



GERMANY

2015 eCommerce Summary

One Sentence Overview

The second most populous nation in Europe, Germany has a sizeable eCommerce market and supports unique payment methods.

Mobile Usage

In 2015, 32% of all eCommerce sales were attributed to mobile shoppers, with 16% of sales originating on tablets and 16% on smartphones.

Omni-channel Presence

Over 60% of large online commerce stores support omni-channel initiatives, with many more looking to expand and develop their solutions.

Major Shopping Days

Home to some of the first Christmas tree and advent traditions, Germans spend more near the Christmas Holiday.

Global eCommerce Rank: #5

2015 eCommerce Revenue: \$62 billion (↑12%)

Population Density



low

high

Demographics

- **Population:** 81 million
- **Urban population:** 75%
- **GDP:** \$3.3 trillion (#4)
- **Average household income:** \$49,000 (€43,847)
- **Average age:** 44 years
- **Languages:** German (95%), French (3%), English (2%)

Why Are Retailers Here?

As the second largest eCommerce market in Europe and the second most populous nation on the continent, Germany offers a buyer-rich landscape for retailers looking to capitalize on the European market. Fulfillment infrastructures are well developed and shoppers have a large and increasing disposable income (approximately \$31,000 or €27,700 for an average household per year).



eCommerce Outlook

Industry Projections

By 2018, eCommerce sales are expected to rise by 34%, bringing the total market to nearly **\$83 billion**.

Germany rounds out the top five largest digital buyer populations in the world with 47 million digital buyers, a figure expected to grow to 49 million by 2018.

Major Holiday

In 2015, consumers spent **\$13 billion** online during the fourth quarter holiday season, resulting in double digit growth from the previous year and accounting for 27% of all holiday sales.

Global Impact

Cross-border

German cross-border shoppers primarily look to the U.K., the U.S., and France for goods, with better product availability cited as the top motivation for shopping abroad.

Germany is a popular shopping destination for European nations, especially Italy (23% of digital shoppers buy from Germany), Spain (17%), and Sweden (15%).

Payment Methods

Non-credit card payments such as SEPA direct debit and SOFORT/Giropay account for 51% of payments, with credit cards (24%) and open invoicing (15%) being viable alternatives.

Notable eCommerce Characteristic

Payment Types – Compared to other leading countries, open invoice and direct debit are somewhat common forms of accepted payment in the more conservative German fiscal market. By utilizing open invoicing methods, a third party pays merchants for products purchased and collects a shopper's payment after the products are delivered.

Sources: Adyen, Deloitte, eMarketer, EuroCIS, QUARTZ, The Paypers