

# Czech Republic E-Commerce Overview

With a population of just over 10.7 million and 41,334 e-commerce websites, Czech Republic is the country with the most e-shops per capita in Europe. Some of the biggest players include Alza.cz, Mall.cz, Notino.cz, Datart.cz, and CZC.cz. Three out of these fives are big players in the consumer electronics category, one of the traditionally popular product groups. Another category frequently bought online is [apparel](#).



The Czechs are no strangers to shopping at foreign shops. According to a study by [Ipsos](#), one in five respondents makes use of foreign e-commerce sites regularly. The reasons to look abroad are mostly more favorable prices and unavailability of certain products or brands on the Czech market. It will probably not come as a surprise that the most popular foreign platforms are AliExpress and Amazon.

## **Czech Republic e-commerce trends and statistics overview**

The average order of a Czech customer has a value of 1,677 CZK (€ 65.84) and consists of 2.01 products. In 2020, 54% of the population had made an online order, a significant increase from 39% a year earlier. Czech women shop online more often than Czech men, and they also tend to spend more. Furthermore, women started shopping online more due to the COVID-19 pandemic more frequently (51%) than men (34%).

Although its popularity is decreasing, payment on delivery was still the second most preferred option in 2020. The most popular option is payment by card, which was used in more than a third of all transactions. In terms of devices used for online shopping, the desktop is still the most common option. However, the share of mobile has nearly doubled in the last five years and currently accounts for 47%. Therefore, it can be expected to overtake the desktop in the near future.