

# DO YOU KNOW SHOPPING HABITS of the Italian consumer ?

## 2

main reasons for buying  
on foreign websites :

- best offers
- the brand / product /  
website does not exist in Italy



## 63%

of Italian e-buyers have  
already bought on foreign  
websites, and



## 45%

buy regularly on  
these websites



## 67%

of Italian e-buyers consider  
not knowing when  
they will be delivered as  
a brake to buy online



## 78%

of Italian e-buyers prefer  
home delivery (vs. 16% at  
the workplace)



## Top 5

products bought online  
by Italian e-buyers



- 1- Books
- 2- High-tech
- 3- Clothing
- 4- Shoes
- 5- Cosmetics

**C.O.D.** Most Italian e-buyers prefer Cash On  
Delivery as payment method

