



eCommerce is booming – and Covid-19 is not the only reason why it is one of the fastest growing industries



Online gross sales were around

83 bn. €¹

in Germany in 2020



The online share of the retail sector was almost

11%²

in 2019



Number of packages sent worldwide every second:

3,248³



The volume of parcels increased by

19%⁴

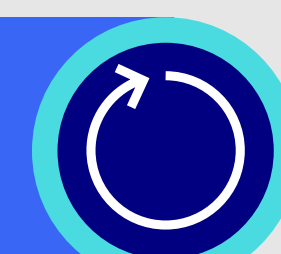
during the last 6 years

¹ Source: bevh 2020 | ² Source: HDE 2021 | ³ Source: MDR 2020 | ⁴ Source: Pitney Bowes 2020

Why Germans shop online

Independence from opening hours

77%



Home delivery

76%



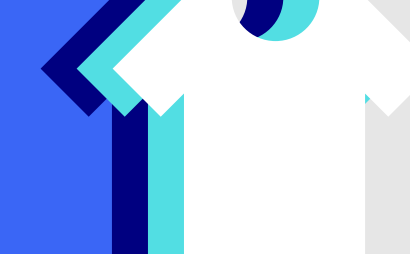
Time-saving

67%



Larger product variety

66%



Larger product selection

53%



92%

of Germans (15-79 years) have already shopped online

Source: PostNord 2020

29%

of Germans shop online at least once a week

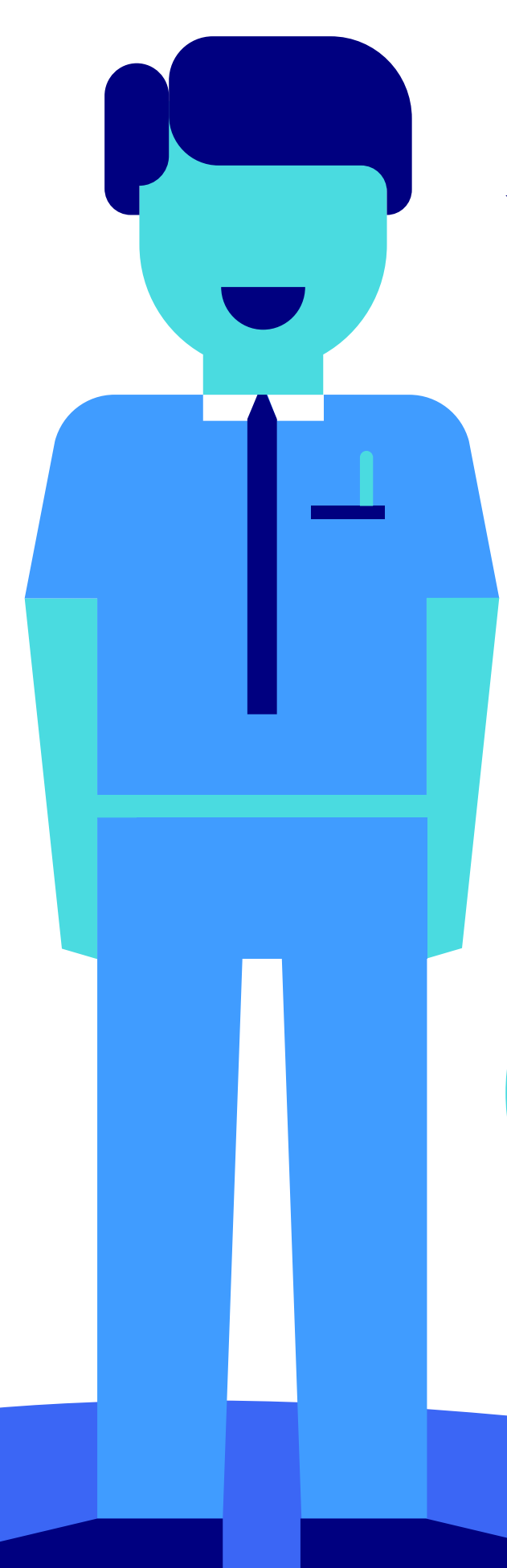
Source: netz98 2019

2.3

more products have been ordered by German consumers on average since Covid-19

Source: Sendcloud 2020

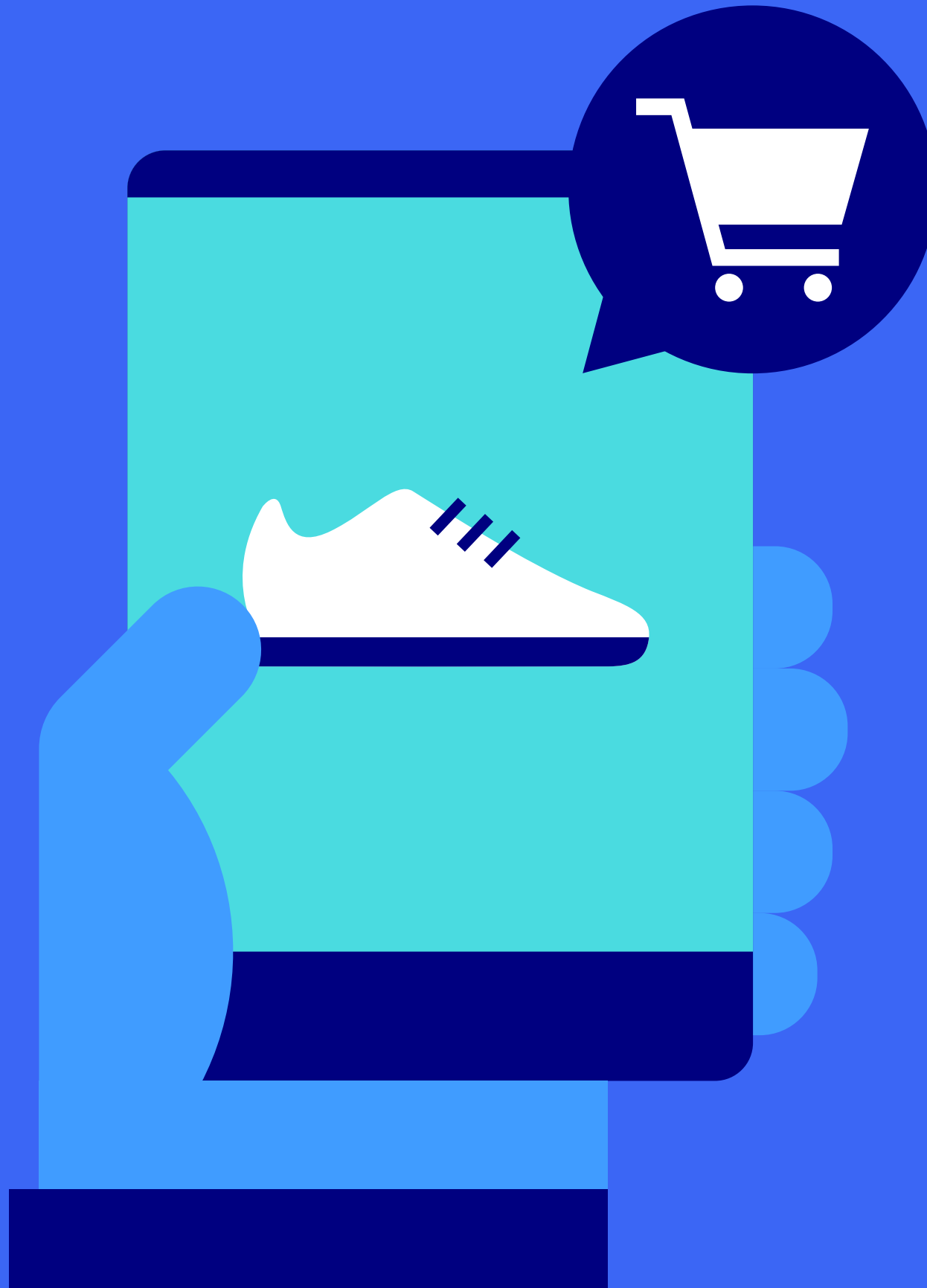
How retailers benefit from this trend



- **Exploit synergies** of eCommerce and brick-and-mortar
- **Increase reach and brand awareness**
- **Realize crisis-proof revenues**
- **Improve customer service and retention**
- **Simplify analyzing buyer groups** thanks to a better database

The path to digitization: How to get started with eCommerce

- 1 Build online shop & create digital visibility
- 2 Connect store network with eCommerce
- 3 Establish flexible eCommerce fulfillment processes by offering services as ship-from-store and click-and-collect
- 4 Create a scalable IT infrastructure



Have we raised your interest? Get in touch with us.

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