Euromonitor International

Digital Shopper (E-Commerce Goods and Services) in Germany

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EXECUTIVE SUMMARY

2025 Developments

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Digital Shopper (E-Commerce Goods and Services)

INDUSTRY PERFORMANCE

Balancing Rapid Fulfilment with Ethical Consumerism within Germany’S Digital Shopper Landscape

Livestreaming Surges with Influencer Campaigns

Chart 2 - Zalando Livestreams Focus on Fashion, Beauty and Lifestyles

Cheap Clicks Strategy Expands Reach and Drives Loyalty through Authentic Social Campaigns

Chart 3 - Eventim Promotes Concerts and Football Matches with “Black Deals” Offering 50% off

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Livestreaming Platforms to Drive Rapid Expansion as Shopper Habits Evolve

Retail E-Commerce to Maintain Lead as Local Preferences Shape Digital Experiences

Personalisation and Privacy Fuel Trust as Businesses Adapt Digital Journeys

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

Retail E-Commerce

Foodservice E-Commerce

Travel E-Commerce

Mobility E-Commerce

Ticketed Entertainment E-Commerce

Streaming Services E-Commerce

Bill Payments E-Commerce

E-COMMERCE (GOODS AND SERVICES) BY DEVICE AND PLATFORM

E-Commerce by Device

M-Commerce by Platform

E-COMMERCE (GOODS AND SERVICES) BY FULFILMENT MODEL

Retail E-Commerce: Delivery Vs Click-And-Collect

Retail E-Commerce: Third-Party Delivery

Consumer Foodservice E-Commerce: Delivery Vs Click-And-Collect

Consumer Foodservice E-Commerce: Third-Party Delivery

EMERGING BUSINESS MODELS

Social Commerce (S-Commerce)

Livestreaming E-Commerce

Marketplace Retail E-Commerce

Direct-To-Consumer (Dtc) Retail E-Commerce

ECONOMIC CONTEXT

Chart 8 - Economic Context for Digital Shopper (E-Commerce Goods and Services)

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Digital Shopper (E-Commerce Goods and Services)
Chart 12 - Population 2020-2030
Chart 13 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digital-shopper-e-commerce-goods-and-services-in-germany/report.