DIGITAL & TRENDS

Online grocery shopping in Germany



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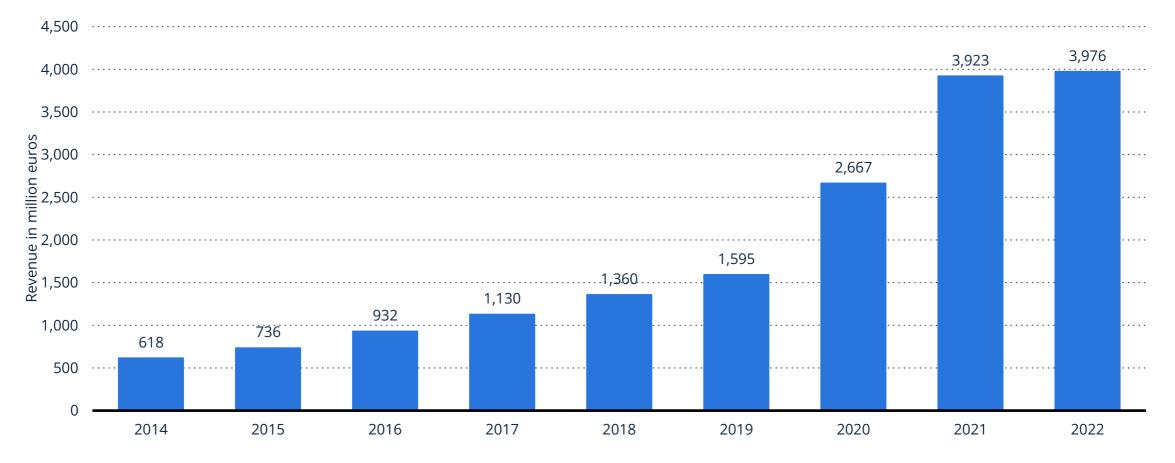
CHAPTER 01

Industry overview



Revenue from the sale of groceries in online retail in Germany from 2014 to 2022 (in million euros)

Revenue from groceries bought online Germany 2014-2022

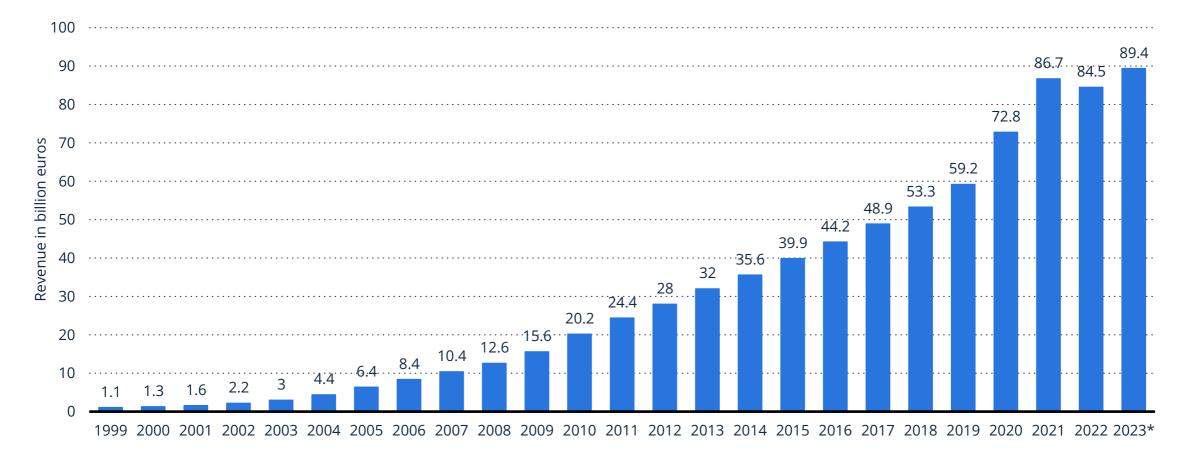


Description: This data show the revenue generated from the sale of groceries in online retail in Germany from 2014 to 2022. In 2022, around 3.98 billion euros were generated from groceries bought online. Read more Note(s): Germany; 2014 to 2022 Source(s): bevh



B2C-e-commerce revenue in Germany from 1999 to 2023 (in billion euros)

E-commerce revenue in Germany 1999-2023

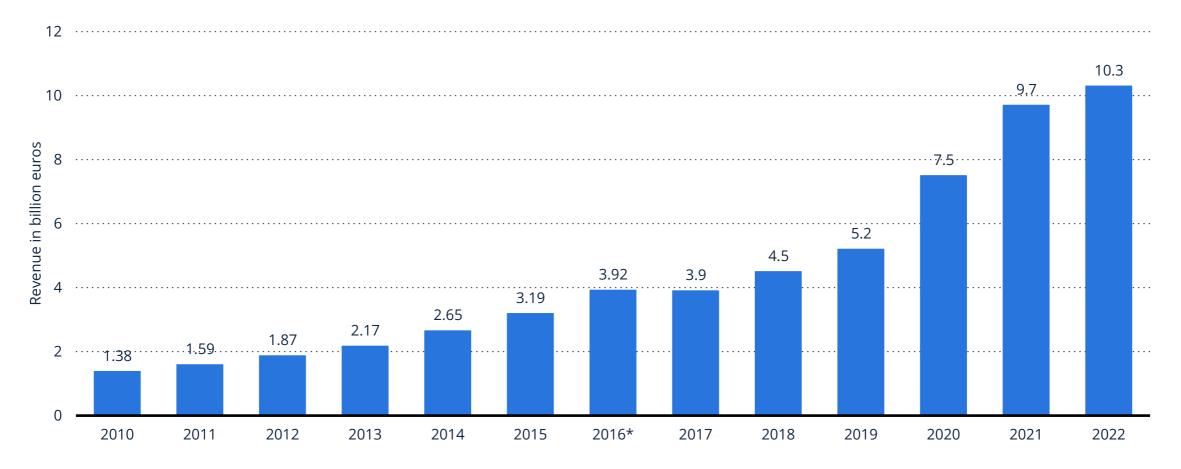


Description: In 2022, the German B2C e-commerce sector generated around 84.5 billion euros in revenue. For 2023, forecasts predict 89.4 billion euros. As is evident in the timeline, figures have only been increasing year after year. Read more Note(s): Germany; 1999 to 2021 (as of March 2023); Net revenue figures; without VAT; * Forecast. Older figures were partially retrieved from older reports. Read more Source(s): HDE (HDE-Berechnungen)



Revenue from FMCG products in online trade in Germany from 2010 to 2022 (in billion euros)

Revenue from FMCG products in online trade in Germany 2010-2022

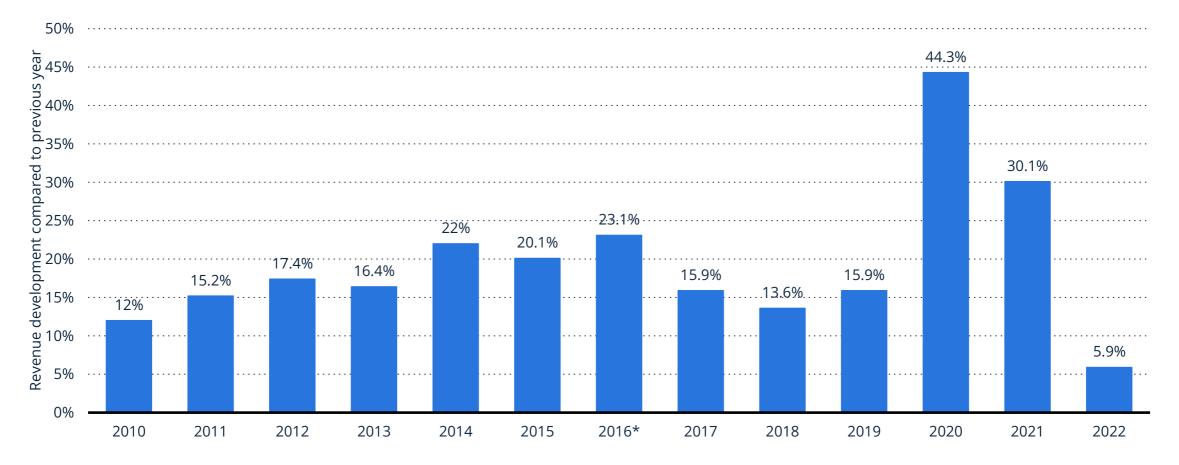


Description: This statistic shows the revenue from FMCG products in online trade in Germany from 2010 to 2022. In 2022, the German online trade achieved a revenue of 10.3 billion euros. <u>Read more</u> Note(s): Germany; 2010 to 2022; * Projection. Figures for previous years are based on earlier source reports. <u>Read more</u> Source(s): IfH Köln



Revenue development from FMCG products in online trade in Germany from 2010 to 2022, compared to previous year

Revenue development from FMCG products in online trade Germany 2010-2022



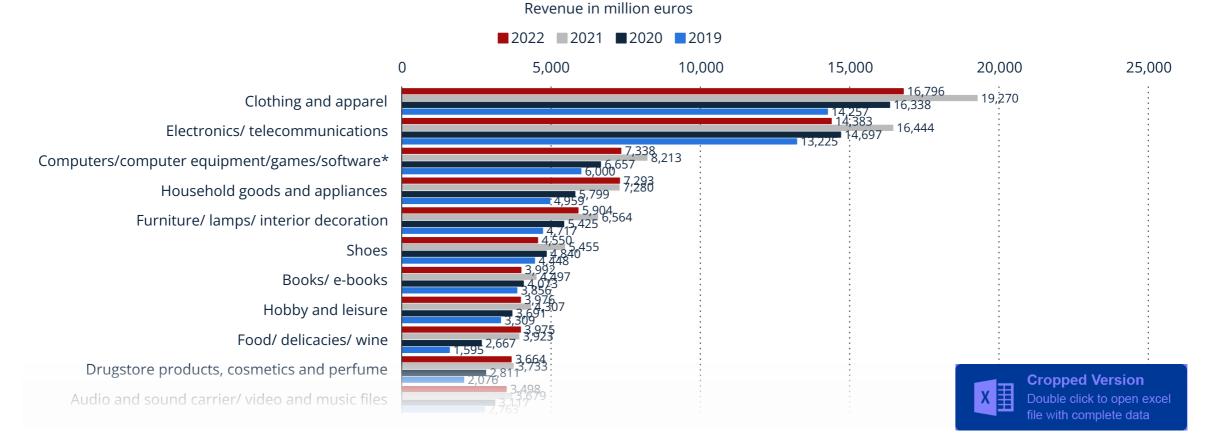
Description: This statistic shows the revenue development from FMCG products in German online trade from 2010 to 2022. In 2022, revenues were around 6 percent higher than the year before. <u>Read more</u> Note(s): Germany; 2010 to 2022; Food and beverages, drugstore and tabacco products; * 2016: projection.Prior-year figures are based on previous information provided by the institute. <u>Read more</u> Source(s): IfH Köln



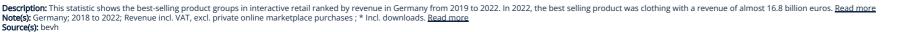
Best-selling product groups in interactive retail in Germany from 2019 to 2022 (in million euros)

Best-selling product groups in interactive retail in Germany 2019-2022

Source(s): bevh

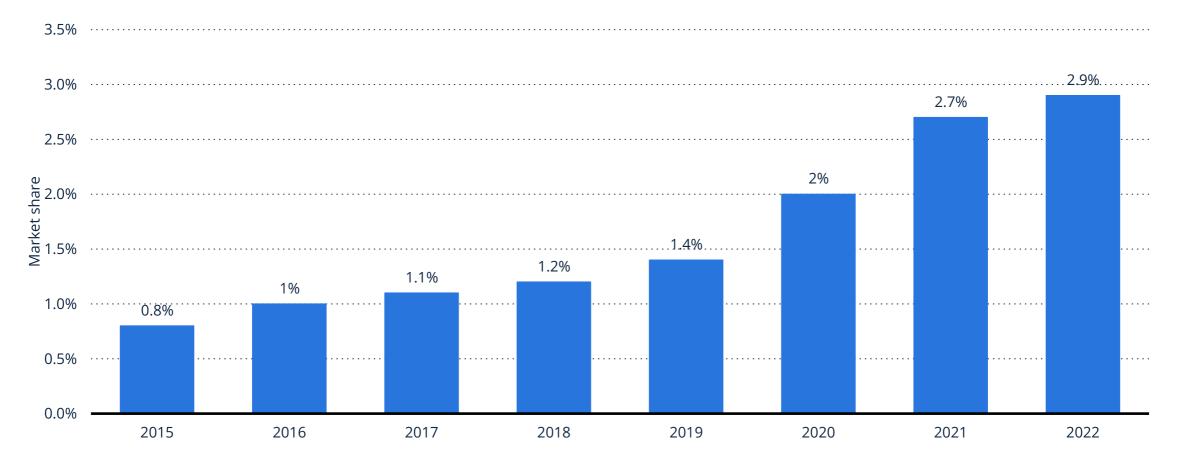


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Market share of online trade in food sales in Germany from 2015 to 2022

Market share of online trade in food sales Germany 2015-2022



Description: In 2022, the online food trade reached a market share of 2.9 percent. This statistic shows the market share of online trade in food sales in Germany from 2015 to 2022. Read more Note(s): Germany; 2015 to 2022; Market share value Source(s): HDE

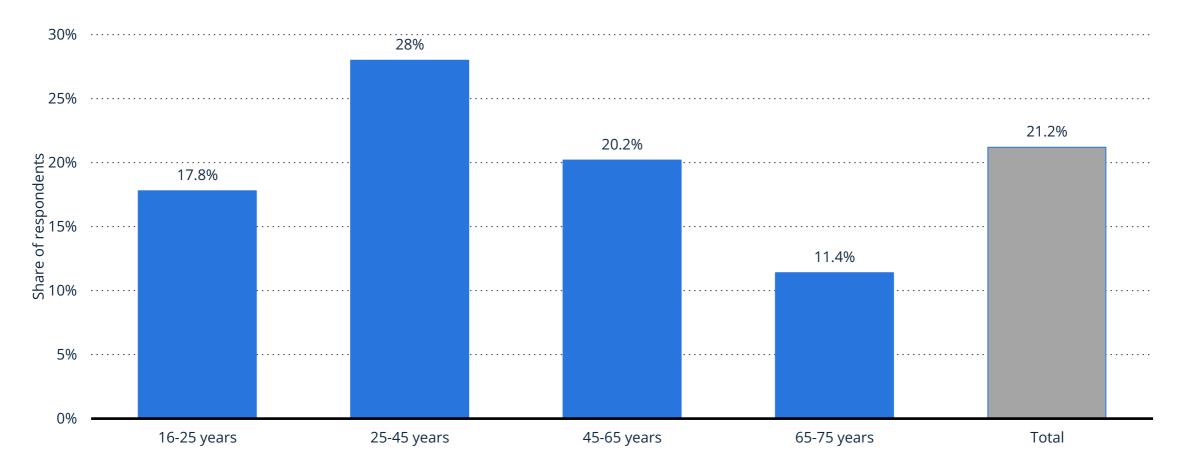
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CHAPTER 02

Purchase motives and target groups

Share of online shoppers who ordered or purchased groceries/essential goods for private purposes on the internet in Germany in 2022, by age group

Share of online shoppers who bought groceries online in Germany 2022, by age group



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Description: In 2022, around 28 percent of respondents aged between 25 and 45 years stated to have bought groceries online within the last three months. Among the age group of 45-65-year-olds, 20.2 percent of respondents had shopped for groceries online. Read more

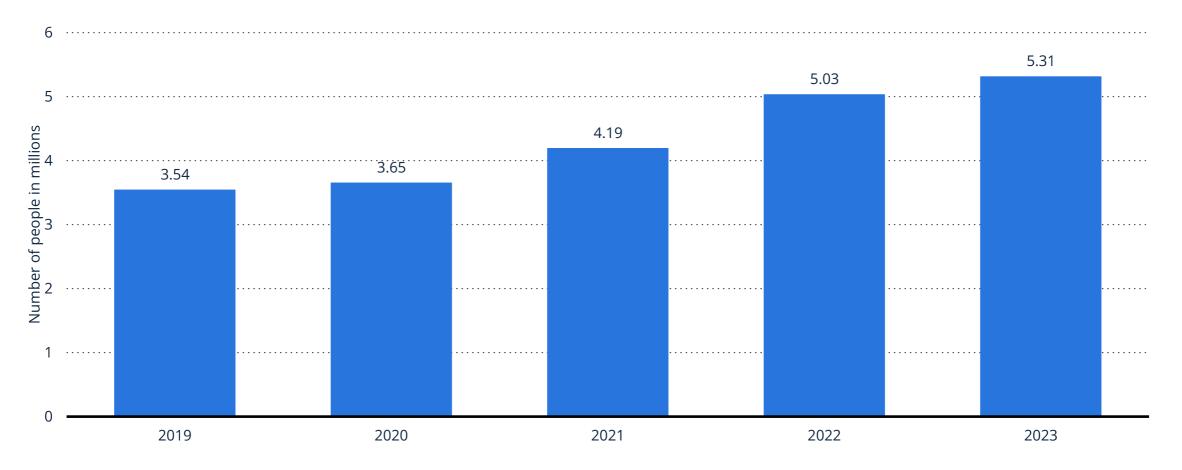
Note(s): Germany; March 1 to July 31, 2022; 16-75 years Source(s): Statistisches Bundesamt

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Number of people in Germany who purchase groceries for their household on the internet or from online shops from 2019 to 2023 (in millions)

Purchasing groceries on the internet or from online shops 2019-2023

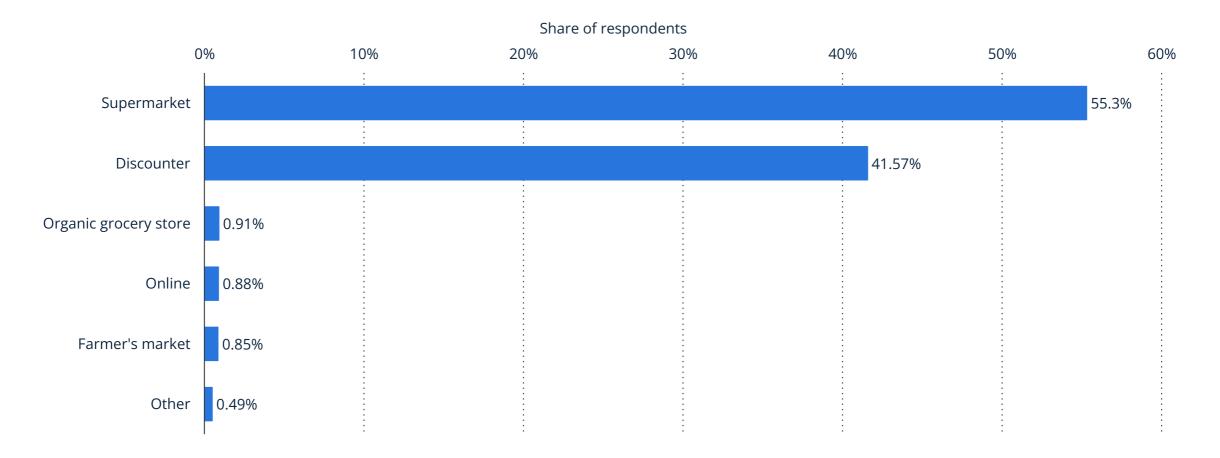
11



Description: In 2023, around 5.31 million people in Germany aged 14 and over indicated that the groceries for their household were purchased on the internet or in an online shop. This graph shows the results of a survey in Germany on the purchase of groceries using the internet or from online shops from 2019 to 2023. <u>Read more</u> Note(s): Germany; 2019 to 2023; 14 years and older; German-speaking population Source(s): IfD Allensbach statista 🗹

Where do you do most of your grocery shopping?

Preferred grocery shopping locations in Germany 2021



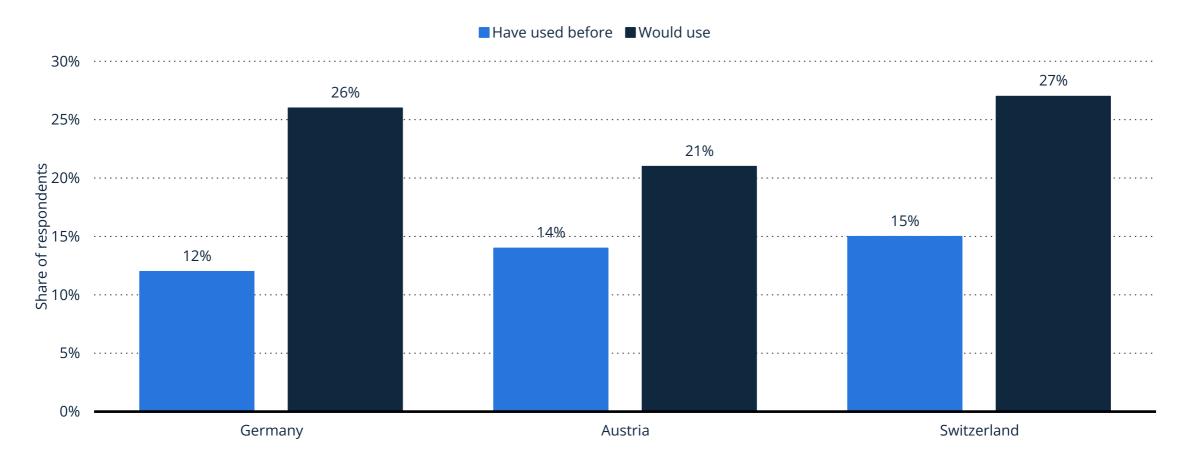
12 Description: In 2021, the majority of consumers in Germany did most of their grocery shopping in supermarkets, according to a POSpulse survey. Discounters were another popular option. Less than one percent of respondents to the survey shopped for groceries online. <u>Read more</u> Note(s): Germany; January 8 to February 1, 2021; 3,291 respondents Source(s): POSpulse



Have you ever ordered groceries online and had them delivered to your home, or would you like to do so?

Attitude towards online grocery delivery in Austria, Germany, Switzerland 2021

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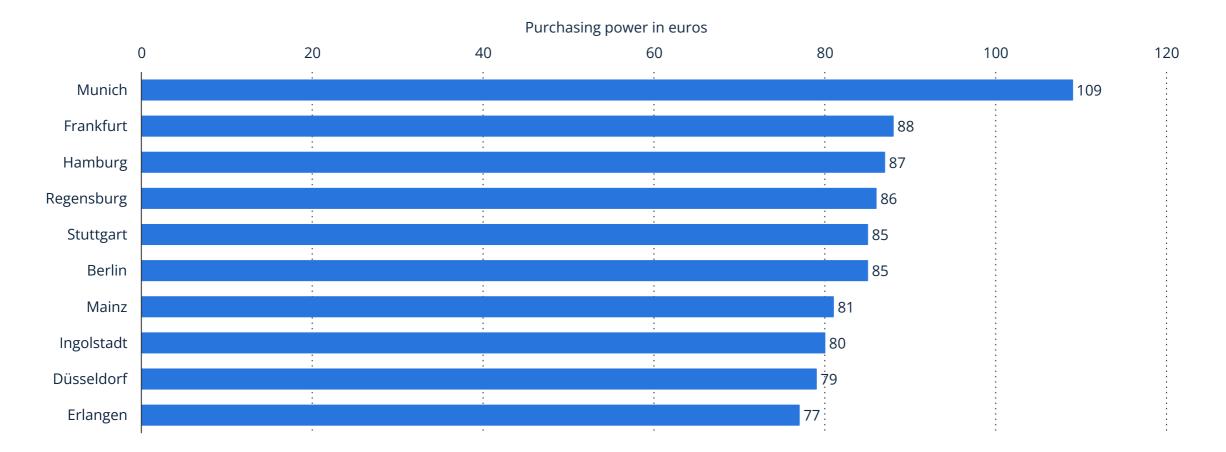
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Description: In 2021, between 12 and 15 percent of respondents in Germany, Austria and Switzerland had ordered groceries for home delivery online before. Between a fifth and a quarter of responding consumers stated that they would use such a service. In the GSA region, online grocery retail is attracting the greatest interest in Switzerland. Around 15 percent of those who took part in the survey had already ordered groceries online. For comparison: in Germany it was around 12 percent of respondents. Read more Note(s): Austria, Germany, Switzerland; June 2021; Over 3,000 Source(s): Uni St. Gallen

Purchasing power per resident in online grocery retail in Germany in 2021, by metropolitan area

Purchasing power per resident in online grocery retail in Germany 2021, by city

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Description: So far, the sums that are being spent on online groceries in Germany are still comparatively small. In 2021, the online share of grocery retail was only at around two percent. At approximately 109 euros per inhabitant, the citizens of the urban district of Munich have the greatest purchasing power in online grocery retail. Read more Note(s): Germany; 2021 Source(s): Germany; 2021



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