

German e-commerce grows by 11.6% in third quarter

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Online retailing remained the main growth driver in the German interactive retail sector in the third quarter of this year, with online sales growing over 11%, according to figures released today by interactive trading association Bevh.

Between July and September 2018, the overall e-commerce and mail-order sector generated sales of €16,120 million (including VAT), a year-on-year increase of 9.7%. E-commerce sales increased by 11.6% to €15,199 million, now accounting for 94.3% of the overall interactive trade in Germany. Since the beginning of this year, accumulated e-commerce revenues have increased by

11.3% compared to the first nine months of 2017.

During Q3 2018, consumers also spent €4,187 million on digital products and services such as electronic tickets, downloads, hotel bookings, etc, which corresponds to 9.3% growth compared to Q3 2017.

Source: <https://www.cep-research.com/news/german-e-commerce-grows-by-116-in-third-quarter>