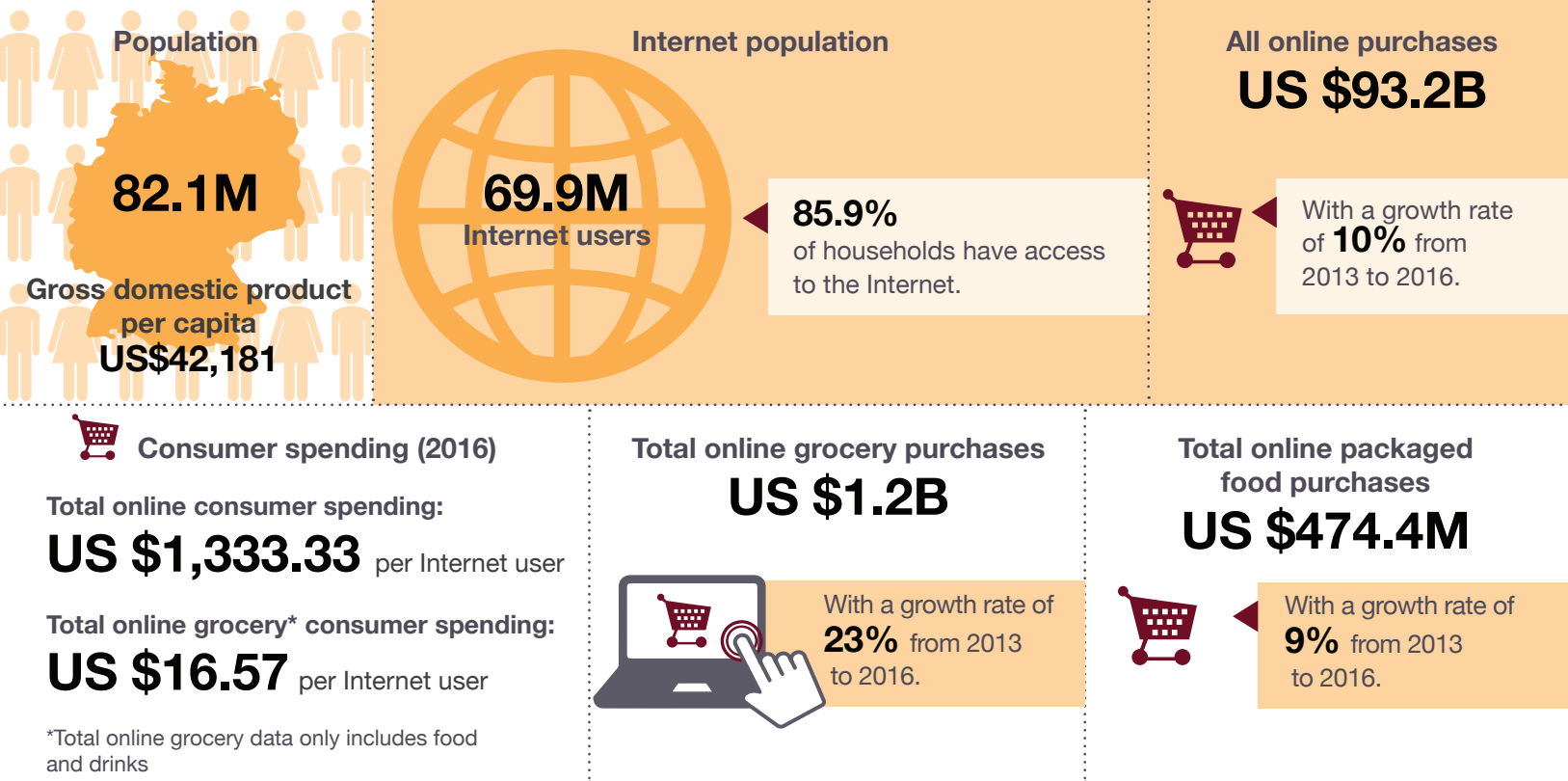


# AN OVERVIEW OF E-COMMERCE TRENDS IN GERMANY



BASIC ELEMENTS TO CONSIDER FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) DOING BUSINESS IN GERMANY VIA E-COMMERCE CHANNELS

## QUICK FACTS

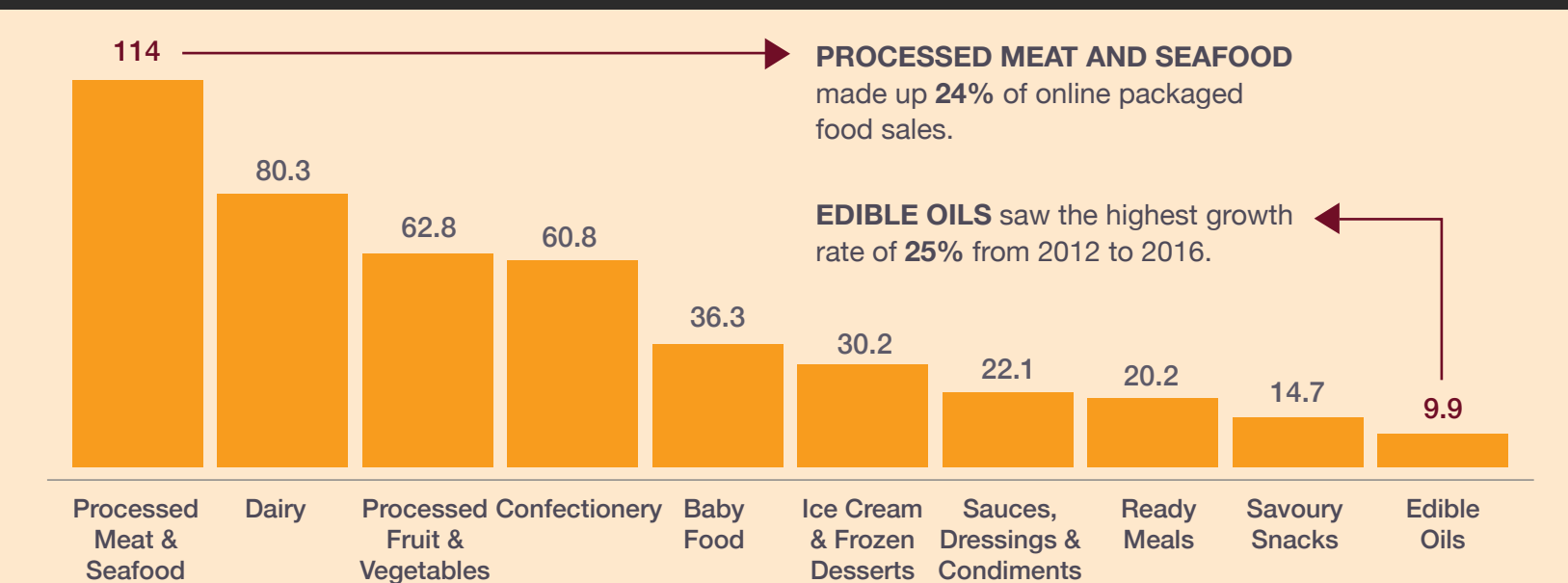


## TOP DEVICES USED FOR MAKING ONLINE PURCHASES



M-commerce is forecast to account for 16% of all Internet retail sales by 2021, with a growth rate of 22% from 2017 to 2021. This growth is due in part to larger phone screens and improved payment security.

## TOP PACKAGED FOODS SOLD ONLINE (US\$ MILLIONS)



# GERMAN CUSTOMER BEHAVIOUR & TRENDS

Although Internet sales in the food and drink category were relatively low in 2016, it was still the best performing category. German consumers are increasingly going online to purchase beverage products such as coffee pods, tea bags, and coffee beans, as well as specialized food products that are not available in local supermarkets.



## GERMAN SHOPPERS WANT:

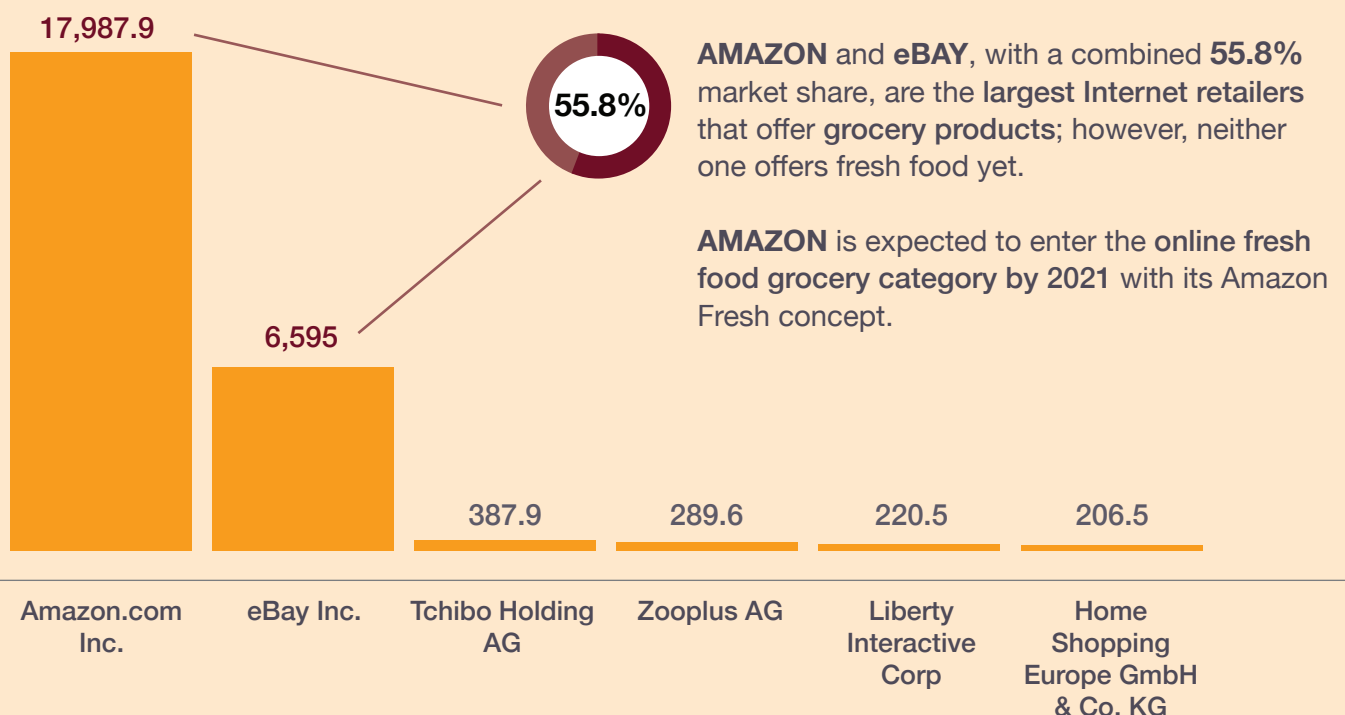
- ▶ A variety of brands and prices.
- ▶ Easy-to-understand return policies.
- ▶ Well-functioning and user-friendly mobile platforms.
- ▶ Free and fast delivery options.
- ▶ Convenient and trustworthy payment options.
- ▶ Fast and interactive online customer service.

Germany has the highest Internet and mobile subscriber base in Western Europe.

## UNDERSTANDING GERMANY'S ONLINE MARKETPLACE

- ▶ Recently improved fresh food logistics have encouraged German grocery retailers to extend their delivery areas.
- ▶ Rewe and Edeka are the largest store-based grocery retailers in Germany and are also key online grocery players.
- ▶ Rewe has recently launched a grocery shopping app.
- ▶ Online sales in Germany are expected to increase at a compound annual growth rate of 10% from 2016 to 2021. Consumers' growing interest in online shopping is due to increasing trust in methods of payment, and a growing number of mobile shopping apps.
- ▶ Payment methods are still a deterrent for German consumers shopping from a mobile device due to security reasons.

## GERMANY'S TOP ONLINE RETAILERS\* US\$ MILLIONS



\*Note: Only includes top retailers that sell groceries online. Data represents total e-commerce sales (i.e. food and other products).

Source: Euromonitor International, 2017.

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