

# Clicks, carts & conversions in the UK



## What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

### Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

## Unpacking the dynamic UK market

**74% ↓**

make purchases during Black Friday weekend

**The Black Friday shopper**

**63% ↓**

buy directly from social media platforms

**The social shopper**

**62% ↓**

say sustainability is important to them when shopping online

**The sustainable shopper**

**55% ↑**

buy refurbished or pre-owned items online

**The refurbished and recycled shopper**

**50% ↓**

buy from online retailers based in other countries

**The cross-border shopper**

**32% ↓**

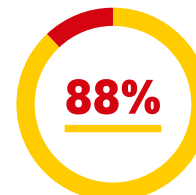
have an online shopping subscription

**The subscription shopper**



### 98% buy from marketplaces

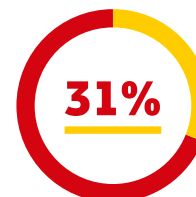
Which ones do they buy from the most?



Amazon



eBay



Temu



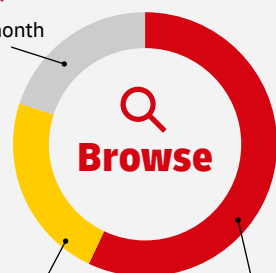
Etsy

## The conversion challenge: Turning browsers into buyers

Shoppers in the UK browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

20% →

Once a month or less



23% ↑

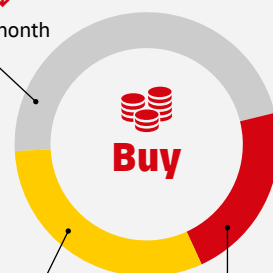
Once a week

57% ↓

At least two to three times a week

47% ↓

Once a month or less



31% ↑

Once a week

22% →

At least two to three times a week



### What device do they use to shop?

Smartphone **87% ↓**

Laptop/desktop **77% ↓**

Retailer's mobile app **75% ↓**

Voice commands **25% ↓**



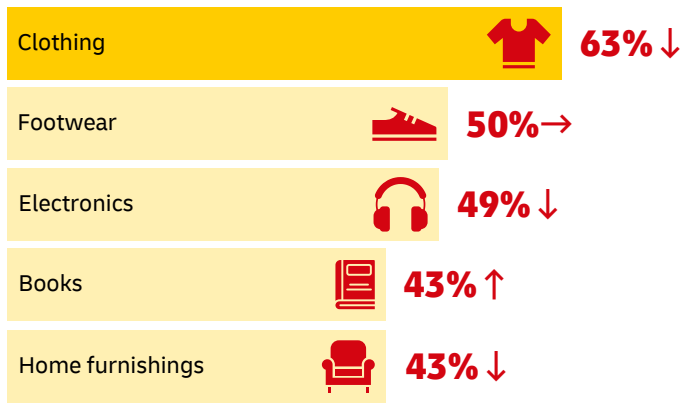
### How do they pay?

Credit or debit card **95% ↑**

Digital wallet **73% ↑**

Buy Now, Pay Later **46% ↓**

## What do shoppers in the UK buy online?



**37% →**  
buy electronics during Black Friday sales

**22% ↑**  
buy cosmetics from retailers in other countries

**33% ↓**  
buy clothing via social media

**33% ↑**  
buy refurbished or pre-owned electronics

**33% ↑**  
buy books on marketplaces

**18% ↓**  
buy household products on subscription

## The shift to more sustainable choices

50% of shoppers in the UK say sustainability will become more important to them in the next five years.



would switch to collection or drop-off to be more sustainable



buy sustainably-sourced items at least a few times a year



would likely use a retailer's recycling or buy-back program



have abandoned their basket due to sustainability concerns



buy pre-owned or refurbished items online



say free and easy returns would make them use a retailer's recycling or buy-back program



want to know the environmental impact of their delivery

**74% of Gen Z shoppers and 66% of Millennials** in the UK say sustainability is important to them, compared to **56% of Gen X shoppers and 50% of Baby Boomers**.

## Social shopping: connecting trends with the cart

3 in 5 shoppers in the UK have made a purchase on social media, and 53% say it could become their top shopping destination by 2030.

**77% ↓**  
say trends or viral products influence their buying decisions

**53% ↓**  
are interested or somewhat interested in live-streamed shopping events

**58% ↓**  
say customer reviews on social media influences their buying decisions

### Keeping up vs. buying: generational differences

Gen Z are the biggest social shoppers in the UK, and they mainly buy from Facebook and TikTok. Baby Boomers don't shop on social media as much, but they do use it to learn more about a brand or retailer.

## Do shoppers in the UK believe the Black Friday hype?

74% buy online during Black Friday or Cyber Monday – but 17% don't believe the hype.

66% of shoppers in the UK are motivated by savings and discounts during Black Friday. Gen Z and Millennials lead in activity, while Baby Boomers are the least likely to trust retailers' offers and prices.

## How much do shoppers in the UK buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	88%	12%	66%
Millennials	79%	21%	53%
Gen X	70%	30%	39%
Baby Boomers	59%	41%	29%

## What does it take to win over shoppers in the UK?

From high delivery costs and long delivery times to not being offered their preferred options for receiving or returning their orders, the barriers to purchase for shoppers in the UK are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



### What frustrates these shoppers?



### What improvements do they want?

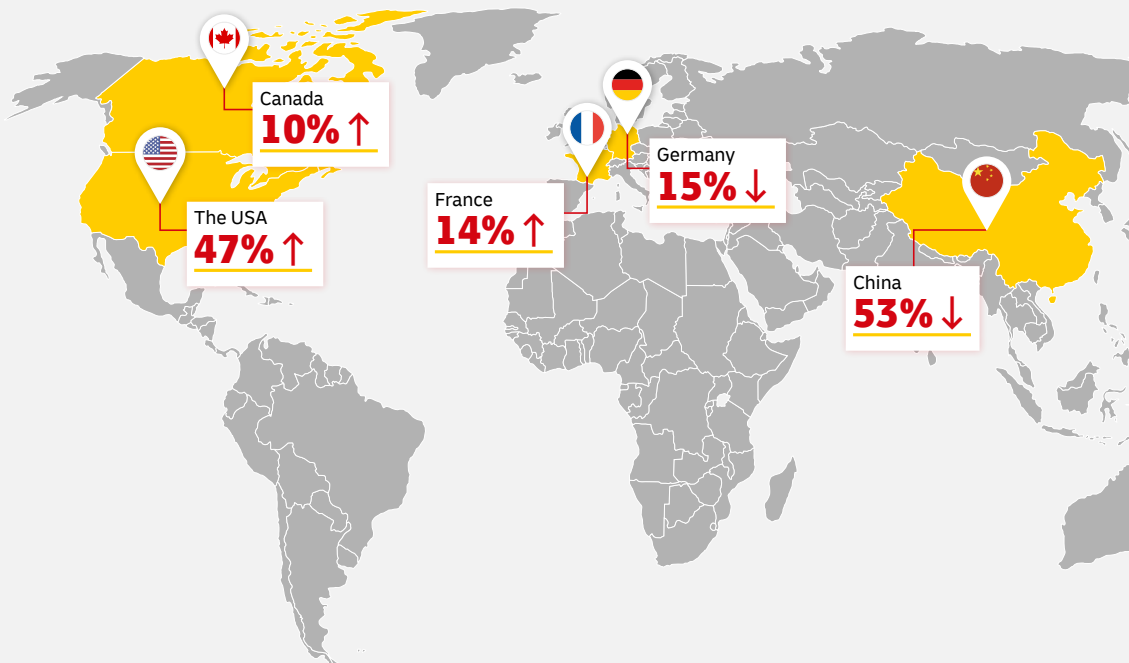


### What makes them abandon their baskets?



## Where does the UK shop?

50% of shoppers in the UK buy from retailers in other countries – and 36% do so at least once a month. This rises to 44% for Gen Z shoppers and Millennials and 57% for subscription shoppers in this market.



44% ↓

buy from other countries to get lower prices

38% ↑

don't buy from other countries due to return costs

49% ↑

say free returns would make them feel more confident buying across borders

## Who buys from the UK?



Australia



Nigeria



Sweden

### Do you run an e-commerce business in the UK?

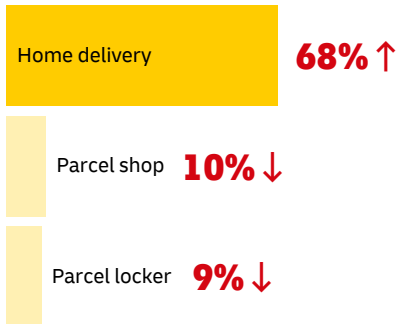
Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

## How can you deliver on their expectations?

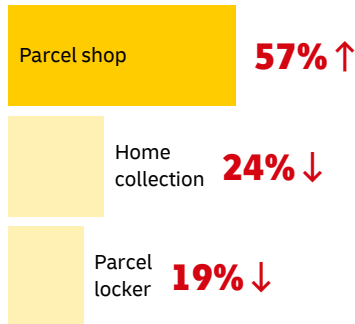
3 in 4 shoppers in the UK will abandon their baskets if their preferred delivery and returns options aren't available. Demand for parcel shop returns is high in this market, with more than half of shoppers choosing this returns method.

[Explore the increasing popularity of out-of-home.](#)

### Delivery preferences



### Returns preferences



74% ↑

won't buy from an online retailer if they don't trust the delivery provider

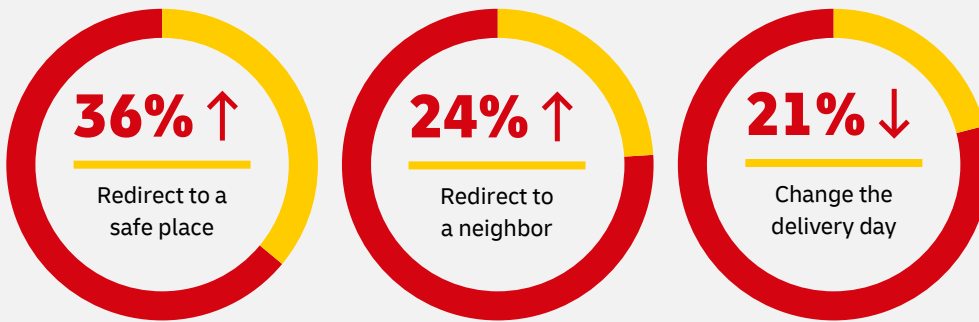


76% ↑

won't buy from an online retailer if they don't trust the returns provider

## How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



35% ↓

track and redirect their deliveries using the delivery provider's app



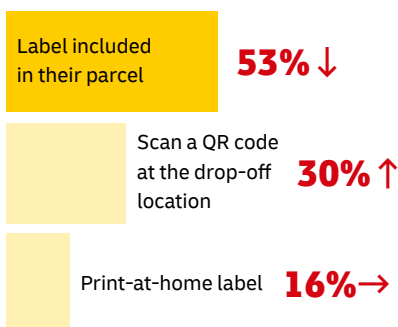
30% ↑

use the delivery provider's website

## Return to retailer

69% of shoppers in the UK have returned an item to an online retailer, with 91% returning up to 30% of their purchases. Gen Z, cross-border shoppers and social shoppers are the most frequent returners. [Review the global returns landscape.](#)

### What are their return label preferences?



### Top reasons for returning items:

1. Poor quality
2. Wrong size
3. Damaged during transit
4. Doesn't suit them
5. Doesn't look like the image

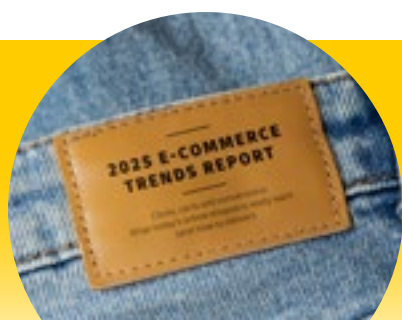


36% ↓

have spent more to get free delivery, then returned the extra items

76% ↑

prefer to return items via out-of-home locations



Unpack even more global insights...