



Euromonitor
International

Digital Shopper in Germany

May 2026

Table of Contents

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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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