

# Insights into the growth of German eCommerce

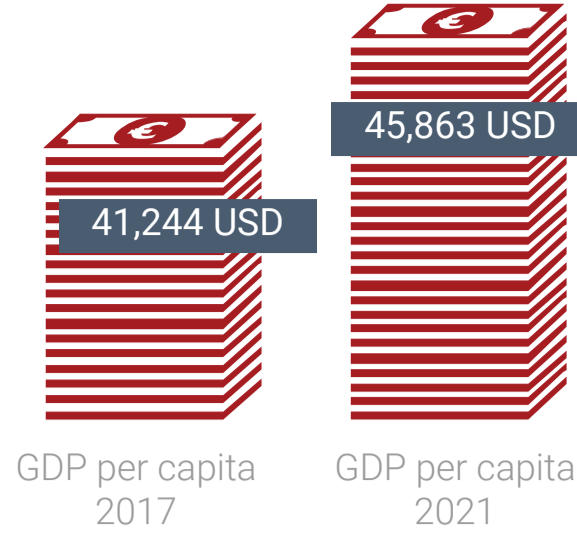
Economy, online shopper profiles, logistics, payment methods and marketing



## Economy

Home to **82.67 million** people with a total GDP of **3.48 trillion USD**.

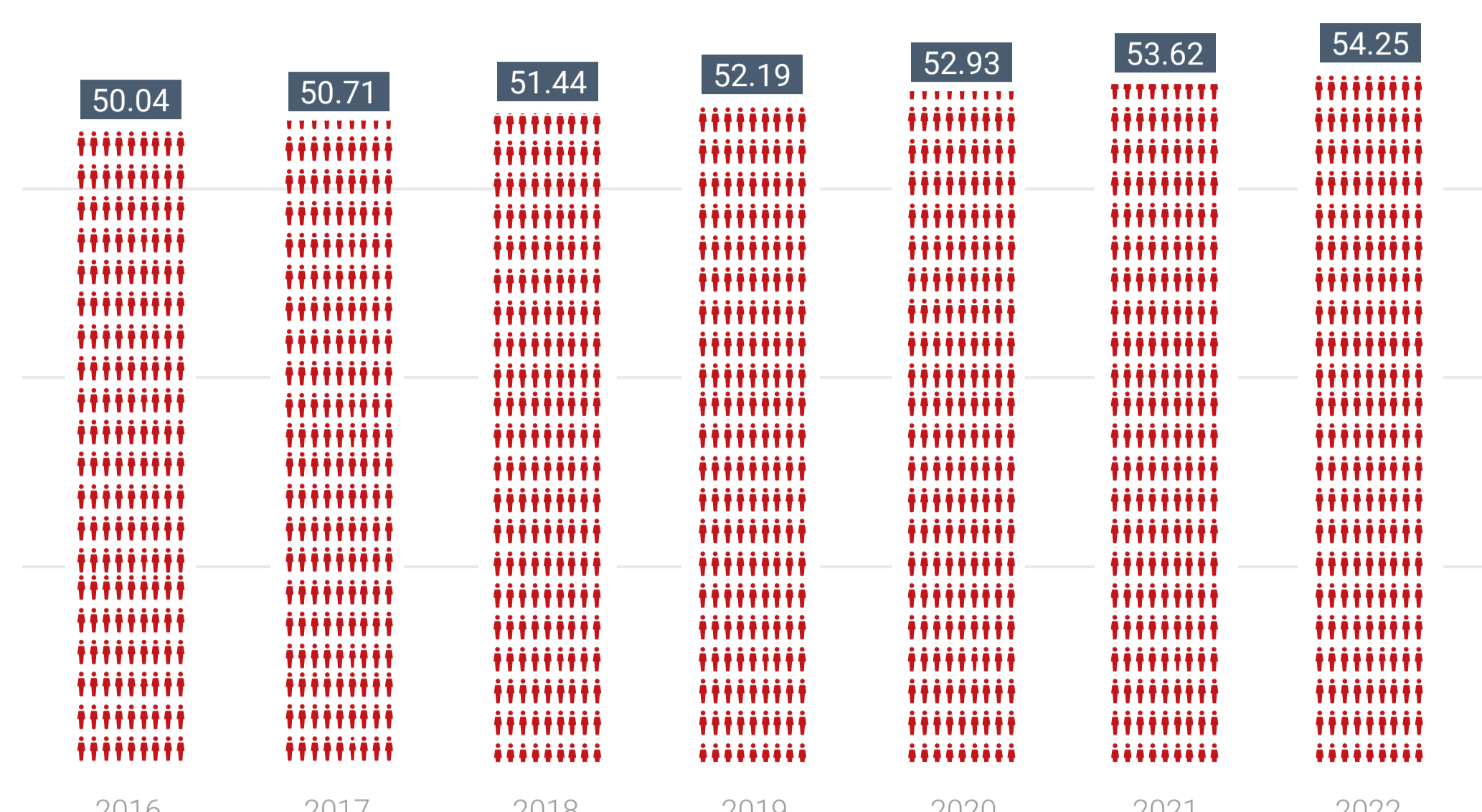
GDP per capita is currently **41,244 USD** and expected to reach **45,863 USD** by 2021.



## User Insights

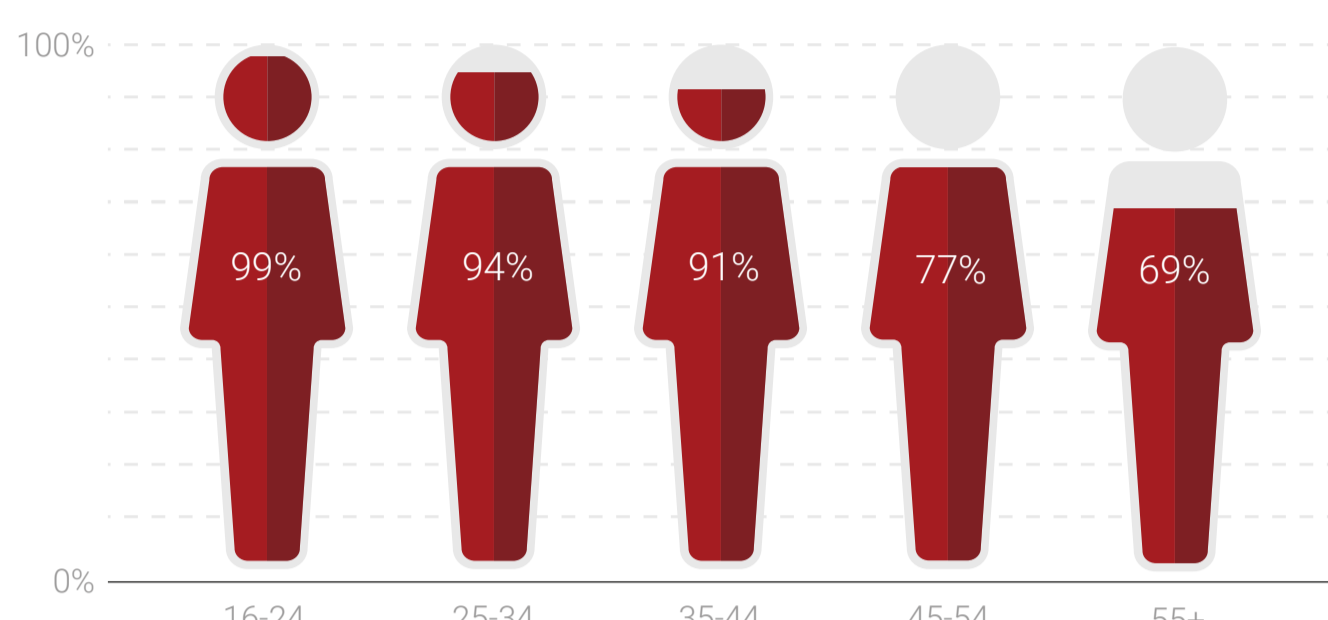
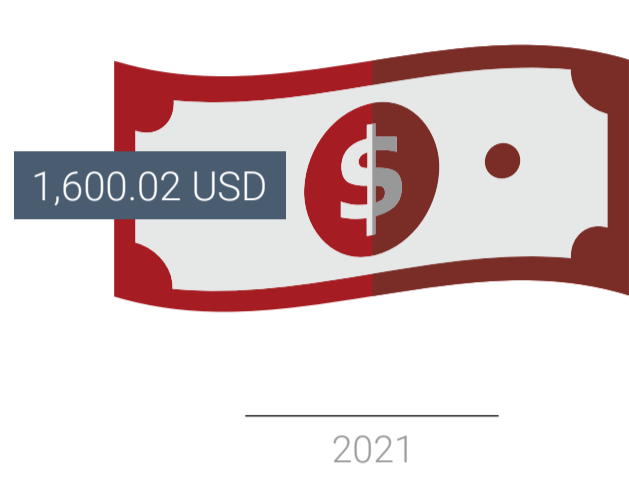
There are currently **50.71 million eCommerce users** in Germany, with an additional **2.91 million users** to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



## Shopping Categories

Total eCommerce revenue across all product categories is **63.45 billion USD**, expected to reach **85.79 billion USD** by 2021.

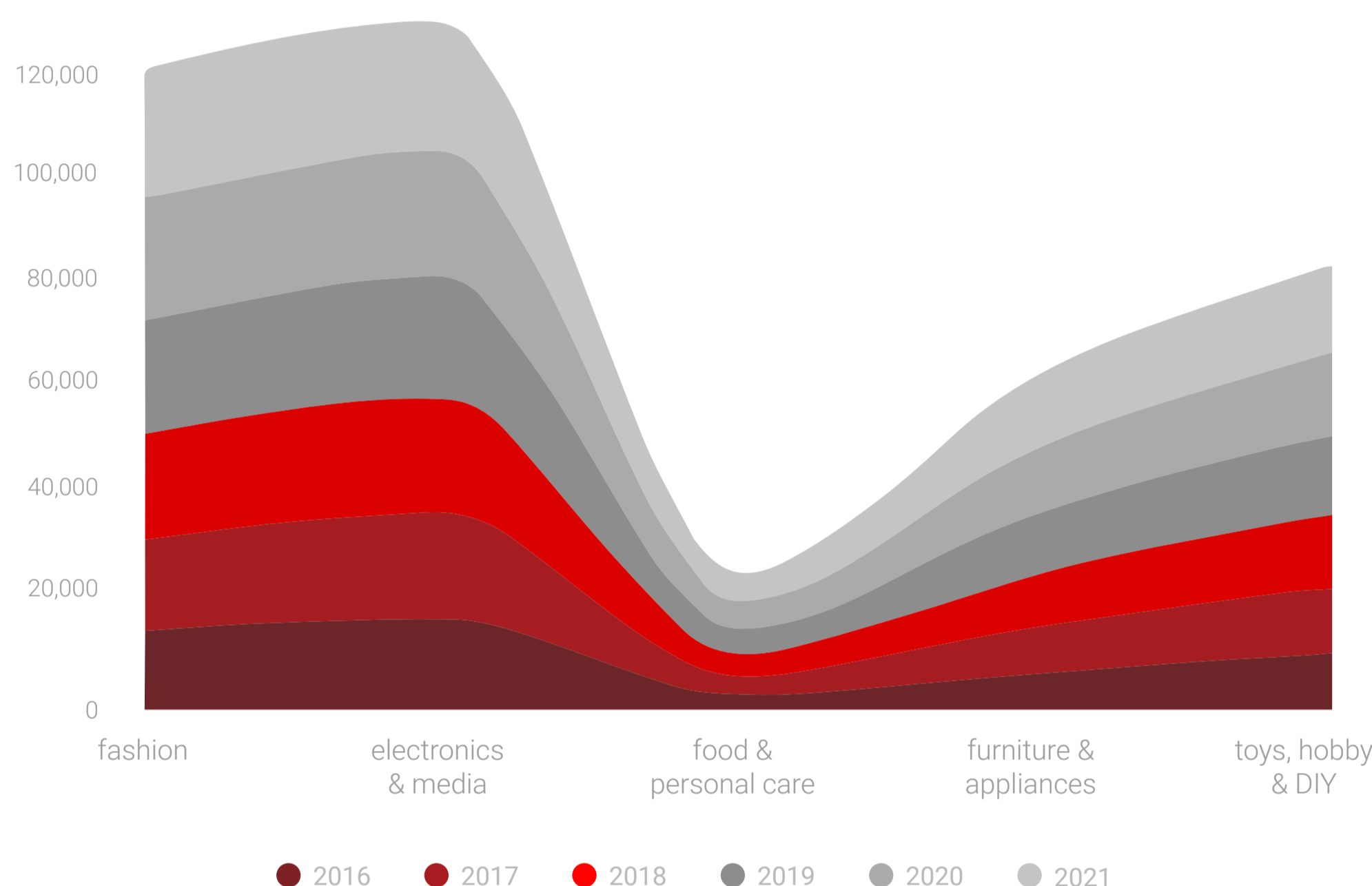


**Electronics & Media** is currently the leading product category, accounting for **20.20 billion USD** market share.



**Fashion** is second, accounting for **17.69 billion USD**.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



## Logistics & Infrastructure



In 2016, Germany was ranked **1<sup>st</sup>** in the **World Bank Logistics** ranking.

## Preferred Online Payment Methods

**73%** of German shoppers like to pay via **PayPal** when shopping online.



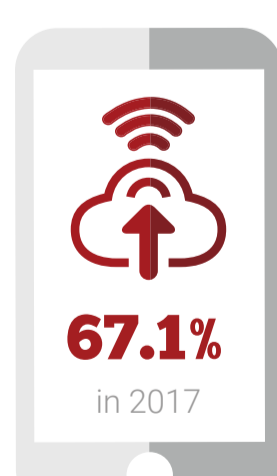
## Where does Germany buy from?

The **Netherlands** supplies Germany with **99 billion USD** in imports. Other key import partners are **France (\$78.9 billion)**, **Belgium (\$66.4 billion)**, **China (\$65.2 billion)** and **Italy (\$58.3 billion)**.



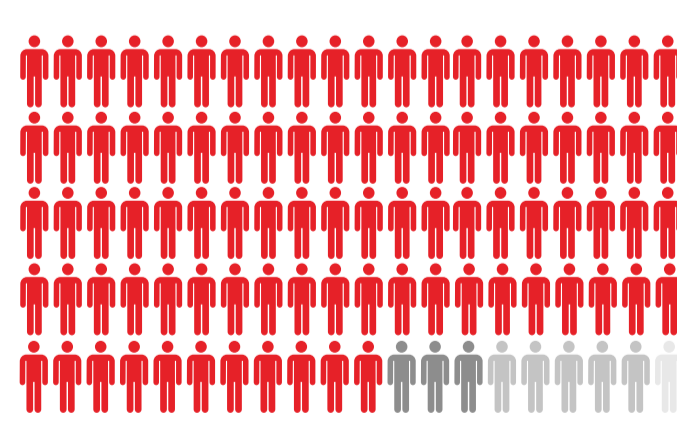
## Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



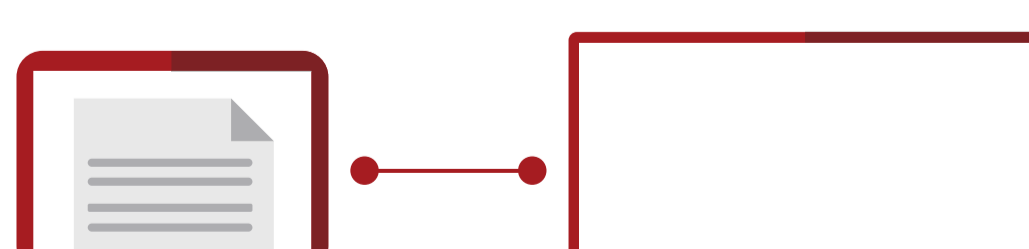
Internet penetration is currently at **81.4%**, and should reach **83%** by 2021.

Smartphone penetration is **67.1%** and is projected to grow to **77.8%** by 2021.



## Marketing

In 2017, **10.47 million USD** was spent on TV advertising.



**45.9 million** Germans are monthly active social network users, thanks to **WhatsApp, YouTube, Snapchat** and **Instagram**, which are the leading social networks.

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.