



bazaarvoice™

SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



GERMANY EDITION



bazaarvoice™

Explore the nuances of German consumer behavior through Bazaarvoice's Shopper Preference Report, a thorough examination of the factors influencing consumption trends.

Engaging 8,089 respondents across six countries and spanning age groups from 18 to 65, this report provides comprehensive insights.

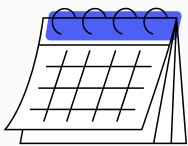
Centered on Germany, the report delves into the perspectives of over 1,005 German respondents.

By integrating global data, it vividly illustrates emerging trends within the country.

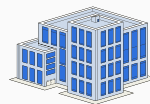
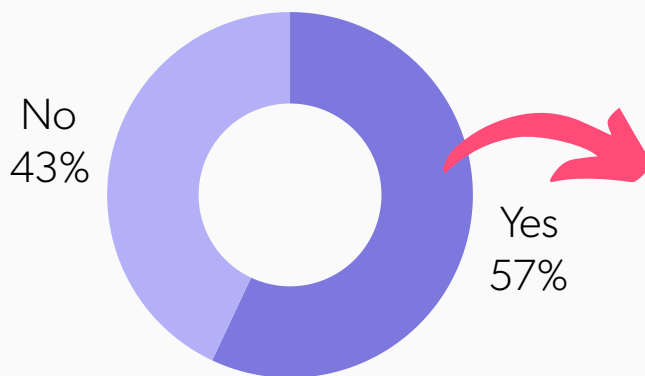
Unveiling interesting findings, the report sheds light on the content driving German shoppers' purchasing decisions across dominant social media platforms. It delves into their preference for private labels versus store brands and uncovers the primary drivers of brand loyalty.

Clicks and Bricks

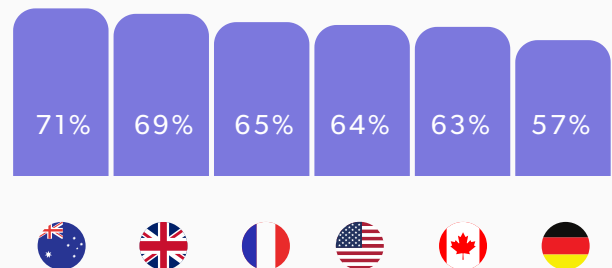
Regarding online shopping, German shoppers crave a seamless shopping experience, whether scrolling through social media or stores. They are big fans of using brand apps to stay connected with their favorite stores.



Have you returned to a physical office for a percentage of your work week in 2023?



Germany reports the lowest rate of individuals returning to physical offices.

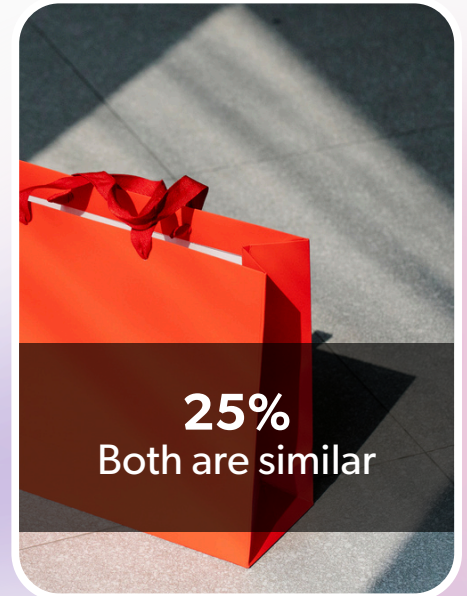
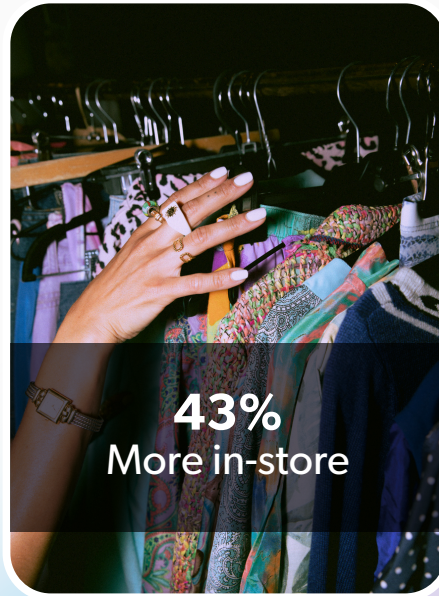


Since returning to work, a significant portion of German consumers have maintained their preference for online shopping.

Has your return to work led to you spending in physical stores instead of online?

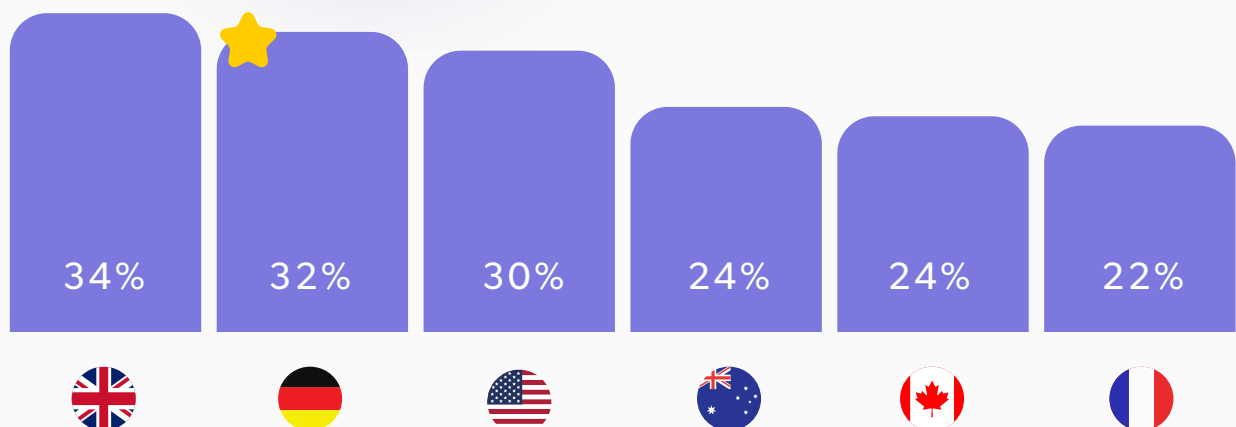


Do you spend more money online or in-store shopping?



Who are the biggest online shoppers?

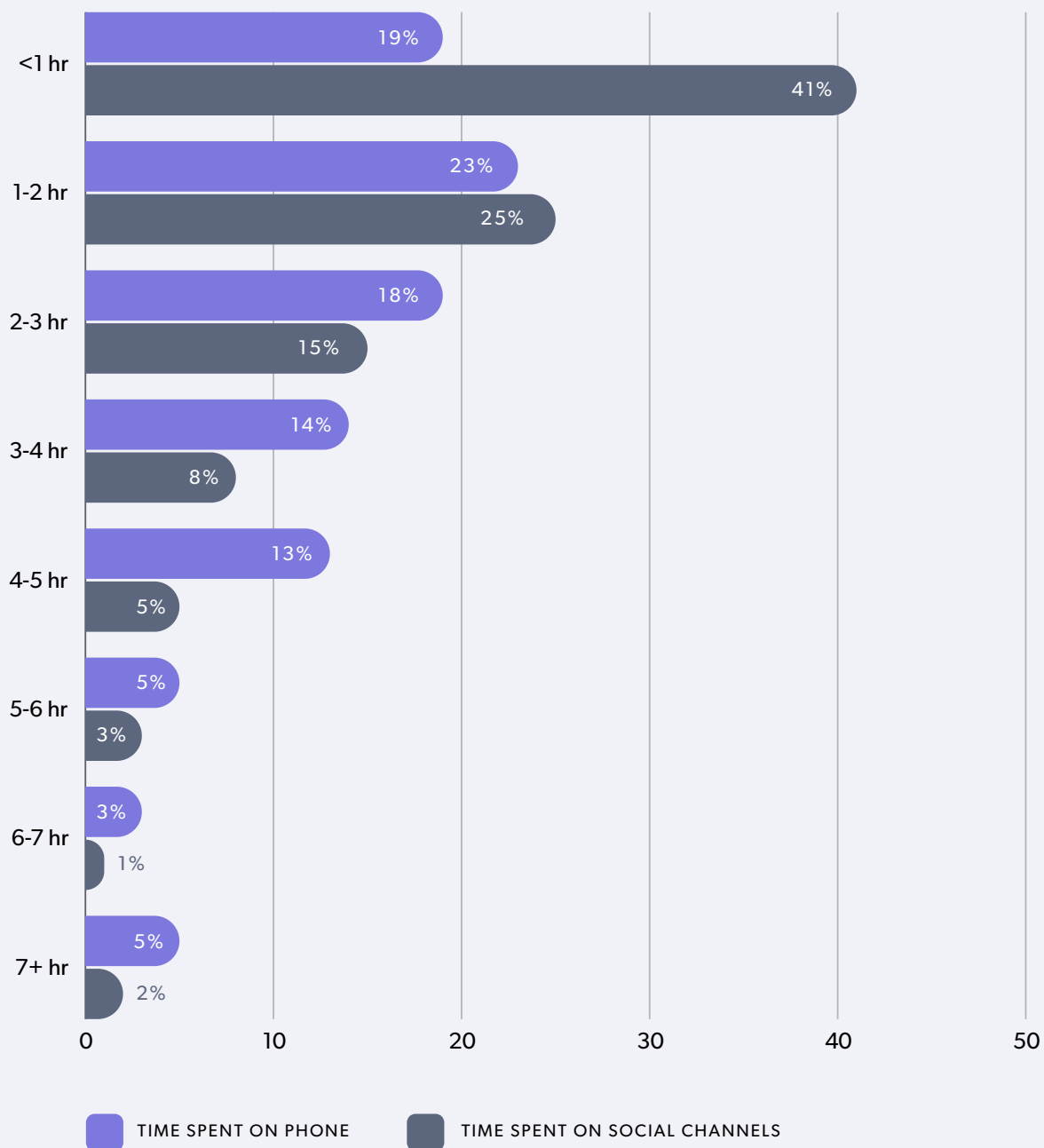
After the UK, German shoppers stand out as the second-highest spenders online.



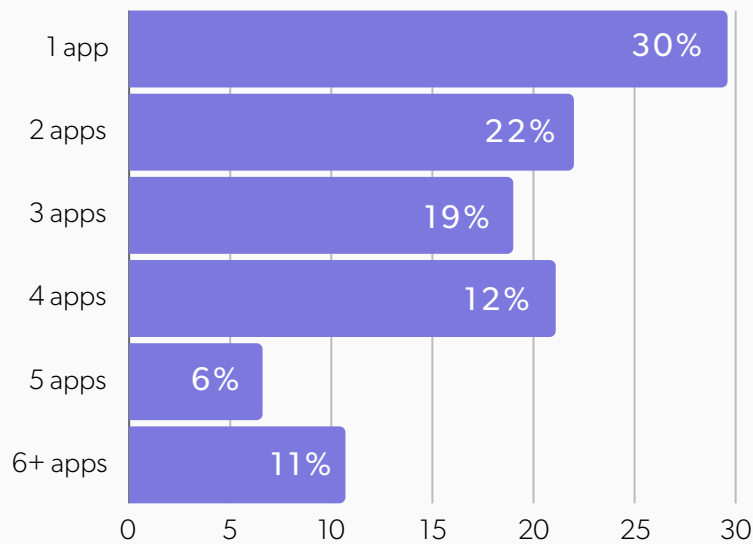
Roughly 81% spend up to 3 hours per day on social media

How many hours a day do you spend on your phone?

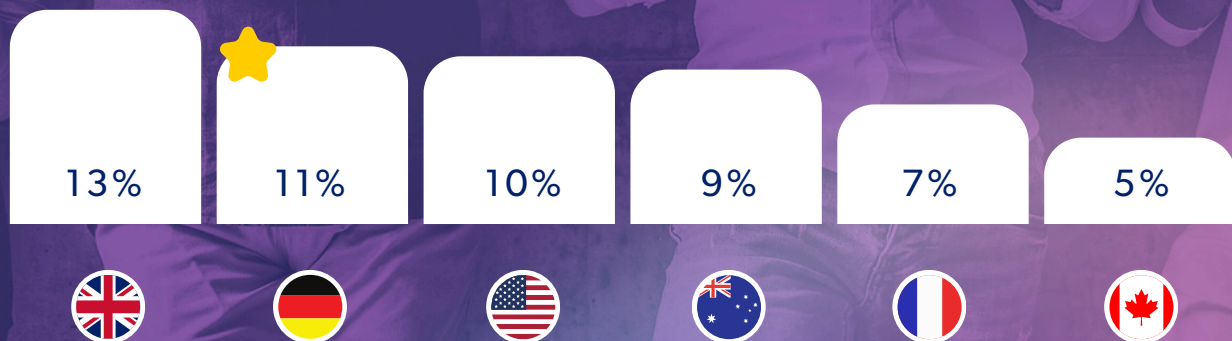
How many hours a day do you spend on social channels?



How many retailer/brand apps do you have on your phone?



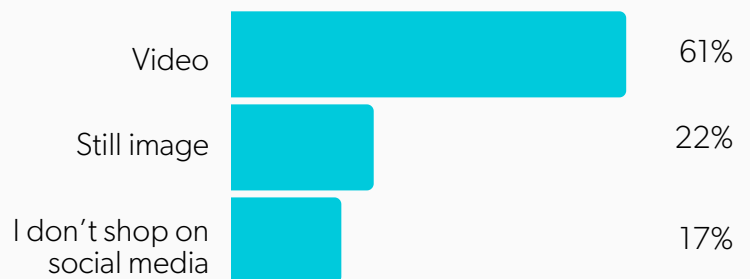
German shoppers are on par with the USA in terms of having 6+ retailer/brand apps on their phones.



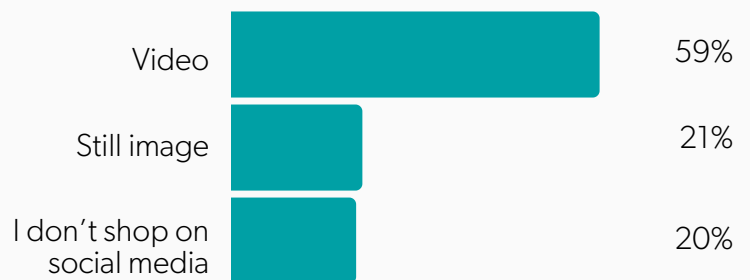
Swipe right

German shoppers, selective about product placements on social media, are swayed by compelling brand and influencer videos.

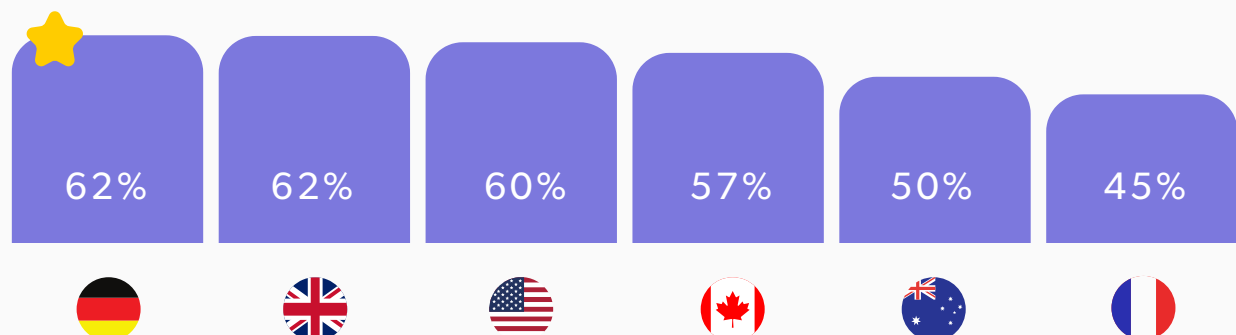
Would you rather discover a new product on a social channel from a video showcasing it or a still image?

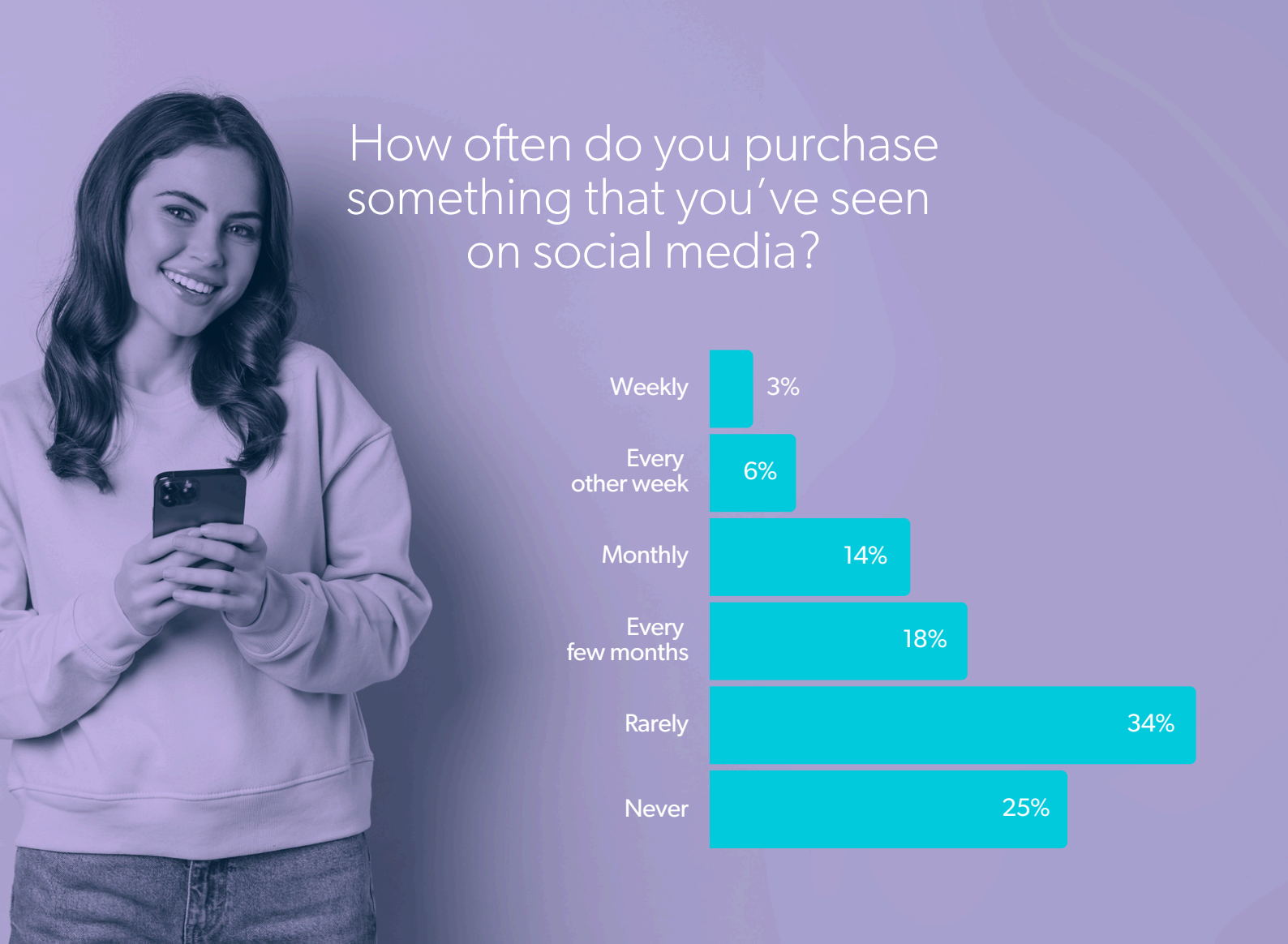


Do you find you tend to purchase products more if you see them advertised in videos on social media or still images?

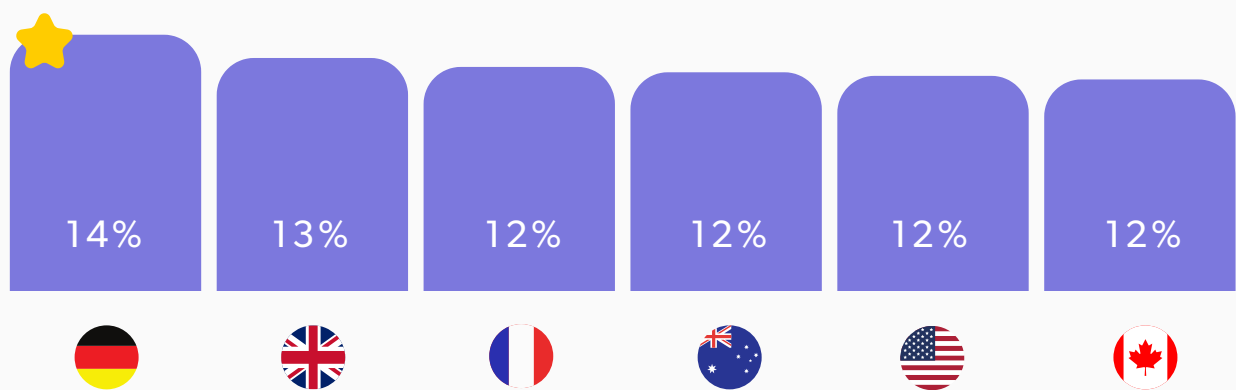


More German shoppers said they had purchased something after watching a video of a product on social media. Or after watching a video of an influencer highlighting a product in a video on social media.





Germany has the highest number of shoppers with monthly purchases of something they have seen on social media.



Which type of video is most likely to make you purchase a product?



24%

A video of a consumer using a product that they have filmed themselves



24%

A tutorial video explaining how to use the product



20%

A video created by the brand showcasing the product



14%

A video of an influencer using a product



11%

A live video of someone showcasing the product



7%

A testimonial video about the product from a previous customer



66% Prefer to watch product videos on Instagram

Videos that entice German shoppers to buy a product often include tutorial videos, consumer testimonials from product users, and brand showcases.



Compared to their global counterparts, German shoppers exhibit greater engagement with tutorial videos explaining product usage.

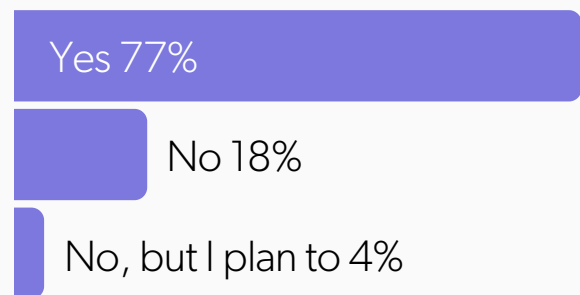


Can't get enough of store brands

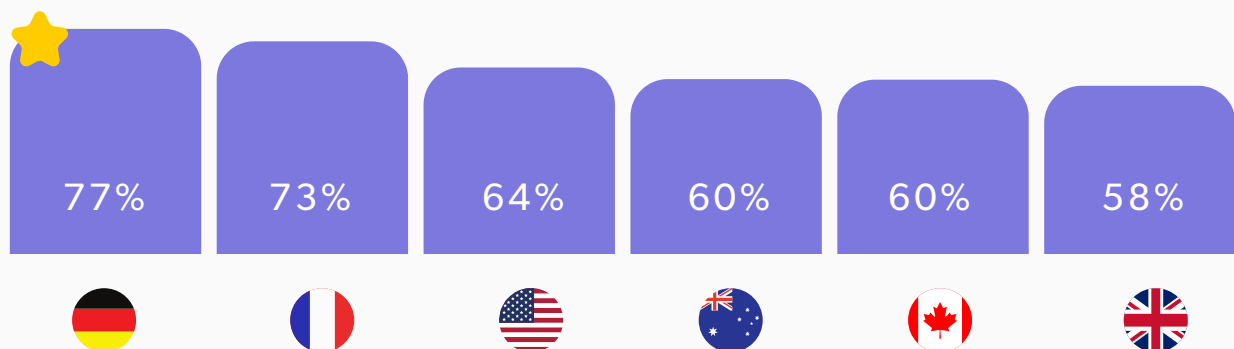
Over three-quarters (77%) of German shoppers have bought a private label product in the past six months, highlighting their preference for retailer-created products.



Have you purchased a private-label* product in the last 6 months?



German shoppers are notably more inclined to purchase private-label products than shoppers in other countries. This trend suggests a strong trust in retailer-branded products among German consumers.



*Private label products refer to products created by the retailer and not a brand i.e. a supermarket/grocery store-owned brand.

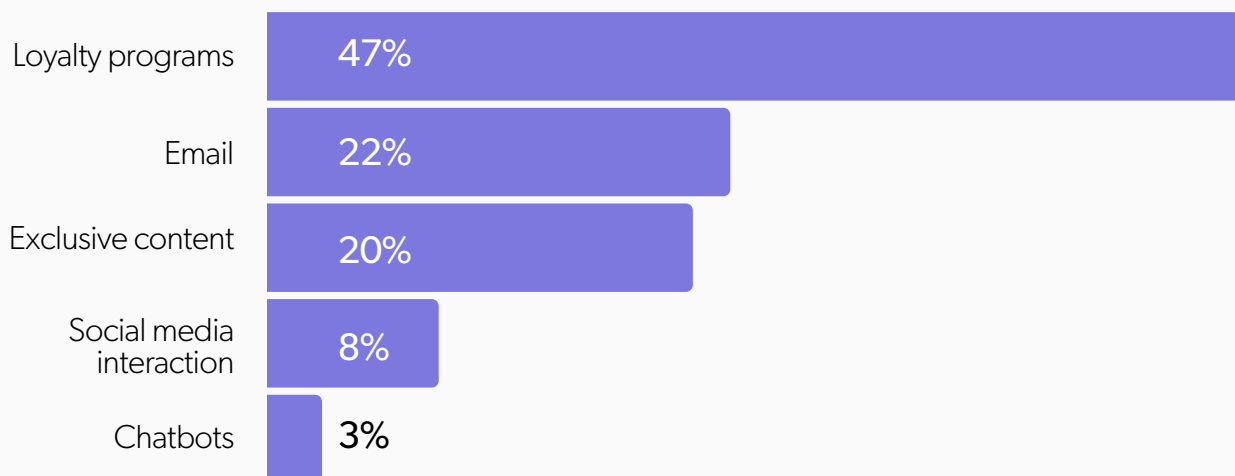
Loyalty drivers

The ideal brand experience for German consumers combines seamless shopping with access to exclusive content.

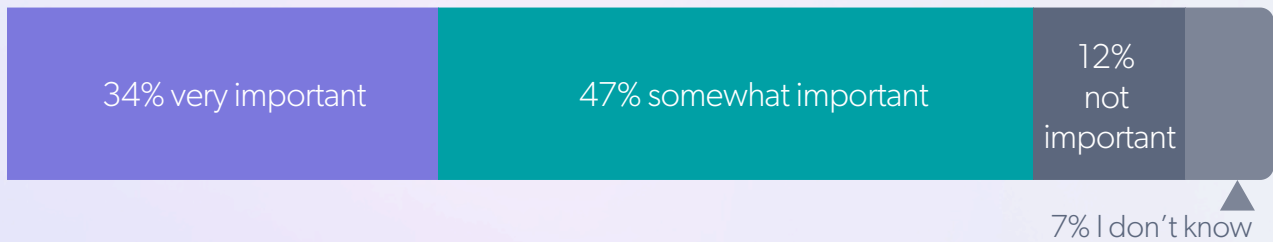
Which is the main factor that most influences your loyalty to a brand?



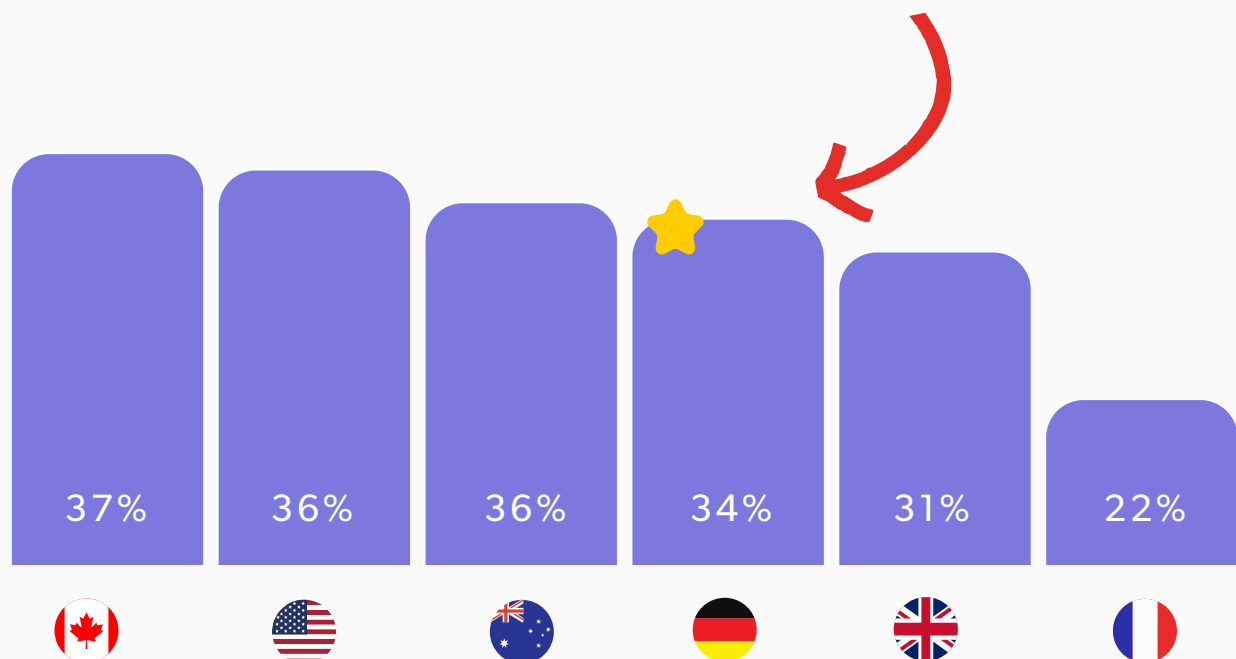
How do you prefer brands to engage with you to enhance your loyalty experience?



How important is a seamless shopping experience across different channels (online, in-store, mobile) in maintaining your loyalty to a brand?



German shoppers cite the omnichannel shopping experience as very important, and they are on par with those in the USA, Australia, and Canada.



Recap

German shoppers show a steadfast preference for the convenience and variety of online shopping, a trend that has persisted even as they've returned to their workplaces. They're especially drawn to a cohesive shopping journey that spans social media platforms and brand-specific applications.

Highly engaged with tutorial videos and strongly preferring private-label products, German consumers seek a frictionless online shopping journey enhanced by unique and exclusive content.

SPECIAL TREATMENTS:

German shoppers expect brands to offer loyalty programs and exclusive content to enhance their loyalty experience.

MAKE IT OMNICHANNEL:

German shoppers are comfortable with omnichannel shopping experiences, seamlessly transitioning between online and offline channels based on their needs and preferences.

INVEST IN VIDEO CONTENT:

Produce captivating and helpful video content to share on platforms like Instagram to influence their purchasing decisions effectively.

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine. Let's chat.

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