CROSS-BORDER AT A GLANCE

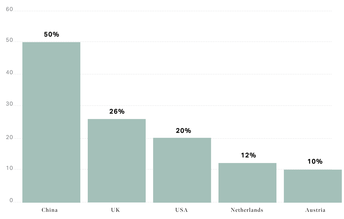
Germany Cross-Border Shopping Trends

What are some of the preferences and expectations of German cross-border shoppers? And what barriers to shopping do they face?

77%

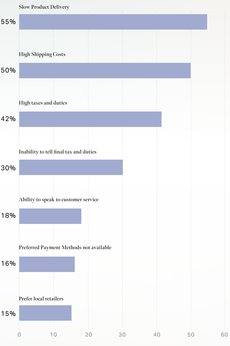
of shoppers have made a cross-border purchase, up from 74% in 2019.

Which are the top countries German shoppers buy from?



Looking at German cross-border shopping trends:

Top barriers for German cross-border e-commerce shoppers:



55%

of German cross-border shoppers said slow product delivery is the biggest barrier, a slight decrease of 4 pts from 2019 results.

50%

of German cross-border shoppers stated expensive shipping is the second largest concern, similar to 2019 results.

Post-pandemic online shopping frequency of German shoppers:

74%

I am shopping more often online post-pandemic

24%

I'm shopping about the same amount online

2%

I'm shopping less often online

German shoppers' expectations of their future shopping frequency:

26%

I expect I will shop online more often than I do now

64%

I expect I will shop online about the same as I do now

10%

I expect I will shop online less often than I do now

German shoppers' expectations of delivery times post-pandemic:

58%

I expect delivery times to be slower

11%

I expect delivery times to be faster

31%

I expect delivery times to stay about the same

FLOW

Does your website use Flow?

Remove the friction from the cross-border shopping experience

To learn more about how to boost conversions on your cross-border e-commerce website, contact us today at **hello@flow.io** and speak with a Flow expert.

The 8 countries analyzed in our international research study include: Australia, Canada, China, France, Germany, Japan, United Kingdom, United States. The analysis contained in this infographic describing comparisons between 2021 and 2019 data examines behaviors and expectations of German apparel shoppers only.

All data contained in this infographic originates from proprietary studies commissioned by Flow Commerce.

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Source: Germany Market Guide to Cross-Border Best Practices, 2021, Flow Commerce.