

# Germany

Population - 83.2 million  
Capital - Berlin  
Currency - Euros (EUR)  
Main language - German

71.4m

71.4m eCommerce users forecast for Germany in 2023

25-44  
years

Largest consumer share by age group in Germany

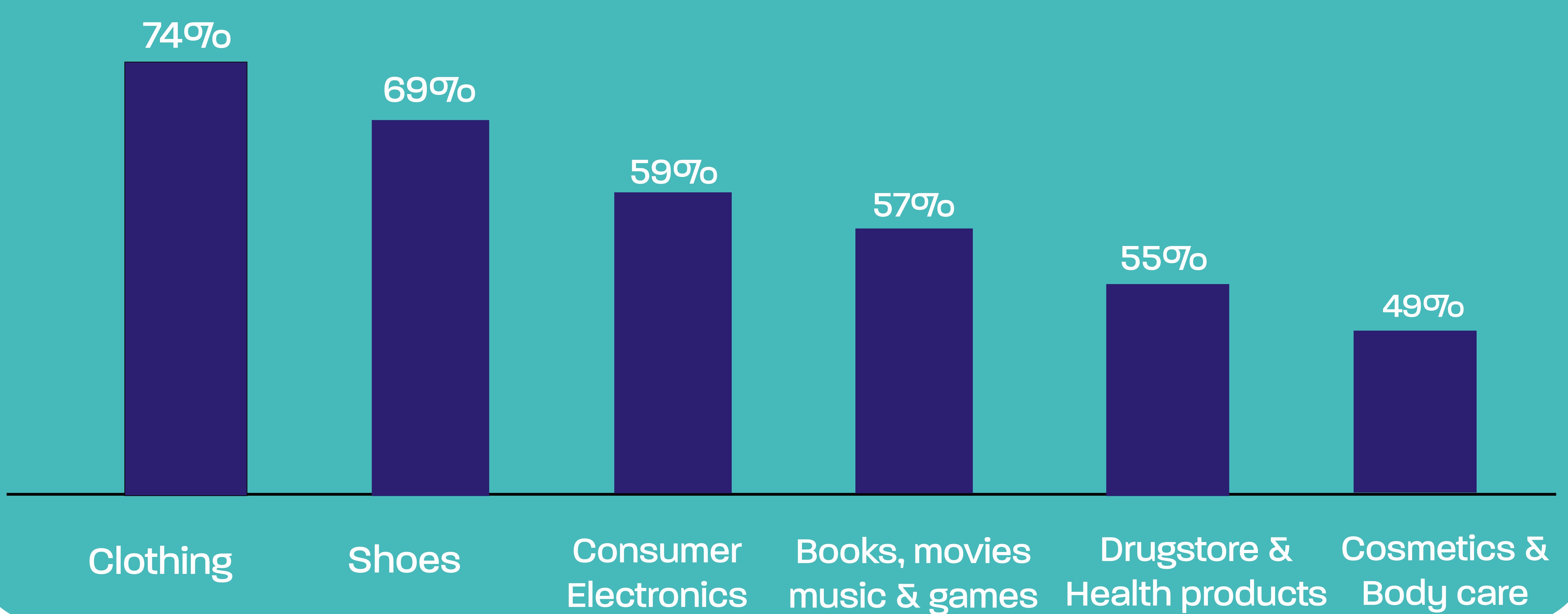
74%

74% of the population in Germany shops online

1/4

A quarter of individuals made cross-border purchases from EU sellers

## Sectors German consumers are most interested in...



## The most successful online shops are..

- \* Amazon
- \* Otto
- \* Zalando

Other retailers include; Media Markt, Apple & Ikea.

## Shipping methods offered by leading online retailers...

- \* DHL
- \* Customer pick-up
- \* Forwarding agency

Other methods include; DPD, UPS, Hermes & GLS Germany

9.9%

9.9% eCommerce share in total retail sales

25%

25% of the online retail market in Germany was cross-border

€83 billion

eCommerce market value in Germany