

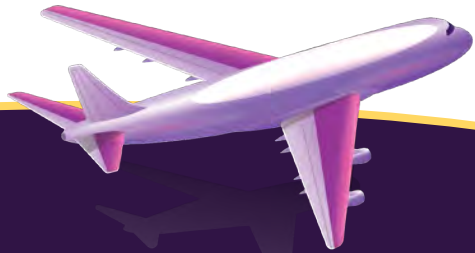
E-Commerce in GERMANY



MARKET OVERVIEW



Population:	83 Million
GNI per Capita:	US \$ 48,520
Ease of Doing Business:	Rank 22 / 190 Score 79.7 / 100
Logistics Performance Indicator:	Rank 1 / 190 Score 4.2 / 5
Currency:	Euro €
Free Trade Agreement:	CETA
Official Language:	German
Domain:	.de



Internet Inclusivity:	Rank 18 / 100
E-Government Development:	Rank 25 / 193
% of Internet Users:	88%
Top 3 Search Engines:	Google 92% , Bing 5% , Escosia 1%
Social Media Stats:	Facebook 67% , Pinterest 19% , Twitter 6% , YouTube 23% , Instagram 2% , Reddit 1%
Mobile vs Tablet vs Desktop:	Desktop 53% , Mobile 44% , Tablet 3%
Level of Cross-border E-commerce:	32%
E-commerce Market Value:	€ 70.97 billion
E-commerce Payment Methods:	Digital wallet 26% , direct debit 20% , open invoice 20% , credit cards 13%
Top Payment Services:	PayPal, Wirecard, Bancontact, HiPay Molleli

E-COMMERCE TRENDS



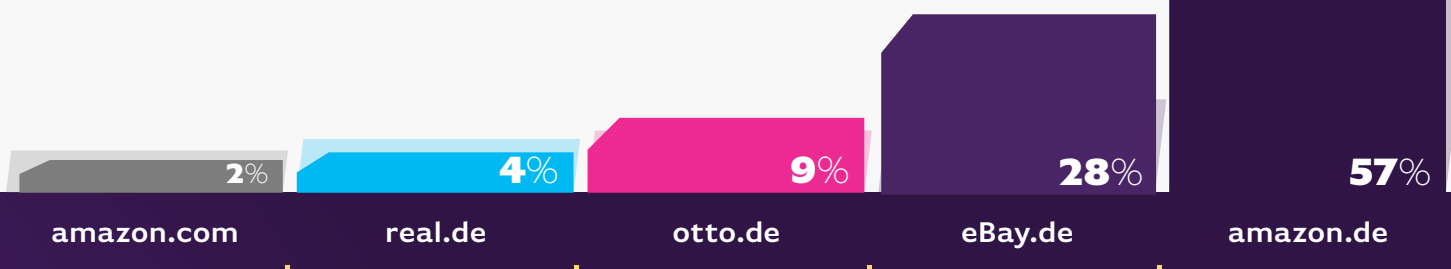
- Bank transfer and e-wallet are becoming more popular and credit cards are becoming less popular
- Chatbots and artificial intelligence are key for securing e-shopping conversion
- Germans expect delivery within two working days
- German e-shoppers have incredibly high return rates
- Germans expect all product listing and customer support to be in German



TOP MARKETPLACES



GERMANY TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
amazon.de	B2B / B2C	Horizontal-everything	Commission model, subscription model, advertisements <i>Selling on Amazon's European Marketplace</i>
eBay.de	B2B / B2C / C2C	Horizontal-everything	Fee based on transaction cost <i>eBay selling Internationally</i>
otto.de	B2B / B2C	Horizontal-everything	Standard fee plus commission based on product category <i>OTTO Market Selling Together!</i>
real.de	B2C	Horizontal-everything	Monthly subscription, commission <i>Become a seller on real.de</i>
amazon.com	B2B / B2C	Horizontal-everything	Commission model, subscription model, advertisements <i>Selling on Amazon's European Marketplace</i>

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *Hermes DHL DPD UPS*
- E-commerce Payment Processor: *Paydirekt Paypal Giropay Sofort Payments*
- Digital Marketing Providers: *Salesforce JellyFish Media Adobe Marketing*
- E-commerce Platform Providers: *Magento Shopify Shopware Gambio*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Online in Europe*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Trade Commissioner Services

- § *Doing Business in Germany*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Market Resources

- § *Complete Guide to GDPR Compliance*
- § *New EU Rules on E-commerce*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*

