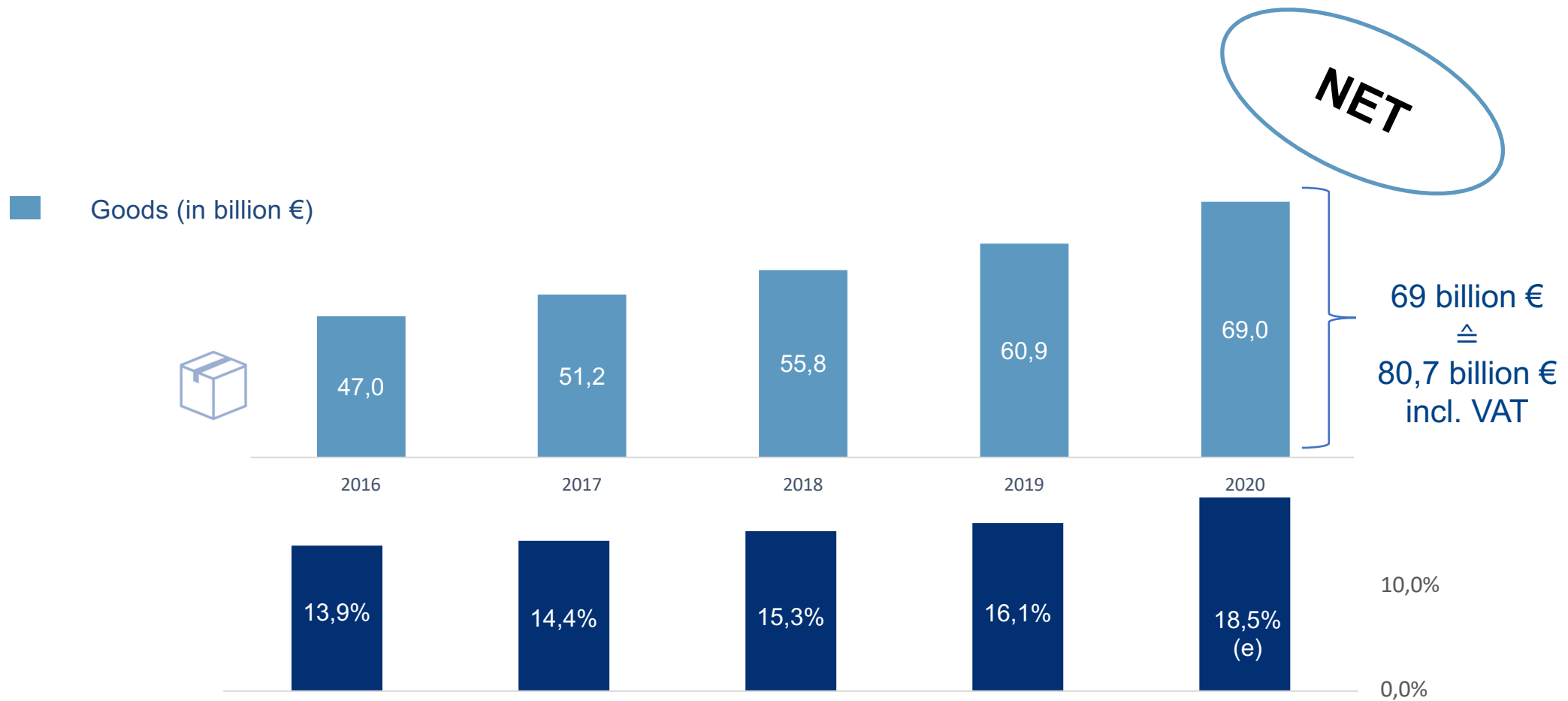
Strong increase in goods, strong decrease in services 2020 vs. 2019



Share of E-Commerce in Retail



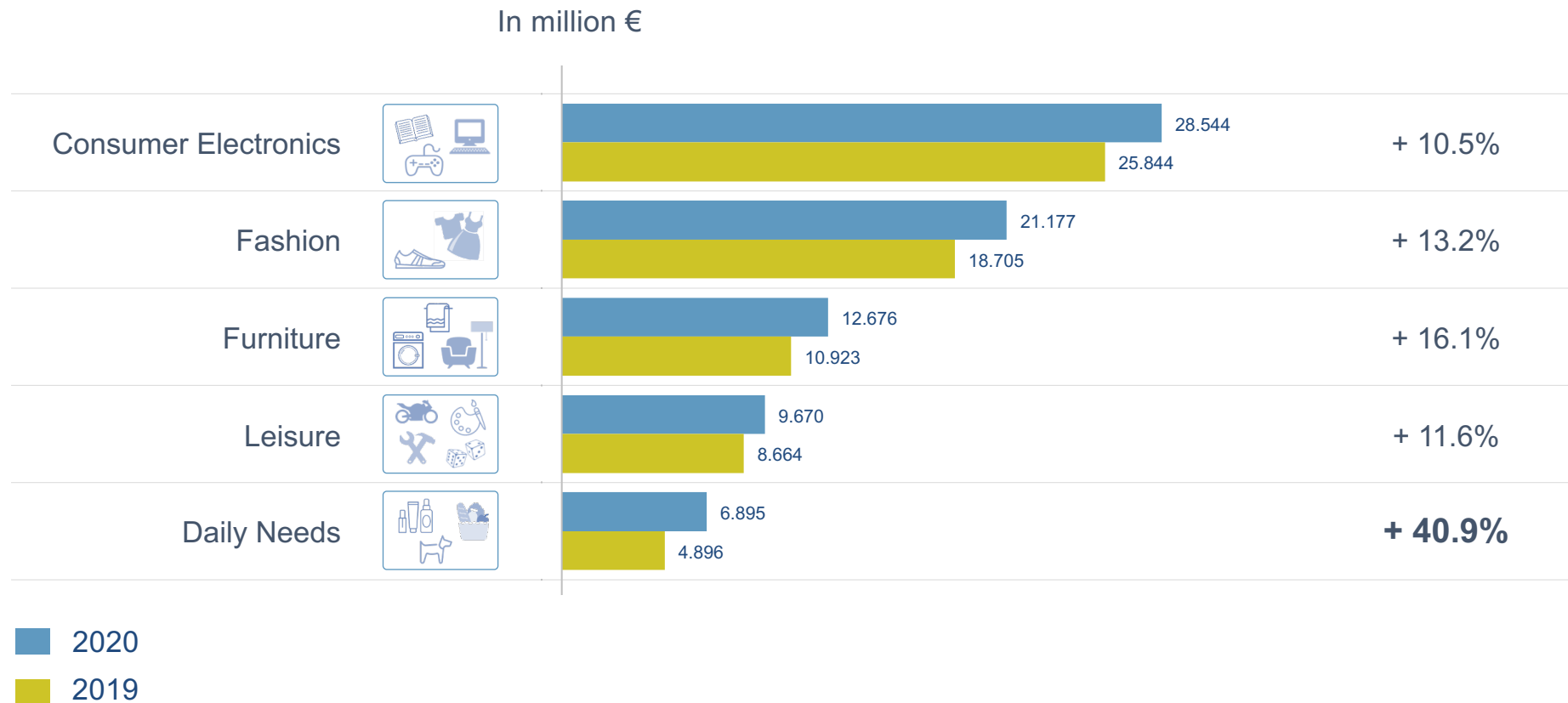
Share of e-commerce in retail without groceries



Basis: HDE, Destatis, own calculations

Product category „Consumer Electronics“ with highest turnover

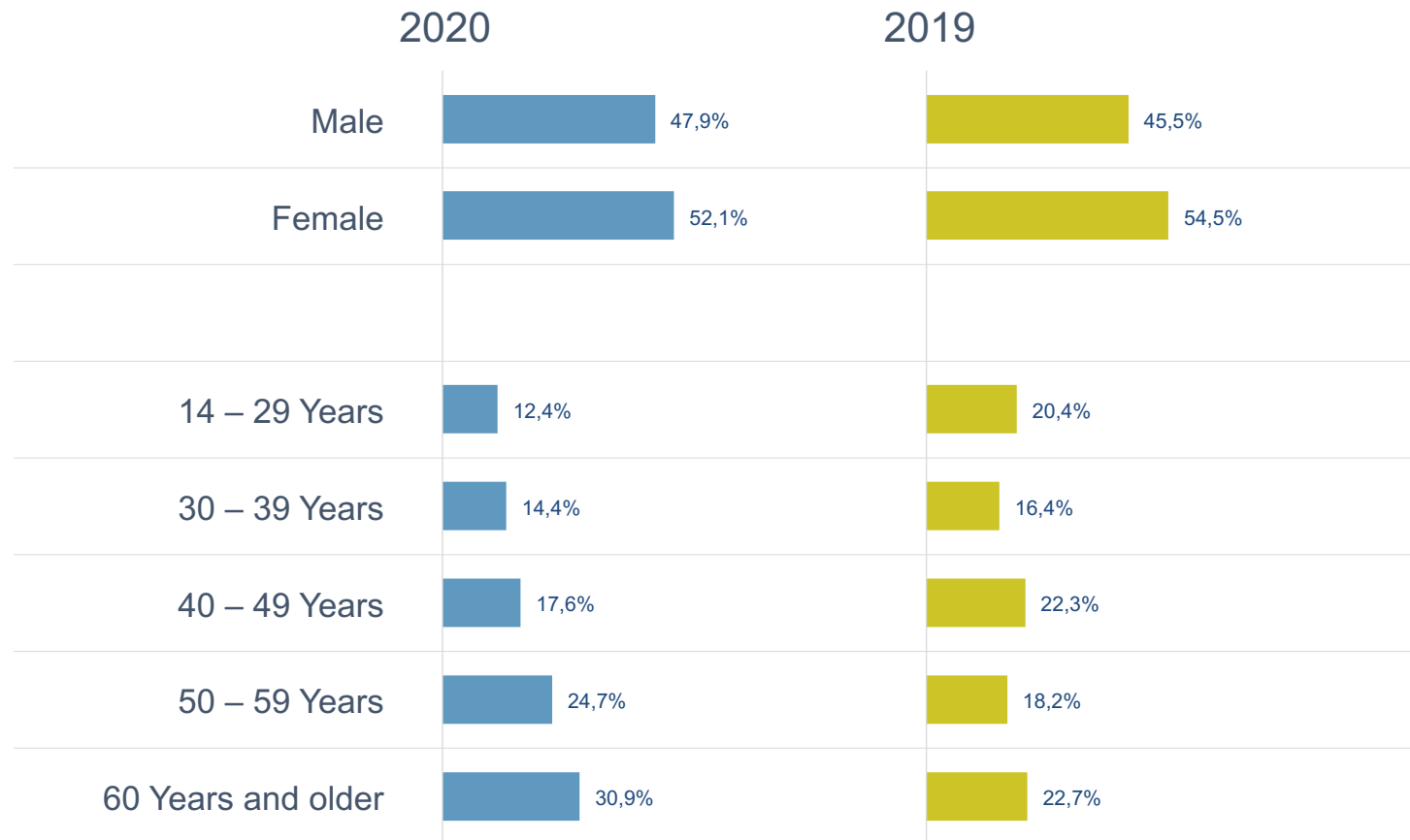
„Daily Needs“ with strongest increase 2020 vs. 2019



German E-Commerce Customers: Structure & Preferences

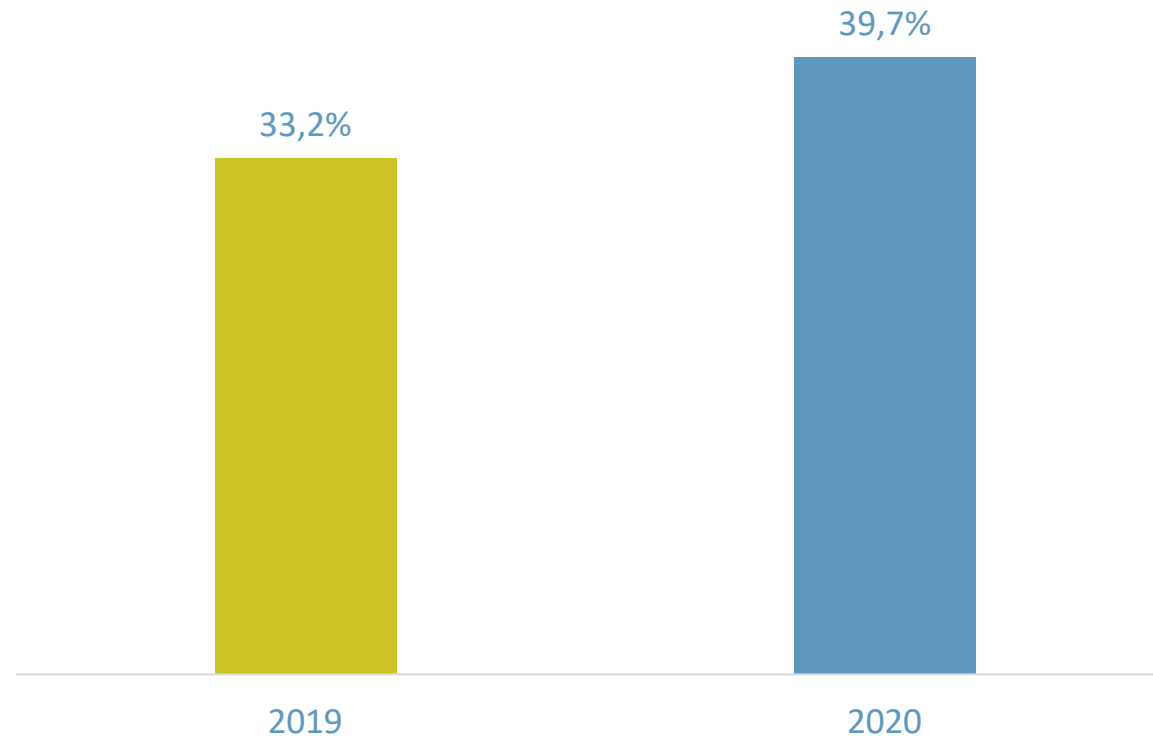
More parity between men and women in the customer structure

Significant increase in the group of people aged 50+



Order Frequency strongly increased

More than one online purchase in the past 7 days



City vs. Countryside*

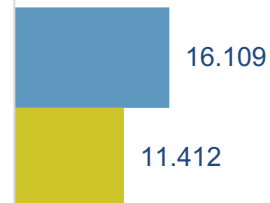
2019 vs. 2020



In million. €



+ 6,7% **



+ 41,2%

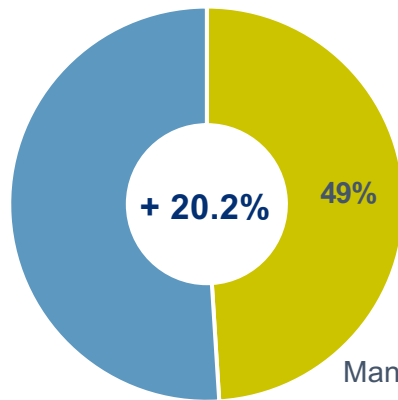
Turnover on online marketplaces has increased the most

Increase at 20 %



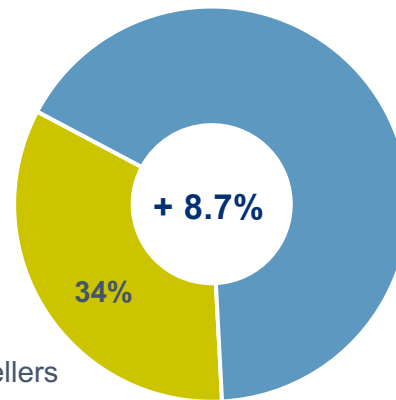
Online Marketplaces

40.8 billion €



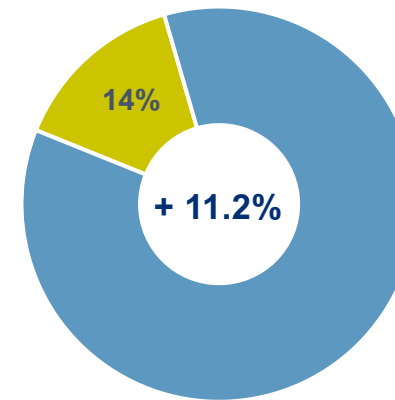
Multichannel *

28.0 billion €



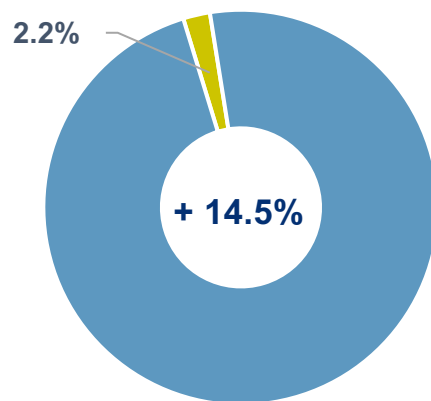
Internet-Pure-Player

12.0 billion €



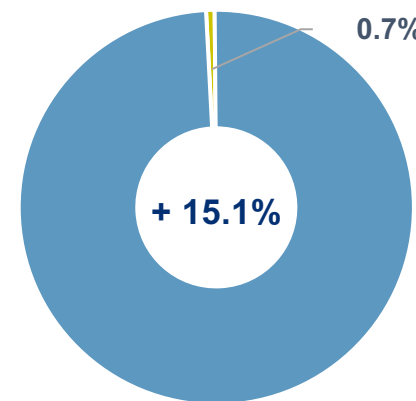
Manufacturers/Direct Sellers

1.8 billion €



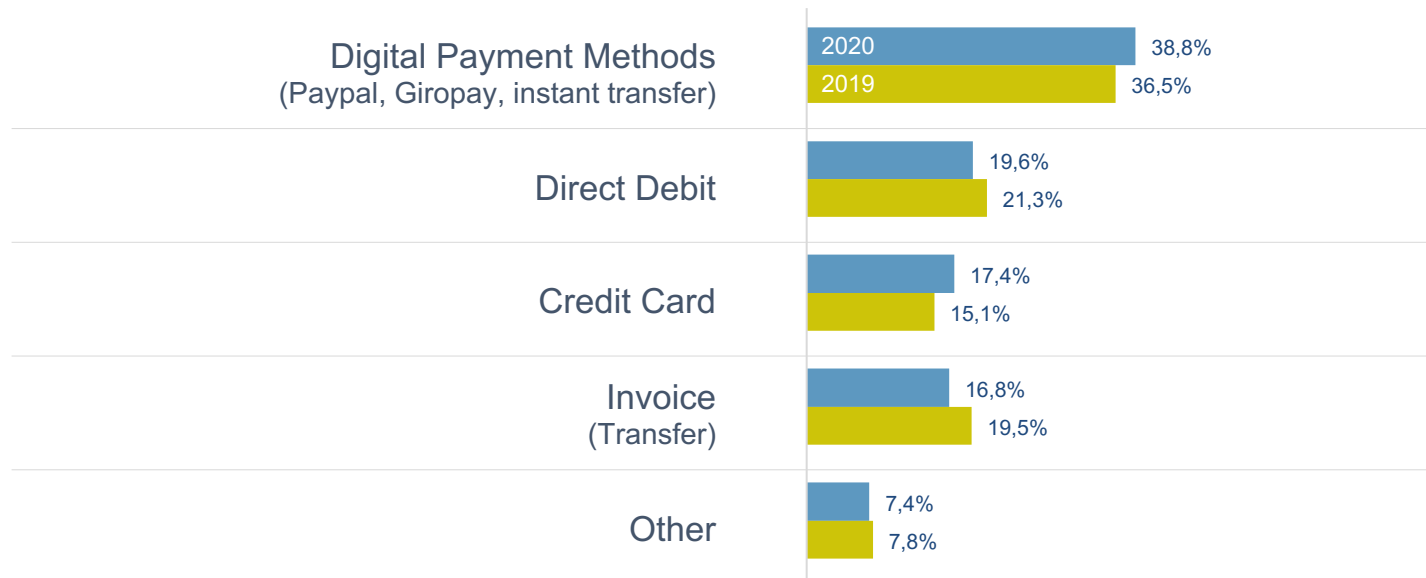
Shopping Clubs

0.5 billion €



**market growth
14.6 %**

Preferred Payment Methods



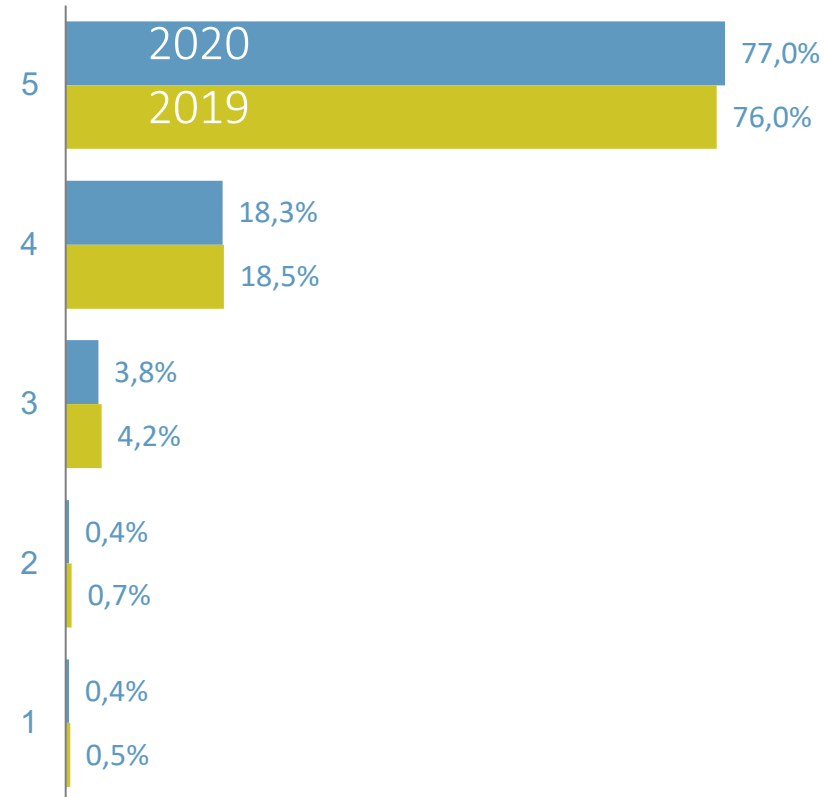
Further increase of satisfaction with online purchases

Despite the pandemic



Very satisfied

Not satisfied at all

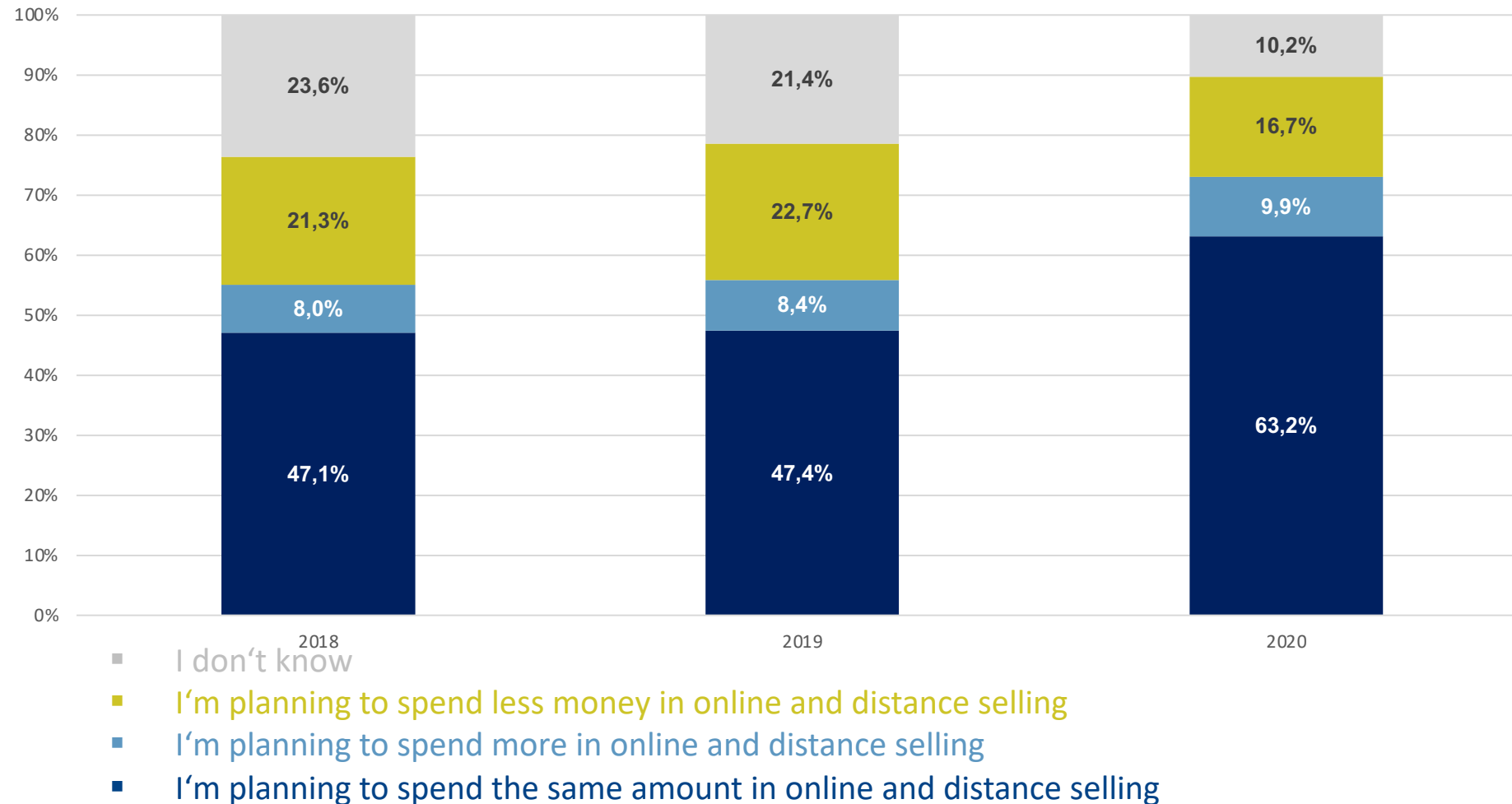


TRENDS:

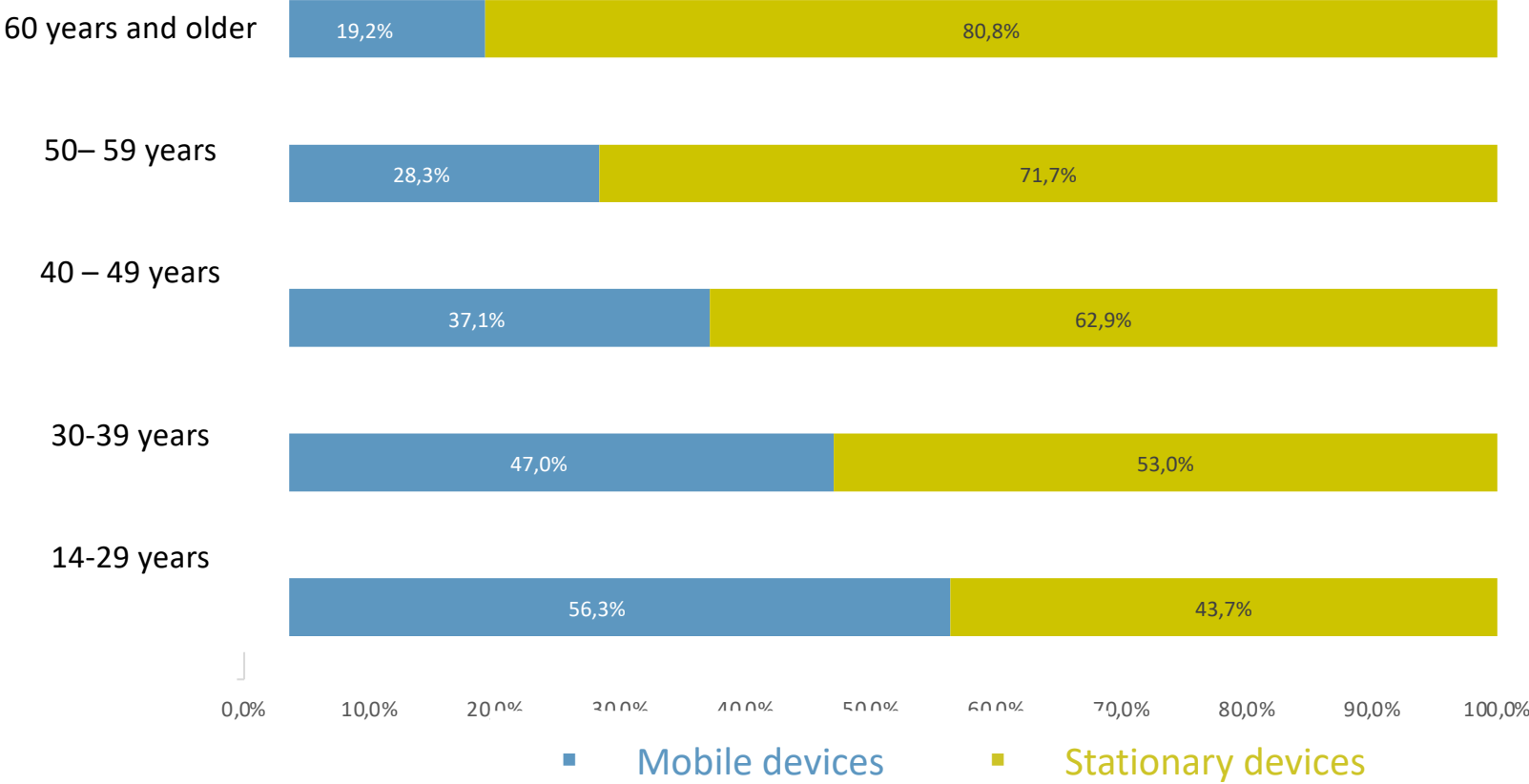
The Future of E-Commerce in Germany

Tipping Point: No way back

3 out 4 customers want to spend the same or even more in the future



Increase in mobile commerce



Increase of Social Commerce

Social Networks – easy market access



The future of retail is personal

Creation of proximity through VR-Applications



Smart Devices

Interest in smart digital assistants increases



I would like to use digital assistants such as Google Home, Siri, Amazon Alexa or Cortana for ordering as well.

2019

11.4%

2020

14.2%

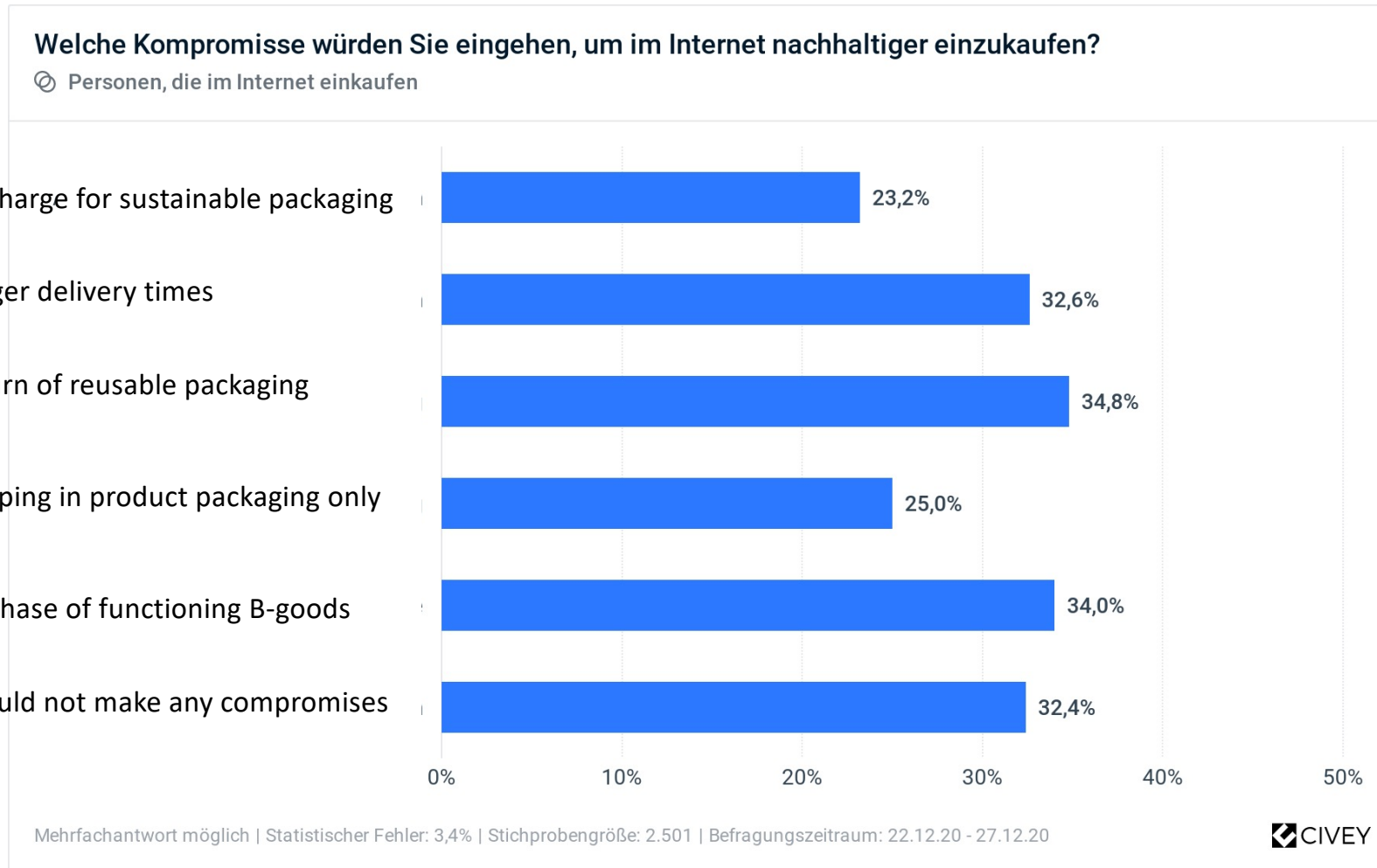
Sustainability

Sustainable behaviour of online sellers increasingly in focus

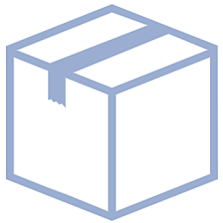
When shopping online, almost 25 percent of consumers want to buy from retailers who meet their sustainability criteria.

Sustainability

compromises would you make to buy more sustainably?



What to expect for 2021?



E-commerce sales of goods are expected to grow by **12.5%** in 2021.



This means **that e-commerce in goods and services** will **certainly pass the 100 billion euro mark.**

**Thank you very much for your
attention!**

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