

# E-Shopper Study 2025

## Facts & figures



**78 %**  
of all Austrians  
shop online



Regular e-shoppers  
receive  
**5.8 parcels**  
per month

### Most purchased product categories



Shoes

**51%**



Fashion

**57%**



Beauty &  
health  
products

**45%**

### Main reasons for online shopping



**77 %** time savings



**62 %** convenience



**69 %** stress-free shopping



**56 %** believe the product  
selection online is more exten-  
sive than in physical stores



**64 %** cost-effective  
shopping

### Buyer group: **heavy shopper**

A new and particularly high-spending shopper group forming a strong foundation for the e-commerce sector are the so-called heavy shoppers.

**61 %** of online buyers fall into this category, receiving **at least 8.8 parcels per month**, which is well above the EU average of 7.2 parcels.

#### Preferred product categories:



**64 %** Fashion



**61 %** Shoes



**58 %** Leisure items



## C2C shopping continues to be popular

Flea market platforms, or C2C shopping channels for short, which enable the private sale and purchase of all kinds of used goods, continue to be heavily used.

The users of C2C platforms are mostly women who live in urban areas and make an average of **13.3 purchases** per year.



**77%** of e-shoppers **buy** or **sell** on **online flea market platforms**



**67%** believe that products are cheaper there

## Social media as a shopping channel



**46%** shop directly through an e-commerce channel, e.g. via Facebook or Instagram



**64%** use social media as a **source of inspiration**



**32%** shop on channels **recommended** by friends and family

## Buyer group: Gen Z



**68%** buy via **social media** channels, of which **33%** via Instagram



**71%** of these shoppers are women



On average they make **52 purchases** per year

## Top 3 delivery requirements



1. Real-time information
2. Next-day delivery
3. Choice of delivery options



**66%** believe the delivery process is **simple and satisfactory**



**30%** of buyers already prefer **out-of-home delivery** (parcel shops or locker stations)



**16%** already prefer delivery via deposit OK



**25%** of online purchases are **returned**, on average



**25%** prefer returns via Pickup shops or lockers

## E-Shopping at a glance

Smooth delivery is crucial for customer satisfaction. E-shoppers expect real-time information, flexible appointment changes, and notifications. Home delivery remains the preferred option, but is losing ground among younger consumers. Lockers are becoming increasingly important. Time savings and stress-free shopping remain the main reasons for shopping online.