

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



Main reasons for online shopping

77 % time savings

69 % stress-free shopping

64 % cost-effective shopping

62 % convenience

56 % believe the product selection online is more extensive than in physical stores

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**



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.