

# RetailX Germany Top100 2023

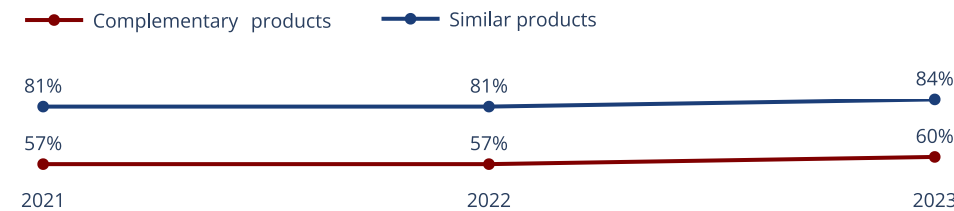
The RetailX Ecommerce Report series offers a retail-focused overview of the state of commerce in a range of countries, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

**6**  
companies  
rank as Elite in  
the Germany  
Top100

**62%**  
of the Top100  
have their  
headquarters  
in Germany

## More than 80% of retailers recommend complementary products

The percentage of retailers promoting other products on product pages and during checkout



The RetailX Germany Top100 2023  
Source: RetailX

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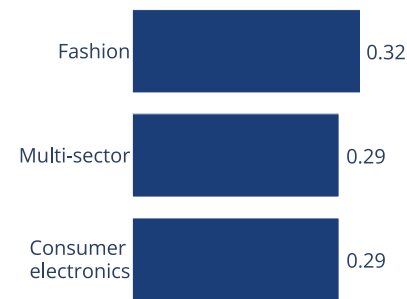
The last 15 months have been challenging for Germany's leading retailers. This RetailX report highlights the resilience of the industry and customer behaviours and shows how the Germany Top100 retailers have risen to the challenges of trading in turbulent times. Download the report to understand more about the changes made by this cohort across the Customer, Operations and Product Value Chains and read company profiles on adidas, Asos, Douglas, Hornbach, Rossmann and Zalando.

Download the full report:  
[internetretailing.net/research/retailx-ranking-reports/Germany-Top100](https://internetretailing.net/research/retailx-ranking-reports/Germany-Top100)



## Average performance by sector

The Average Index Value for the largest sectors

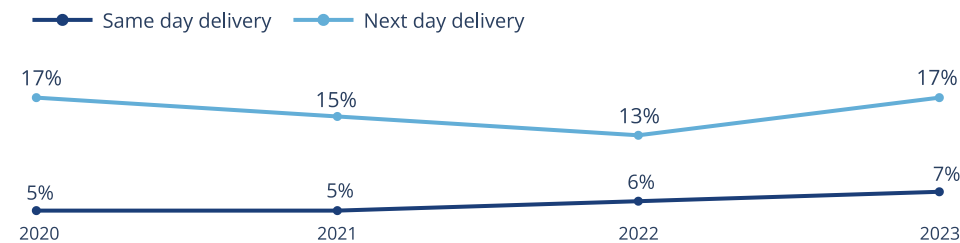


The RetailX Germany Top100 2023

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Source: RetailX  
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## Next day delivery is as popular as it was three years ago

The percentage of retailers offering speedy fulfilment



The RetailX Germany Top100 2023  
Source: RetailX

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**95%**  
of parcels are  
delivered first  
time

**14%**  
of consumers  
say they are  
willing to pay  
for returns

**14%**  
of retailers  
offer free  
delivery on  
all orders

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