

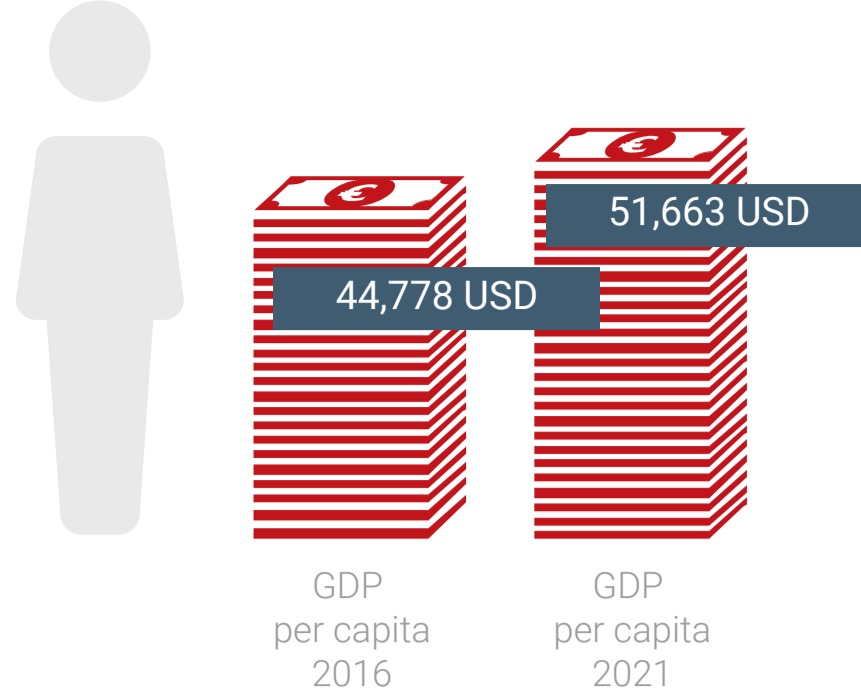
Insights into the growth of Austrian eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to **8.6 million** people with a **total GDP of 374 billion USD**. **GDP per capita** is currently **44,778 USD** and expected to reach **51,663 USD** by 2021.

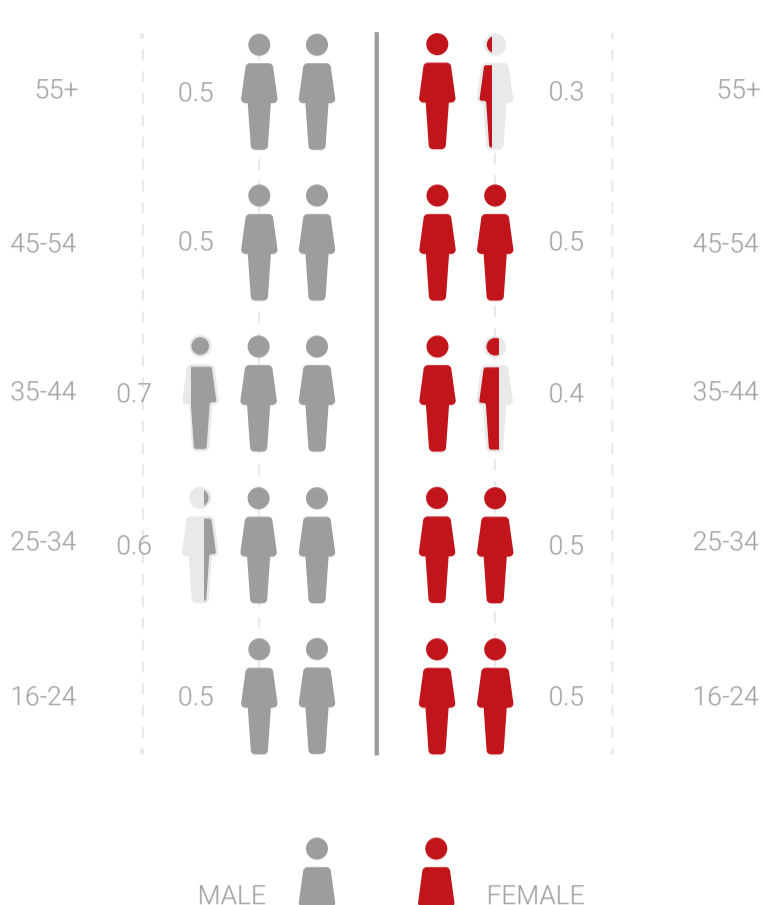
AUSTRIA IS RANKED AS THE 23RD RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS.



User Insights

There are currently **4.9 million eCommerce users**, with an additional **890,000 users** to be shopping online by 2021. These **5.8 million** eCommerce users will represent **78.4%** of the total population.

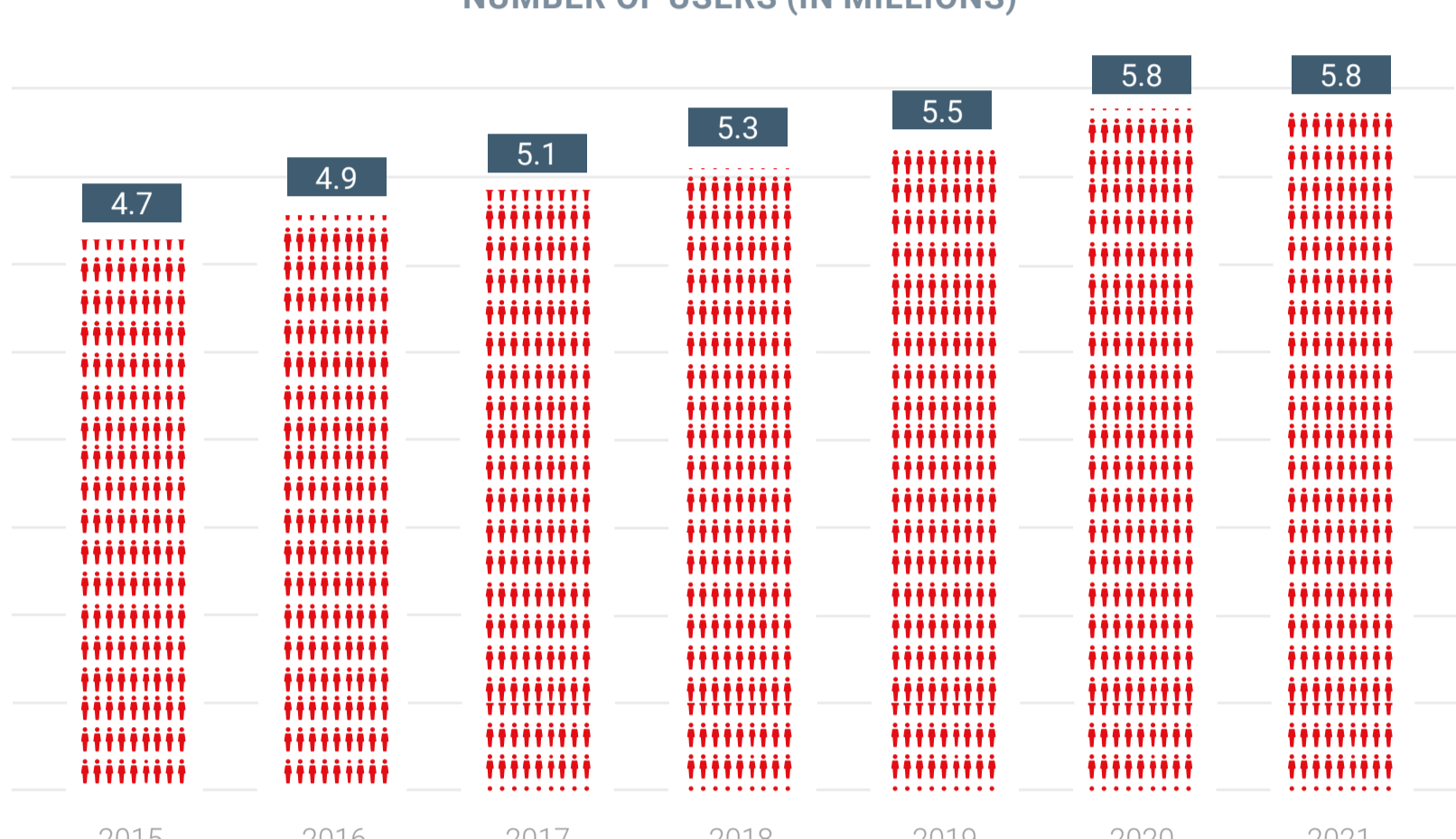
USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends **884 USD** online, which will grow to **1,140 USD** by 2021.



NUMBER OF USERS (IN MILLIONS)



Shopping Categories

Total eCommerce revenue across all product categories is **4.4 billion USD**, expected to reach **6.6 billion** by 2021.

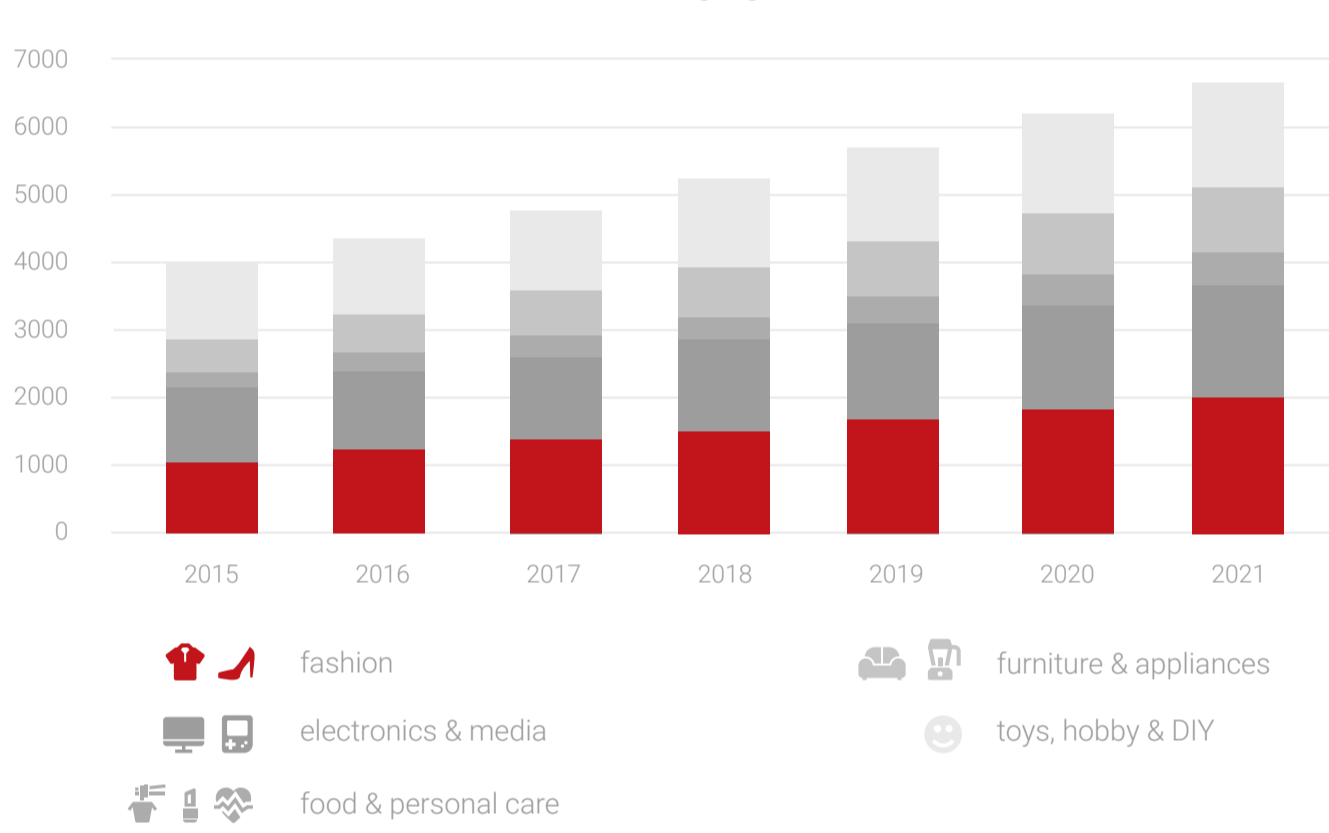


Fashion is currently the **leading product category**, accounting for **1.2 billion USD** market share.



Electronics is a close second, accounting for **1.1 billion USD**.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does Austria buy from?

Germany supplies Austria with **65 billion USD** in imports. Other key import partners are **Italy (10.8 billion USD)**, **China (9.1 billion USD)**, **Switzerland (8.9 billion USD)** and the **Czech Republic (6.93 billion USD)**.



Preferred Online Payment Methods

81% of shoppers use payment against invoice when shopping online. **Credit card payments** have been used online by **58%** of online shoppers, and **Paypal** is used by **41%** of online shoppers.



SOFORT, debit, cash on collection, cash on delivery and payment in advance are all used by online shoppers.

Logistics & Infrastructure

66% of Austria's population reside in **urban areas**, but international retailers can rest assured that the infrastructure and logistics are in place to deliver to rural areas.



In 2016, Austria was ranked **7th** in the **World Bank Logistics ranking**, making it among the **easiest countries to deliver to** in the world.

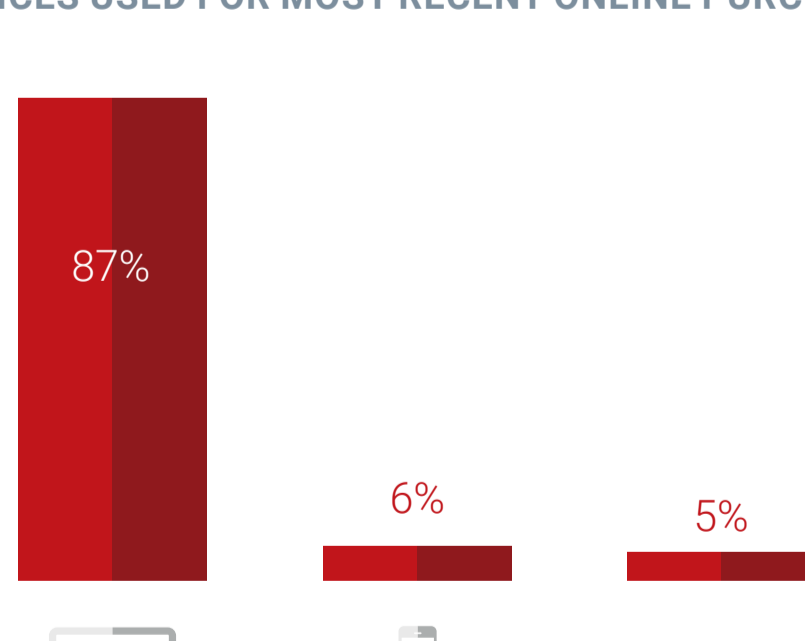
Device Usage

Internet penetration is currently at **76.7%**, and should reach **79.6%** by 2021.

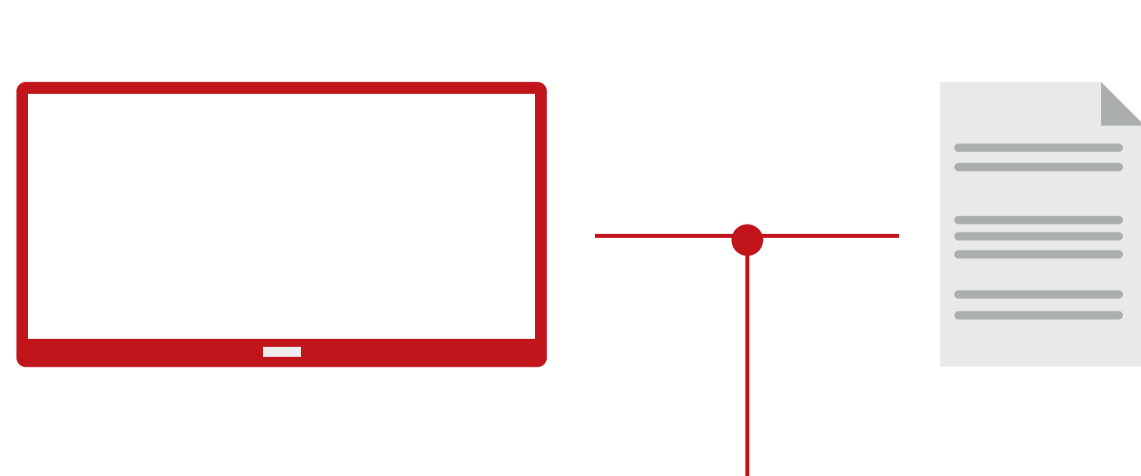


Smartphone penetration is **59.8%** and is projected to grow to **80.5%** by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing



Television and newspaper are the leading marketing spend channels, accounting for **571 million USD** and **754 million USD** respectively.

Austria's **social media penetration** is just **51%** of the population, with this expected to reach **55%** by 2021. Popular networks include **Facebook**, **Twitter** and **Youtube**, as well as lesser known networks such as **XING** and **StudiVZ**.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.