

DIGITAL & TRENDS

Online grocery shopping in Germany

Table of Contents

01 Industry overview

- Revenues in food retail in Germany 1998-2021
- Revenue from groceries bought online Germany 2014-2021
- E-commerce revenue in Germany 1999-2021
- Revenue from FMCG products in online trade in Germany 2010-2021
- Revenue development from FMCG products in online trade Germany 2010-2021
- Best-selling product groups in interactive retail in Germany 2018-2021
- Market share of online trade in food sales Germany 2015-2021
- FMCG revenue share in Germany 2020, by distribution channel and settlement size

02 Purchase motives and target groups

- E-commerce purchase rate of food or groceries in Europe 2006-2019, by country
- Share of online shoppers who bought groceries online in Germany 2021, by age group
- Purchasing groceries on the internet or from online shops 2018-2022
- Preferred grocery shopping locations in Germany 2021
- Attitude towards online grocery delivery in Austria, Germany, Switzerland 2021
- Purchasing power per resident in online grocery retail in Germany 2021, by city
- Negative experiences during online grocery shopping in Germany 2021
- Situations for ordering groceries online in Germany 2021
- Criteria for online grocery shopping in Germany 2021

03 Companies and products

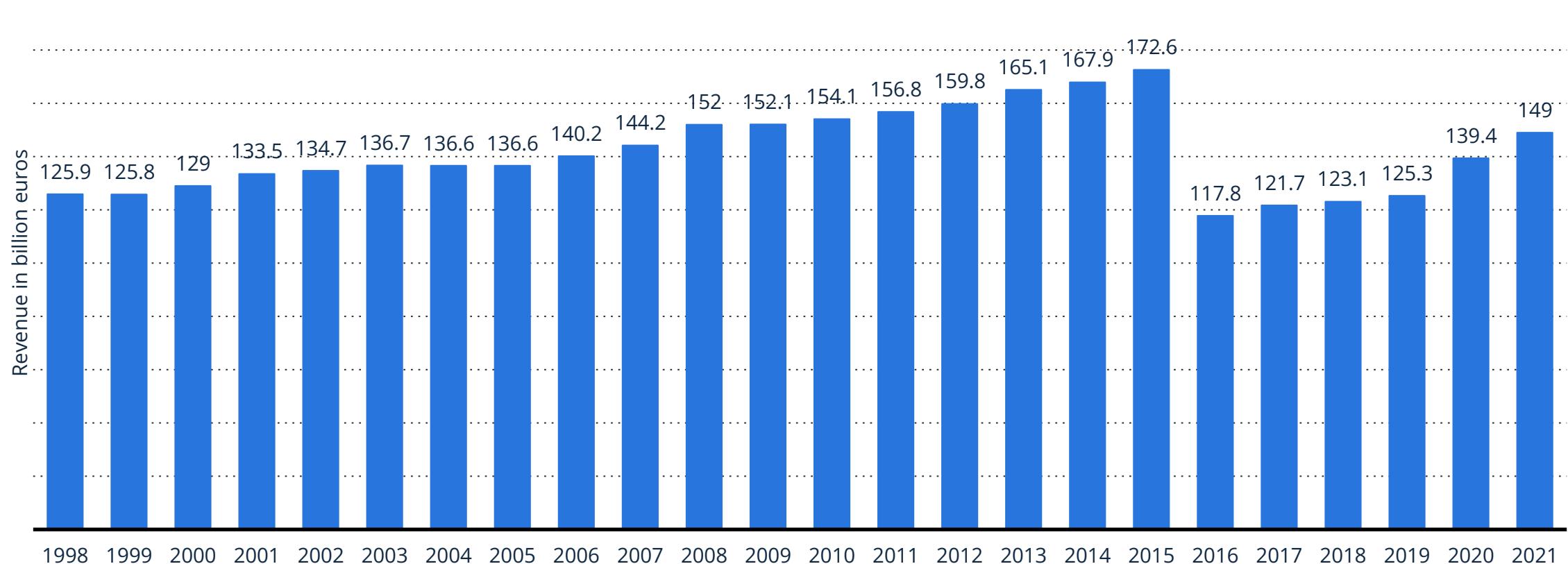
- 03 E-commerce revenue of the leading online shops in the food segment in Germany 2020 22
- 04 Online grocery & beverage shopping by store brand in Germany 2022 23
- 05 Awareness of online grocery delivery companies in Germany 2021 24
- 06 Customer satisfaction with grocery delivery services Germany 2020 25
- 07 Amazon Fresh brand profile in Germany 2022 26
- 08 Groceries and beverages purchased online by category in Germany 2022 27
- 09 Beverages bought online in Germany 2021, by type 28
- 10

CHAPTER 01

Industry overview

Revenues in the food retail sector in Germany from 1998 to 2021 (in billion euros)

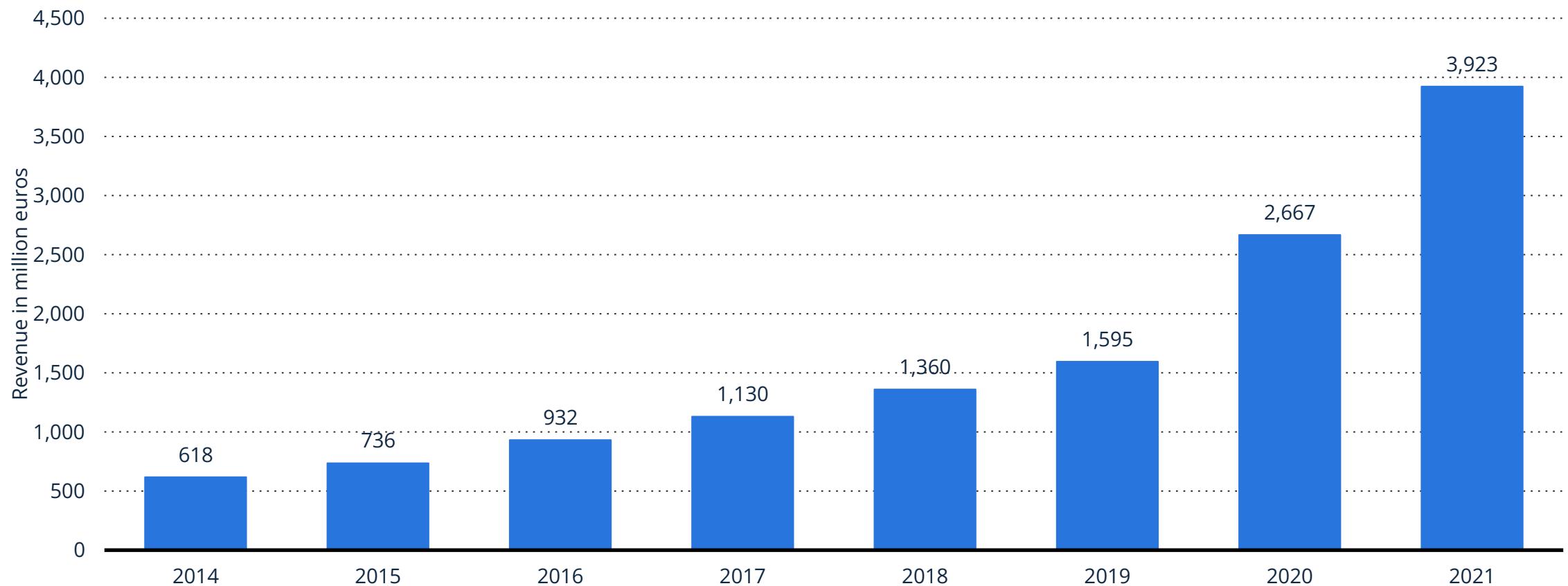
Revenues in food retail in Germany 1998-2021



3 **Description:** In 2020, the German food retail sector generated revenues of 149 billion euros. An increase compared to the previous year at 139.4 euros. This statistic shows the revenue development of the food retail sector in Germany from 1998 to 2021 [Read more](#)
Note(s): Germany; 1998 to 2021; total receipt sum FMCG, incl. fresh goods; grocery retail incl. drugstores
Source(s): GfK; IRI

Revenue from the sale of groceries in online retail in Germany from 2014 to 2021 (in million euros)

Revenue from groceries bought online Germany 2014-2021



4

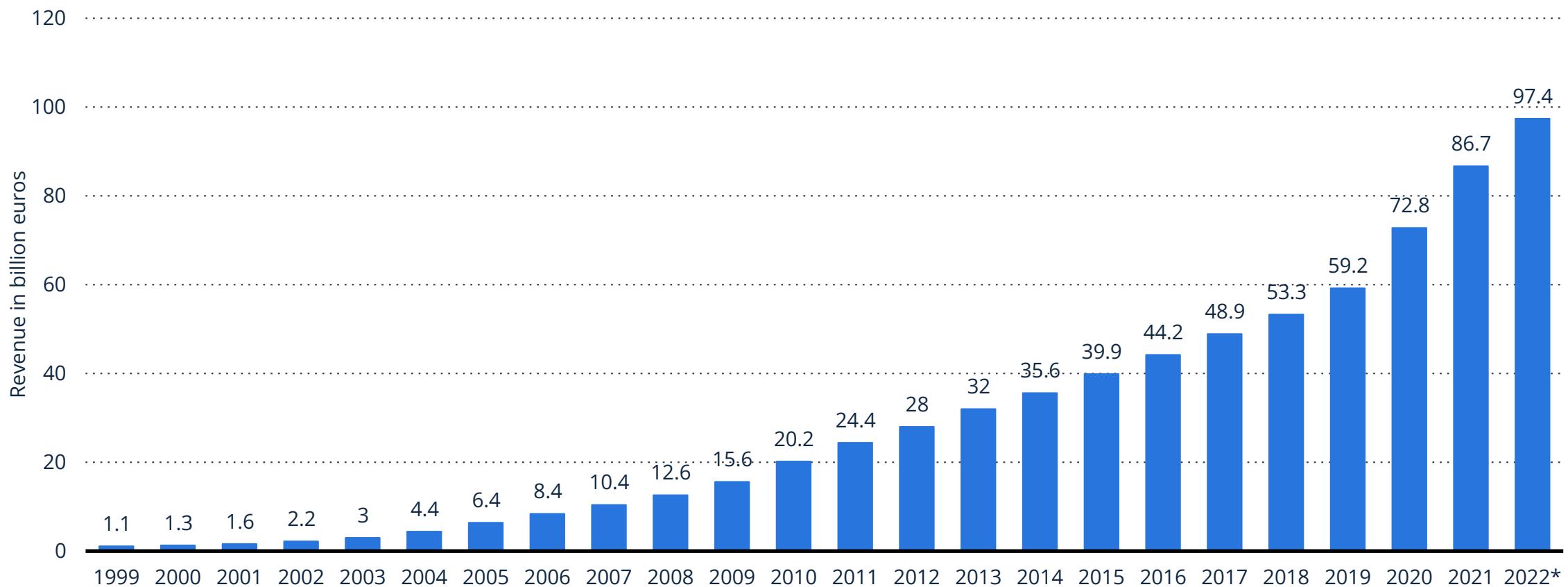
Description: This data show the revenue generated from the sale of groceries in online retail in Germany from 2014 to 2021. In 2021, 3.92 billion euros were generated from groceries bought online [Read more](#)

Note(s): Germany; 2014 to 2021

Source(s): bevh

B2C-e-commerce revenue in Germany from 1999 to 2021 (in billion euros)

E-commerce revenue in Germany 1999-2021



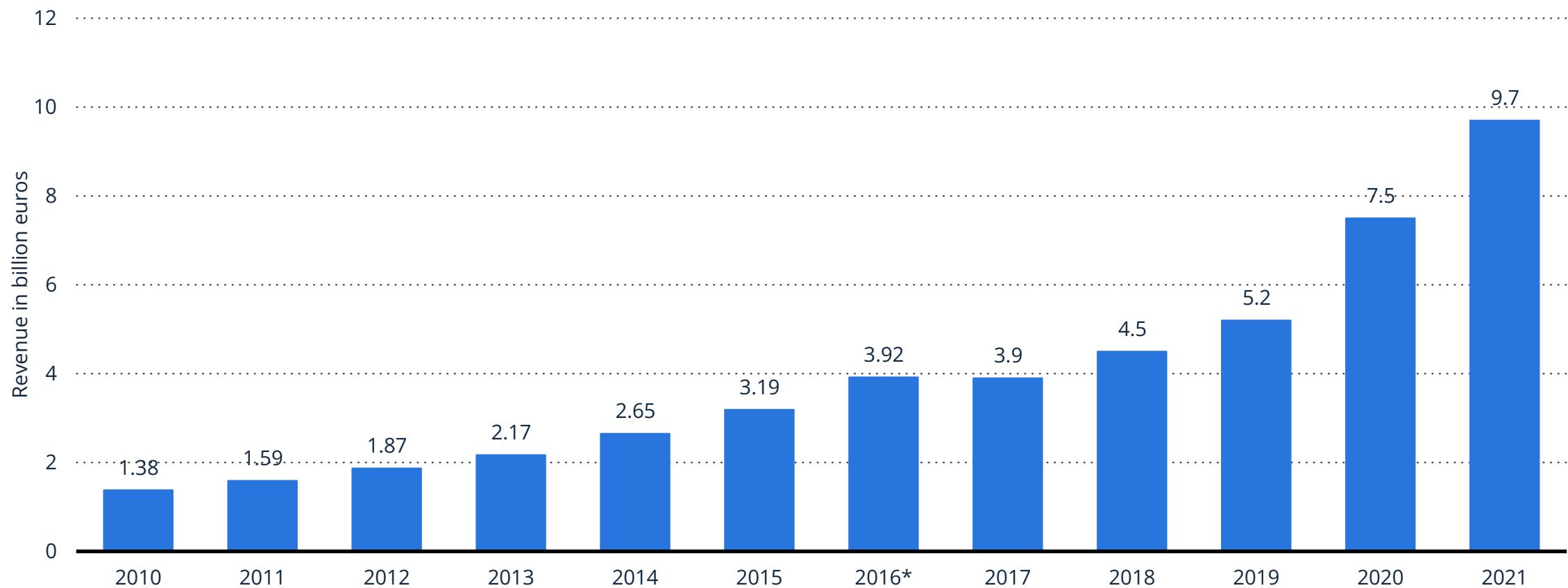
Description: In 2021, the German B2C e-commerce sector generated around 86.7 billion euros in revenue. For 2022, forecasts predict 97.4 billion euros. As is evident in the timeline, figures have only been increasing year after year [Read more](#)

Note(s): Germany; 1999 to 2021 (as of March 2022); Net revenue figures; without VAT; * Forecast. Older figures were partially retrieved from older reports. [Read more](#)

Source(s): HDE (HDE-Berechnungen)

Revenue from FMCG products in online trade in Germany from 2010 to 2021 (in billion euros)

Revenue from FMCG products in online trade in Germany 2010-2021



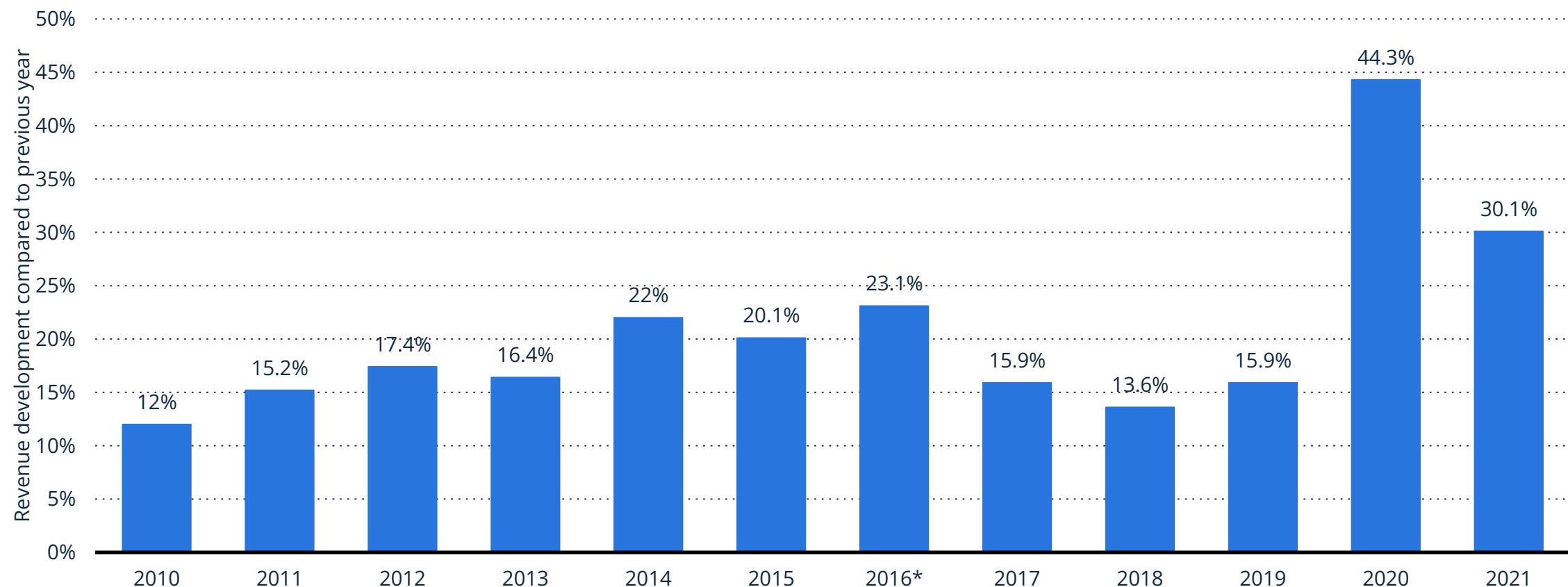
6 Description: This statistic shows the revenue from FMCG products in online trade in Germany from 2010 to 2021. In 2021, the German online trade achieved a revenue of 9.7 billion euros [Read more](#)

Note(s): Germany; 2010 to 2021; * 2016: projection. Prior-year figures are based on previous information provided by the institute. [Read more](#)

Source(s): IfH Köln

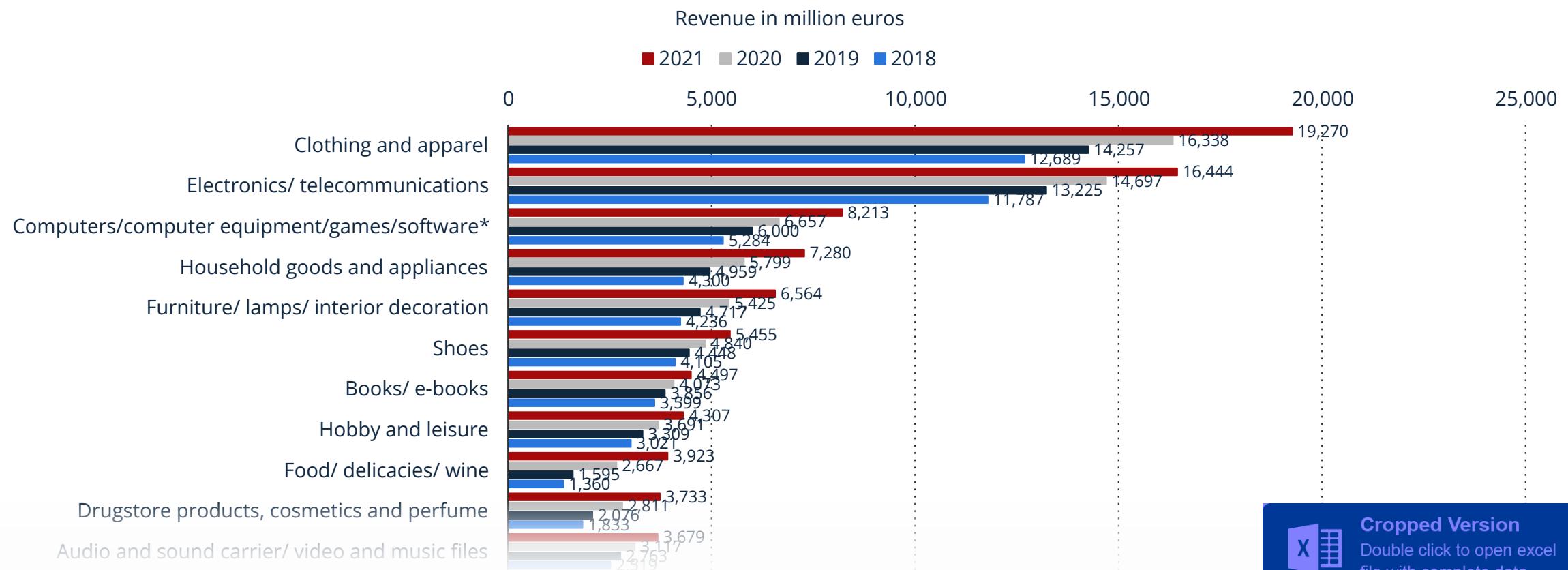
Revenue development from FMCG products in online trade in Germany from 2010 to 2021, compared to previous year

Revenue development from FMCG products in online trade Germany 2010-2021



Best-selling product groups in interactive retail in Germany from 2018 to 2021 (in million euros)

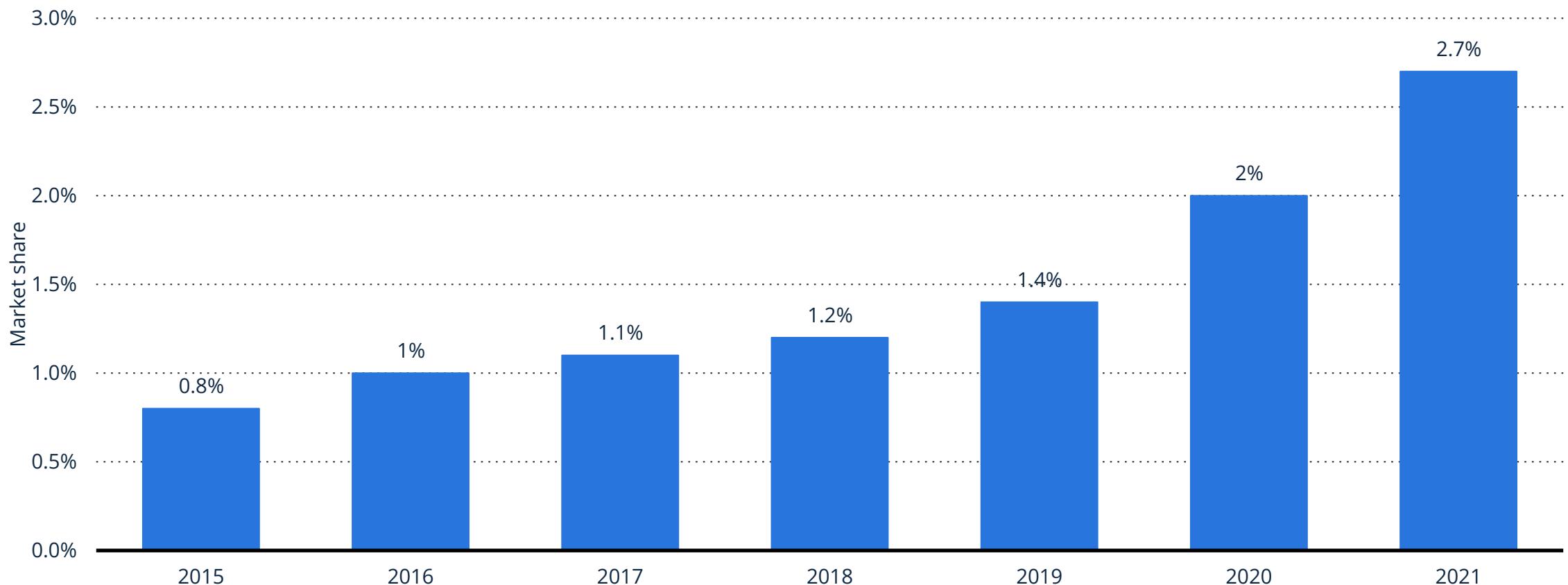
Best-selling product groups in interactive retail in Germany 2018-2021



Cropped Version
Double click to open excel file with complete data

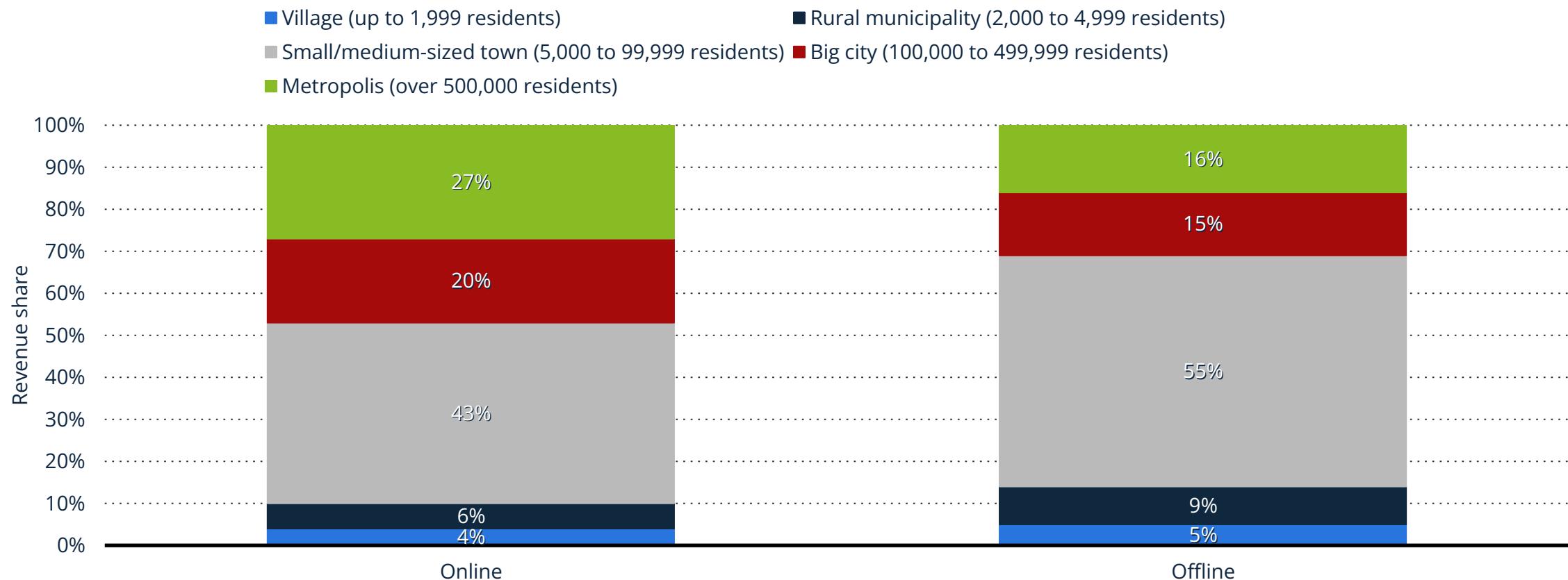
Market share of online trade in food sales in Germany from 2015 to 2021

Market share of online trade in food sales Germany 2015-2021



Revenue share of FMCG products in Germany in 2020, by distribution channel and population size of settlement

FMCG revenue share in Germany 2020, by distribution channel and settlement size

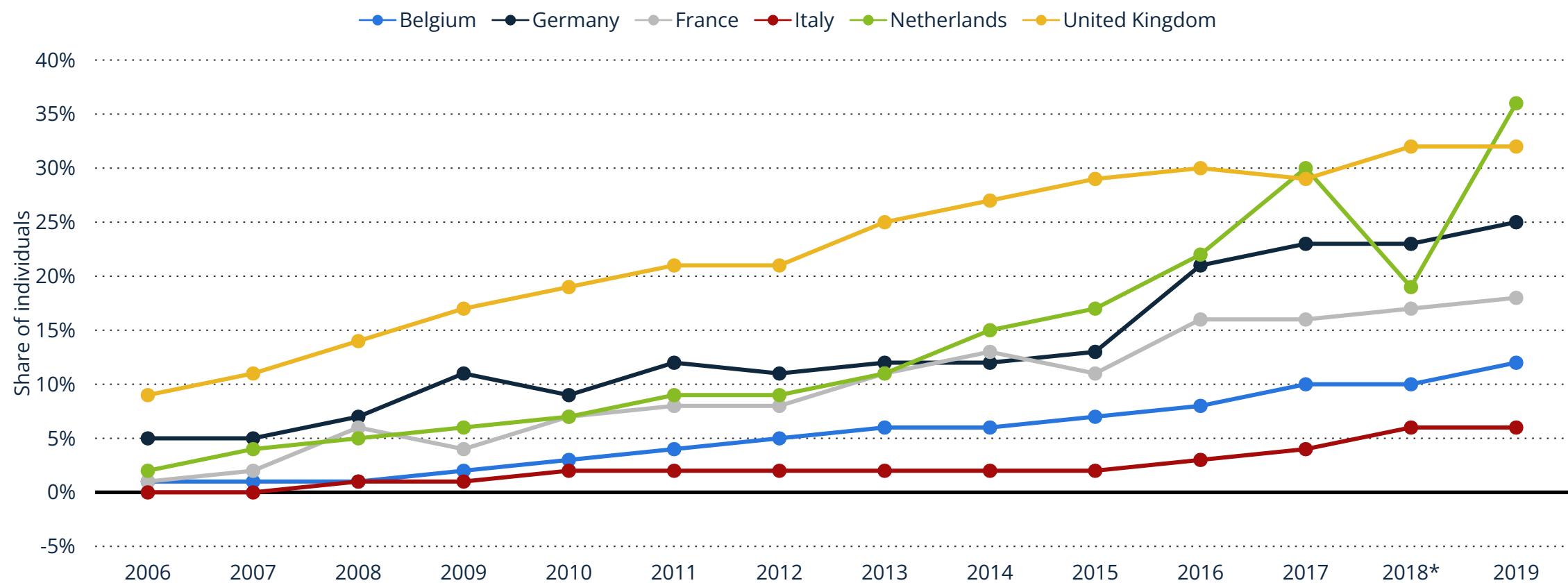


CHAPTER 02

Purchase motives and target groups

Share of consumers who purchased food or groceries online in selected countries in Europe from 2006 to 2019

E-commerce purchase rate of food or groceries in Europe 2006-2019, by country



12

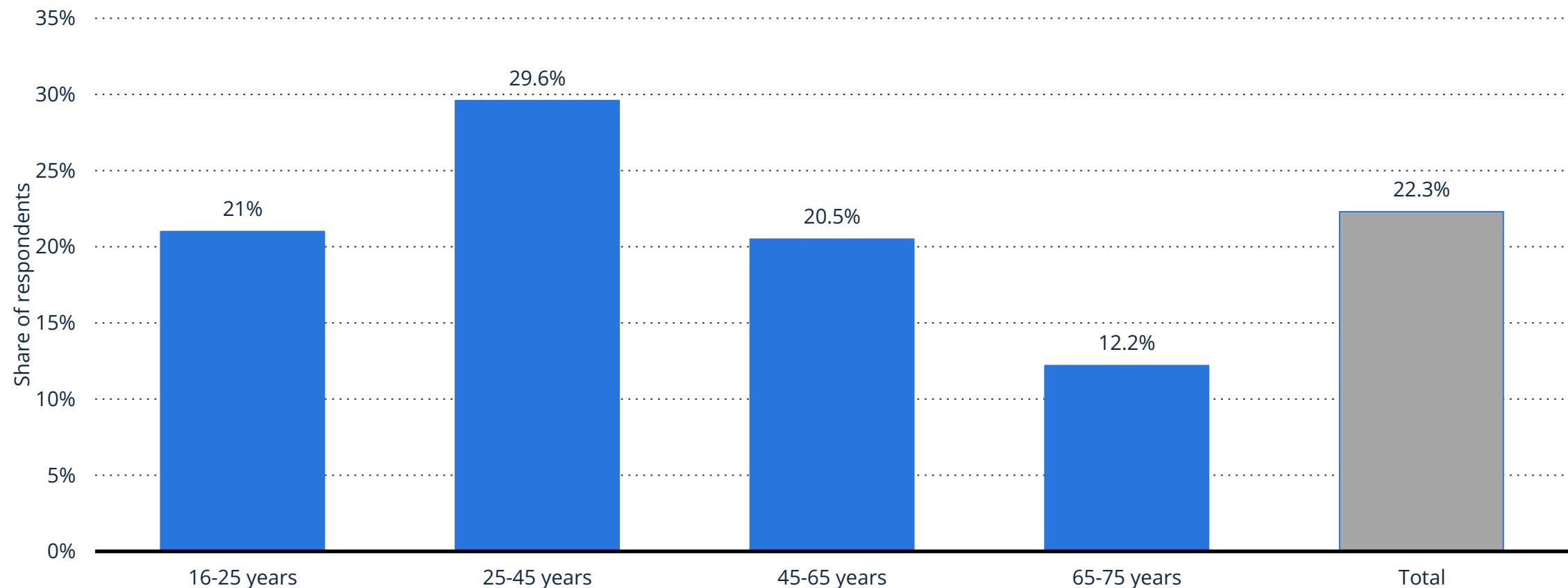
Description: Over one-third of consumers from the Netherlands bought food or groceries online in 2019, a number higher than in Belgium, Germany, France, Italy and the United Kingdom. The Netherlands were followed by the UK, with a penetration rate of 32 percent, and Germany. Due to a break in the time series, however, the Netherlands lost around 11 percentage points between 2017 and 2018. That is not to say that Dutch consumers do not purchase their groceries through a web shop: the [...] [Read more](#)

Note(s): Belgium, France, Germany, Italy, Netherlands, United Kingdom; 2006 to 2019; 16-75 years; consumers; * The source notes that in 2018 and 2019, the results had low reliability in Belgium, while there was also a break in the time series for [...] [Read more](#)

Source(s): Centraal Bureau voor de Statistiek

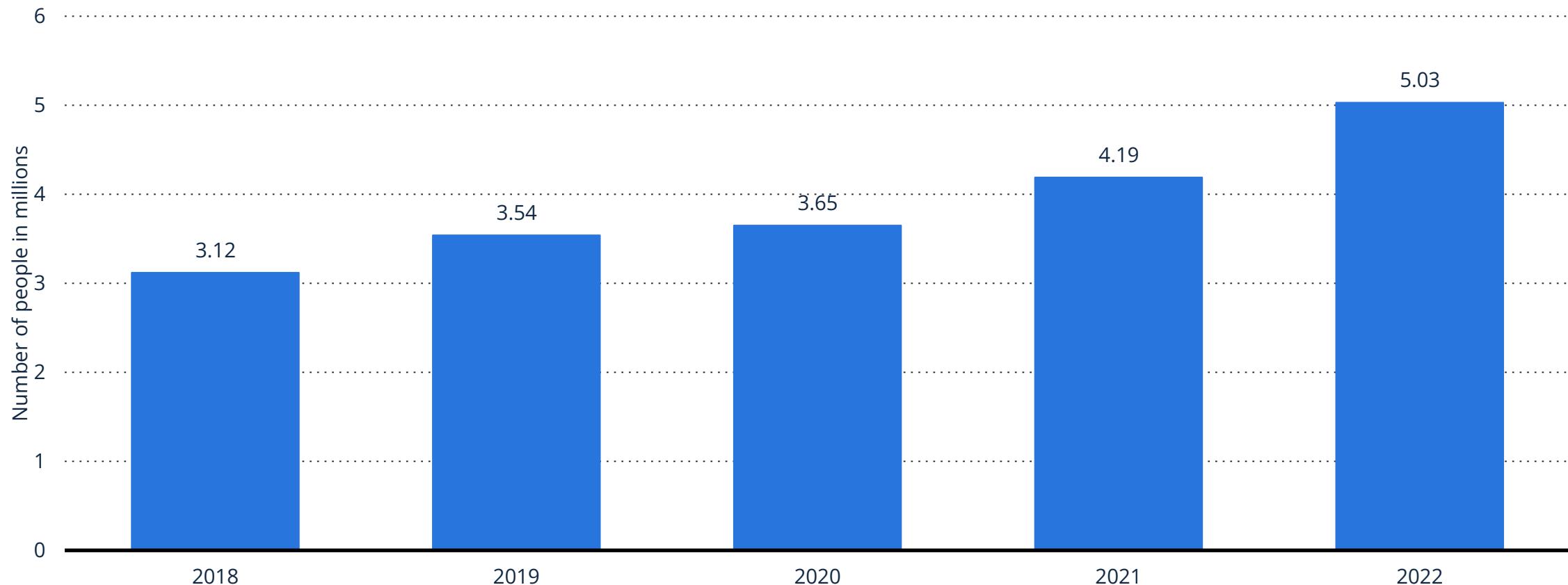
Share of online shoppers who ordered or purchased groceries/essential goods for private purposes on the internet in Germany in 2021, by age group

Share of online shoppers who bought groceries online in Germany 2021, by age group



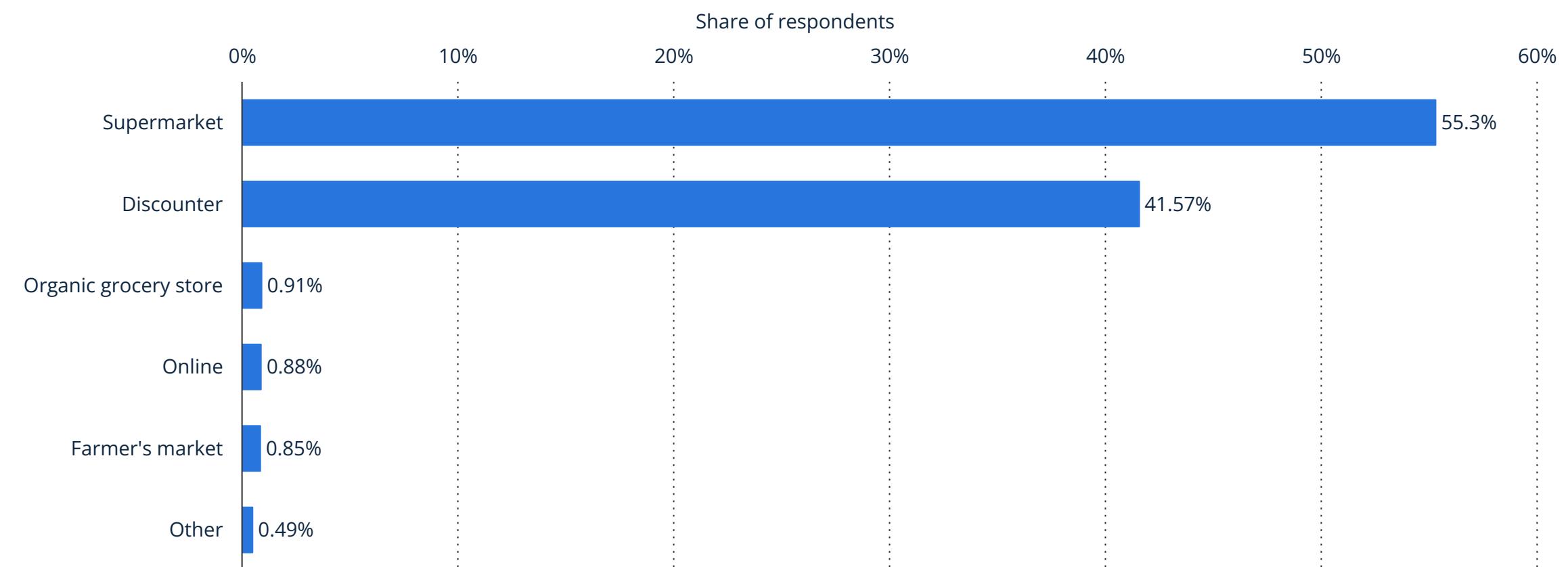
Number of people in Germany who purchase groceries for their household on the internet or from online shops from 2018 to 2022 (in millions)

Purchasing groceries on the internet or from online shops 2018-2022



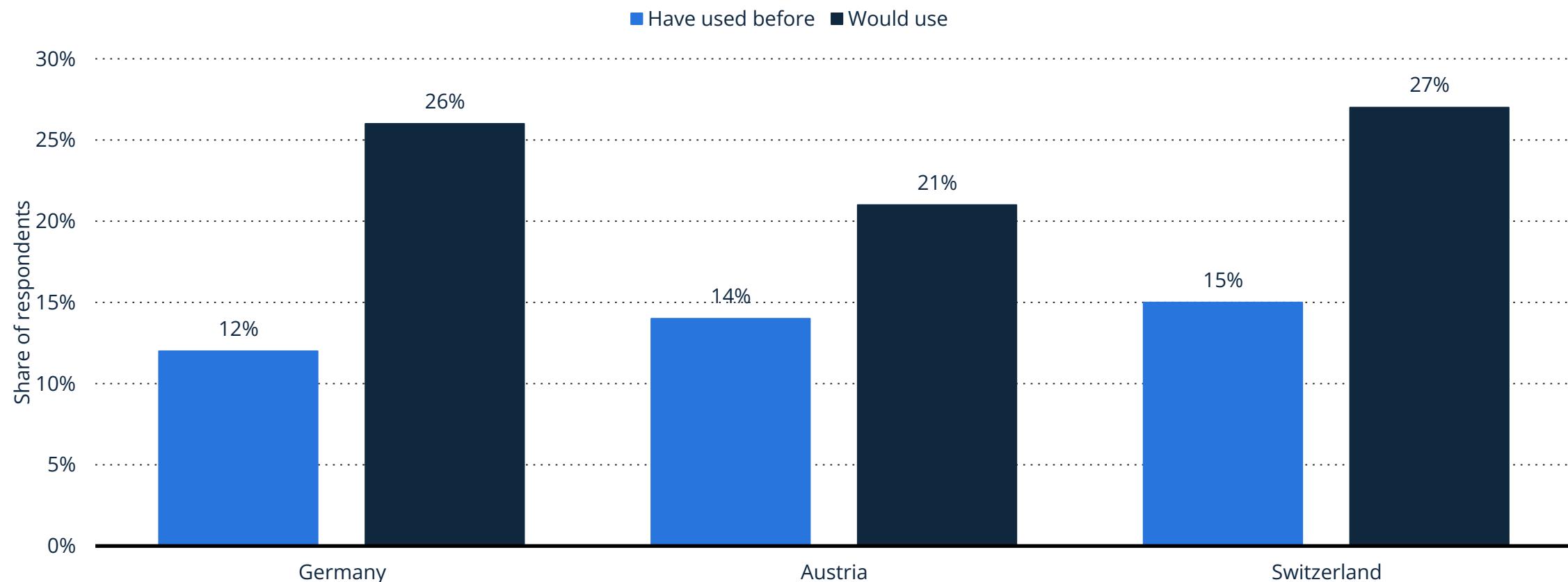
Where do you do most of your grocery shopping?

Preferred grocery shopping locations in Germany 2021



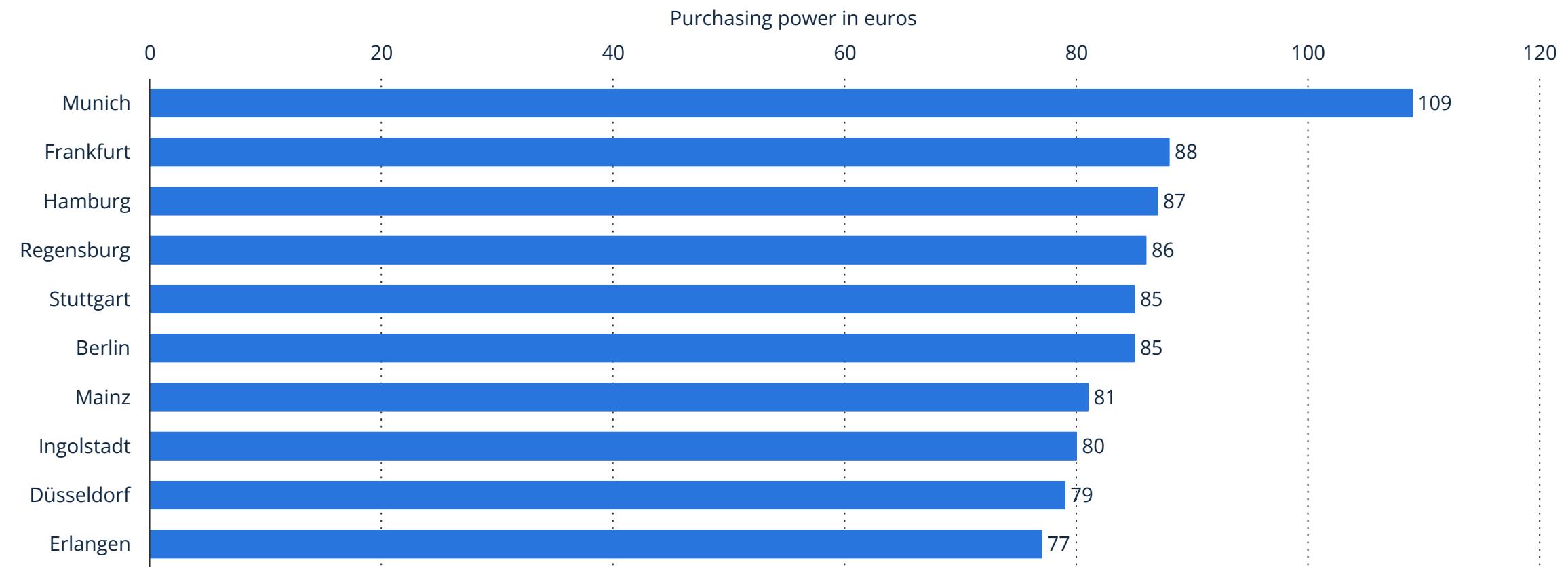
Have you ever ordered groceries online and had them delivered to your home, or would you like to do so?

Attitude towards online grocery delivery in Austria, Germany, Switzerland 2021



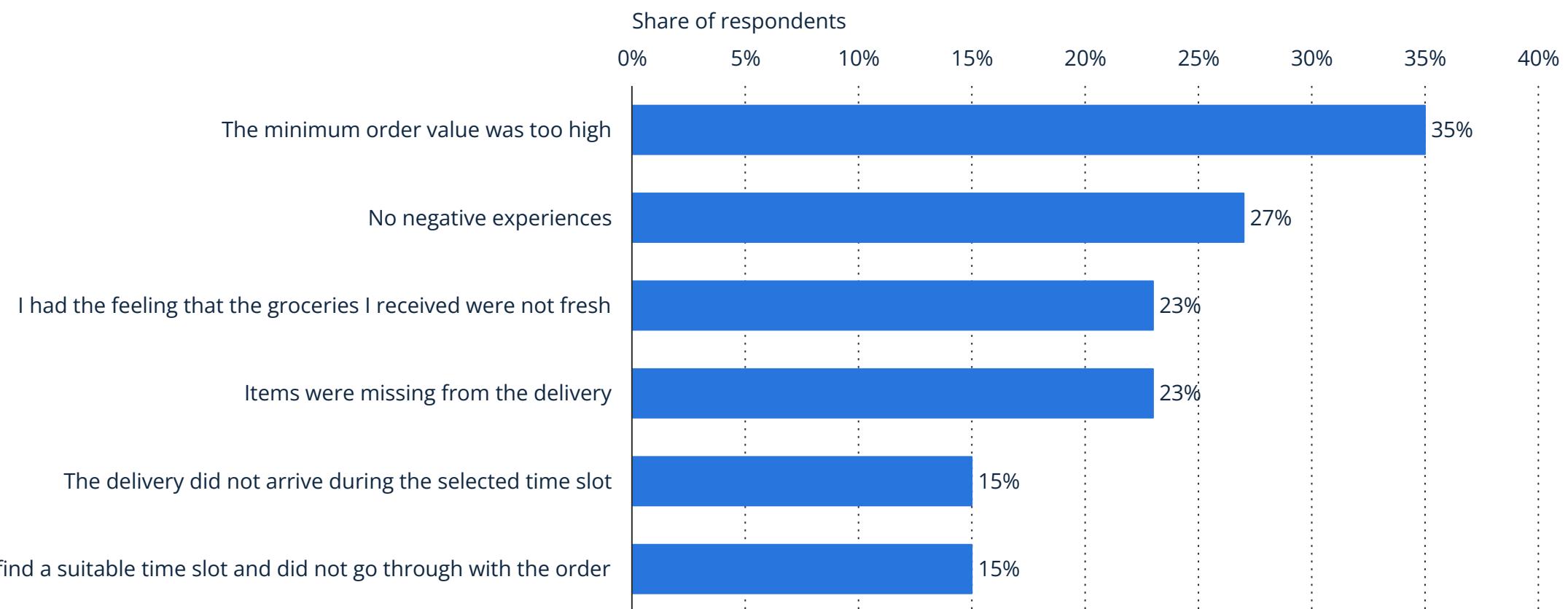
Purchasing power per resident in online grocery retail in Germany in 2021, by metropolitan area

Purchasing power per resident in online grocery retail in Germany 2021, by city



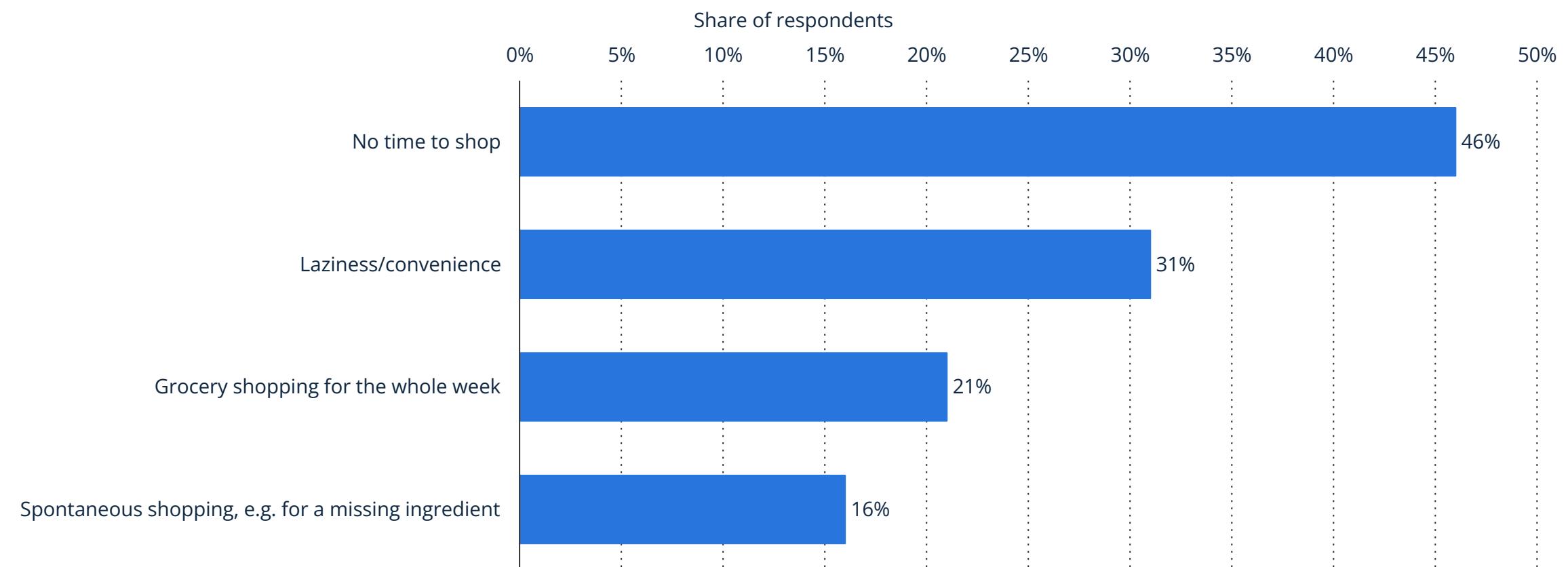
Which of the following negative experiences have you had when shopping for groceries online?

Negative experiences during online grocery shopping in Germany 2021



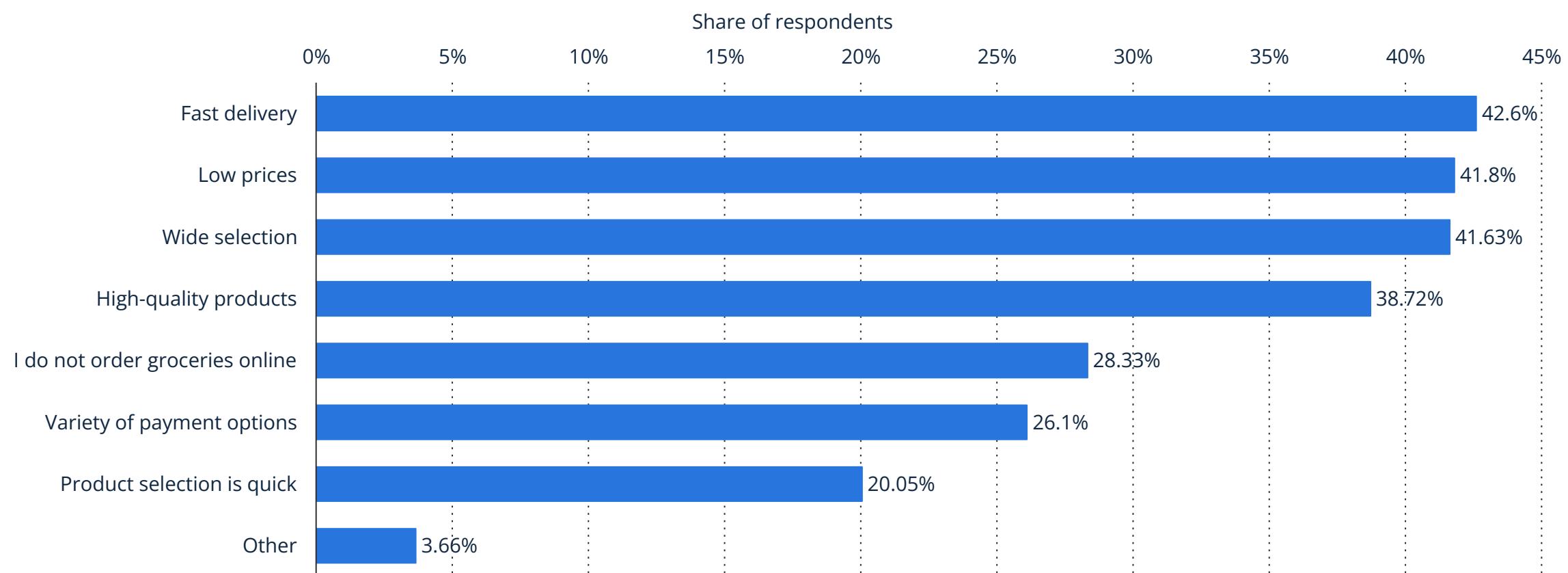
In which situations do you order groceries online?

Situations for ordering groceries online in Germany 2021



What is important to you when buying groceries online?

Criteria for online grocery shopping in Germany 2021

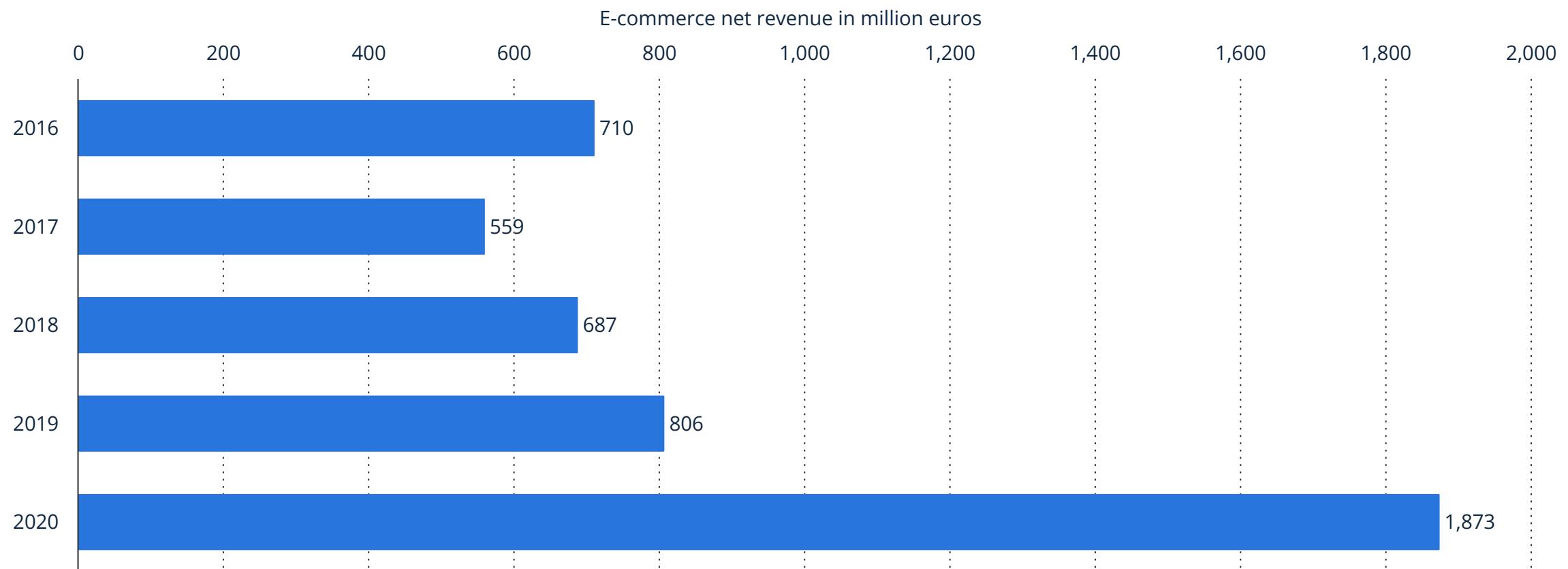


CHAPTER 03

Companies and products

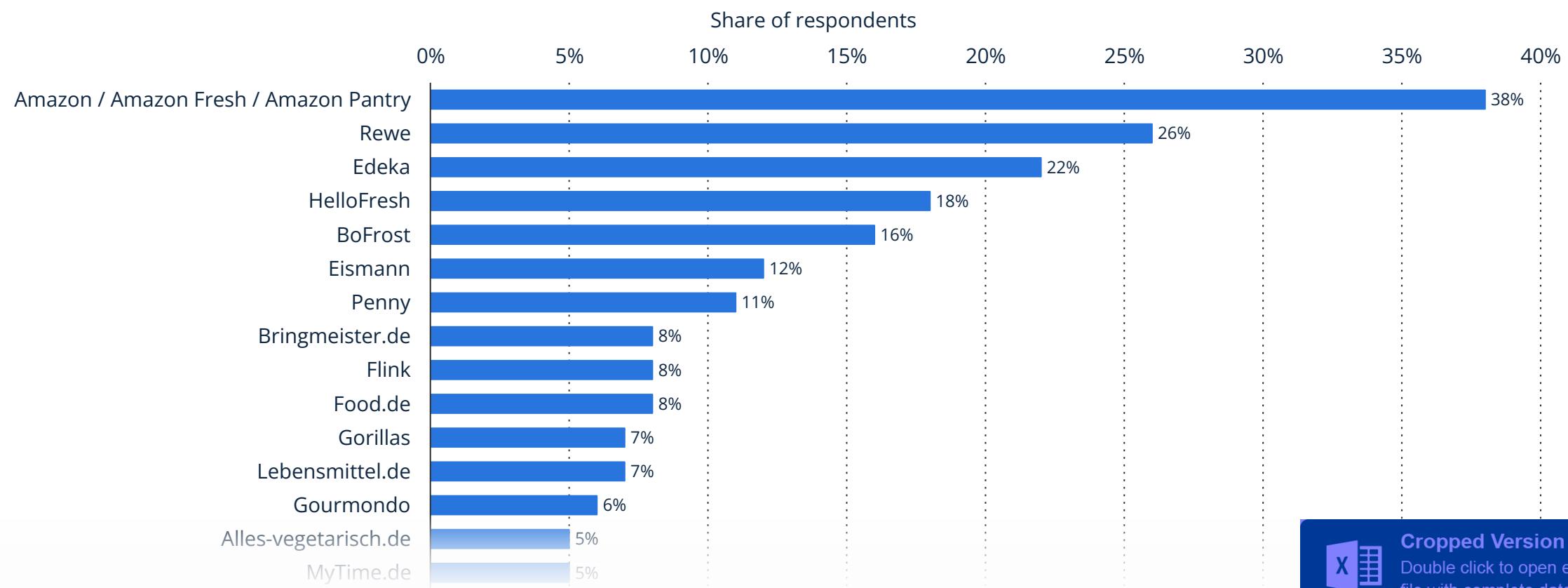
Net revenue of the leading online shops in the grocery segment in Germany from 2016 to 2020 (in million euros)

E-commerce revenue of the leading online shops in the food segment in Germany 2020



Online grocery & beverage shopping by store brand in Germany in 2022

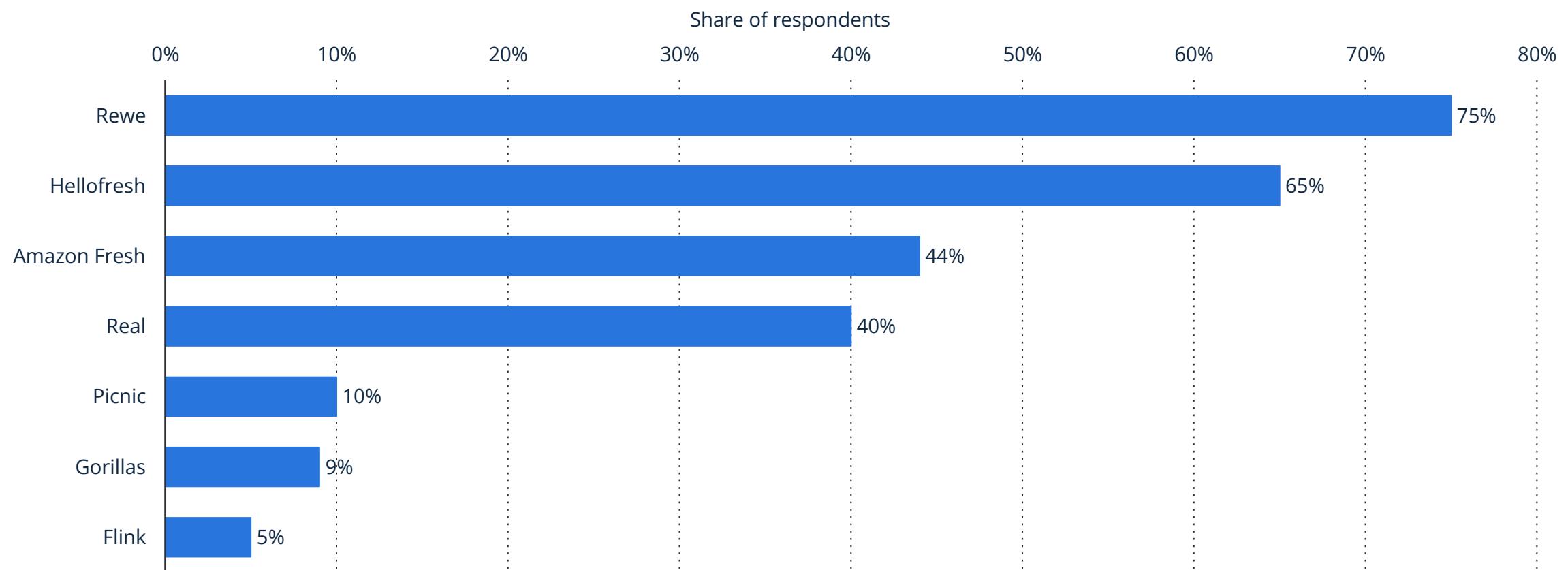
Online grocery & beverage shopping by store brand in Germany 2022



Cropped Version
Double click to open excel
file with complete data

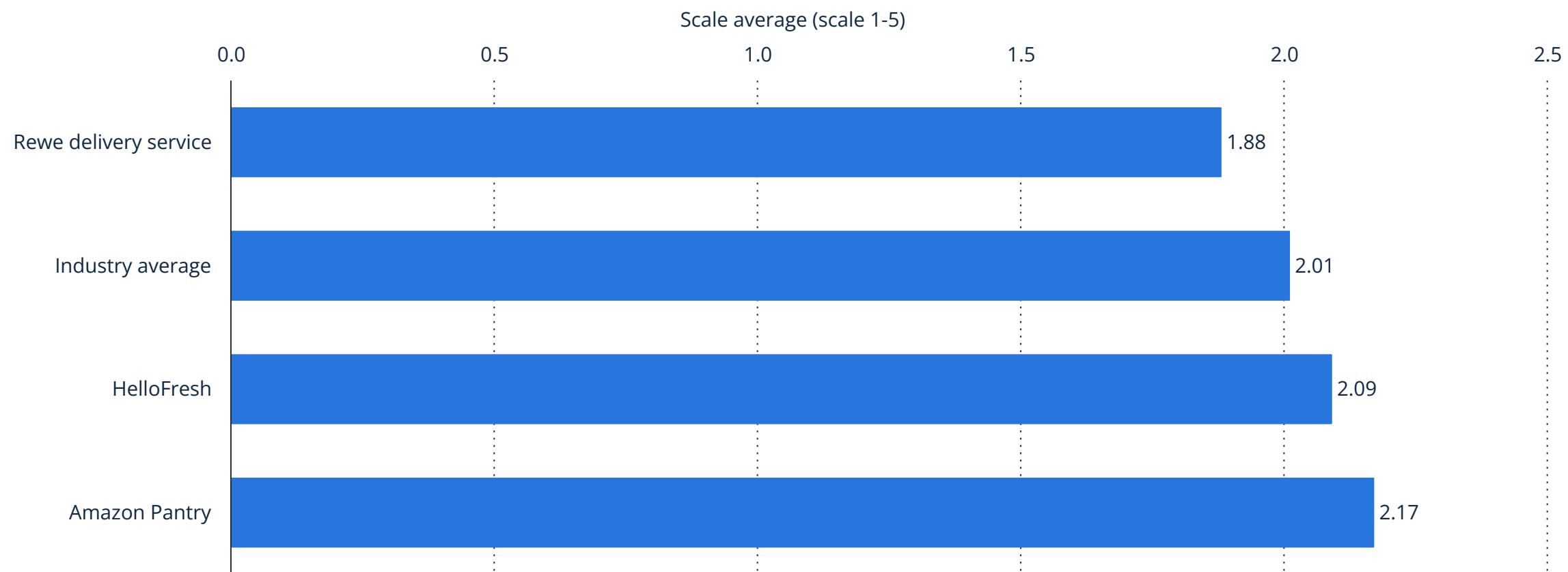
Have you heard of the following online grocery delivery companies?

Awareness of online grocery delivery companies in Germany 2021



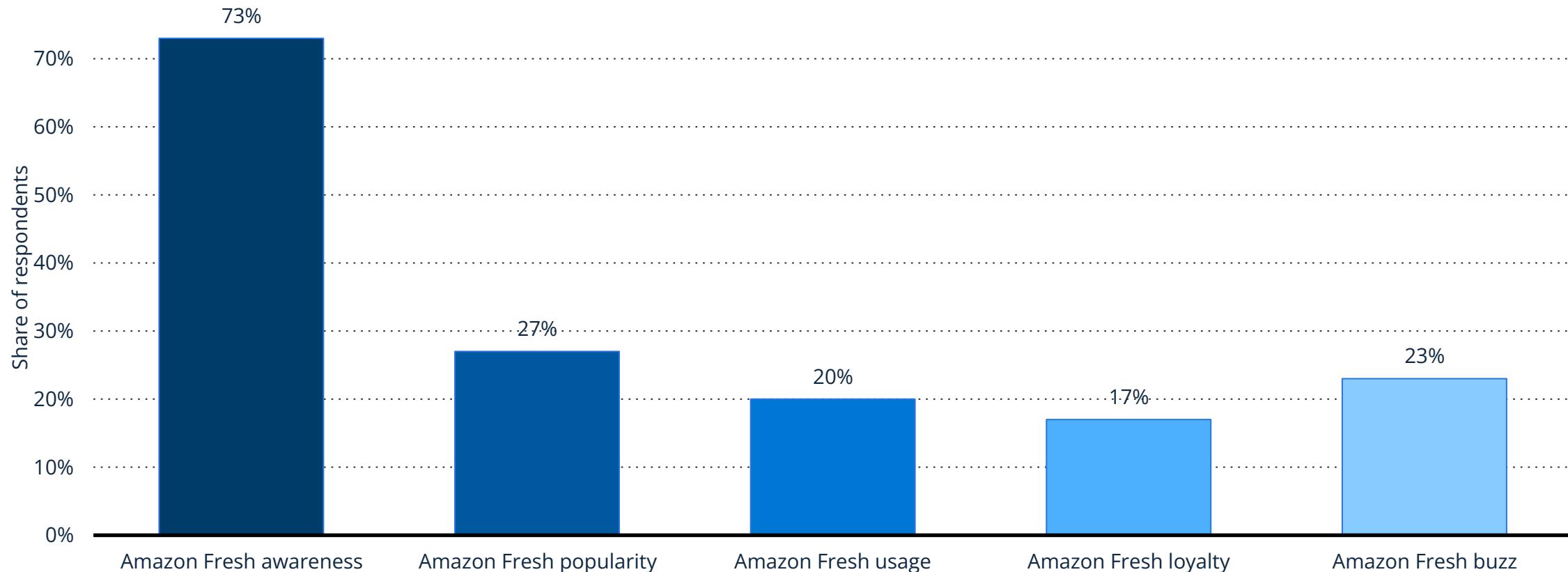
Customer satisfaction with grocery delivery services in Germany in 2020

Customer satisfaction with grocery delivery services Germany 2020



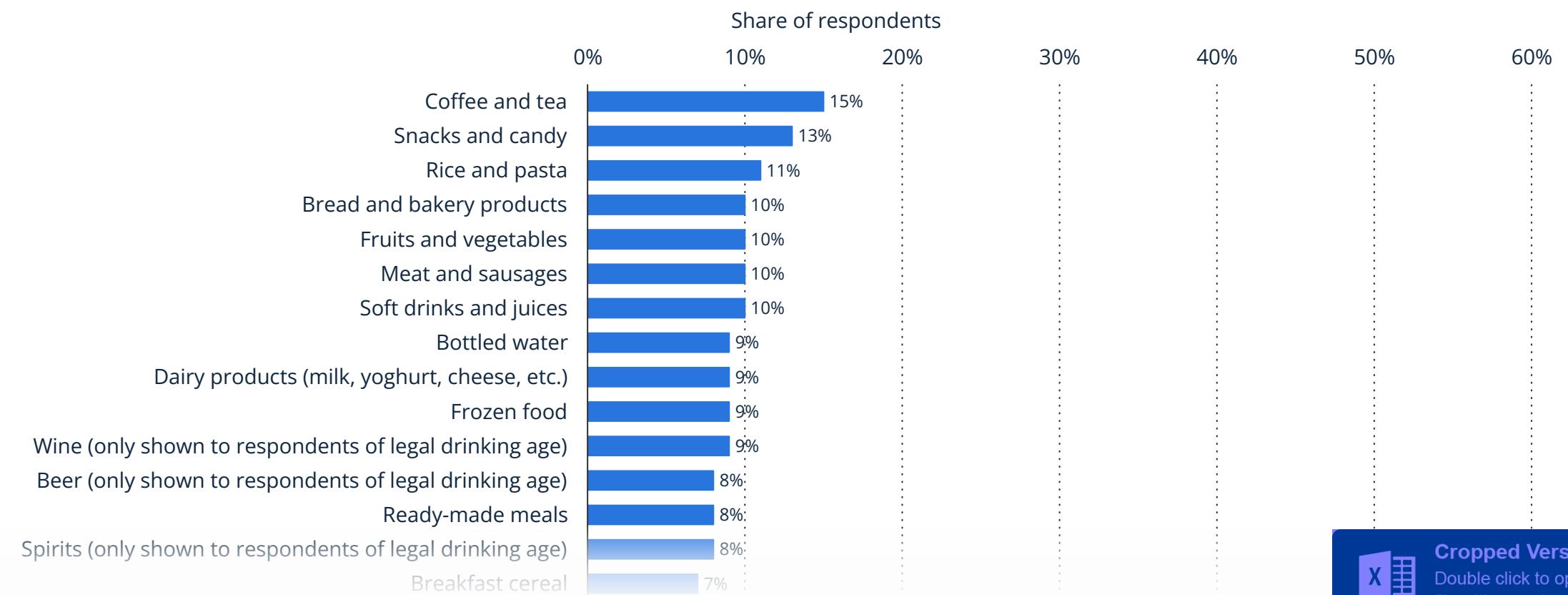
Amazon Fresh brand awareness, usage, popularity, loyalty, and buzz among online grocery delivery users in Germany in 2022

Amazon Fresh brand profile in Germany 2022



Groceries and beverages purchased online in Germany in 2022, by category

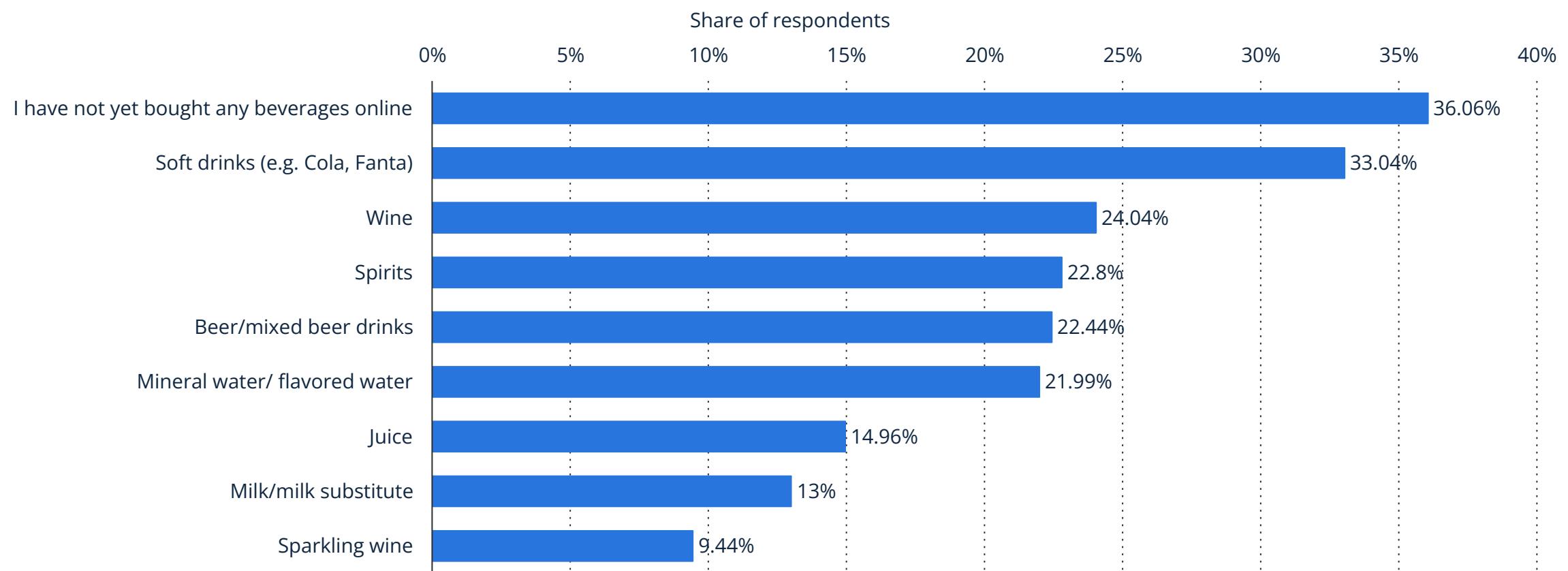
Groceries and beverages purchased online by category in Germany 2022



Cropped Version
Double click to open excel file with complete data

Which of these beverages have you bought online before?

Beverages bought online in Germany 2021, by type



Sources

Appnio
bevh
Centraal Bureau voor de Statistiek
EHI Retail Institute
Eurostat
GfK
Hafner & CIE.
HDE
HDE (HDE-Berechnungen)
IfD Allensbach
IfH Köln
IRI
LZ
POSpulse
ServiceBarometer
Spryker
Statista
Statista Global Consumer Survey (GCS)
Statistisches Bundesamt
t3n
Uni St.Gallen