MARKET INSIGHTS

GERMANY

POWER UP
YOUR POTENTIAL

DHL

GERMANY
AT A GLANCE

QUICK INTRODUCTION

Population: 82 million | **VAT:** 19%
Currency: EUR | **GDP per Capita:** US$39,709

91.76%
Internet penetration

US$1,157
Average spend per shopper

US$87bn
B2C e-commerce turnover

12%
Growth e-commerce market

65%
Of the population shops online

POWER UP
YOUR POTENTIAL

DHL

GERMANY
CROSS-BORDER PENETRATION

Cross-border digital buyer penetration
in selected countries in western Europe, 2011-2017
% of digital buyers

	2011	2012	2013	2014	2015	2016	2017
Spain	40%	41%	44%	48%	52%	58%	55%
Italy	37%	36%	38%	45%	46%	47%	46%
Netherlands	25%	26%	29%	37%	37%	42%	46%
UK	26%	27%	28%	34%	37%	40%	43%
France	32%	34%	37%	39%	38%	41%	42%
Germany	17%	18%	20%	22%	23%	26%	33%

Note: ages 16-74 who purchased goods/services via the internet for private use in the past year; ordered goods/services via the Internet from sellers in other countries in the past 12 months Source: Eurostat, 'ICT Usage in Households and by Individuals 2017'

POWER UP
YOUR POTENTIAL

DHL

GERMANY
INDUSTRY COMMENTS

COMPUTER

Germany is the largest software market in Europe, about a quarter of the entire European market. U.S. companies supply approximately 75% of the software products sold in Germany. Consider IT security software, IoT, big data, and health IT2.

SNACK FOODS

German demand for healthy and organic snacks continues to grow. The U.S. is Germany's biggest supplier of tree nuts, used by the food-processing sector. Products with good sales potential include almonds, walnuts, pistachios, and pecans.

DENTAL EQUIPMENT

Germany is Europe's largest market for dental equipment, particularly for the U.S. Major dental technology exporters see the German market as a 'test lab' for Europe, making it the first stop for European rollout.

POWER UP
YOUR POTENTIAL

DHL

GERMANY
E-COMMERCE ENVIRONMENT

Customers are very sensitive to data protection. 20% of online shoppers in Germany purchased items from a UK website in the last 3 months. Germany is the 5th largest e-commerce market in the world and second in Europe. In logistical terms, the market is one of the most competitive and efficient in Europe.

3rd
Largest e-commerce market in Europe

E-COMMERCE SALES
(US$, billions)

Year	Value
2012	49
2013	68
2014	62
2015	65
2016	72

TOP ONLINE PAYMENT METHODS

Bank transfer	29%
eWallet (PayPal)	25%
Other	17%
Credit cards	14%
Cash on delivery	9%
Debit cards	4%
Pre-paid	2%

SOCIAL MEDIA USAGE

f	38%	g+	9%
(twitter)	7%	(in)	3%
(instagram)	7%	(pinterest)	4%

POWER UP YOUR POTENTIAL

DHL
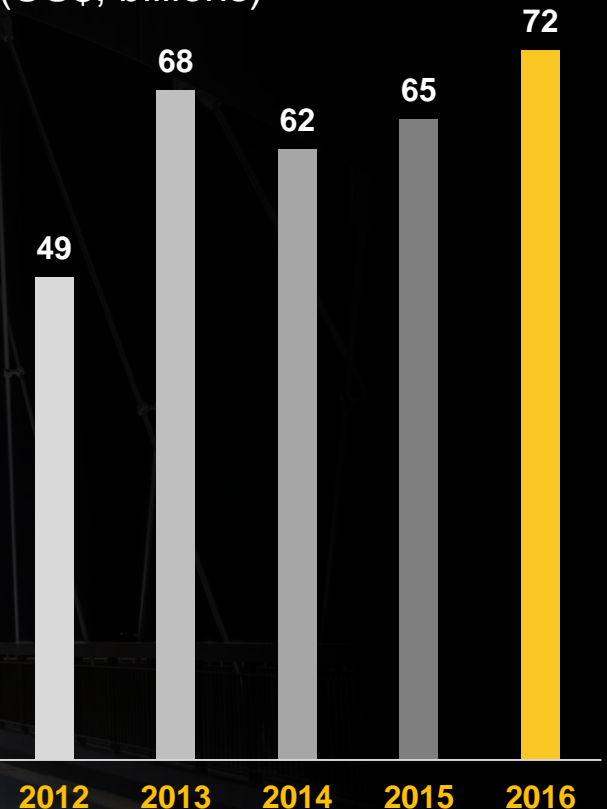
GERMANY
DELIVERY PREFERENCES

Signature Release	Neighbor Delivery	Scheduled Delivery	Signature Form	Vacation Hold	Service Point Delivery	Alternate Address
27%	15%	46%	0%	1%	6%	8%

MOST POPULAR PURCHASES
FOR CROSS-BORDER SHOPPING

25% 22% 13% 9% 11% 12%

Clothing and footwear	25%	
Books, CDs or video games	22%	
Digital cameras	13%	
Household goods	9%	
Cosmetics	11%	
Mobile phones	12%	

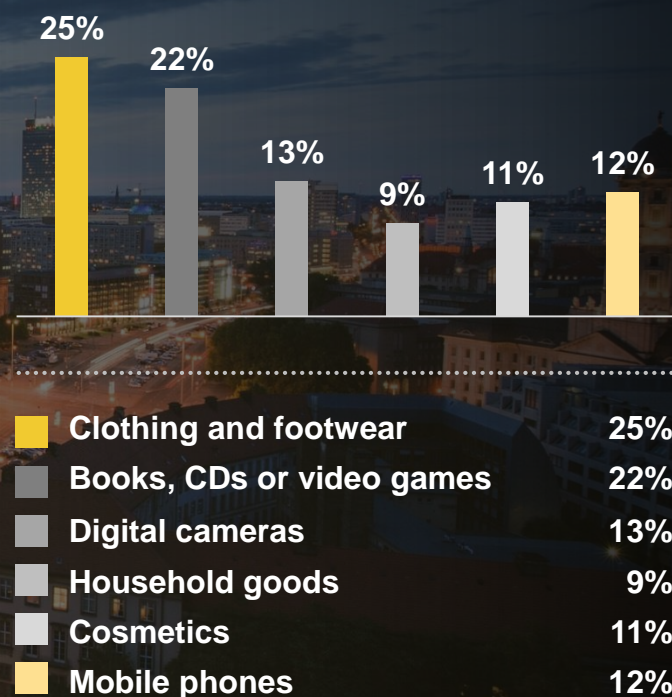## SHIPPING TO GERMANY

ON DEMAND DELIVERY

1-2
Days transit time

18,006
DHL Service Points

ODD Options Available:

1. Signature release
2. Neighbor delivery
3. Scheduled delivery
4. Signature form
5. Vacation hold
6. Service Point delivery
7. Alternate address

POWER UP
YOUR POTENTIAL

DHL

GERMANY
CONSUMER MOTIVATION

REASONS FOR NOT BUYING ABROAD

36%
23%
24%
21%
26%

REASONS FOR BUYING ABROAD

30%
40%
32%
7%
12%

🟨 Own country meets my needs	36%	
⬜ Never occurred	23%	
⬜ Worrying about customer service	21%	
⬜ Assuming delivery takes longer	24%	
⬜ Not trusting foreign sites	26%	

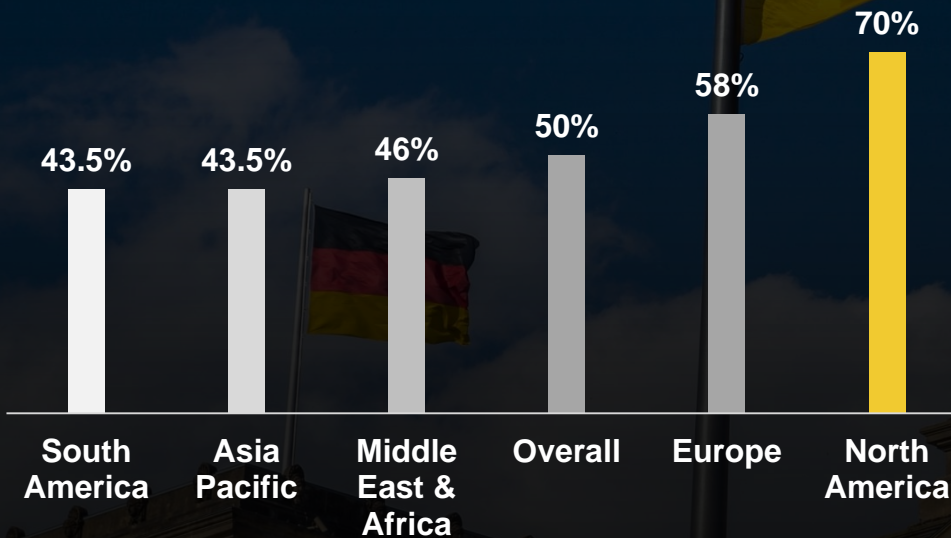|		
🟨 Recommendations from others	30%	
⬜ Better availability	40%	
⬜ Better conditions	32%	
⬜ Better quality	7%	
⬜ Broader range of products	12%	

POWER UP
YOUR POTENTIAL

DHL
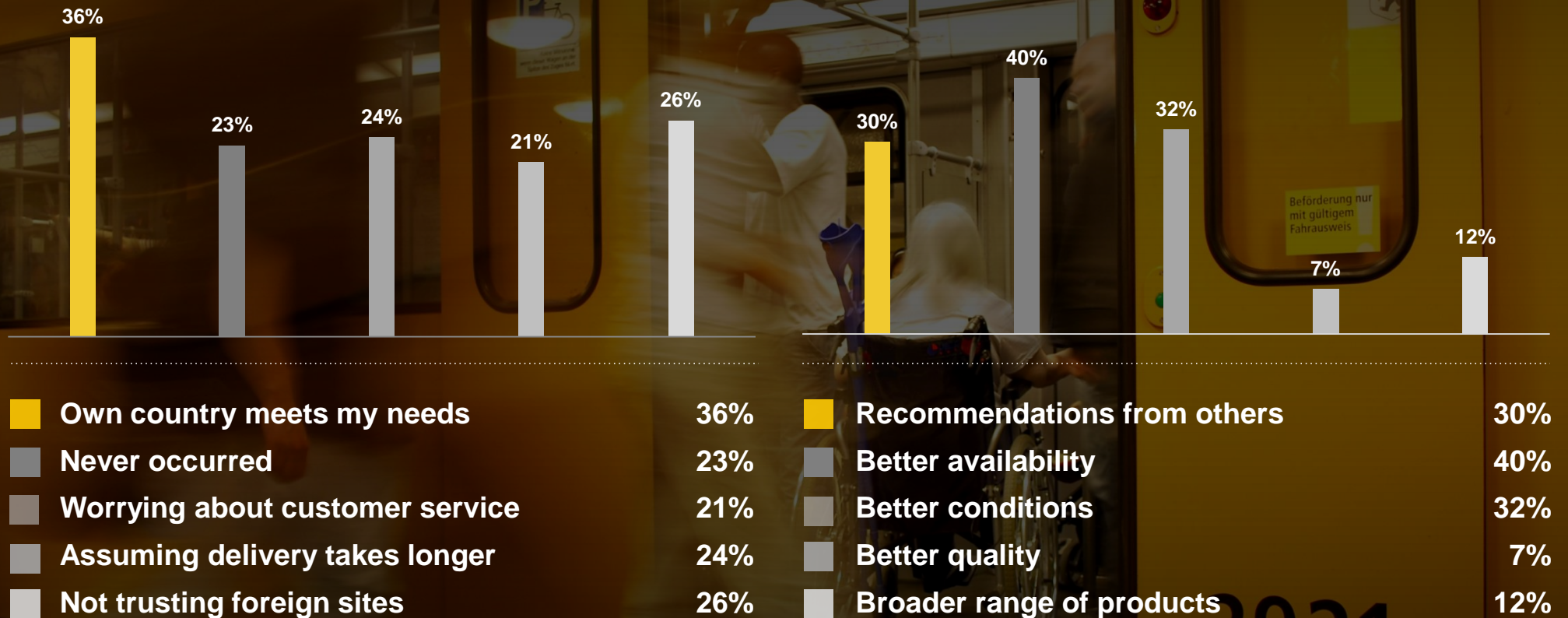
GERMANY
FACTS AND FIGURES

E-SHOPPER PENETRATION REGIONAL

Share of internet users shopping online, regional, 2017(f)

- South America — 43.5%
- Asia Pacific — 43.5%
- Middle East & Africa — 46%
- Overall — 50%
- Europe — 58%
- North America — 70%

North America has the highest share of e-shoppers at **70%**.

E-SHOPPER SPENDING GROWTH

Average amount spent per e-shopper, per year, Europe, 2014 -2017(f); e-shopper spending growth rate, Europe, 2015 - 2017(f), in US$

7.65%   -1.80%   14.07%

- 2014 — 1,422.56
- 2015 — 1,551.98
- 2016 — 1,706.07
- 2017 — 1,785.91
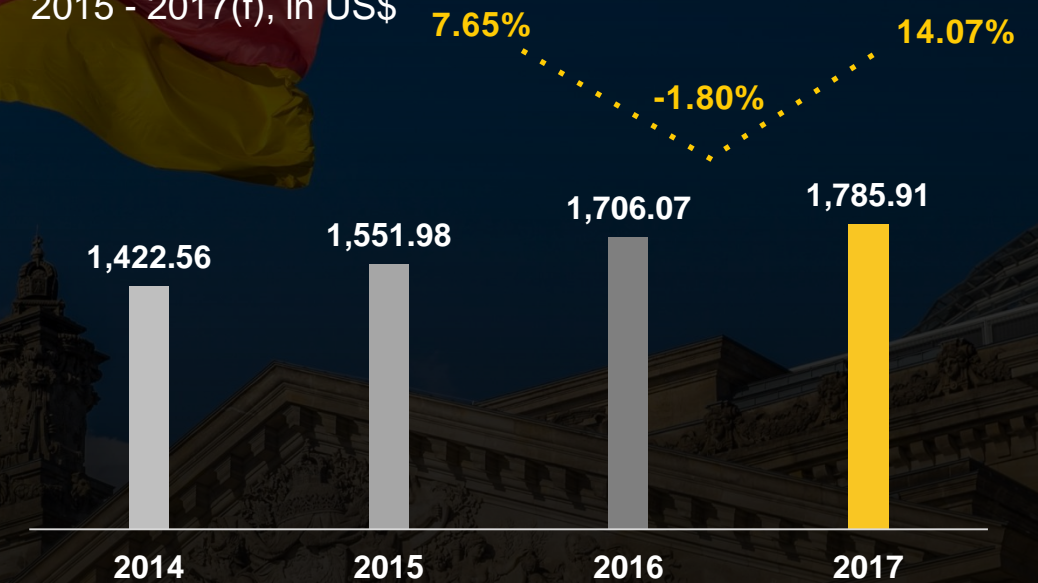
Average online spending among Europeans is increasing.

POWER UP YOUR POTENTIAL

DHL

GERMANY
TRADE REGULATION AND CUSTOMS INFORMATION

1. Important tariff 19% Germany import turnover tax

Goods imported from non-EU states are subject to an import turnover tax (Einfuhrumsatzsteuer) equal to the VAT (value-added tax) rates of 19% levied on domestic products or 7% for some product categories.

2. EU regulations

Using local export agents or distributors can make exporting goods easier. Consulting local English-speaking lawyers can also help you avoid costly mistakes.

3. Import documentation

The Single Administrative Document (SAD) describes goods and their movement around the world and is essential for trade outside the EU, or of non-EU goods.

4. Economic operator registration and identification (EORI)

All companies established outside the EU are required to have an EORI number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. An EORI number must be formally requested from the customs of the specific member state to which the company exports.

POWER UP YOUR POTENTIAL

DHL

MARKET INSIGHTS

THANK YOU

POWER UP
YOUR POTENTIAL

DHL