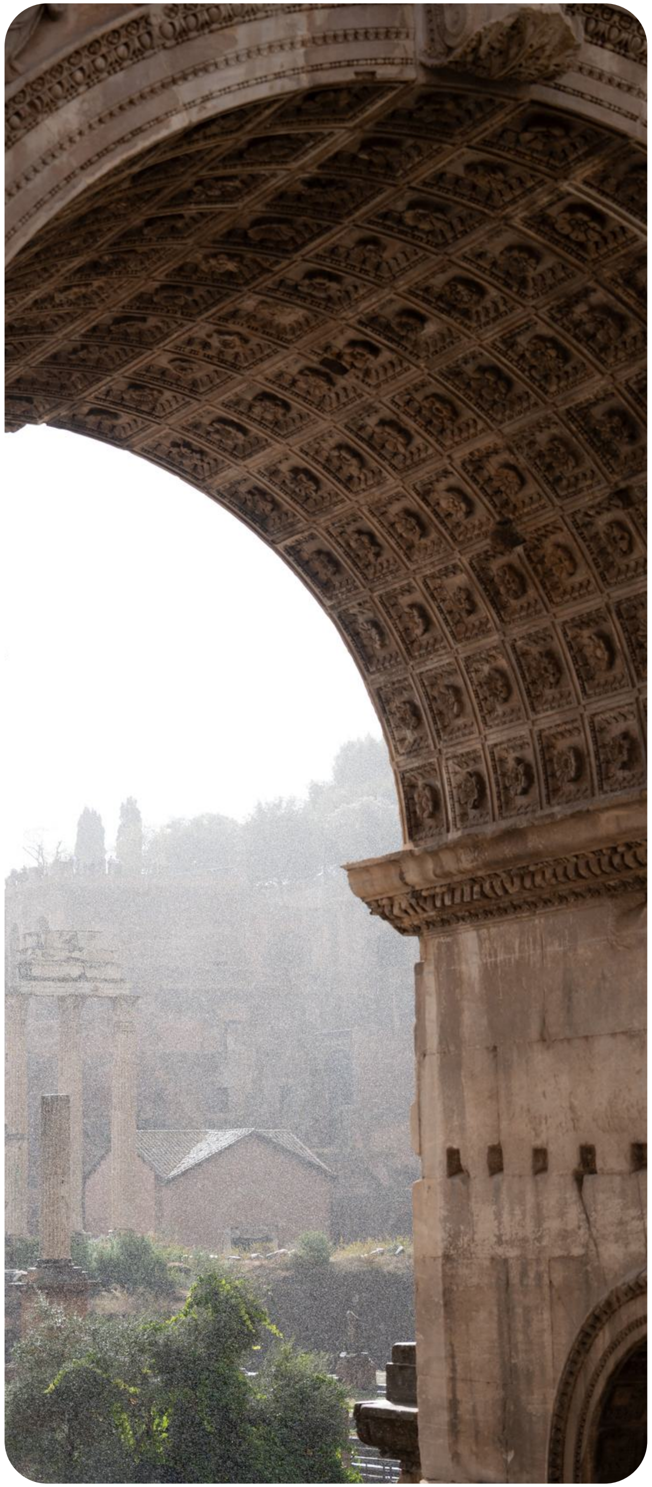
Ecommerce **Report 2023 Europe**



Nets, a part of Nexi group, is proud to present the Ecommerce report 2023. The Nets Ecommerce report analyses the challenges, conditions, and opportunities for Ecommerce in the Nordic (Denmark, Norway, Sweden), DACH (Austria, Germany, Switzerland) and CSEE (Croatia, Greece) region.

The report is based on results from surveys conducted by Kantar on behalf of Nets in the form of 50 weekly interviews among 18.680 internet users during 2023. Respondents throughout Denmark, Norway, Sweden, Austria, Germany, Switzerland, Croatia and Greece participated in the research. Respondents were taken from each region's local population, in the age group of 18–79-year-olds who have internet access. Each response was weighted by age, gender, and region, and takes into account accumulated composition.

The research report is based on two main parameters:

Spending is a parameter based on survey respondent's response on the approximation of money spent on a specific category over the previous 28 days. Estimates of total online consumption are based on the median value times the number of people shopping online in each category. The advantage of this method is that the median is less sensitive to extreme fluctuations, so it provides a more accurate picture of typical consumer behavior.

Habits of each user were based on their shopping activity over the previous 28 days. Throughout the survey, the majority of questions offered the possibility to choose multiple answers which was then calculated to represent their online shopping habits.

From **Travel** to **Streaming**: **2023's Ecommerce** Winners

During 2023 we have seen a significant growth in the overall online spend in Europe. When shopping online, consumers have traditionally spent most on travel. The pandemic put a halt to this, but the sector is now back on track and driving the overall growth within online shopping. As the Travel category is closing the "gap" it may even soon eclipse physical goods as the number one area of online consumer spend.

While to overall shape of the spending across the regions could be called similar we see marked differences in the advancement in a number of areas, the mix of physical goods types, the development of travel spending and the availability of online services varies massively between markets in Nordics, Central and Southern Europe.

This is particularly clear when analysing entertainment spending. Consumers are looking for experiences, and tickets for cultural and sporting events, as well as spending on online streaming services, topped €21 billion combined in 2023. Almost half of the services spend is going on streaming services for music, film, TV, and audiobooks.

The survey also revealed the growing importance of sustainable selling online. Half of consumers indicated they believe there is a lack of sustainable online shopping options and that they'd actively choose more sustainable shopping options if offered. Merchants that offer these options can stand out from competitors, attracting new customers while retaining existing ones.

Improving sustainability could be the next frontier for merchants. Currently, there aren't enough sustainable options for consumers when making purchases online and our research shows that merchants are missing opportunities to win customers. Merchants should look to offer recyclable packaging alternatives or greener shipping methods as a minimum. Those that don't will be left behind as consumers continue to express their preferences for greener shopping.

In the end, however, the most important for consumers is that commerce it is simple, secure, and fast. This is the experience we aim to support and with the mobile always at our fingertips, merchants can enable a shopping experience that can be difficult to match in the physical world.

I hope you will enjoy reading this year's eCom report and can benefit from the insights.

INTRODUCTION BY

Martin Pitcock
Chief Marketing Officer, eCommerce, Nexi Group

Europe in 2023 **Top Highlights**

GROWTH

+12%

Growth in spending compared to 2022 (overall) as indicated by internet users

DISTRIBUTION

49%

Distribution of overall spending on physical goods

49%

of internet users indicate they buy in their own country

32%

of internet users indicate they buy online due to convenience/simplicity

GROWTH

+20%

Growth in overall spending for travel/ travel-related services compared to 2022 as indicated by internet users

1

Are you an **online shopper?**

Welcome to our analytical journey through **Europe's shopping habits**

This report unveils the fascinating contrasts in consumer behavior across the continent, offering valuable insights into spending patterns, payment preferences, and gender dynamics.

In the core of our analysis we dissect spending habits across various categories, from essentials to luxuries, revealing how cultural influences shape shopping behaviors and guide purchasing decisions.

We will help you navigate the evolving landscape of payment preferences, where traditional methods meet modern innovations, and discover how convenience and security shape consumer choices in the cashless era.

Finally, delve into the nuances of gender dynamics in shopping, decoding the distinct personas of men and women to reveal opportunities for businesses to better connect with diverse consumer segments.

Prepare to embark on a revealing exploration of Europe's shopping ethos. This report promises not just insights, but a deep dive into the essence of consumer culture across the continent.

Renata Devčić
Head of eCommerce Marketing , Nexi Group

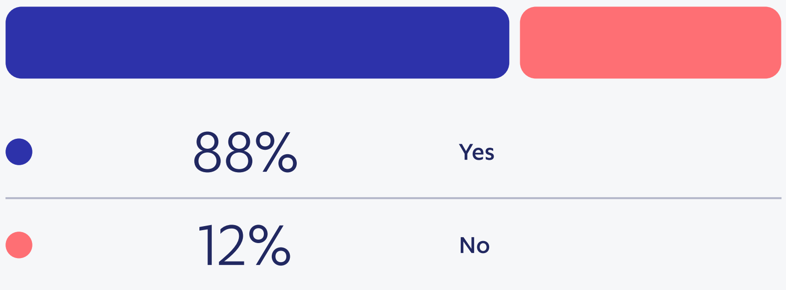
The incredible **ease** of **shopping online**

The trend of doing shopping on the internet is growing more and more year by year. The reasons for this are manifold, from finding a wider selection of products to saving time and money.

As online shopping grows into a habit, customers have new demands, such as more sustainable package and delivery options, or easy-to-use and safe payment options. Thanks to mobile phones and gadgets, being online has become the default way of being, and ecommerce services are continuously adapting to accommodate that.

Online shoppers on the rise

People who have purchased online in the last 28 days in %



Ecommerce is **everywhere**

Everybody shops online, and the differences between countries and regions are getting smaller and smaller.

The Nordic countries may have a reputation for being at the forefront of digital technologies, but the countries of DACH and Southeast Europe have the same, if not slightly higher, percentage of online shoppers.

Despite the overall lower number of internet users in the CSEE region, it's impressive to see that they all reach - or exceed - the 90% mark.

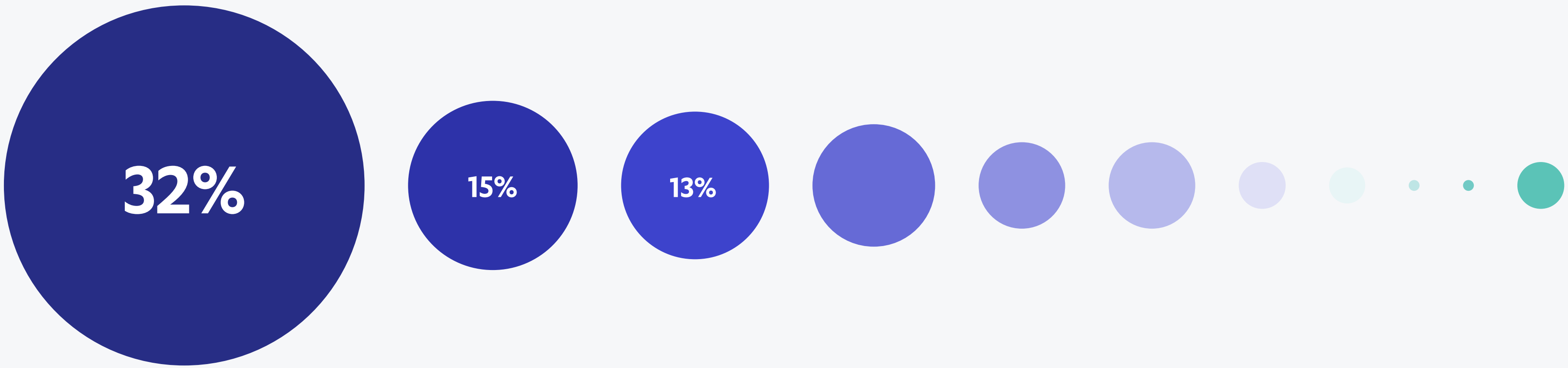
Ecommerce really does seem to offer everything we need, and the possibilities are limitless.

People who made an online purchase in the last 28 days in %

Looking for **better selection** and deals to **save time,** and **money**!

What are the reasons people shop online?

Convenient/simple	32%
Lower prices	15%
Larger range	13%
Save time	11%
Not dependent on opening hours	8%
Easy to compare prices	8%
More unique options	4%
Avoid crowds	3%
Avoid long queues	1%
Don't know	1%
Other	4%



It's all about keeping it **simple**

Taking our shopping online is all about making things easier – and cheaper.

Customers from almost all of the countries surveyed state convenience and simplicity as the number one reason for online shopping.

Of course, lower prices, too, are an important factor for shoppers from all countries – for Greeks more so than for the others.

While the Nordics and most of DACH prioritise access to a larger range of products, Switzerland, Croatia, and Greece find the time-saving aspect to be more important.

1.1

Are you an **online shopper?**

Overall spending in 2023

Ecommerce in Europe

In general, physical goods still dominate online shopping in Europe, accounting for 46% of the total spend distribution. However, at 39%, travel comes very close to taking the top spot. (In a few countries, it does!)

Of course, there are some differences in estimated online spending from country to country, but there are many similarities when it comes to meeting our basic needs.

Online spending in 2023

Estimated online spending in bn euro

200,0	Physical goods
171,4	Travel
63,9	Services

435,3 Overall Spending

We have different **shopping** priorities

When it comes to the distribution of expenditure, there are some clear differences between regions.

The Nordic countries are the only region where expenditure on travel exceeds expenditure on physical goods, although the latter is not too far behind. Could it all be down to trying to escape to warmer climes?

While all CSEE countries share the same order of physical goods, followed by travel and services, there are some differences.

In the DACH countries, second-ranked travel is much closer to first-ranked physical goods than to third-ranked services.

In Croatia and Greece, on the other hand, physical goods are more of a clear winner, with second-ranked travel coming closer to third-ranked services.

NORWAY

Physical Goods	6,7 bn eur
Services	3,9 bn eur
Travel	10,5 bn eur

SWEDEN

Physical Goods	10,9 bn eur
Services	4,7 bn eur
Travel	12,2 bn eur

DENMARK

Physical Goods	7,0 bn eur
Services	3,0 bn eur
Travel	8,0 bn eur

GERMANY

Physical Goods	117,8 bn eur
Services	30,6 bn eur
Travel	96,0 bn eur

AUSTRIA

Physical Goods	14,6 bn eur
Services	4,2 bn eur
Travel	14,6 bn eur

SWITZERLAND

Physical Goods	19.3 bn eur
Services	9,3 bn eur
Travel	17,2 bn eur

CROATIA

Physical Goods	5,9 bn eur
Services	1,2 bn eur
Travel	2,0 bn eur

GREECE

Physical Goods	17,5 bn eur
Services	6,7 bn eur
Travel	10,7 bn eur

1.2

Are you an **online shopper?**

Overall distribution of spending in 2023

435,3 Overall Spending

Are there changes on the horizon?

While physical goods still reign supreme when it comes to the distribution of spending per area, travel looks poised to catch up sooner rather than later.

The gap between the two is narrowing, and services remain steady in their third spot.

Online spending in 2023

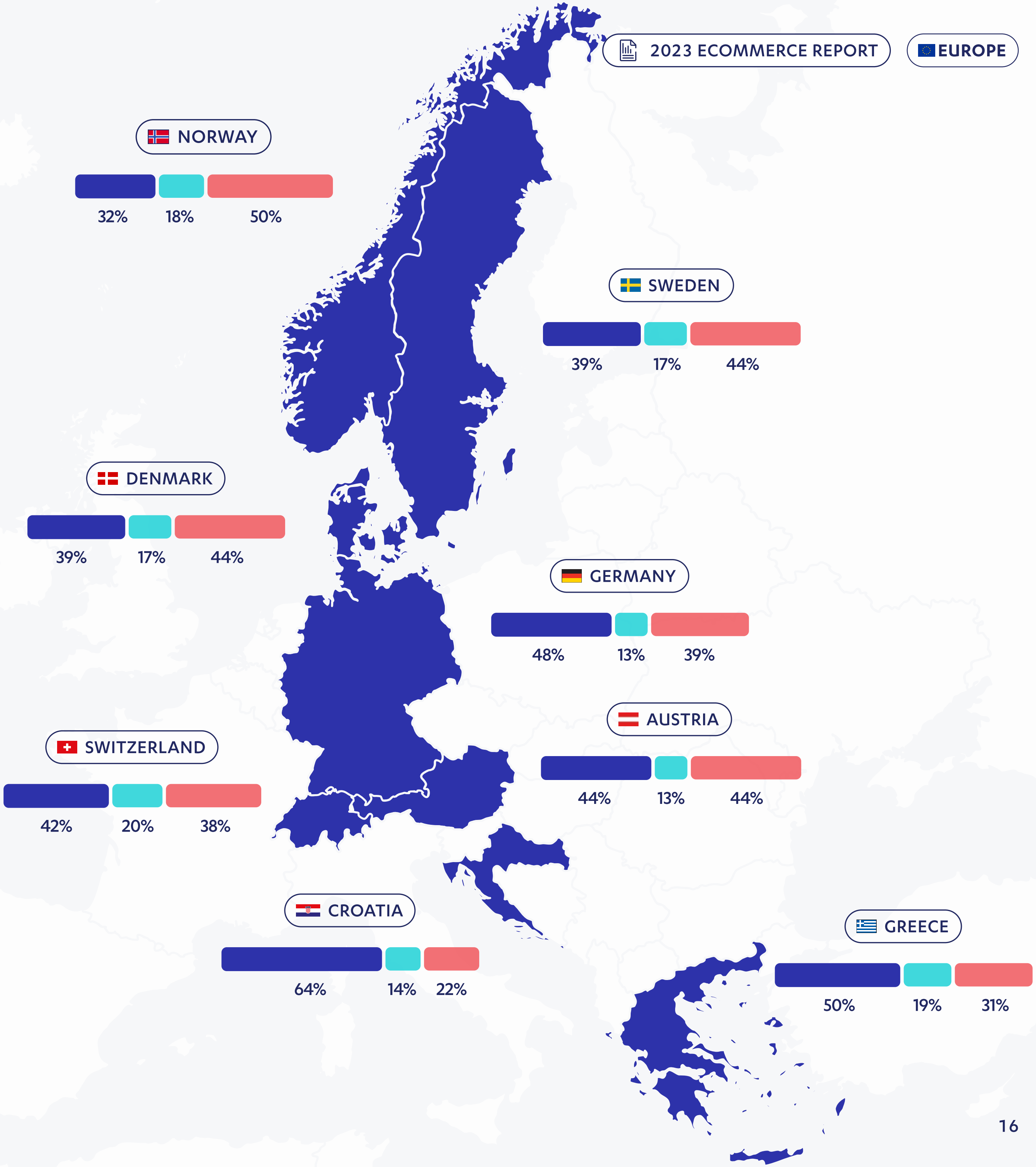
Distribution of spending per area

46%	Physical goods
39%	Travel
15%	Services

Being **different**, makes it **unique**

In 2023, spending on travel has grown in most countries. This is especially the case in the Nordics where it now dominates overall expenditure, while the countries of CSEE still prioritise physical goods.

The gap between physical goods and travel may not be too wide in the DACH countries, but in CSEE physical goods are king, and travel doesn't seem to be getting close to it just yet.



Distribution of spending in each country

- Physical goods
- Services
- Travel

Markets come in **different shapes** and **sizes**

Differences in the distribution of spending per area can, in part, simply be explained by the different sizes of countries and their respective markets.

However, it's important to also note the cultural differences and regional habits, as well as to recognise opportunities in certain smaller markets.

Physical goods

Germany	59%
Switzerland	10%
Greece	9%
Austria	7%
Sweden	5%
Denmark	4%
Croatia	3%
Norway	3%

Services

Germany	48%
Switzerland	15%
Greece	10%
Austria	7%
Sweden	7%
Norway	6%
Denmark	5%
Croatia	2%

Travel

Germany	56%
Switzerland	10%
Austria	9%
Sweden	7%
Greece	6%
Norway	6%
Denmark	5%
Croatia	1%

Distribution of spending per area in each country compared to the overall spending per area

1.3

Are you an **online shopper?**

Overall change in spending compared to 2022

Travel as a habit

In 2023, travel continued to grow, but not at the skyrocketing rates of 2022 which is an upgoing trend since COVID-19. Services, too, continue their rise at an almost steady rate.

In the past year, physical goods expenditure has recovered and is slowly growing again.

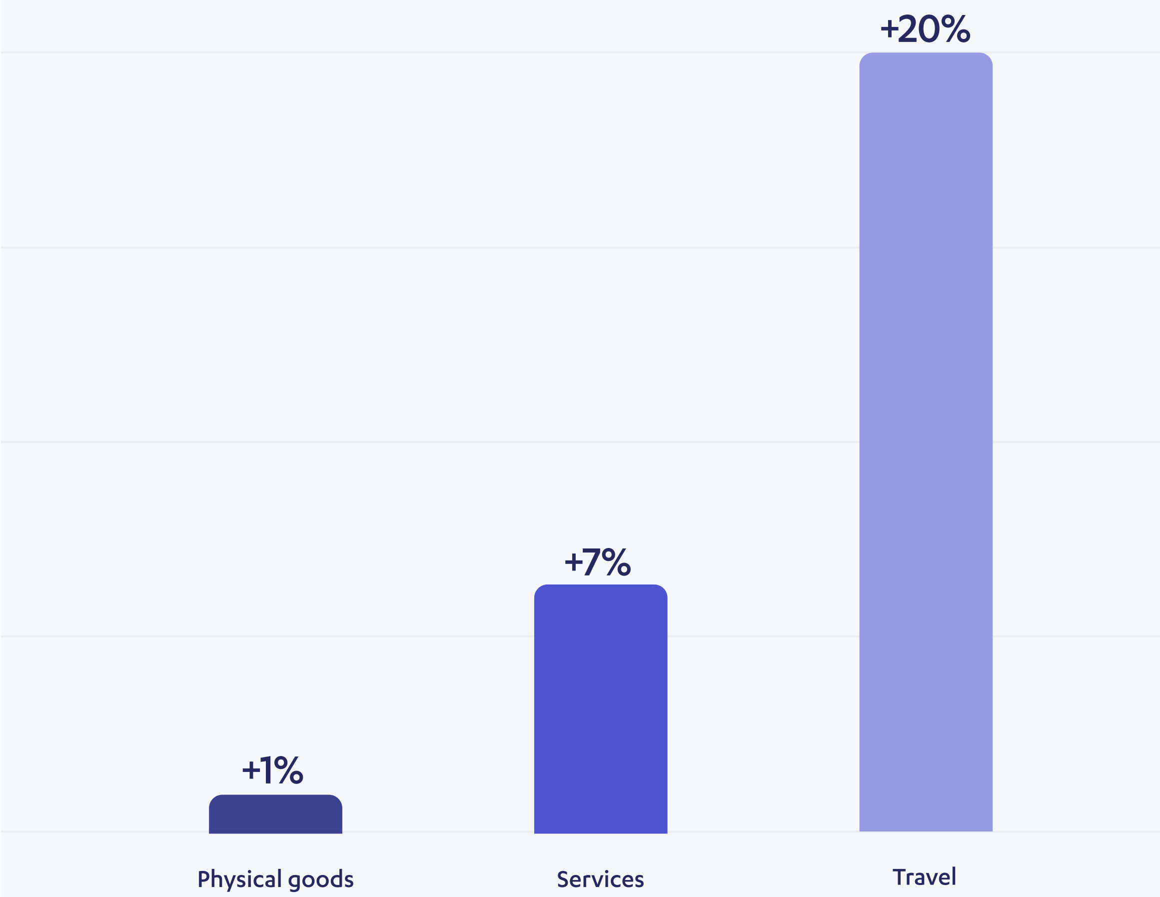
+12%

Overall change compared to 2022*

*calculation does not include Croatia and Greece due to no historic data

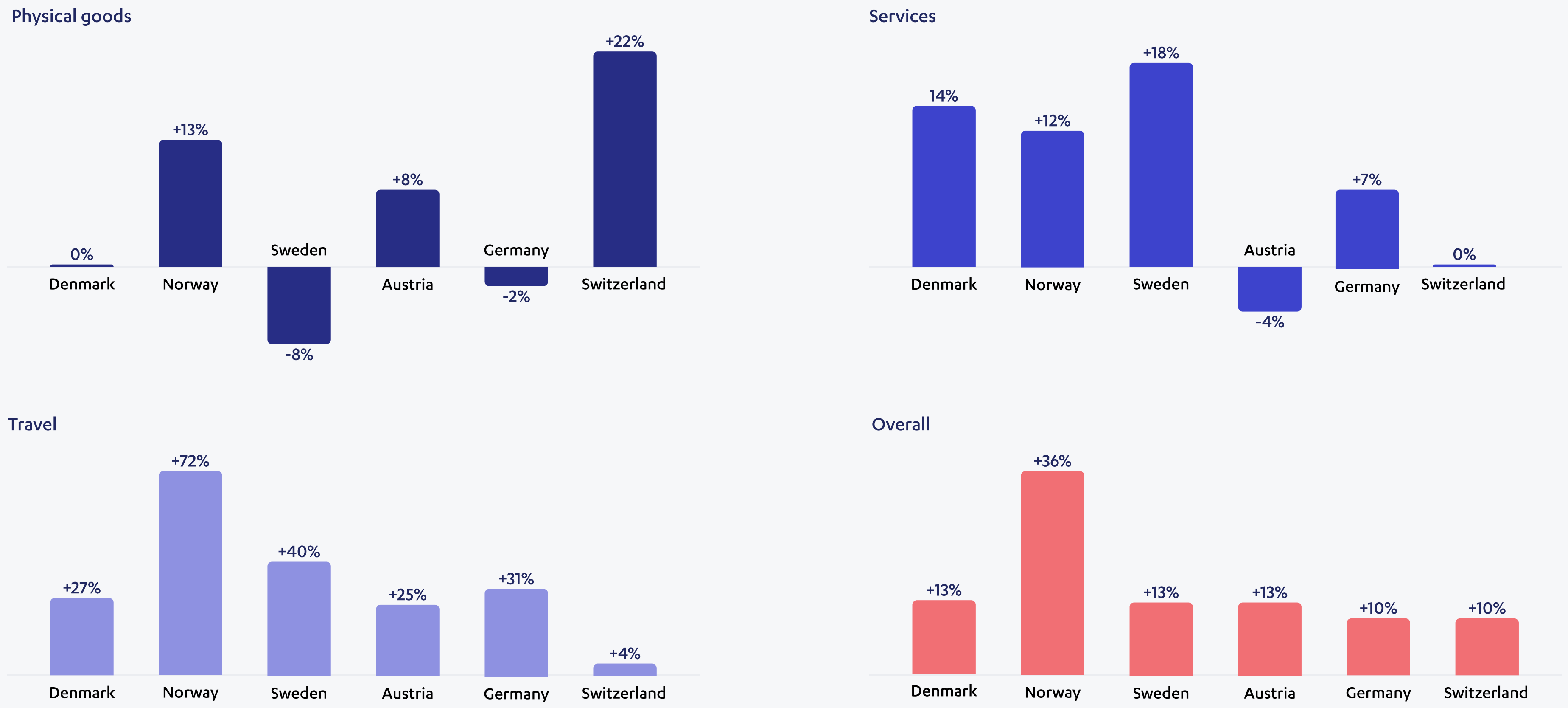
2023 vs. 2022: What changed in Ecommerce?

Change in spending by area in %



Travel continues its **upward trajectory**

Changes in spending per area in each country compared to 2022



Changes in spending per area in each country compared to 2022*

*calculation does not include Croatia and Greece due to no historic data

1.4

Physical goods

What do **we spend on** the most?

This is what the majority of markets surveyed spend most of their money on. Compared to the previous year, clothes remain number one, but there are some changes when it comes to the structure of the categories, partly due to the introduction of new markets.

Perhaps the biggest trend in 2023 has been the rise of white goods. It's also interesting to note that clothes are no longer the only fashion category in the top three, as shoes are now among the priorities.

The categories seem to be more dynamic as online shopping continues to offer more diverse items. The ecommerce experience is growing, offering an increasingly diverse range of shiny new things to choose from.

These categories hold 40% of the overall distribution of physical goods expenditure.

Total Spend - Physical goods

200 bn eur.

Largest categories within physical goods by spend

Clothes	37,8	bn eur.
White goods	21,6	bn eur.
Shoes	20,4	bn eur.

We're cut from the **same cloth**

When it comes to expenditure for physical goods, for most of Europe, clothes are the number one choice, or at least number two.

Greeks are the only ones not prioritising clothes at all, and Swiss and Germans spend a lot on shoes, too.

Groceries/alcohol may be a major category across the board, Germans, Greeks and Croats seem to prefer to do their groceries in person.

Croats and Greeks are the champions of ordering electrical household appliances and white goods online, while other countries are satisfied with having only one of those categories in their top three, except for the Swiss.

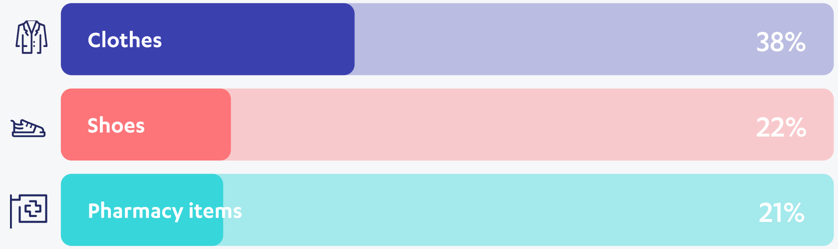
Looking good – and **feeling good**!

Europeans like to keep up with the latest trends in fashion and beauty, as most of them shop for these categories every month.

It's not all about looking good, though, it's about feeling good, too. For most Europeans, staying healthy is just as important as following the fashion trends in real time!

Our **monthly shopping list** includes...

Top 3 categories purchased inside of physical goods when it comes down to monthly purchases are:



Mirror, mirror on the wall...

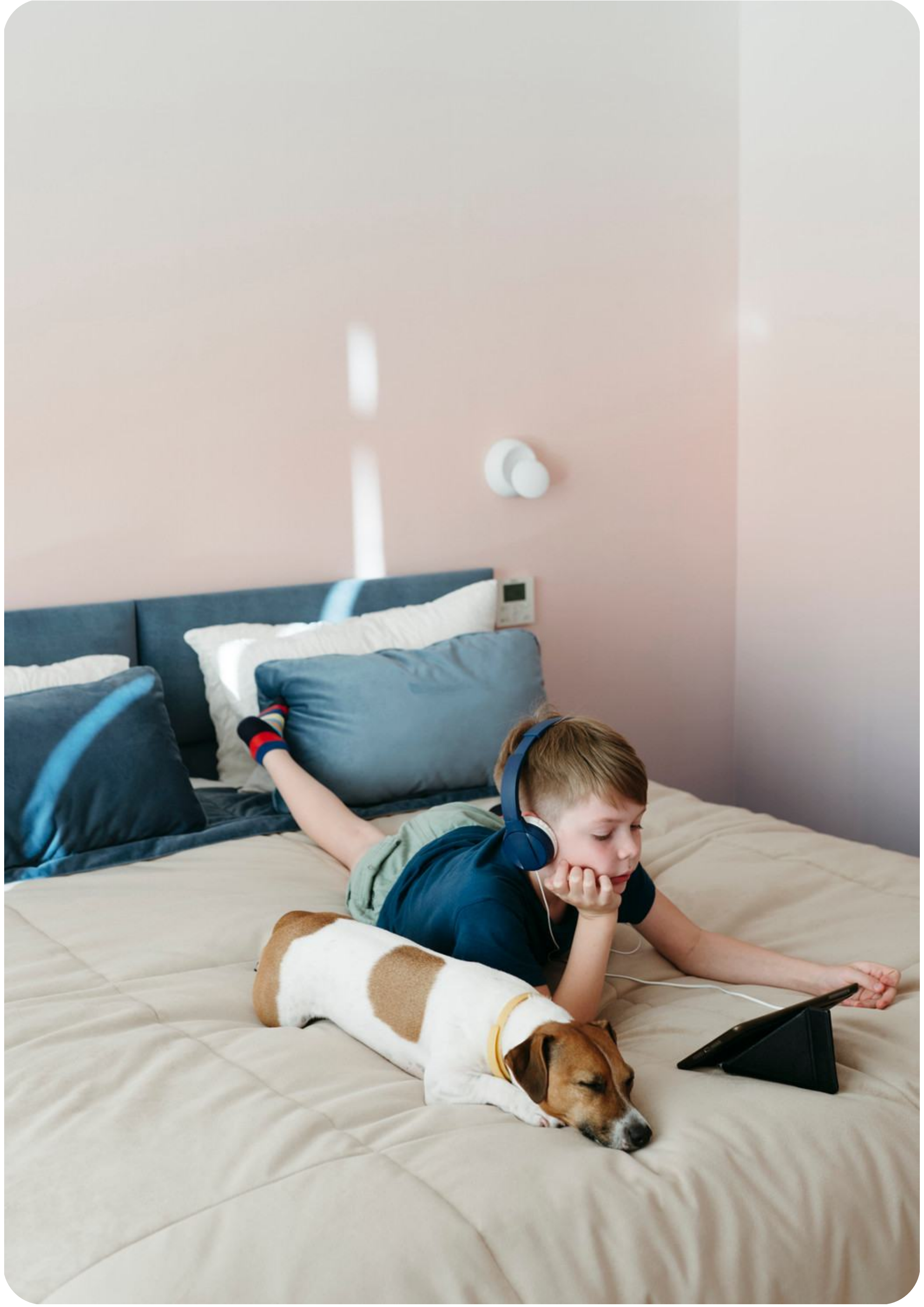
Clothes are the most popular category across the board, but beauty products are getting close, finding their place in most countries' top three.

Pharmacy items are on the rise, too, especially in the Nordics and DACH. While everyone seems to love buying clothes, the DACH countries and Croatia put an additional emphasis on shoes.

In fact, Croatia's top three categories are all about the looks! Danes and Greeks share a special connection when it comes to their love of ordering takeout food.

1.5

Services



What do **we spend on** the most?

People crave entertainment in different forms, whether is participating in live sports and culture events, or streaming the content they like from the comfort of their home.

The feeling of safety is still essential to most European consumers, and the ease of buying insurance online helps maintain the popularity of this category.

The gap between insurance and tickets is narrowing, and the streaming services are very close, too.

These categories hold 61% of the overall distribution when it comes to services.

Total Spend - Services

63,9 bn eur.

Largest categories within services by spend

Insurance **18,1** bn eur.

Tickets (cultural and sport events) **11,6** bn eur.

Streaming services **9,4** bn eur.

Twinsies!

When it comes to services, our online shopping expenditure seem to be pretty much identical.

Insurance, tickets (e.g. cultural and sports events), and streaming services for music, film, TV series, and audio books rank in the top three in most of the markets surveyed.

The only difference is which one takes the top spot!

NORWAY

Insurance, Streaming services, Tickets

SWEDEN

Streaming services, Insurance, Tickets

DENMARK

Tickets, Streaming services, Insurance

GERMANY

Tickets, Insurance, Streaming services

AUSTRIA

Insurance, Tickets, Streaming services

SWITZERLAND

Insurance, Tickets, Streaming services

GREECE

Insurance, Online betting, Tickets

CROATIA

Insurance, Tickets, Online betting

Following the shows, **IRL** and **URL**

Monthly purchases paint a similar yet slightly different picture to the overall expenditure.

The major categories are all represented, but streaming services for music, film, TV series, and audiobooks easily take the cake with 49% of Europeans purchasing them on a regular basis. Event tickets and insurance follow with 22% and 20%, respectively.

It seems like we simply need to be up to speed with whatever series, films, or music are hip right now!

How else will we know what events to buy tickets for?

Our **monthly shopping list** includes...

Top 3 categories purchased inside of services when it comes down to monthly purchases are:

Swimming with **the stream**

Have you seen the latest hit TV show? You probably have, if purchases on streaming services is anything to go by – they are a clear winner in all markets!

Most of us like to buy tickets to attend events IRL almost as much as we enjoy online entertainment, save for the Greeks: they and Austrians prefer to guess the outcomes of sports events.

Swedes put a major emphasis on insurance, which is also important to Germans, Swiss, Croats, and Greeks, while Danes spend more than others on their various monthly memberships.

1.6

Travel

What do **you spend on** the most?

Looking at most of the markets surveyed, travel continues to grow in the three main categories of hotels, flights, and charter and package holidays.

The overall popularization of different booking platforms made it even easier to make the whole travel industry boom. Overall experience of different arrangements is much more convenient for consumers which is of no surprise this industry is just growing with different possibilities.

These account for most of the total distribution, with hotels and flights in particular showing year-on-year growth.

These categories hold 80% of the overall distribution in travel.

Total Spend - Travel

171,4 bn eur.

Largest categories within travel by spend

Hotels	53,2	bn eur.
Flights	50,1	bn eur.
Charter and package trips	33,3	bn eur.

Fly me to the... **hotel**

While their running order may fluctuate, flights, hotels, charter, and package trips are the top three categories in all surveyed markets.

Well, except in Austria, where they like to be more specific about package trips – they really like their boat cruises. In the Nordics, hotels are the least important of the three, while Croats and DACH residents prioritise accommodation.

Preferences in travel categories may change, but the major ones keep growing in spending. Travel is still much more influential and widespread in the Nordics than it is in the DACH and CSEE regions.

NORWAY

Flights, Charter and package trips, Hotels

SWEDEN

Charter and package trips, Flights, Hotels

DENMARK

Charter and package trips, Flights, Hotels

GERMANY

Hotels, Flights, Charter and package trips

AUSTRIA

Hotels, Flights, Boat cruises

SWITZERLAND

Hotels, Flights, Charter and package trips

GREECE

Flights, Hotels, Charter and package trips

CROATIA

Hotels, Flights, Charter and package trips

From **short** to **long-distance** trips

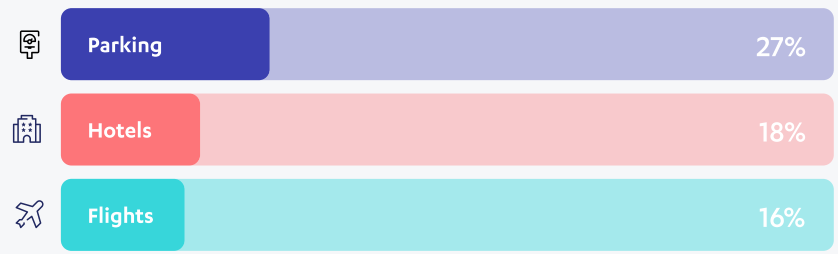
When it comes to monthly habits in the travel category, it seems like we need to sort out our daily commute before we can get to planning long-distance trips.

It's hardly surprising, then, that the number one category here is parking. That doesn't mean, however, that we don't regularly purchase hotels and flights as well.

Planning the trips and holidays is increasingly becoming one of our monthly habits!

Our **monthly shopping list** includes...

Top 3 categories purchased inside of travel/travel-related services when it comes down to monthly purchases are:



Parking knocking it out of the park

Parking may not be the first thing we think of when someone says "travel", but it is one of the most common monthly travel purchase across the board.

So much so that it takes the number one spot everywhere except in Austria – where hotels are more important, Norway – where it's all about tickets and monthly cards, and Greece, where it didn't even make the top three cut.

Tickets and monthly cards are the category to appear in almost every country's top three except for Croatia and Switzerland where they find different ways of commuting.

2

What do you **prefer?**

Managing the shifting landscape of payment methods better

The friction between regulation, tech innovation and changes in digital behaviour has resulted in a constantly evolving payments ecosystem. This evolution is giving rise to new instruments to pay with, new shopping experiences, and new payment security measures. As always, the key decision-maker is the Consumer, who is the ultimate arbiter of where to shop and what is convenient to pay with.

There has never been so many ways to pay; we can choose from global cards (e.g. Visa) or local cards (e.g. Dankort), and, global wallets (e.g. ApplePay) or local wallets (e.g. MobilePay). Choices are good, but too many choices can create unnecessary complexity! And your job as a merchant is not to care about the payment method per se, but rather converting as many potential shoppers into customers as possible.

Given our strategy of „**being local by nature, and European by scale**", Nexi is able to garner insights from across our footprint from the north to southern Europe. This stands us in good stead to know how to configure our products in the most effective way and be your partner on your growth journey. I regularly touch base with our local leaders to understand current market dynamics.

Nabeel Moosa
VP of Strategy and Value Creation, Nexi Group

There are three key findings worth sharing with you today:

1. **Local wallets have a differentiating UX**: local payment methods are nothing without the superior payment experience they offer. Consumers are not that ideological over payments, local-ness matters but not at the cost of convenience. This is why we've seen most local payment methods prosper in the form of easy-to-use mobile wallets. They hold a unique position in being able to offer this unique experience via significant cooperation between local banks. In the Nordics, we see MobilePay, Vipps and Swish flourishing, and we'll soon see the latest pan-EU attempt – Wero (aka EPI) – launch in Germany first.

2. **Consumers are nuanced - payment use case drives choice**: Payment decisions are implicitly complex. A consumer may love buying goods with a particular payment method, but they may procure services (i.e. Subscriptions) with a totally different payment method. For recurring payments, consumers have tended to go with the more 'traditional' bank-centred methods, mostly due to them existing first – they are certainly not the best consumer experience. Both local and global payment methods are now competing for consumer attention on Subscriptions, and typically offer a better (and more instant) sign-up process – this can come at a higher cost though.

3. **Local payment methods don't travel that well**: Similar to use cases, one might initially think that preference when shopping domestically translates when shopping internationally. That's not true. Consumers are sophisticated, they know what works where and why. Trust is lower when shopping internationally, and therefore what you pay with matters. Local wallets and payment methods may not always be present internationally – but they may not also be desired. Consumers prefer security over ease when trust is low. In this case, Credit Cards are preferred to local schemes, where the presumption is that a purchase (and ergo the consumer's money) is protected by Visa, MasterCard and American Express rules.

There is not a "one size fits all" in payments I'm afraid – understanding your customers (who they are, where they are from) is essential. Nexi has a long track record across Europe of working with Merchants small, large, domestic and international to understand this complex equation. We are by nature, local, and therefore offer all the local payment methods wherever we operate. We understand consumers, their preferences and behaviours to ensure that whichever industry you are in, we know the way to support sales growth in the most effective way possible.

We are always here to share our insights – please ask!

2.1

Payment methods

The regional colour of **payment preferences**

The differences in preferred payment methods are most visible on a regional level. In the Nordics, there is a very strong inclination towards mobile payment options, which shows the importance of local payment options in these countries. Cards are also strong, as are invoices.

DACH countries all share the same top three payment options, differing only in whether they prefer credit cards or e-wallets to invoices.

In Southeast Europe, the situation is a bit more diverse. While Croats stick to credit and debit cards along with digital payment options, Greeks seem to be firm believers in the power of cash, as it rounds up the top three along with PayPal and credit cards.

Tap, Click, **Pay**

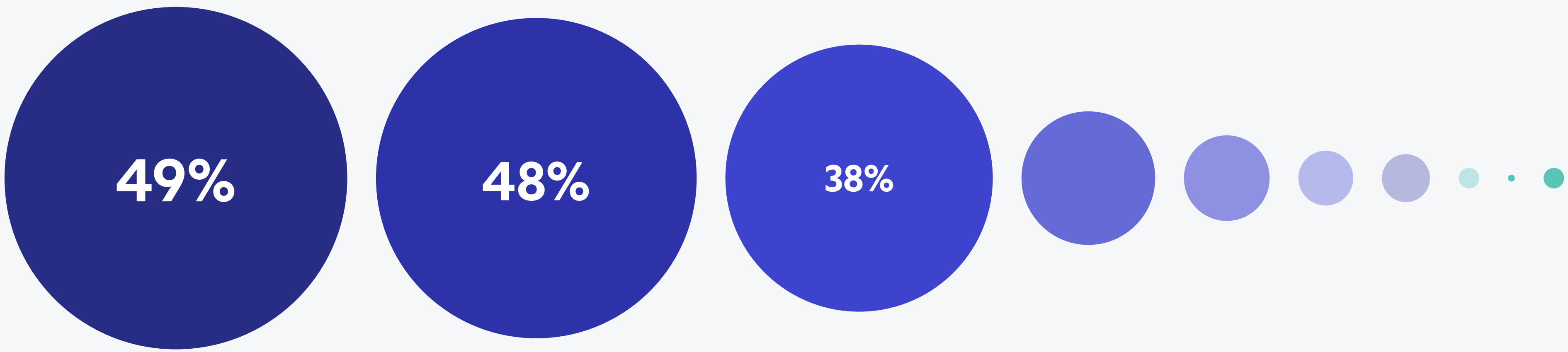
In the majority of countries, the preferred payment method aligns closely with the ones they actually use.

For vendors, it is crucial to support their customers' preferences to ensure a seamless online shopping experience.

Offering a variety of payment options can enhance customer satisfaction and facilitate smoother transactions.

What are the **top reasons** for choosing specific payment methods?

Simple	49%
Secure	48%
Fast	38%
Habit	19%
I want to be invoiced later	12%
Bonus points	8%
Cheap	7%
I want to be able to pay the invoice in installments	3%
Don't know	1%
Other	3%



2.2

Local & Global

From **local** to **global**

Although shoppers in most European countries prefer to do their online shopping locally, there are certain differences between specific countries and regions.

The one trend that's noticeable across the board is opening up to global vendors.

RESULTS

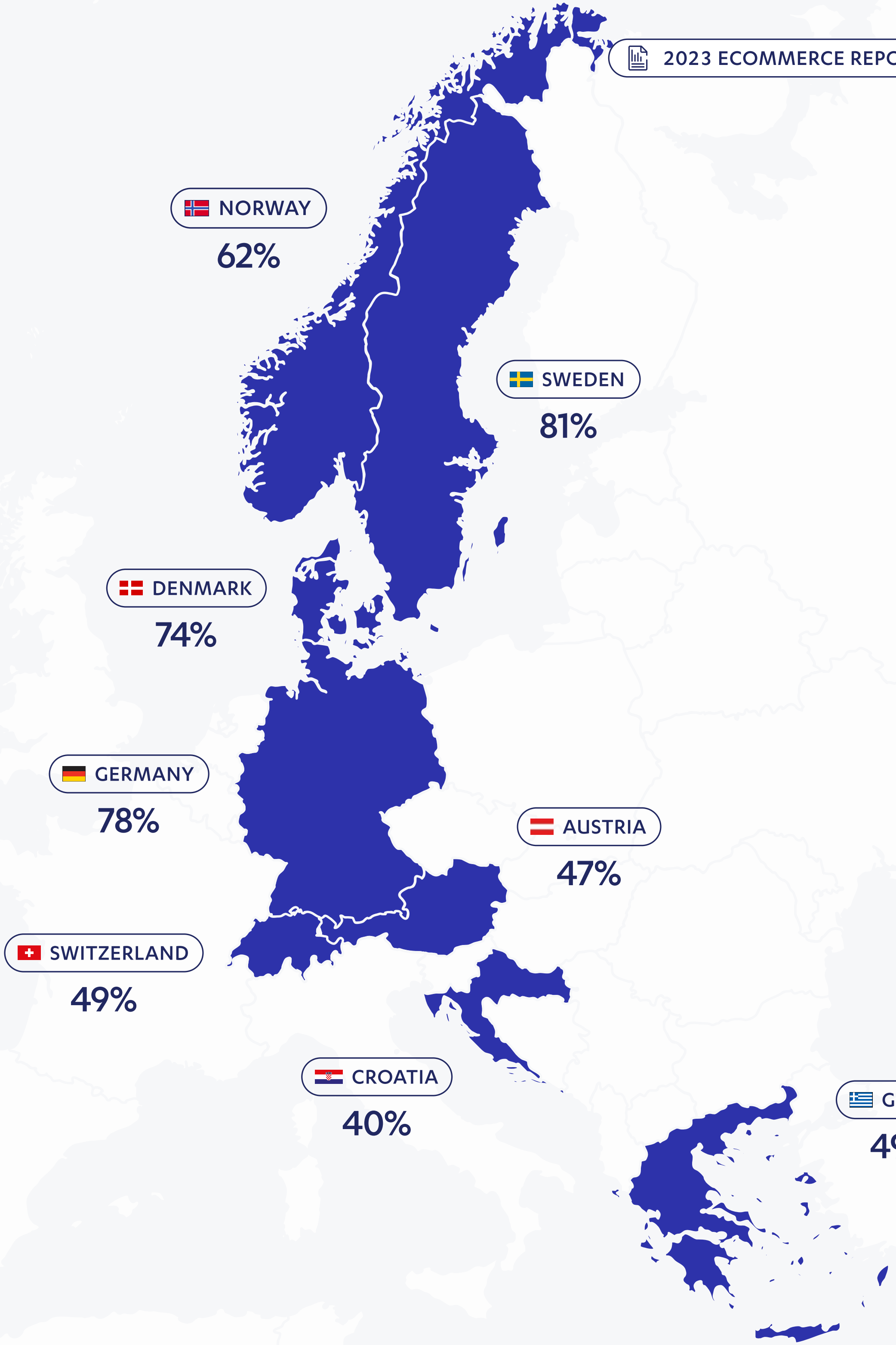
Buy in their own country **49%**

Opening up to **going global**

The most locally oriented markets are definitely the Nordic countries and Germany.

The rest of the DACH as well as the CSEE region are more inclined to shop internationally, even though they, too, like to shop locally.

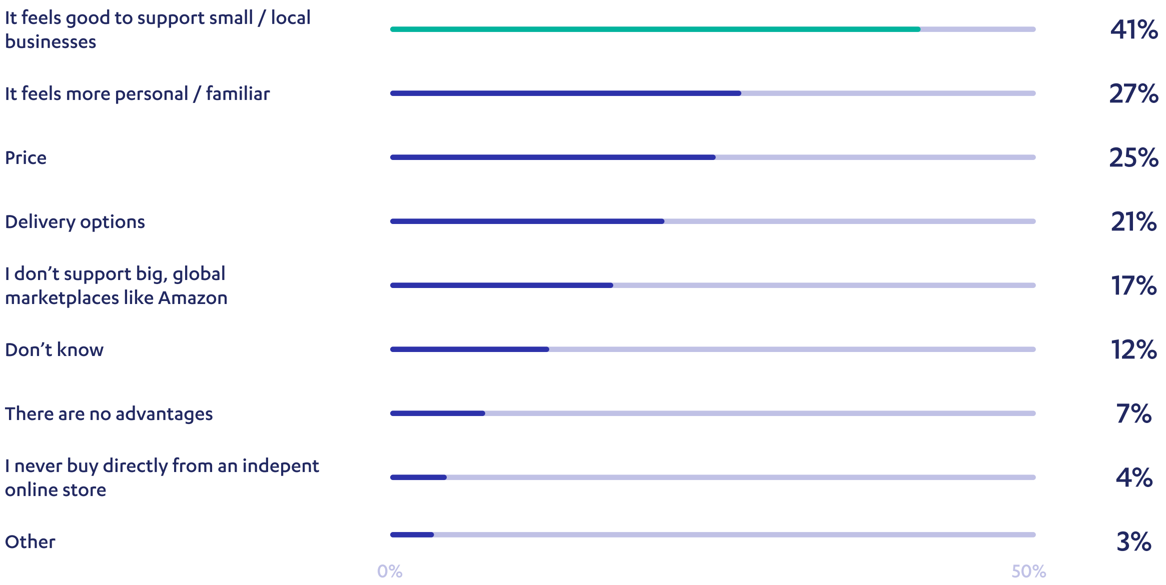
Despite the regional differences, consumers of all markets are becoming more open to buying globally.

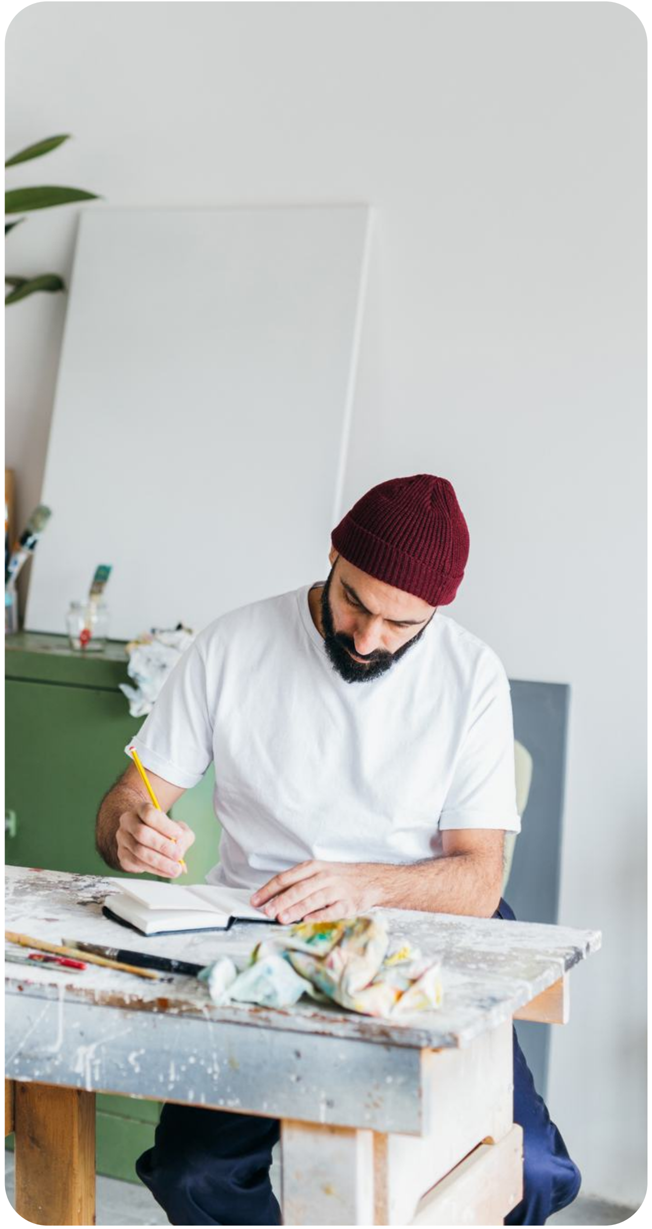


Survey data is used to approximate economic performance

What makes local more appealing?

Advantages of buying from a local store in %





It's all about keeping it **simple**

Taking our shopping online is all about making things easier – and cheaper.

Customers from almost all of the countries surveyed state convenience and simplicity as the number one reason for online shopping.

Of course, lower prices, too, are an important factor for shoppers from all countries – for Greeks more so than for the others.

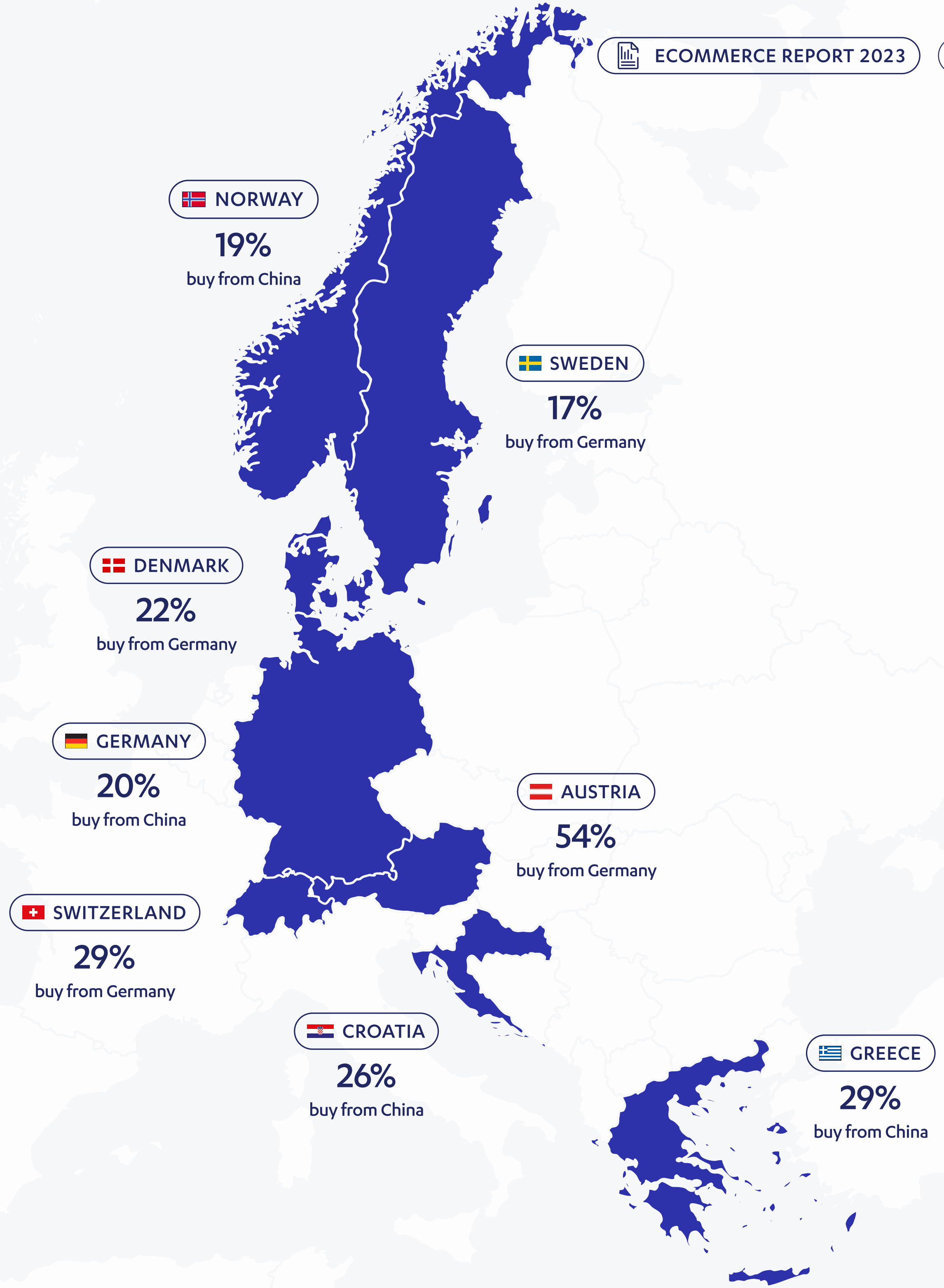
While the Nordics and most of DACH prioritise access to a larger range of products, Switzerland, Croatia, and Greece find the time-saving aspect to be more important.

Our twelve points **go to...**

Locality is definitely a thing, but going global is definitely a trend a lof of different countries are following.

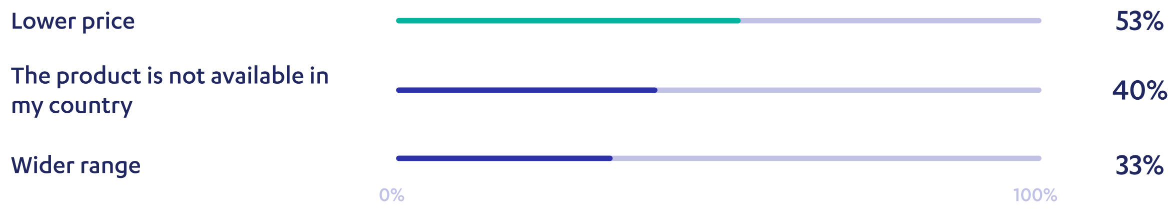
Even though there are differences between Nordic and more southern part of Europe, one thing is certain - Germany and China are top countries which European citizens shops from.

Some deals are sometimes just better behind the borders!



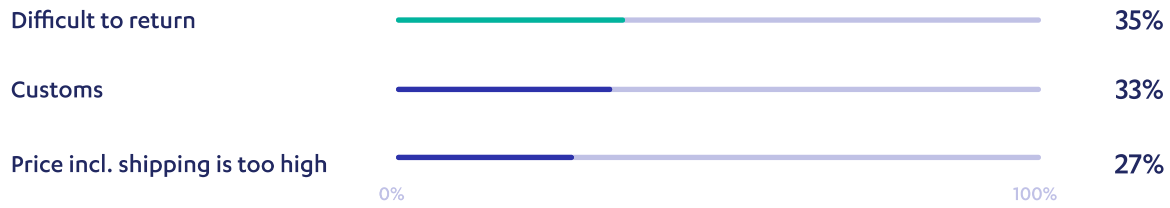
Their reasons for purchase

Advantages of buying from a foreign website in %



Their reasons for abandoning cart

Disadvantages of buying from a foreign website in %

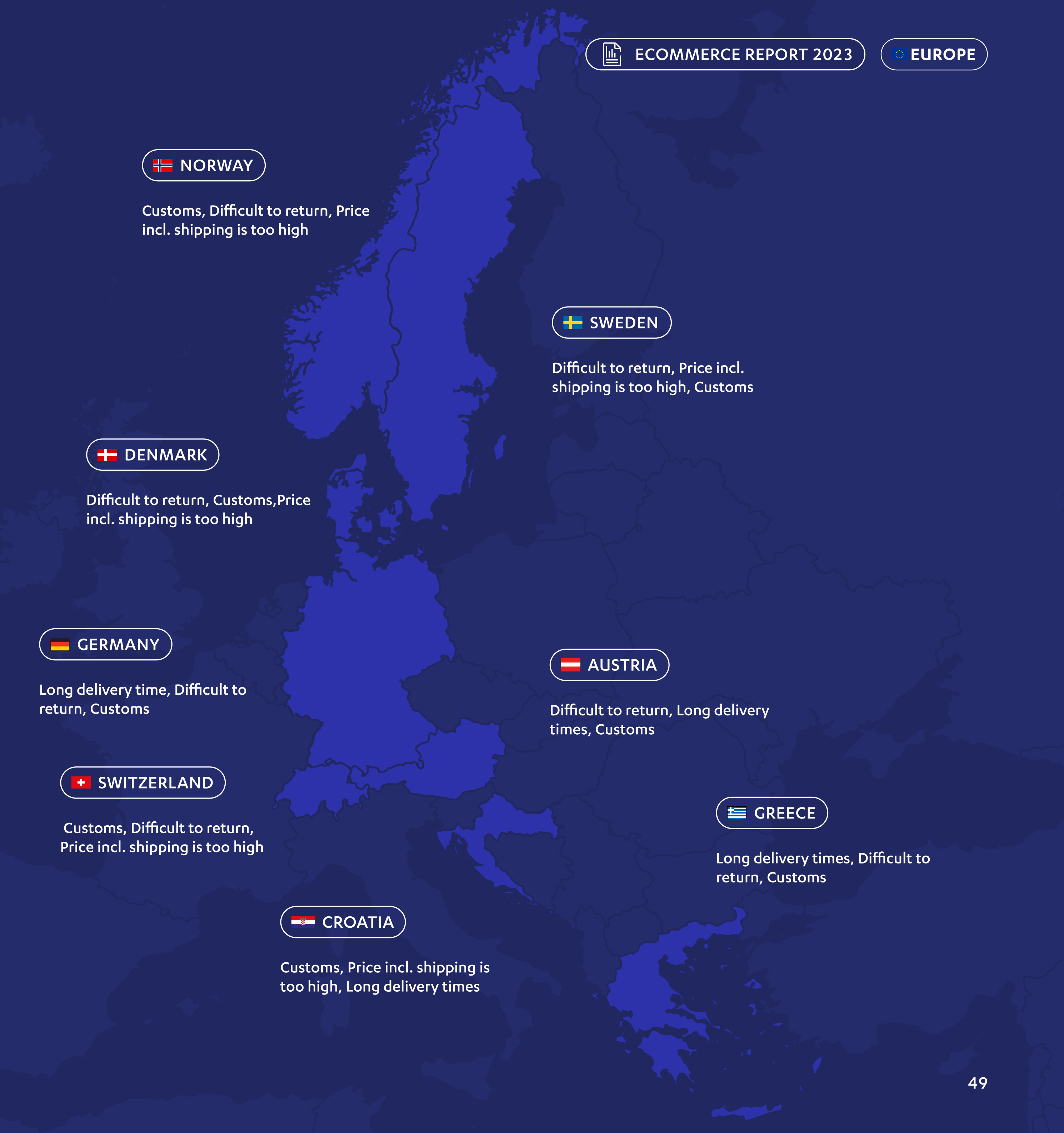


Why are we reluctant to go **foreign**?

Buying from foreign online stores can bring about a string of additional costs or complications, from shipping to customs and returns.

This ultimately makes the price of the products less competitive, and we circle back to the main reason people opt for online shopping: convenience.

While it doesn't seem to be a major issue in the Nordics, potentially longer delivery time is one of the biggest turn-offs from foreign shopping in central and southeast Europe.



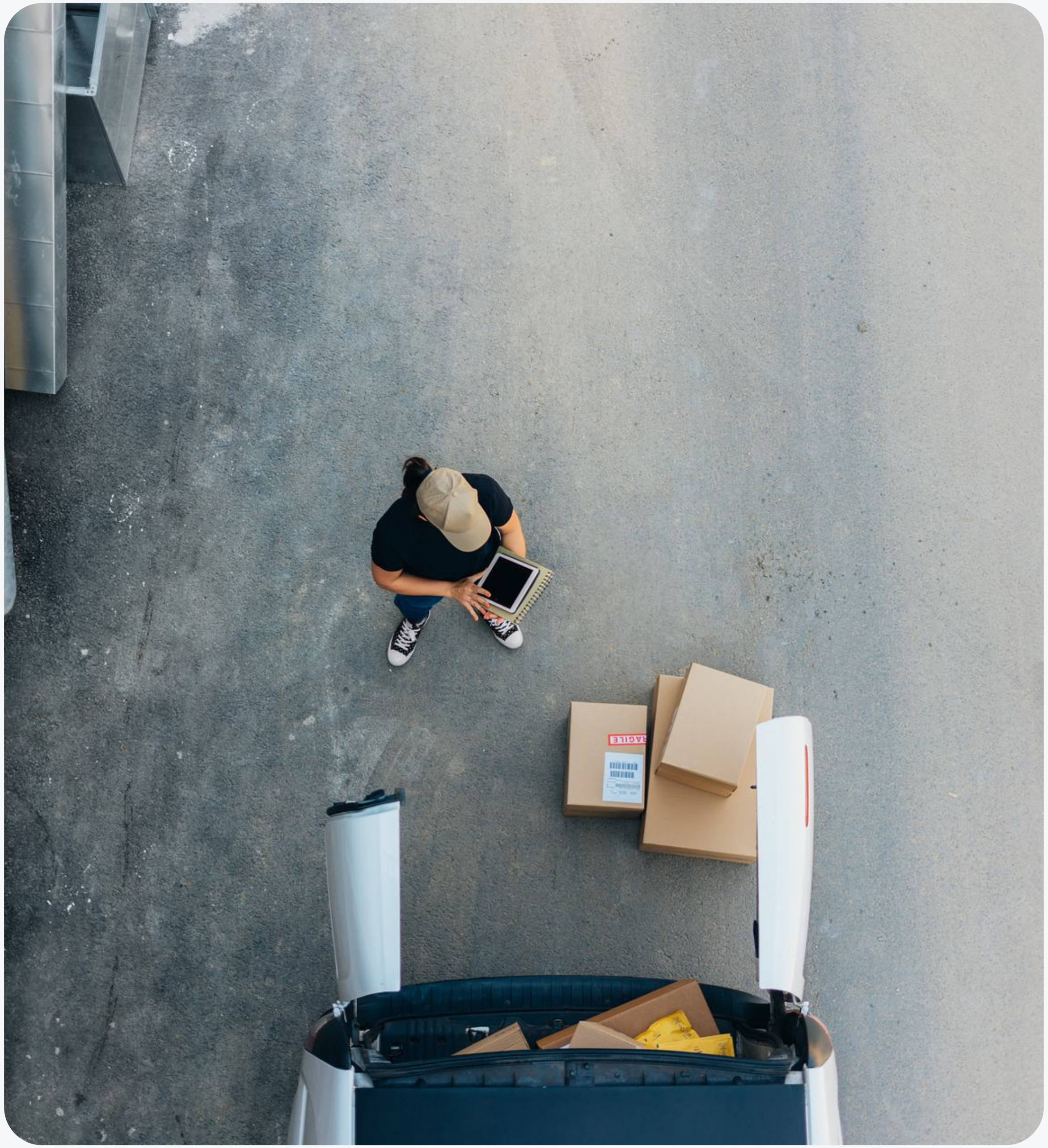
2.3

Delivery & Sustainability

The **necessity** of green delivery options

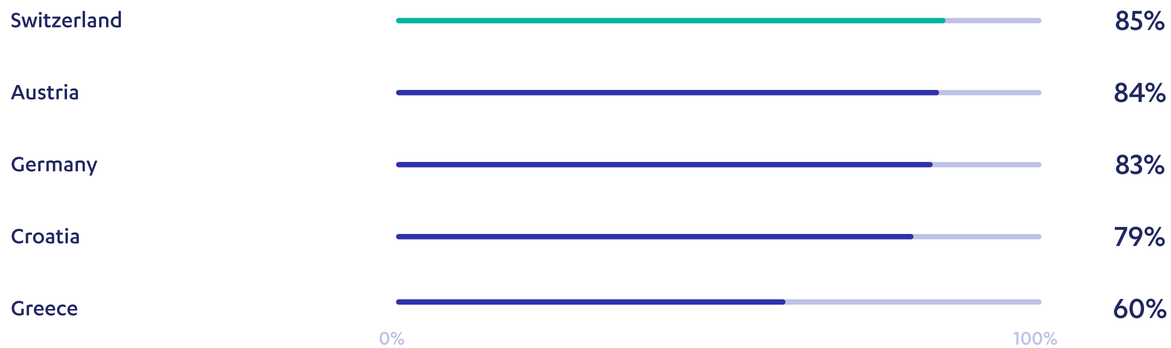
There are significant differences between countries and regions when it comes to delivery preferences and they're not prone to radical changes.

Seeing as delivery and sustainability go hand in hand, though, offering sustainable delivery options is more and more perceived as a necessity rather than just another ecommerce fad.



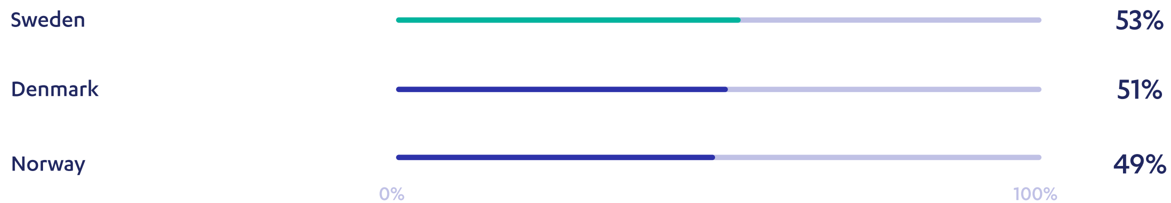
Home delivery

Preferences by country in %



Distribution point pick-up

Preferences by country in %



Putting **our money** where **our mouths** are

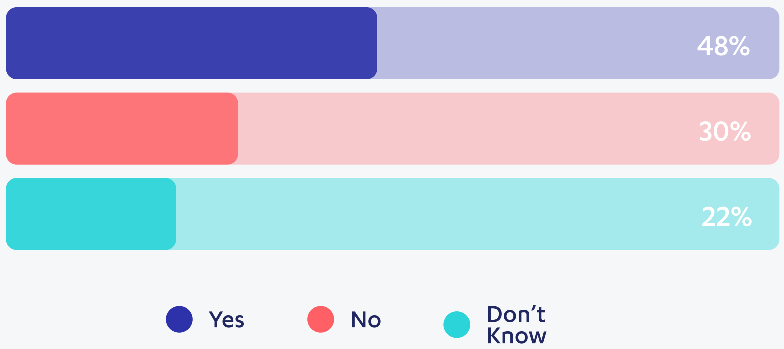
Many factors go into making sustainable shopping choices, from the availability of sustainable options to the price they might add to the total purchase.

While the majority of people find it important how they shop and what effect their shopping has on the environment, there is still a large number of consumers who are unsure about the availability and importance of sustainable shopping options.

Perhaps it's time for a change in our shopping habits?

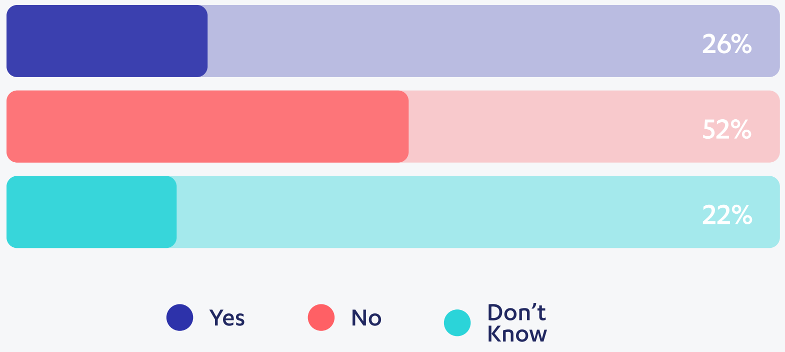
Is there a lack of sustainable options for shopping online?

People who have said it is important that online store cares about the planet in %



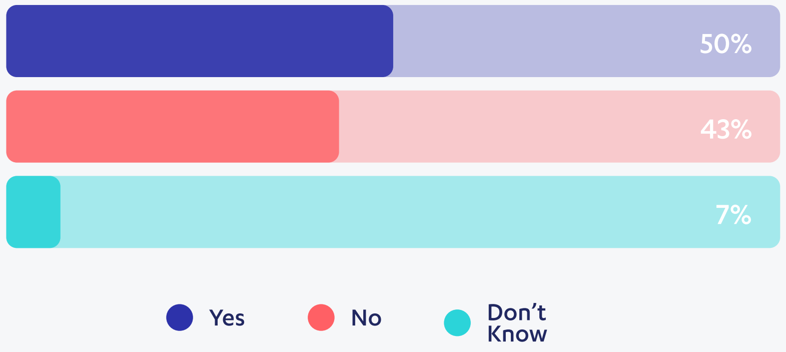
Having sustainable options isn't all there is to it

People who have been offered sustainable options to limit environmental impact in the last 6 months in %



How much do we prioritize sustainability?

People who chose any of those sustainable options the last time they were offered in %



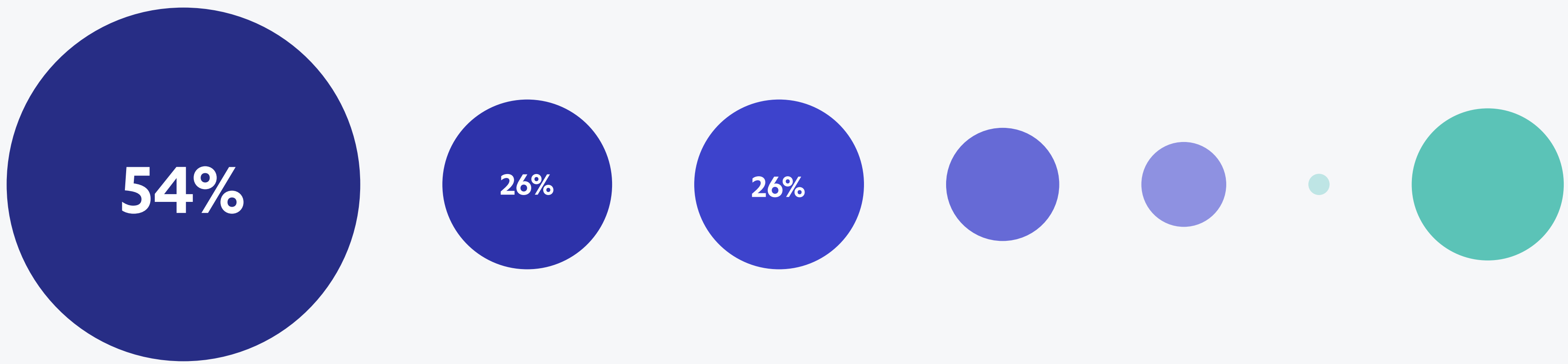
In search of a **greener delivery**

Sustainability in online shopping is important to European consumers and most of us know what options would push our order in a greener direction.

However, there are still consumers don't have a clear idea of how to make their shopping more sustainable which leaves a lot of space for vendors to get creative and offer new solutions for a better tomorrow!

What type of measures would you prefer a website to offer?

Minimal packaging (wasteless transportation)	54%
Longer delivery times for streamlined logistics	26%
Environmentally friendly return procedures	26%
Option of climate friendly delivery (e.g. on bike)	17%
Carbon offsetting fee	13%
Other	3%
Don't know	23%



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Summary
2023

Online shopping trends in 2023

Ecommerce continues to push boundaries, offering a world of possibilities not only in terms of items we can buy, but also in terms of the ways in which we can order, pay for, and receive the goods.

We have a lot in common when it comes to our online shopping, but there are also many interesting local and regional differences in how Europeans shop.

While physical goods come in many different shapes and sizes from country to country, travel is still a growing sector across the board.

A new global shopping horizon
Shopping locally is still very much trendy, but consumers seem to be more and more open to shopping globally. Variety of options leaves the door open for majority of Europeans, specially since the offers has never been bigger.

The way how we pay has never been more important
Although the local aspect is essential when it comes to choosing our payment methods, everybody agrees that the most important thing about payment options is that they're safe and simple! Still, it leaves to vendors as much as possibilities to have happy customer and loyal customers!

Let's go green!
Different markets have different preferences when it comes to the most popular delivery options, but they are all open to exploring more sustainable shopping and delivery solutions. Sustainability is a growing concern in online shopping, and there is plenty of room for shoppers to get better informed about what steps they can take to make their shopping greener. In any case, vendors would do good to jump on board sooner rather than later!

All in all, it's been another year where ecommerce got even stronger and is showing no signs of stopping!

Thanks for reading

About Us

We are the most trusted online payment solution in Europe, providing complete end-to-end solutions built with cloud technology and delivered as a service for Ecommerce.

As a part of Nexi Group, the European Paytech, we have the scale, capabilities, and geographic reach to drive the transition to a cashless Europe. Our innovative and reliable solutions simplify payments, enabling businesses and financial institutions to better serve their customers, building closer relationships and growing together.

GET STARTED