

Keeping up with the times: e-Commerce Day by Kaufland 2024

On Friday, 26th April 2024, the wait was finally over: More than 2,000 visitors, exhibitors, partners and presenters from every area of the e-commerce industry came together at the RheinEnergieSTADION in Cologne for Kaufland's annual e-Commerce Day. Participants were treated to over 30 presentations from national and international speakers on three stages, some 100 exhibitors on 4,000 m² of exhibition space, 12 masterclasses, panel discussions and inspiring talks with celebrity guests. The topics ranged from forward-looking trends such as AI, the future of retail and tracking, personalised shopping experiences, loyalty trends and referral marketing to cross-border e-commerce with a focus on international multi-marketplace management. The e-Commerce Day once again provided an outstanding platform for experts, companies and e-commerce enthusiasts to discuss the latest trends, innovations and developments in the industry.

Kaufland marketplaces growing faster than the market

The big event was kicked off on the previous evening. Over 400 guests came together for the beach BBQ at Cologne's Playa Beachclub to get in the mood for e-Commerce Day, to network and to exchange ideas with colleagues from the industry.

The following morning, Dr Gerald Schönbacher, CEO of Kaufland e-commerce, opened the 12th edition of the renowned event with his welcoming keynote and shared exciting updates on the all-in-one Kaufland Global Marketplace solution as well as the development of Kaufland marketplaces.

In contrast to the German e-commerce market, which recorded a decline in sales of 11 percent* last year, the German Kaufland marketplace was able to achieve positive growth. The Kaufland marketplaces in the Czech Republic and Slovakia, which launched in 2023, have also been remarkably successful. Within just one year, both marketplaces have become the second-strongest platform** in their respective countries. Kaufland.sk has 4,200 national and international sellers with a range of 6.5 million products. Kaufland.cz has 4,700 sellers offering some 5.9 million products. The company's own Kaufland Card, one of the world's most far-reaching benefit programmes with over 16 million customers in the Kaufland marketplace countries alone, made a considerable contribution to the strong growth.

Merging in-store shopping and online sales

In his outlook, Schönbacher highlighted the company's upcoming milestones, including the opening of further Kaufland marketplaces in Poland and Austria in late summer. Expectations are high in both countries with 1,800 sellers having already signed up to sell on the Polish and Austrian marketplaces. In Poland, sellers benefit from Kaufland's large store network in the country and enormous brand awareness. In Austria, additional advantages are offered by low marginal costs as well as the local language and geographical proximity to Germany.

He also emphasised that the company's strategy aims to achieve a stronger fusion of brick-and-mortar stores and the online marketplace in order to offer customers a seamless and more convenient omni-channel shopping experience. The Kaufland app serves as a link connecting all of the sales channels through one application. One thing is for sure: A loyal and fast-growing customer base is already in place.

Speaker insights: AI, international sales and rare insights into professional football as well as the music business

Throughout the event, numerous renowned industry experts provided the more than 2,000 participants with exciting keynote speeches, best practices and panel discussions.

Live on stage this time were **Julia Wolczek** and **Carolin Degenhardt** (Google), **Claudia Studtmann** (Meta), **Heidi Kneller-Gronen** and **Andreas Müller** (BVOH), **Martin Groß-Albenhausen** (BEVH), **Mary-Jo Slipek** and **Jonas Nadenau** (LEGO), **Payam Rahbari** and **Daniel Bleichroth** (Plentysystems AG), among others. In their presentations, the speakers offered some fascinating insights into the opportunities and challenges that come with the integration of artificial intelligence in companies. The topic was discussed in-depth and illuminated with many impressive practical examples, and as the Google experts clearly outlined in their keynote speech: AI is the next big shift!

During the talk with **Smudo**, a real legend in the German music business and one of the co-founders of the band "Die Fantastischen Vier", visitors also learnt that artificial intelligence has already started playing a big role in the music industry but cannot yet replace all creative processes.

In the expert panel on the topic of "Grow international", **Dr Gerald Schönbacher**, **Michal Lagunionek** (CEO Kaufland Poland), **Petra Kalužíková** (Head of Marketing/Managing Director

at Kaufland Czech Republic), **Natalia Schmidt** (Sales Manager at Euroelectronics Poland) and **Stephan Grad** (Managing Director Exciting Tech, Austria) discussed the current state of the e-commerce markets in the Czech Republic, Poland and Austria and why Kaufland's expansion into these countries is particularly worthwhile. Kaufland is one of the leading food retailers in the Czech Republic and Poland, and the brand also enjoys a high level of awareness and a positive profile in Austria. Customers in these countries associate the Kaufland brand with a wide-ranging selection, high quality and, above all, good value for money.

Natalia Schmidt emphasised that it is this brand strength that will facilitate market entry, particularly in the new markets of Poland and Austria. It helps accelerate visibility, especially at the beginning, and supports the company's long-term competitiveness and leadership. This strategy has already proven its worth in the Czech Republic: Kaufland.cz already has more than twice as many sellers and items as its direct competitors in the Czech e-commerce market.

One of the highlights from this year's e-Commerce Day was the extended panel discussion with VIP speaker **Matthias Sammer** (advisor at Borussia Dortmund and German football official). After the lunch break, Sammer went in-depth on his personal experiences with hierarchical leadership styles and drew fascinating comparisons between competitive sports and corporate management. During the course of the panel, he provided exclusive insights behind the scenes of football, which were particularly well received by the audience.

There's no replacing one-to-one conversation

The 12th e-Commerce Day was characterised by an intense exchange of knowledge: The event covered a wide range of formats and topics from all areas of e-commerce and once again recorded high visitor numbers, opening up numerous networking opportunities for participants. In addition to inspiring discussions, the e-Commerce Day also provided space to talk about future projects and partnerships and to deepen existing ones – including at the event-closing after-show party, where internationally renowned DJ and producer David Puentez lay down the beats.

Once again, the e-Commerce Day showed that personal dialogue within the industry is essential in order to effectively face upcoming developments.

You can find a detailed [recap](#) and the [presentation schedule](#) with all the featured speakers on the [e-Commerce Day website](#).

Note: Use of images and text material

The event logo as well as additional image material are available for download at <https://www.ecommerceday.de/presse/>. The images and text material provided may only be

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* Data refers to the calendar year | *BEVH figures |

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