

Insights into the growth of Austrian eCommerce

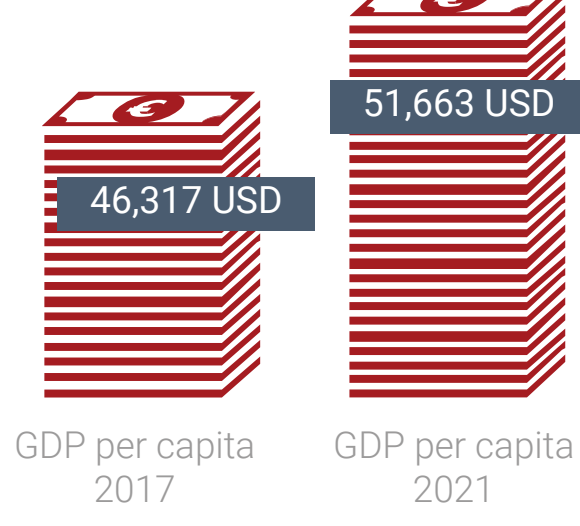
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 8.75 million people with a total GDP of 386.43 billion USD.

GDP per capita is currently 46,317 USD and expected to reach 51,663 by 2021.

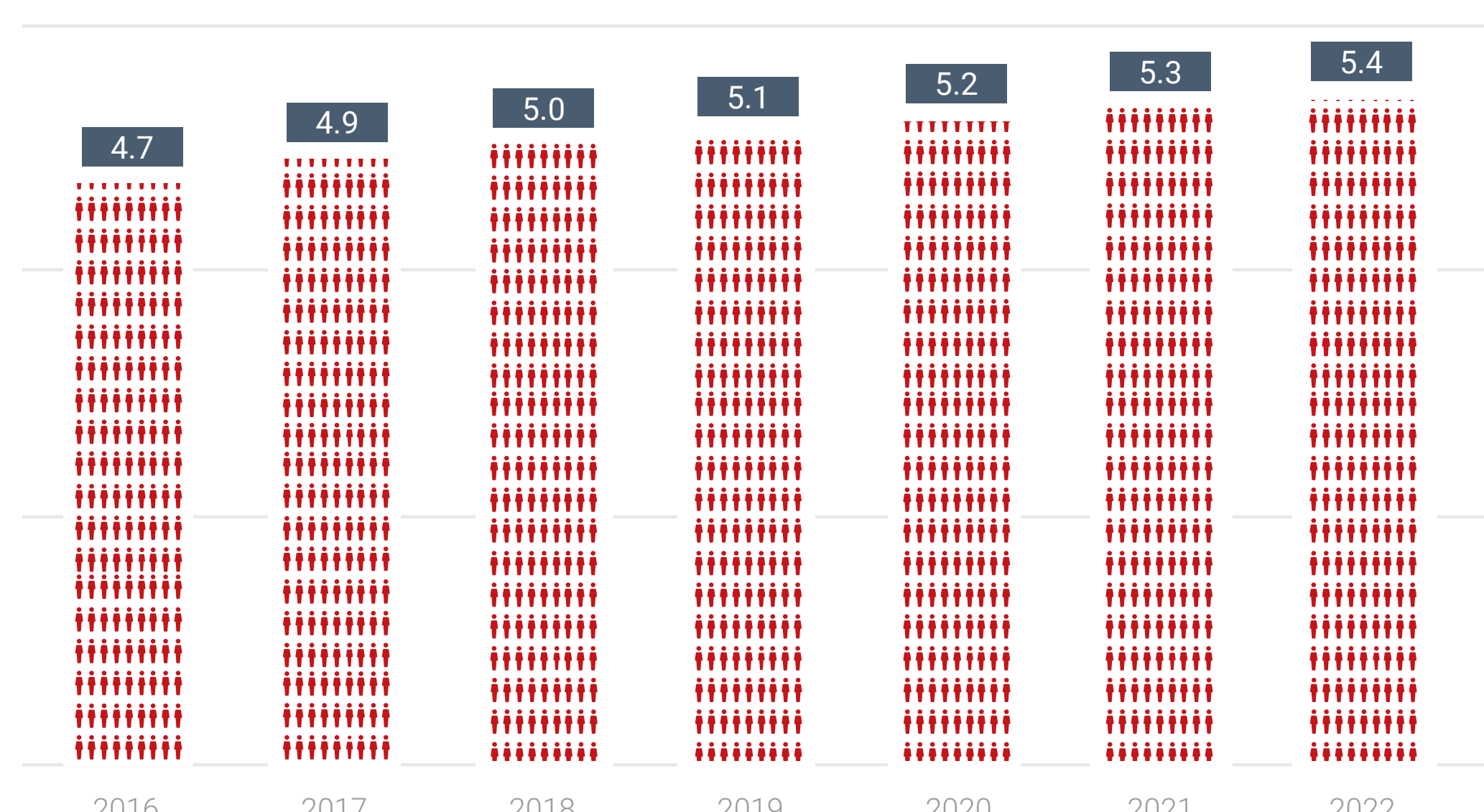


AUSTRIA IS RANKED AS THE 45TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

User Insights

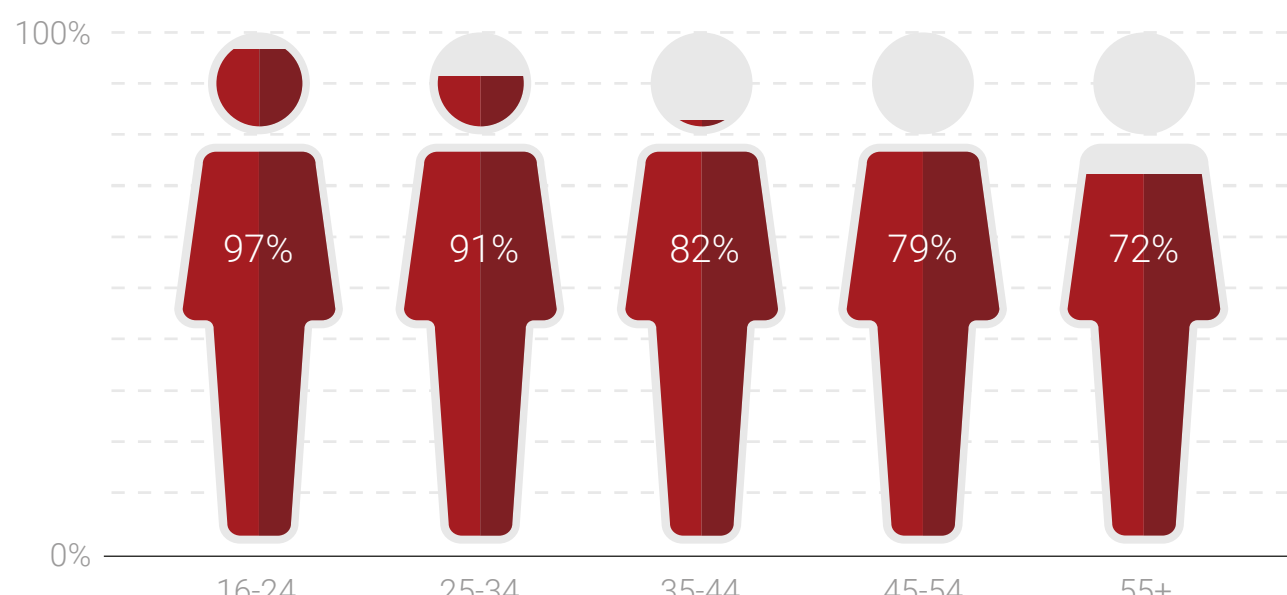
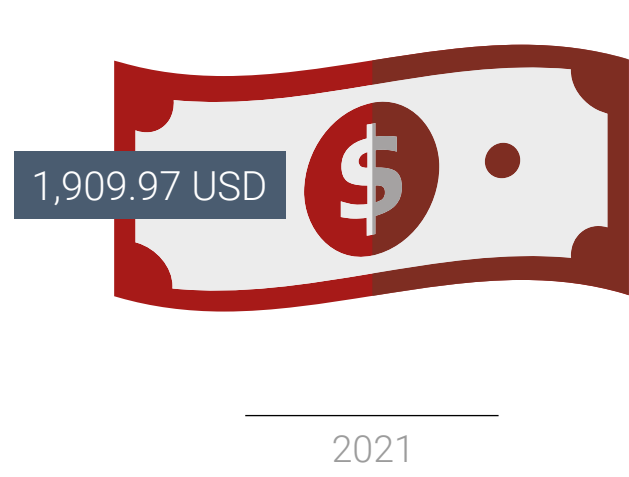
There are currently 4.86 million eCommerce users in Austria, with an additional 490,000 users to be shopping online by 2021.

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 7.07 billion USD, expected to reach 9.82 billion USD by 2021.

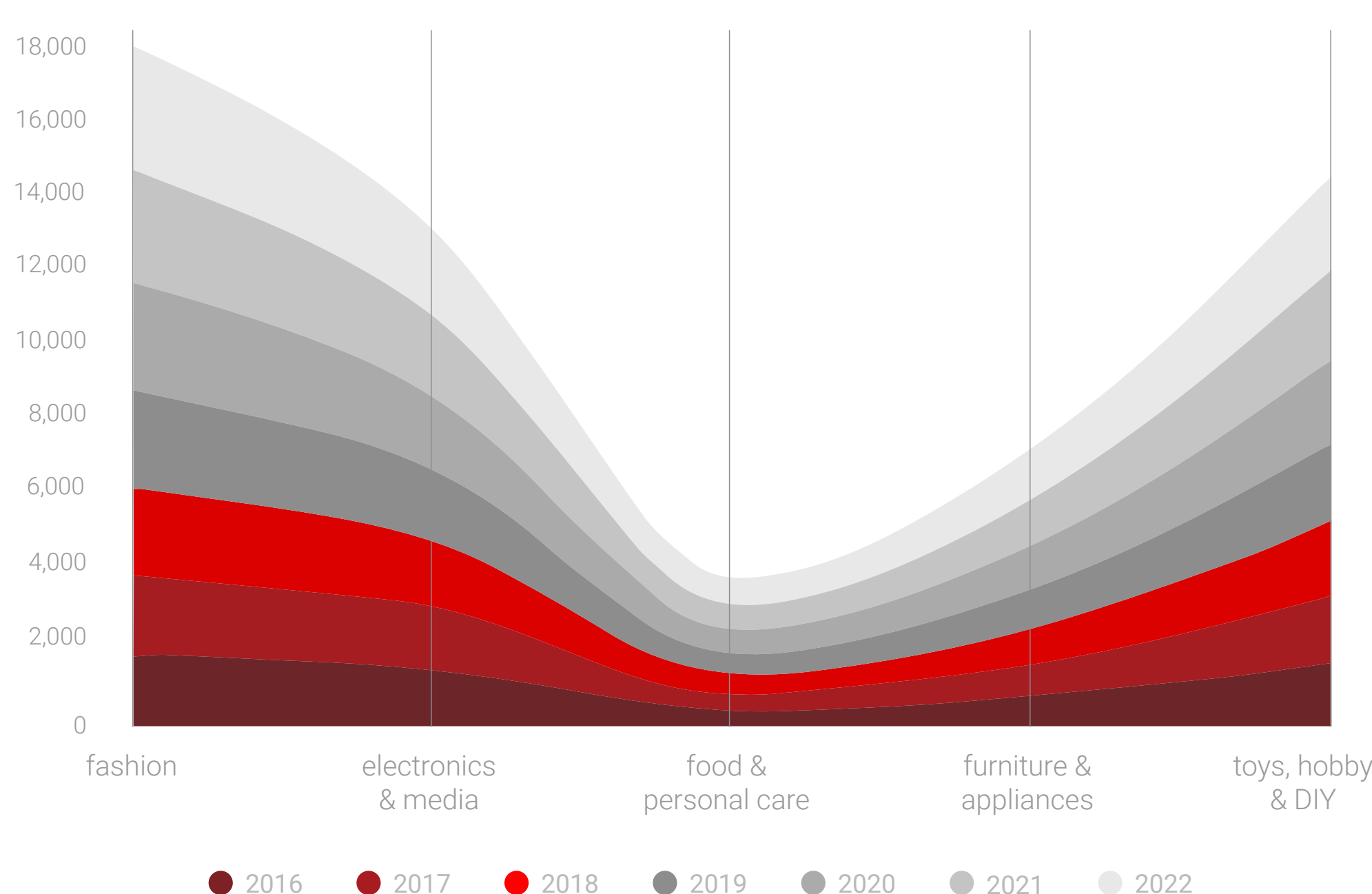


Fashion is currently the leading product category, accounting for 2.16 billion USD market share.



Toys, Hobby & DIY is second, accounting for 1.86 billion USD.

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



Logistics & Infrastructure



In 2016, Austria was ranked 7th in the World Bank Logistics ranking.

Preferred Online Payment Methods

81% of Austrian shoppers like to pay cash on delivery when shopping online.



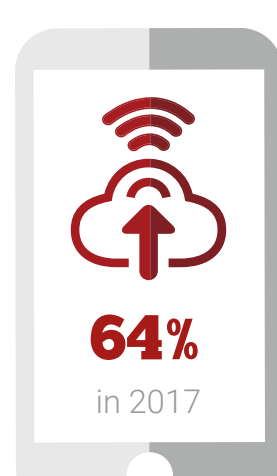
Where does the Austria buy from?

Germany supplies Austria with 56.6 billion USD in imports. Other key import partners are Italy (9.2 billion USD), Switzerland (8.36 billion USD), China (8.28 billion USD) and the Czech Republic (6.21 billion USD)



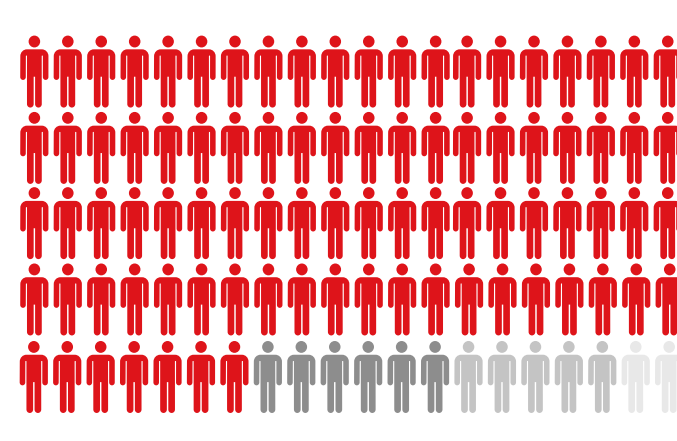
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



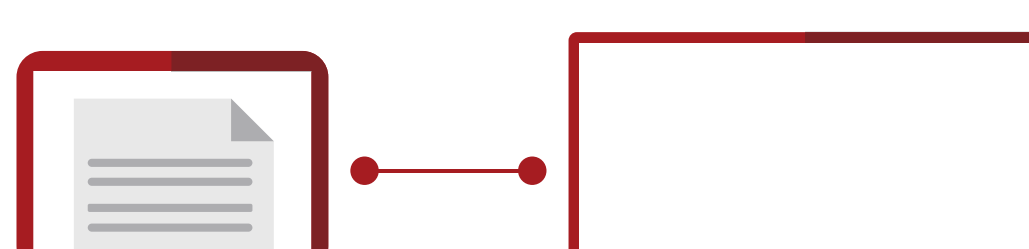
Internet penetration is currently at 77.5%, and should reach 79.6% by 2021.

Smartphone penetration is 64% and is projected to grow to 73.4% by 2022.



Marketing

In 2016, total ad spend reached 4.58 billion USD.



There are 5.78 million social network users, Snapchat, Instagram, Facebook and Pinterest 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.