

DIGITAL & TRENDS

Online grocery shopping in Germany

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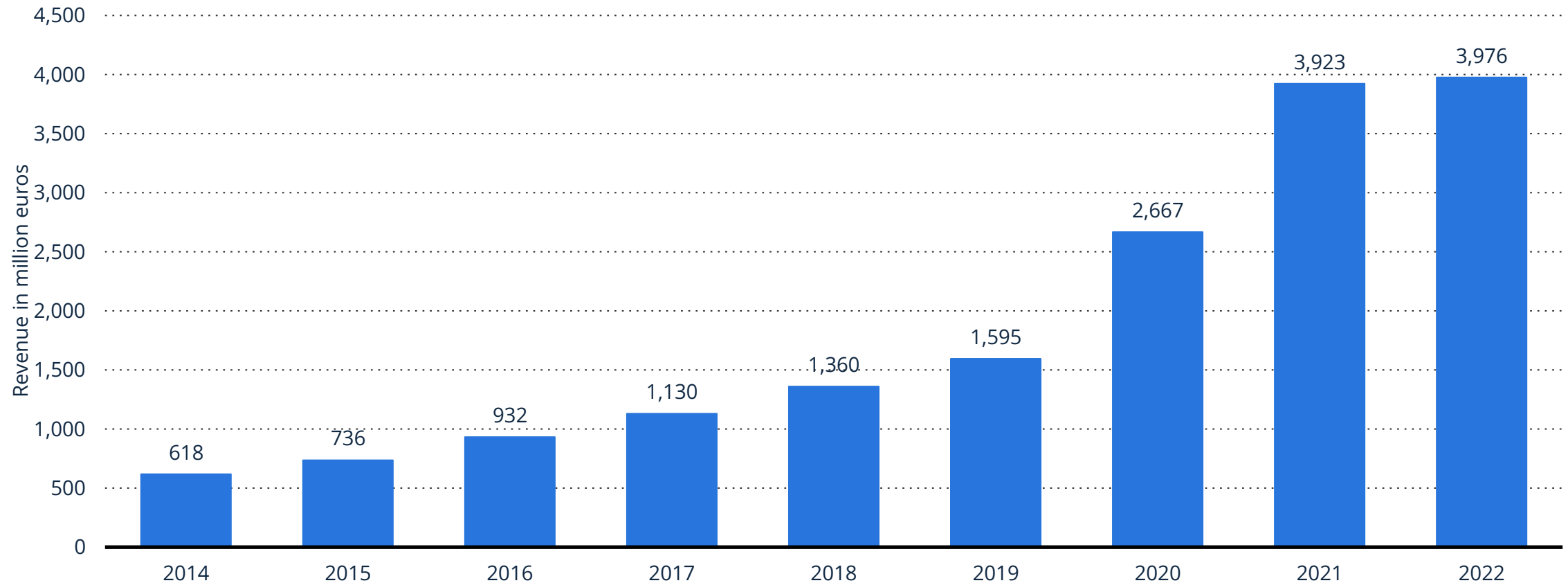
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CHAPTER 01

Industry overview

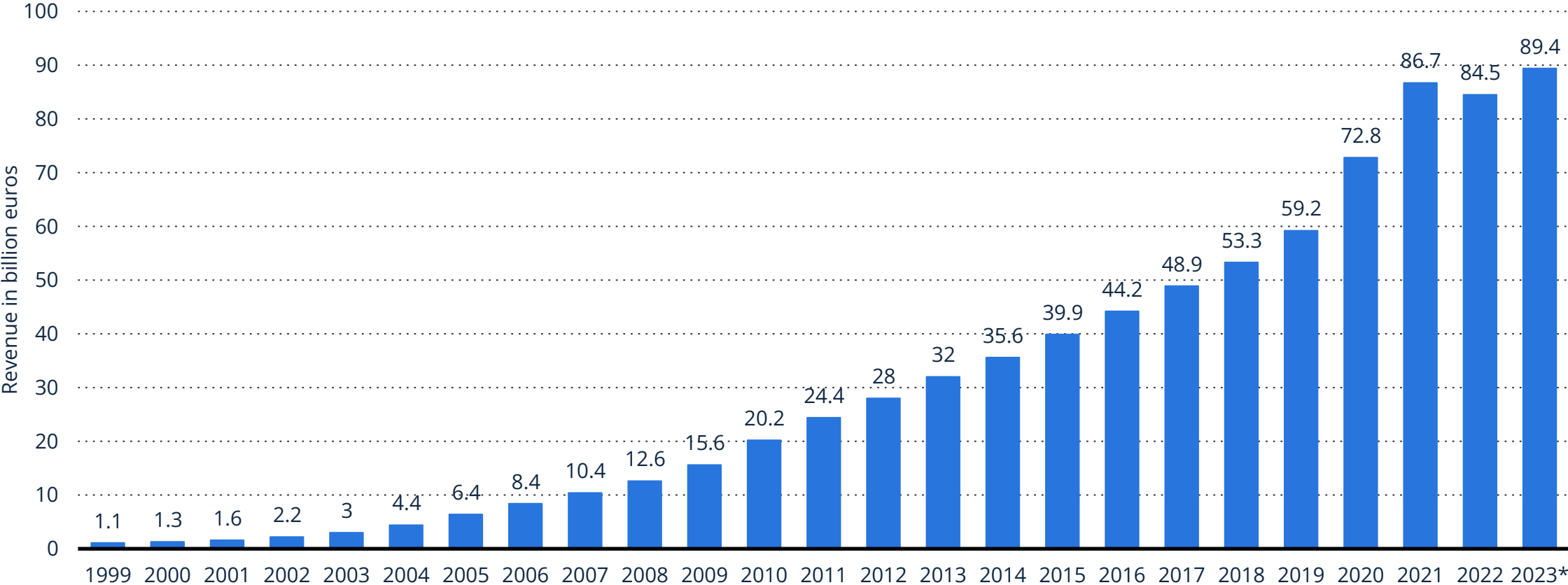
Revenue from the sale of groceries in online retail in Germany from 2014 to 2022 (in million euros)

Revenue from groceries bought online Germany 2014-2022



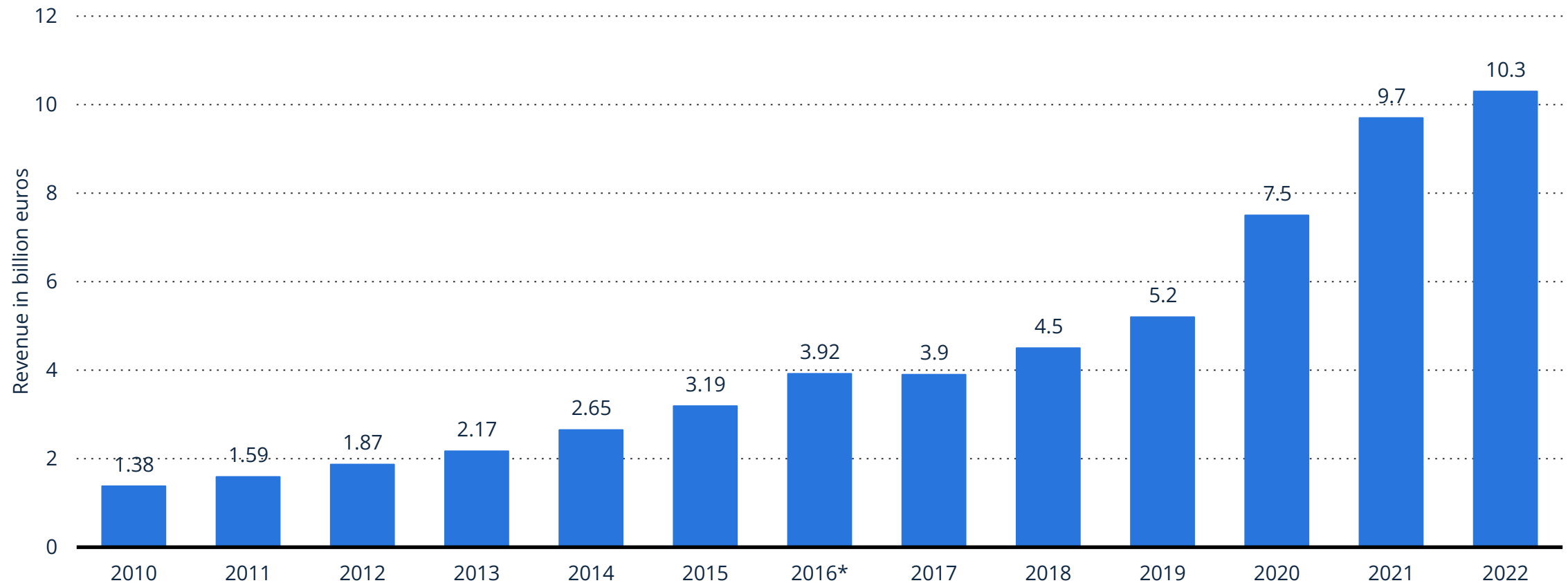
B2C-e-commerce revenue in Germany from 1999 to 2023 (in billion euros)

E-commerce revenue in Germany 1999-2023



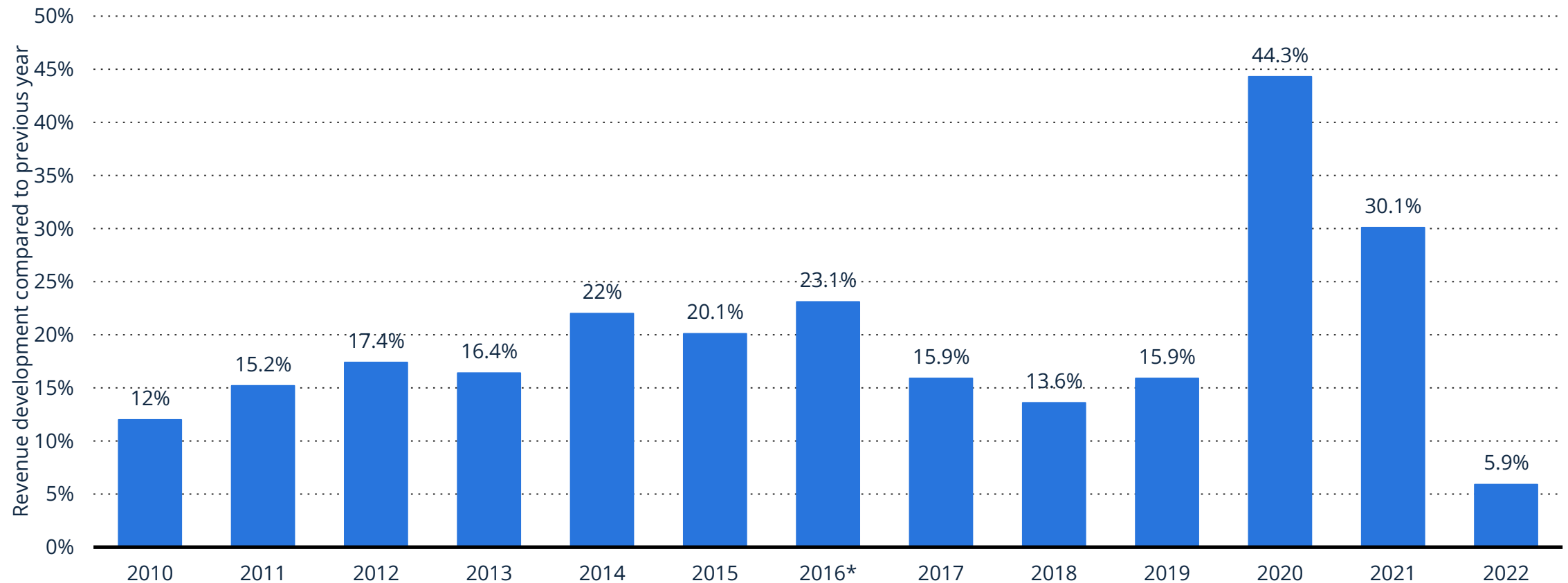
Revenue from FMCG products in online trade in Germany from 2010 to 2022 (in billion euros)

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



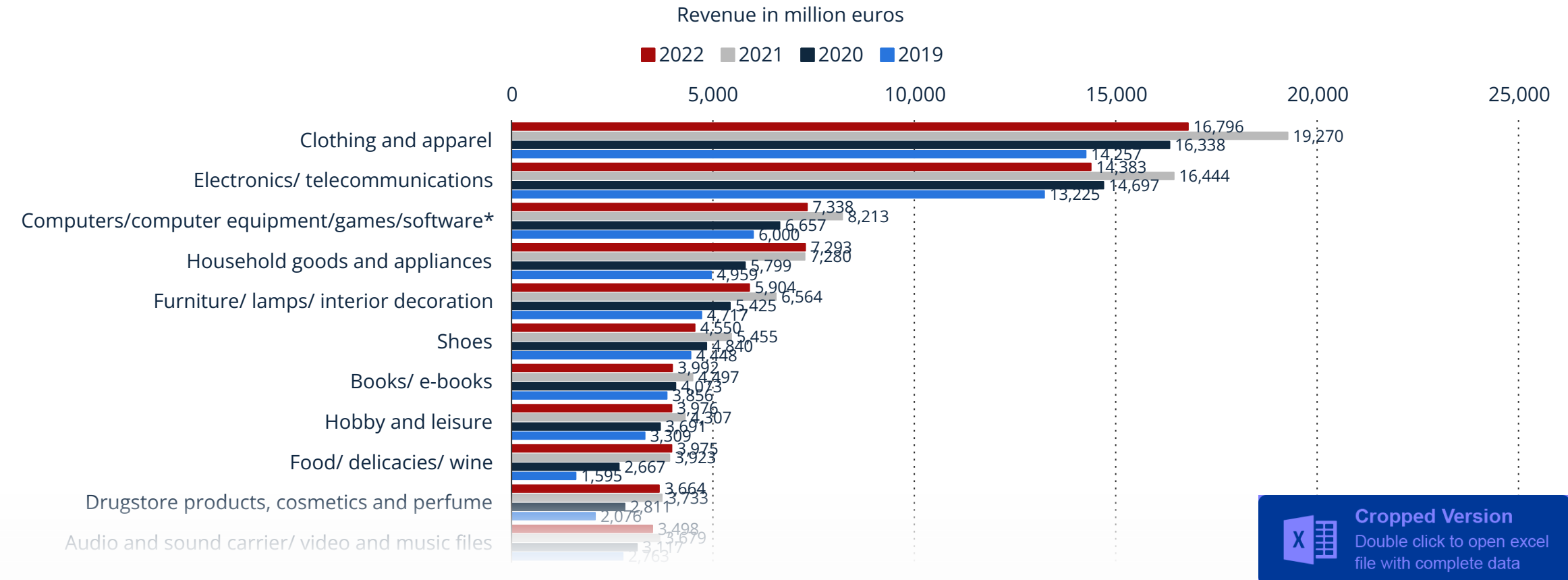
Revenue development from FMCG products in online trade in Germany from 2010 to 2022, compared to previous year

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



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

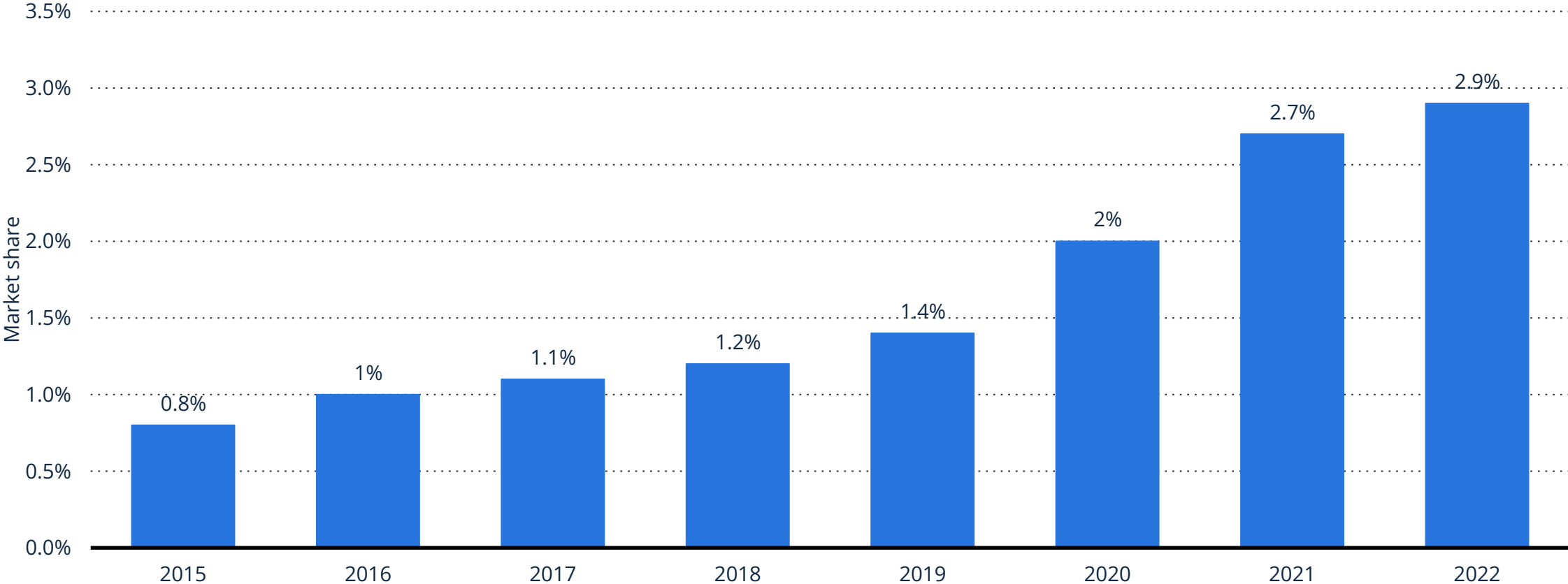
Best-selling product groups in interactive retail in Germany 2019-2022



Cropped Version
 Double click to open excel file with complete data

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

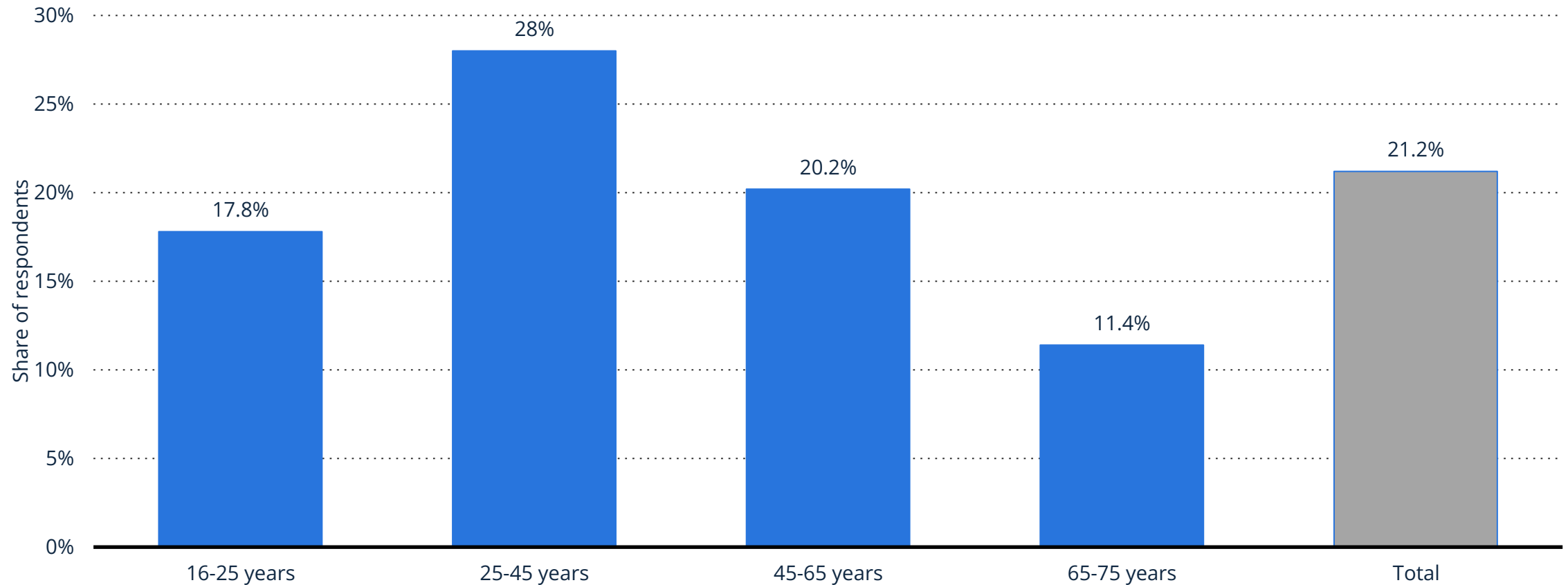


CHAPTER 02

Purchase motives and target groups

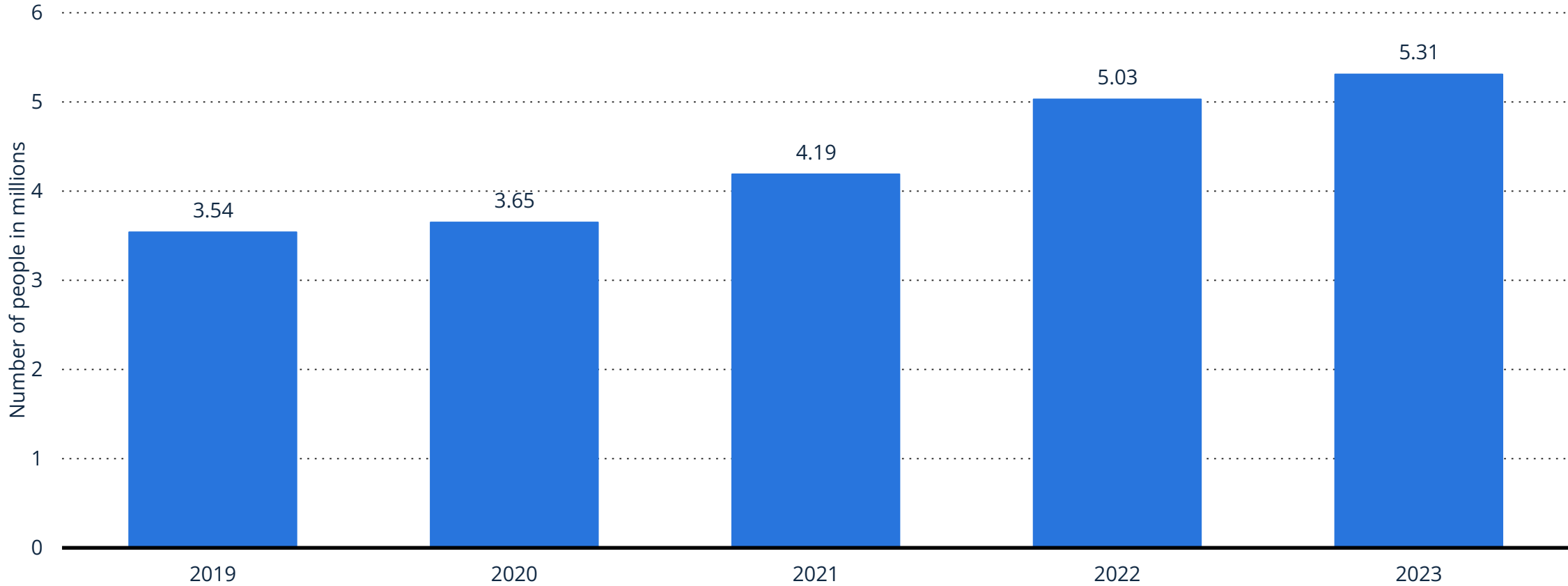
Share of online shoppers who ordered or purchased groceries/essential goods for private purposes on the internet in Germany in 2022, by age group

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



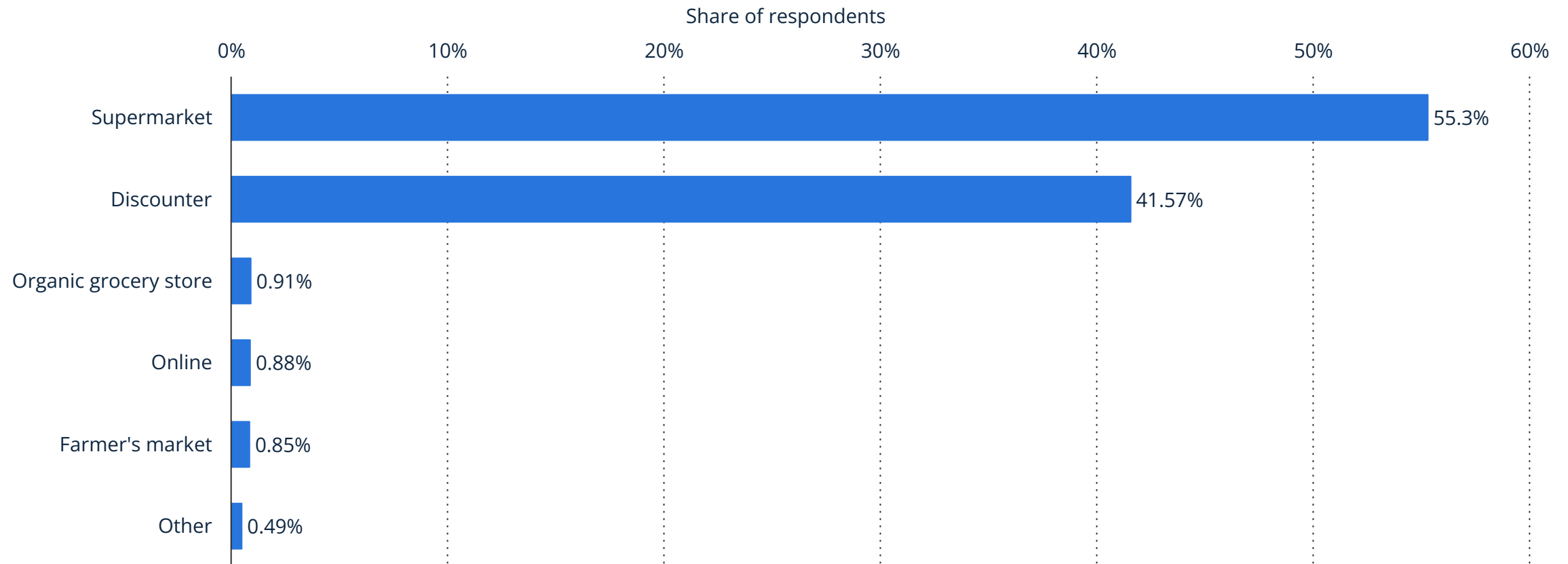
Number of people in Germany who purchase groceries for their household on the internet or from online shops from 2019 to 2023 (in millions)

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



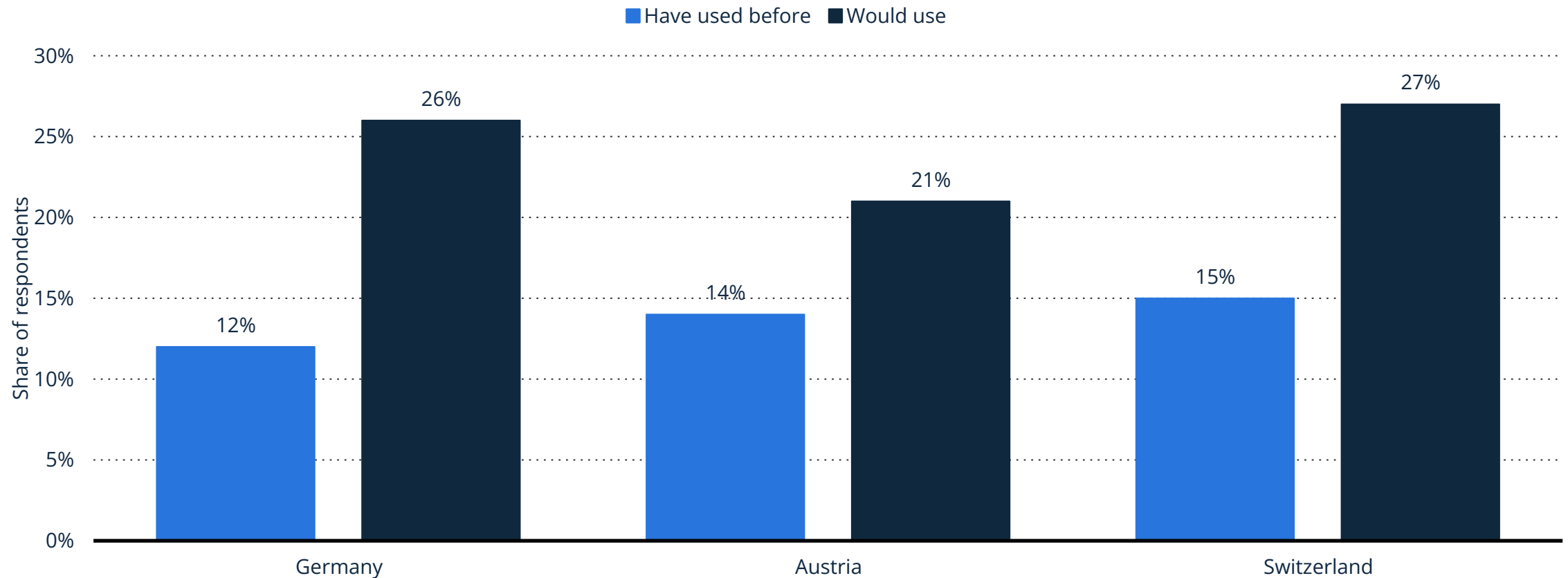
Where do you do most of your grocery shopping?

Preferred grocery shopping locations in Germany 2021



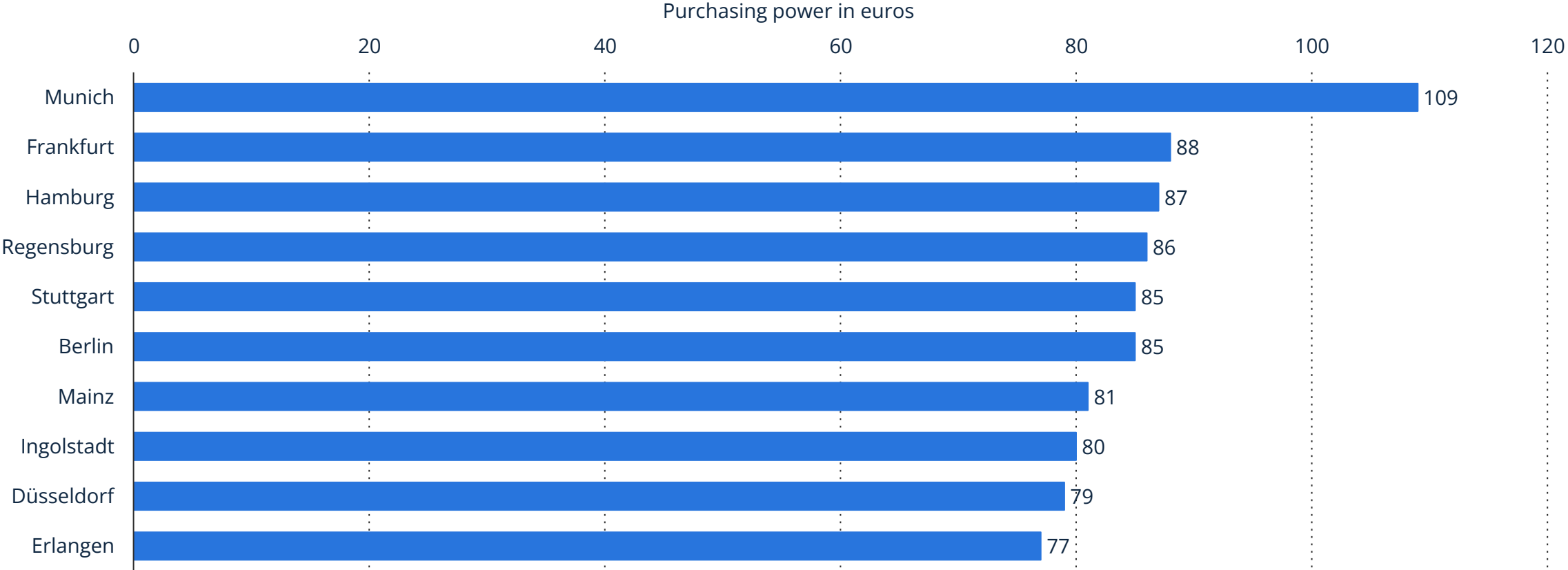
Have you ever ordered groceries online and had them delivered to your home, or would you like to do so?

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



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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