



2024 ONLINE SHOPPER TRENDS



**What your online shoppers aren't telling you
(but we can reveal)**

How the world shops online

To help your business understand what consumers want from online retailers in 2024, we've surveyed 12,000 shoppers across 24 countries.


 Austria	 Poland	 USA	 UAE
 Czech Republic	 Spain	 Argentina	 Australia
 France	 Sweden	 Brazil	 China
 Germany	 Turkey	 Nigeria	 India
 Italy	 UK	 South Africa	 Malaysia
 Netherlands	 Canada	 Morocco	 Thailand

We've created a series of reports that reveal the secrets behind online shoppers' behavior and buying decisions. In this report, we've compiled all the valuable insights from each of these reports to provide you with all you need to know to create a great online experience and sell to shoppers across the globe.

You'll discover what's most important to online shoppers – from their shopping habits and the benefits they look for to how they want to receive and return their orders. We also explore what's really influencing the buying decisions of social, sustainable and cross-border shoppers.

Want to know how well your business is selling online? Take our e-commerce quiz at the end of this report to find out – and discover our top tips for your business based on your answers!



 Respondents were required to have made at least one purchase online within the three months before the survey. The countries chosen for this survey represent some of the most active e-commerce markets across the globe. Please note, that where percentages within this report don't equal 100% this is due to particular questions having multiple choice options. While regional data is provided, it does not reach a level of statistical significance to make definitive statements about specific regions or globally. Figures are correct at time of publishing.

CONTENTS





Why do online shoppers really abandon their baskets?

In this chapter, we explore the trends shaping today's e-commerce landscape. From the rise of social media to the influence delivery options have on consumers' buying decisions, read on to discover what's most important to shoppers when buying online.



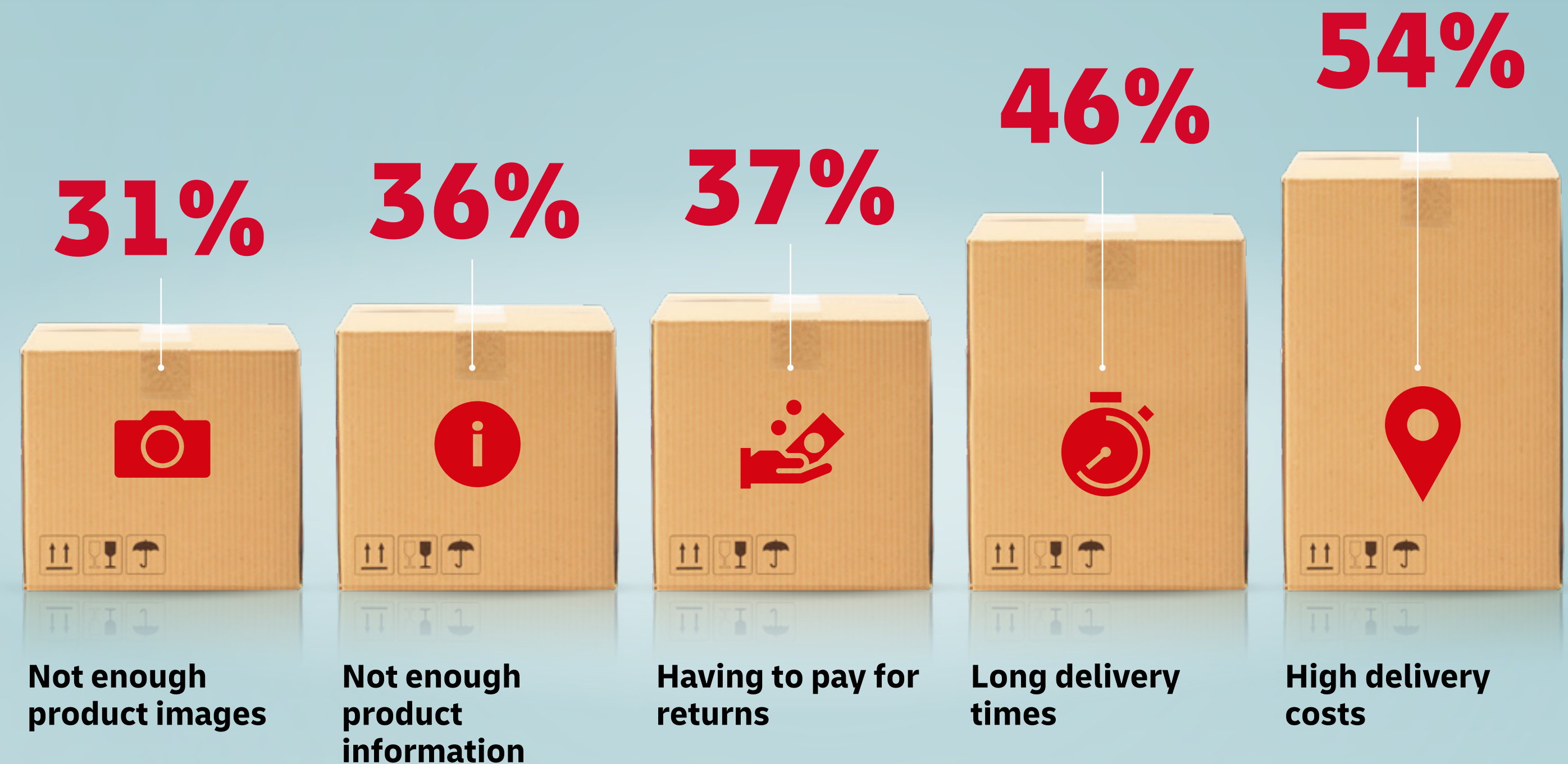
What frustrates online shoppers the most?

Across the globe, high delivery costs are a clear frustration. And with 41% of shoppers not completing their purchase because delivery is too expensive, there's a serious risk of your business losing customers over delivery charges.

But how do you overcome this challenge when there is no such thing as truly free delivery? Consider incorporating delivery charges into the cost of your products – **46% of shoppers would prefer to pay for delivery this way.**

In Europe, shoppers are more frustrated than any other region by having to pay for returns. This frustration is highest in Spain, France, and the UK.

32% ★★★★★
OF SHOPPERS AGED 45 AND UNDER ARE ALSO PARTICULARLY FRUSTRATED BY A LACK OF CUSTOMER REVIEWS.



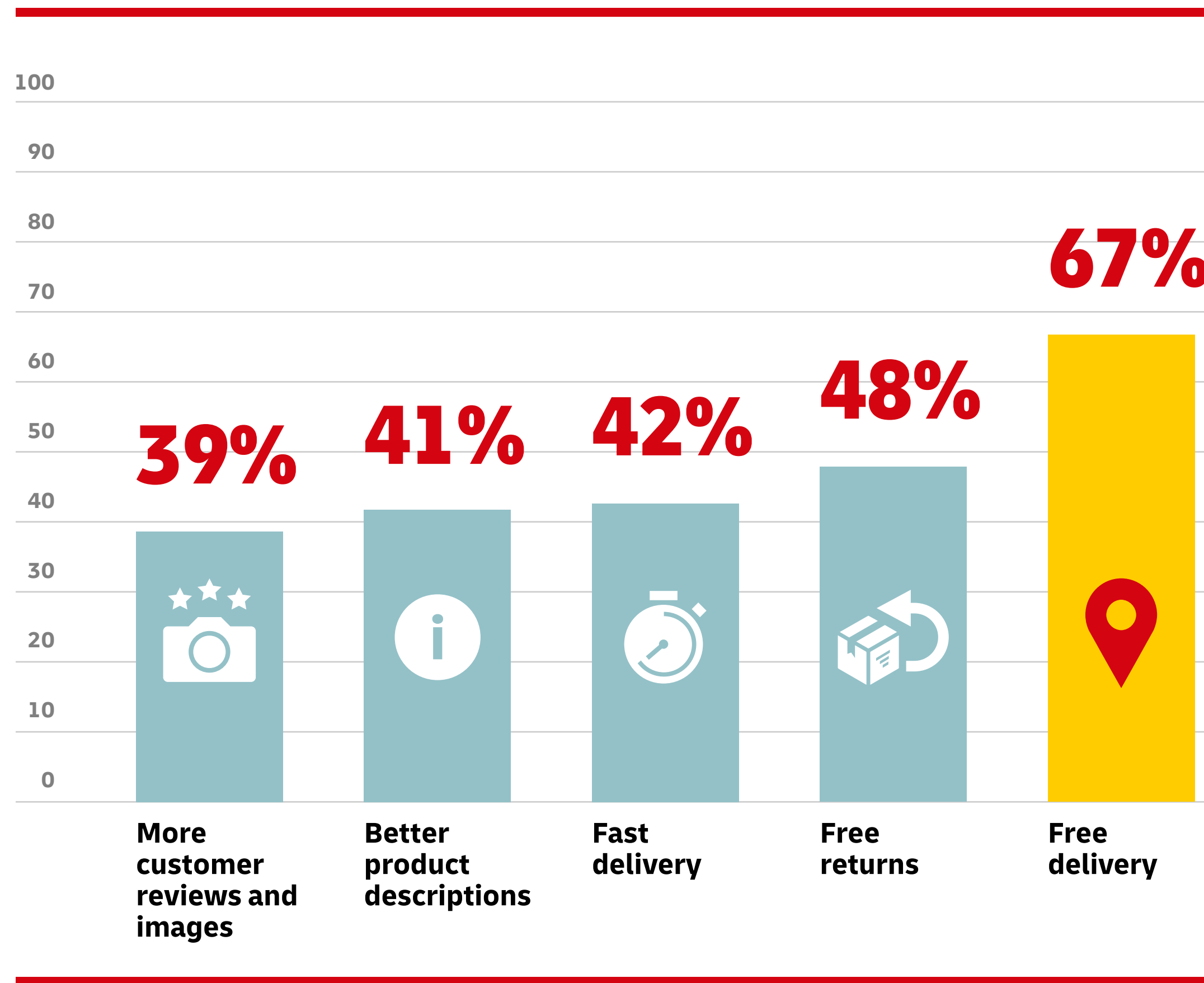
Respondents were offered multiple choice options for this question.



What would improve the online shopping experience?

Even if your business has a great product, making these improvements could encourage more shoppers to click 'buy now'.

Offering reliable delivery and returns can help solve shoppers' frustrations and improve their experience. The right delivery provider can help your business connect deliveries and returns to help ensure your customers are satisfied.



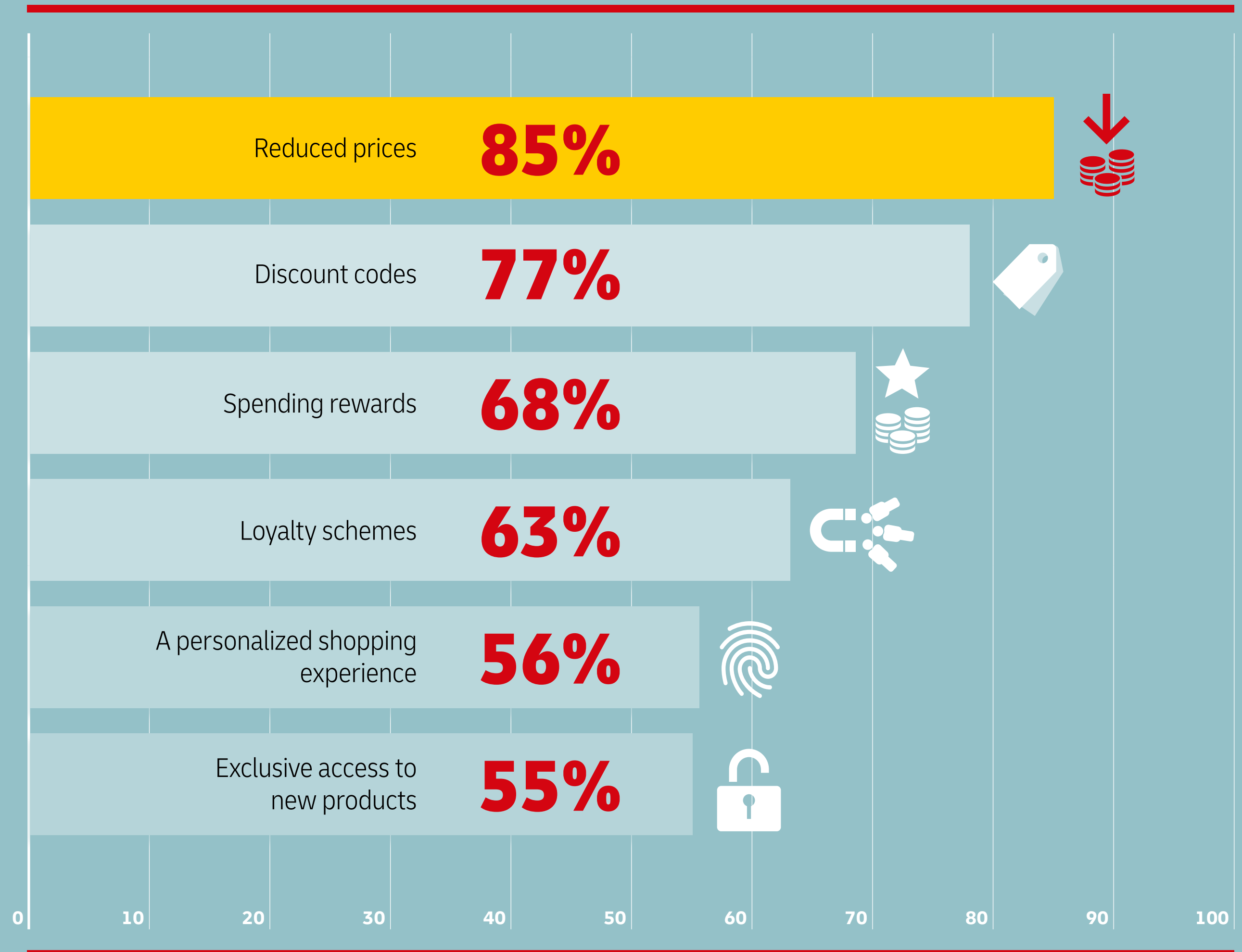
Respondents were offered multiple choice options for this question.

Which benefits are important to shoppers when buying online?

With the three most important benefits being financial-related, it's clear that today's online shoppers are cost-sensitive.

Reduced prices are particularly important to online shoppers in Turkey, with 74% ranking them as 'very important'. While this decreases slightly in other countries across Europe, reduced prices remain the most important benefit.

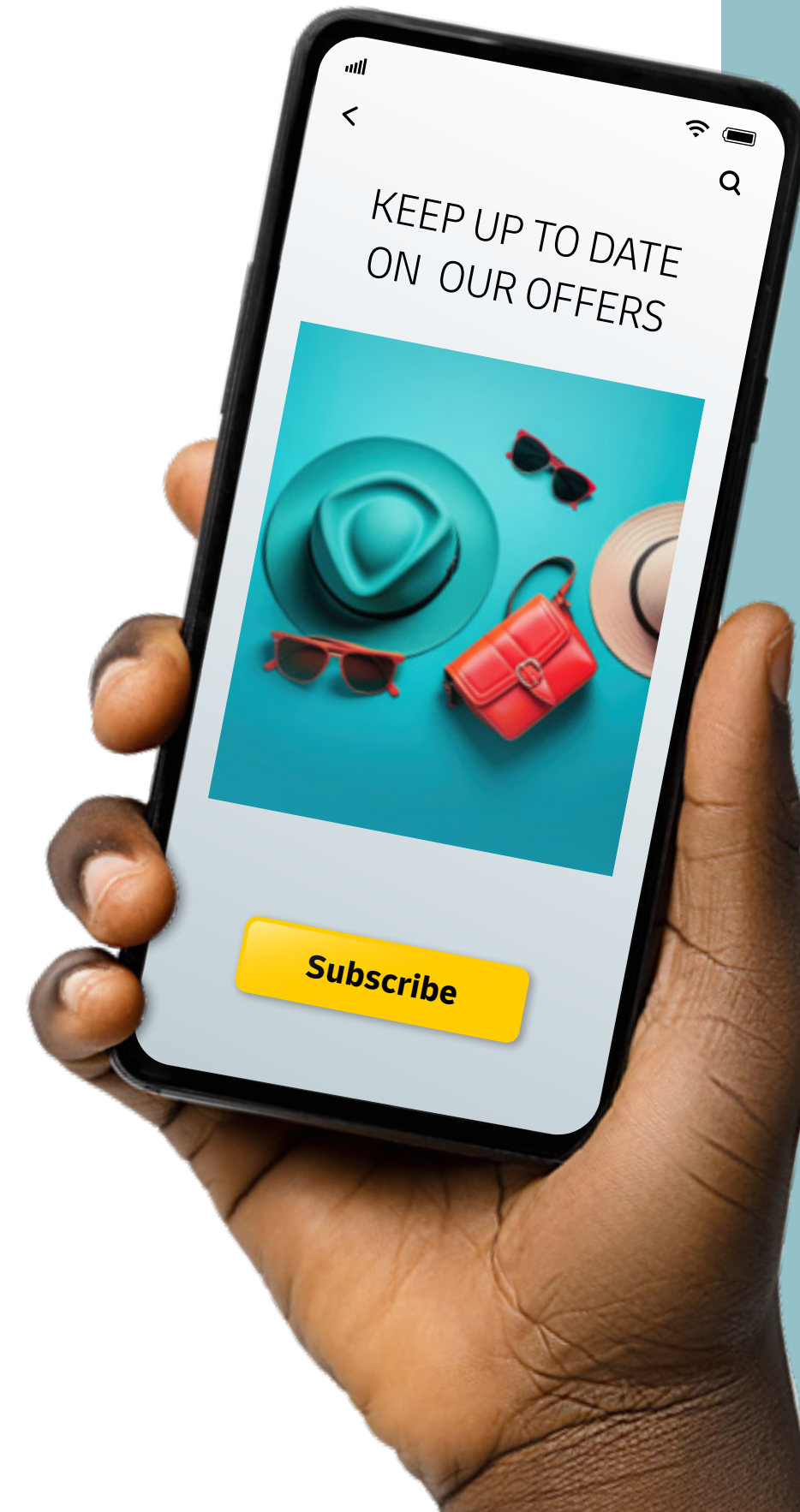
Have you considered offering online shoppers a discount code for free delivery? With free delivery improving shoppers' online experience, this could persuade shoppers to make a purchase.



What incentivises shoppers to subscribe to an online retailer's email newsletter?

Across the globe, only 17% of shoppers have never subscribed to an email newsletter.

With discount codes an important benefit to 77% of shoppers, it's no surprise that discounts and rewards are the main reason shoppers subscribe to email newsletters.



IN WHICH COUNTRIES ARE SHOPPERS MOST AND LEAST LIKELY TO SUBSCRIBE TO EMAIL NEWSLETTERS?

Most likely



UAE

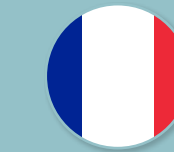


Turkey



Nigeria

Least likely



France



Poland



China

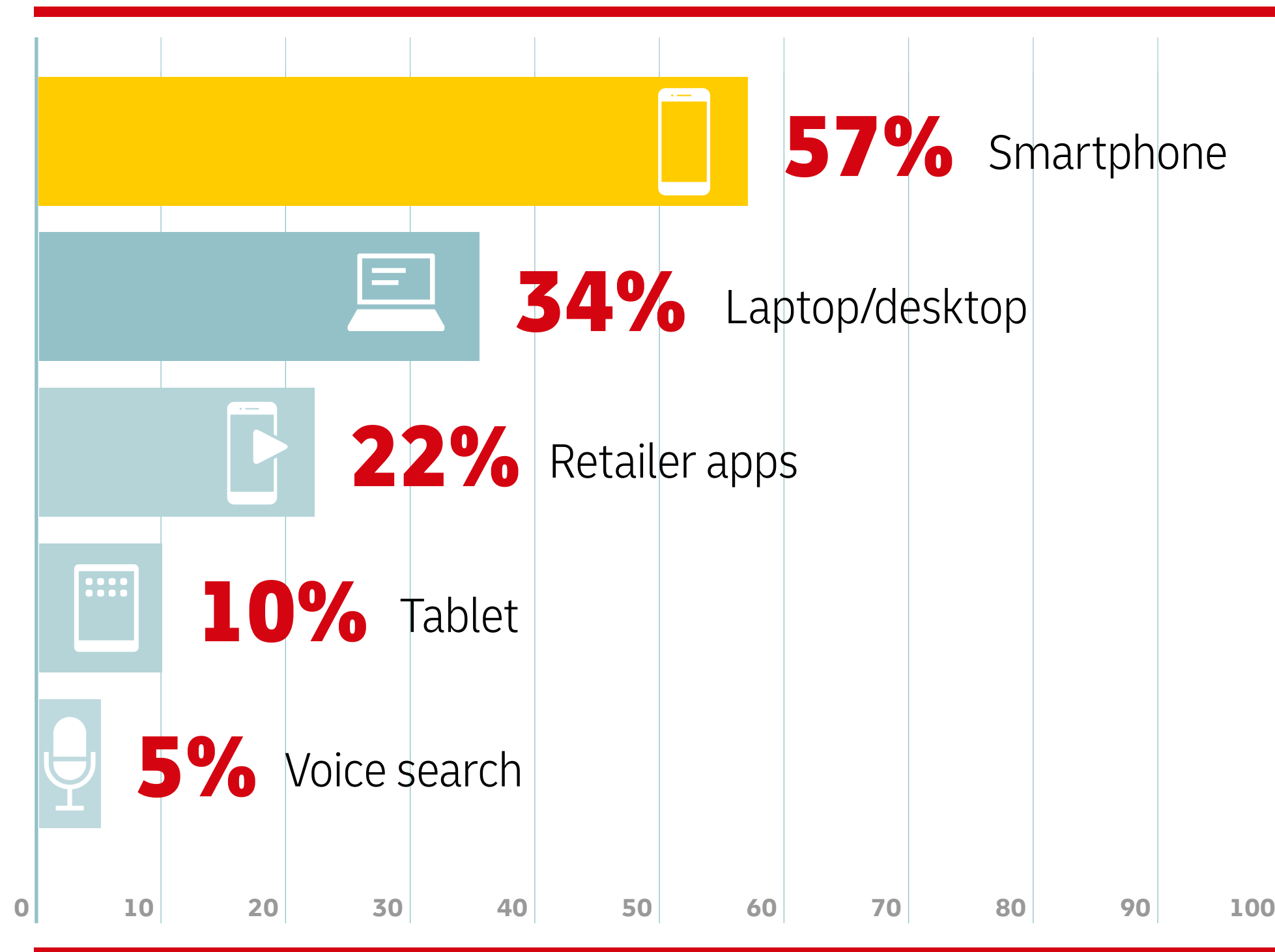
DID YOU KNOW?

Third-party cookies are gradually being phased out due to privacy concerns, changing how you can advertise to customers online.

These changes make first-party data – such as email engagement, purchase history, and website activity – more important for understanding and targeting customers. Don't forget, that when collecting first-party data from your European customers, you need to comply with GDPR and cookie-consent policies.



Which devices are used most often for browsing and buying?



The percentage shown is the total of "always" responses as opposed to "sometimes" and "never".

52%

OF ONLINE SHOPPERS ALSO STATE THEY 'SOMETIMES' USE A RETAILER'S APP.

But why are retailer apps becoming more popular with online shoppers?

- They give shoppers access to exclusive deals and offers.
- The shopping process is often streamlined and more convenient, with simple navigation and digital payment options.
- Shoppers receive a personalized experience based on browsing behavior and past purchases.

THE USE OF VOICE ASSISTANTS IS ON THE RISE

The total worldwide transaction value of purchases made through voice assistants on smart home devices is expected to grow by **630%** between 2020 and 2025.¹

Online shoppers aged 45 and under are driving this growth, with 35% saying they 'always' or 'sometimes' use voice search to make a purchase, compared to just 19% of those over 45.



¹Source: Statista, 2023. Data accurate as of July 2024.

WHERE ARE SHOPPERS MOST ACTIVELY USING VOICE ASSISTANTS TO MAKE PURCHASES?

Globally

- India
- China
- UAE
- Nigeria
- Thailand

In Europe

- Turkey
- Italy
- UK
- Germany
- Poland



Which social media platforms have online shoppers purchased from before?



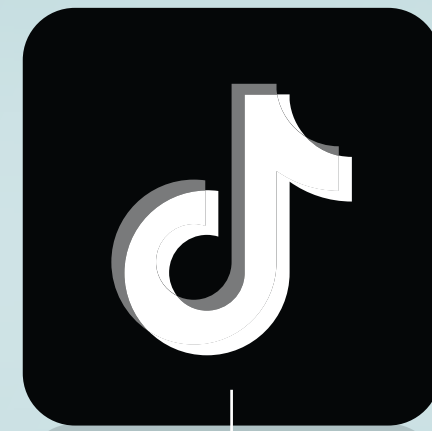
37%

Facebook



28%

Instagram



18%

TikTok



16%

YouTube



7%

Pinterest



6%

Snapchat

DID YOU KNOW?

1 in 2 people have made a purchase on social media, but in Thailand that jumps to 9 out of 10, with TikTok being the most popular channel to buy from for 7 in 10 shoppers.



Which social media platforms are most popular with online shoppers in China?










- 1 Douyin
- 2 WeChat
- 3 Kuaishou



The rise of social e-commerce

Social media shopping is becoming increasingly popular with shoppers across the globe. By 2025, the social commerce market is estimated to reach approximately two trillion US dollars and around 28% (or 13% excluding China) of all online retail sales in 2025.²

IN WHICH COUNTRY IS EACH SOCIAL MEDIA PLATFORM USED THE MOST FOR SHOPPING?

	Globally	In Europe
Facebook	 Morocco	 UK
Instagram	 India	 Turkey
TikTok	 Thailand	 UK
YouTube	 India	 UK
Pinterest	 Australia	 UK
Snapchat	 UAE	 Turkey

²Source: Deloitte, February 2023. Data accurate as of July 2024.



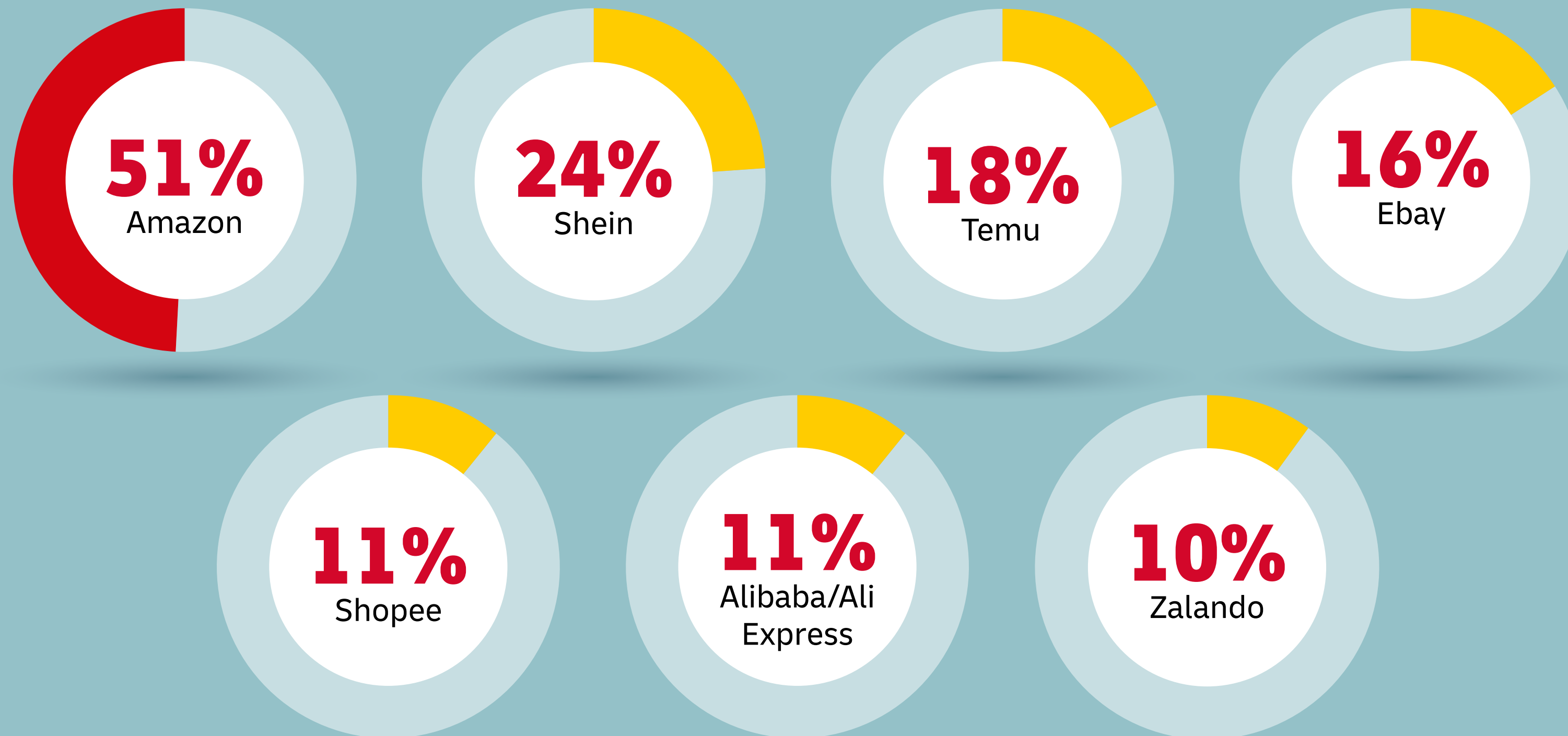
“Consumer purchasing patterns change annually, often shaped by prevailing social and technological trends. One significant factor in this transformation has been the growing impact of social media.

The rise of social media has revolutionized online shopping behavior. Consumers are turning to social media platforms to learn about new products and services and research brands before making purchasing decisions. This shift has led to new marketing strategies to respond to these changes in consumer behavior.

With the social e-commerce market now mature and offering opportunities that cannot be overlooked, companies of all sizes must establish a social media presence to remain competitive.”

Nicolas J. Chevalier | Founder & CEO of E-Commerce Nation

Which marketplaces are online shoppers using?



IN WHICH COUNTRY ARE THE MOST POPULAR GLOBAL MARKETPLACES SEEING THE HIGHEST USE?

	India	Amazon
	South Africa	Shein
	UAE	Temu
	Australia	eBay
	Malaysia	Shopee
	Nigeria	Alibaba/AliExpress
	Sweden	Zalando
	Nigeria	Jumia
	Argentina	Mercado Libre/Livre
	Poland	Vinted

ONLY **3%** OF SHOPPERS ACROSS THE GLOBE AREN'T USING MARKETPLACES.

With an established customer base and trusted reputation, marketplaces can be a great way to reach new customers.



Across the globe, there has been a surge in the popularity of app-based marketplaces **Shein** and **Temu** that offer shoppers a huge range of products at affordable prices.

Shein is most popular with shoppers in **UAE**, **Morocco**, and **Brazil**. Whereas **Temu** is used most by shoppers in the **USA** and the **Netherlands**.



In Europe, Zalando remains popular.

22%

of shoppers use Zalando to shop for the latest fashion and accessories.



Is your business thinking about selling via marketplaces? We recommend checking which is most popular in each country you are selling in.



70% of online shoppers prefer to create or have an account with a retailer



30%

of online shoppers prefer guest checkout

Do online shoppers prefer an account or guest checkout?

Although there is a global preference for creating or having an account with retailers, this isn't a trend in every country.

In China, 58% of online shoppers prefer guest checkout.

In Czech Republic and Sweden, preferences are almost evenly split.

With online shoppers having different preferences, the best thing you can do is offer your customers a choice on how they buy from your business.

WHAT BENEFITS SHOULD YOU CONSIDER OFFERING TO CUSTOMERS WHEN THEY CREATE AN ONLINE ACCOUNT WITH YOUR BUSINESS?

- The option to save payment details so they can check out faster when buying from your business again.
- The ability to track current orders and view order history.
- Security and privacy – **42% of online shoppers won't create an account if they don't feel safe providing personal information.**³
- Access to loyalty schemes and exclusive discount codes.

³ Source: Bolt, 2021. Data accurate as of July 2024.



THE RAPID RISE OF BUY NOW, PAY LATER

In recent years, providers such as Klarna, Afterpay, and Clearpay have made buy now, pay later a popular choice for everyday purchases.

But which countries have the highest number of shoppers who prefer to use buy now, pay later?

- 1 Sweden 
- 2 Netherlands 
- 3 Germany 
- 4 Austria 
- 5 Australia 

ARE YOU OFFERING SHOPPERS A CHOICE ON HOW THEY PAY FOR PURCHASES ON YOUR SITE?

With **61%** saying they have previously abandoned their basket because their preferred payment option was not available, you should consider doing so to avoid missing sales opportunities.

How do shoppers prefer to pay when buying online?



12%
Bank transfer

9%
Buy now, pay later

4%
Invoice

41%
Credit or debit card

23%
Digital wallet



Why are online shoppers abandoning their baskets?



After abandoning their basket, shoppers most often decide to purchase with a different retailer.

With financial issues being so important to shoppers, it's no surprise that 16% will wait to see if they receive a discount code.

26%

OF SHOPPERS SAY THEY ABANDON THEIR BASKET BECAUSE THEY ARE JUST BROWSING.

BUT WHAT CAN YOU DO TO HELP TURN THESE BROWERS INTO BUYERS?

- Encourage shoppers back with a reminder about their basket.
- Follow up with shoppers with a discount or free delivery code.
- Simplify the checkout process to make purchasing easier.



Is your delivery partner impacting your sales?

Today's online shoppers are increasingly concerned about the reliability, speed, and cost of deliveries when shopping online.

With delivery providers influencing 66% of online shoppers' purchasing decisions, it's important your business offers a delivery provider that customers trust.

65%

of shoppers across the globe say it's important they know who the delivery provider is before making a purchase.



Country	Very or quite important	Not important and neither important or unimportant
Argentina	77%	23%
Australia	62%	38%
Austria	49%	51%
Brazil	65%	35%
Canada	53%	47%
China	67%	33%
Czech Republic	67%	33%
France	57%	43%
Germany	57%	43%
India	75%	25%
Italy	56%	44%
Malaysia	69%	31%
Morocco	65%	35%
Netherlands	56%	44%
Nigeria	67%	33%
Poland	61%	39%
South Africa	75%	25%
Spain	61%	39%
Sweden	63%	37%
Thailand	86%	14%
Turkey	76%	24%
UAE	71%	29%
UK	61%	39%
USA	59%	41%
TOTAL	65%	35%



Should you be offering online shoppers a range of delivery options?

With shoppers expecting flexibility and convenience when ordering online, offering a broad range of delivery options at the checkout is essential.

Providing options such as parcel lockers, pick-up points, and rescheduling gives shoppers more control over their delivery experience.

Offering free and paid delivery options gives shoppers a choice based on what's important to them. While faster delivery at a higher cost is likely to appeal to those who need their items quickly, budget-conscious shoppers can choose free delivery at a slower pace.

77% of social media shoppers say it is important to know who the delivery provider is.

77%

54%

54% of overseas shoppers frequently abandon their baskets due to delivery options.

48% of shoppers frequently abandon their baskets due to delivery options.

48%

39% would choose not to buy a product because of the delivery provider.

39%

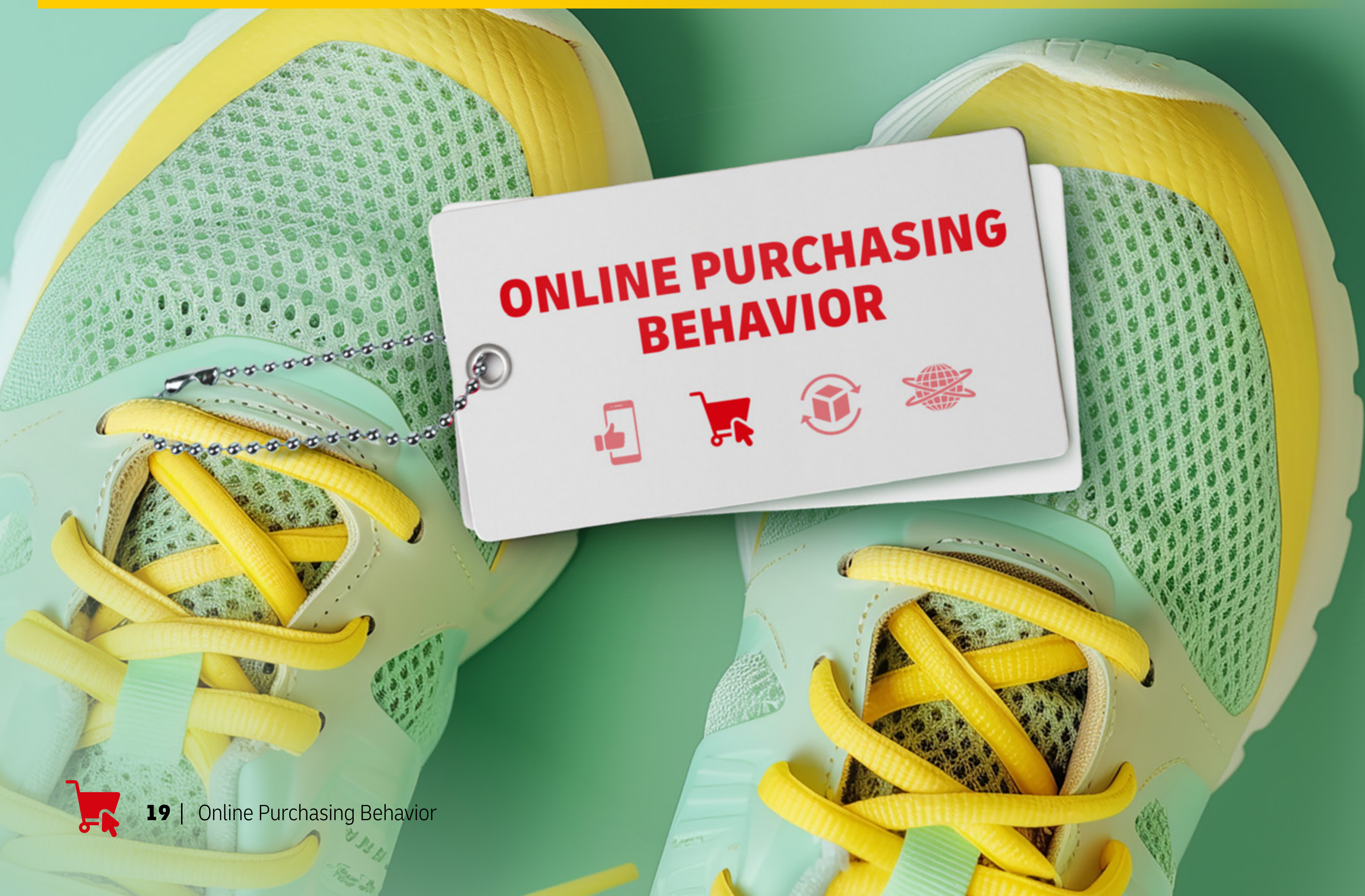


“Without the end-to-end solution that DHL provided, we would never have been able to expand into so many different markets so quickly.”

Carl-Johan Malm
Fulfillment Manager
RevolutionRace

Discover how
our Parcel Connect service helped RevolutionRace expand into 22 countries.





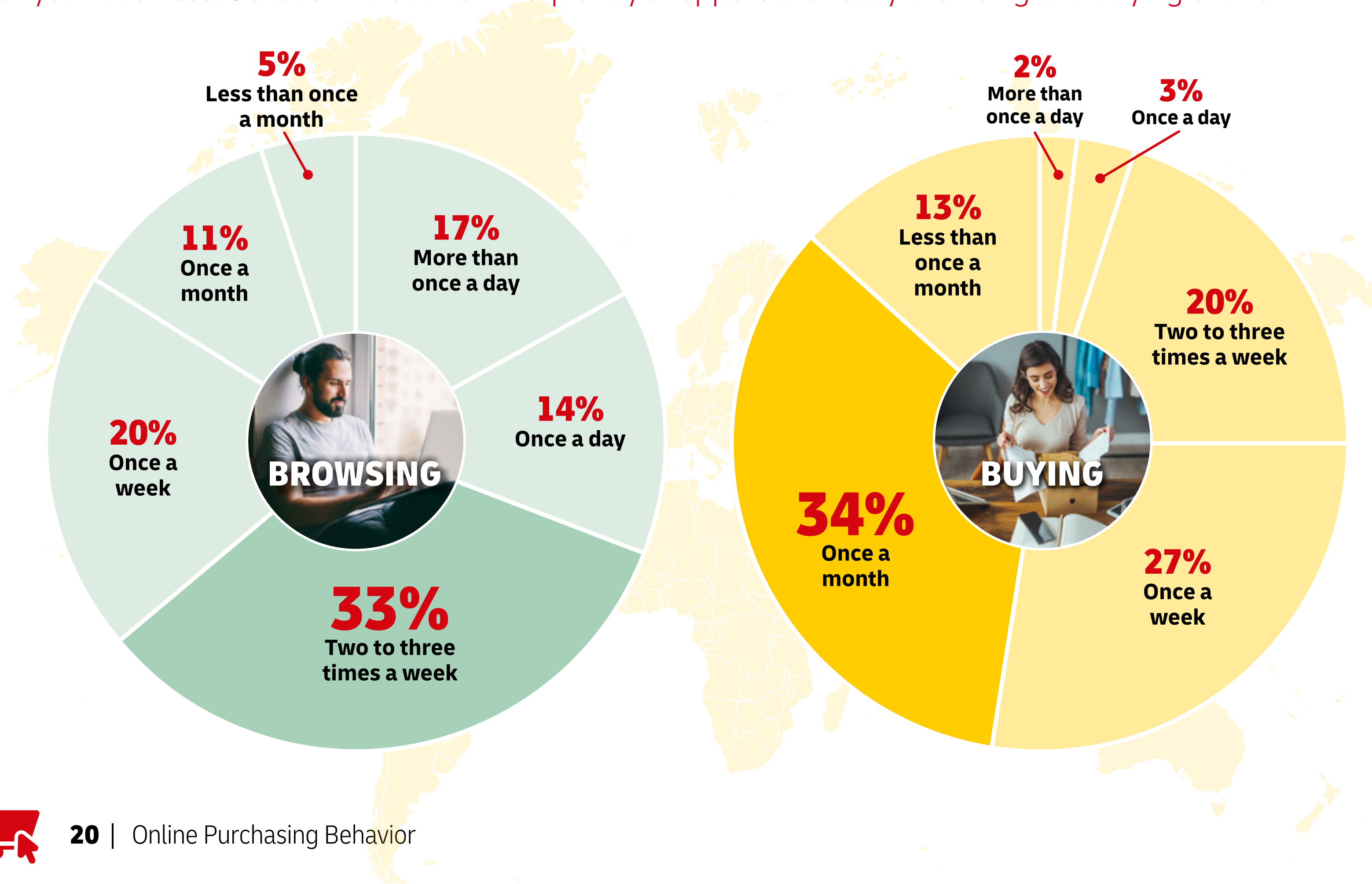
What's driving shoppers to spend and subscribe online?

In this chapter, we uncover how shoppers buy online and what influences their purchasing decisions. Discover how often consumers buy online, the products they buy (and subscribe to) the most and the importance of sustainability in a world that's becoming more environmentally conscious.



How often are shoppers browsing and buying online?

Understanding where in the world consumers are most active can help you identify growth opportunities for your business. So let's find out how frequently shoppers are really browsing and buying online...



84% of shoppers across the globe say they browse online at least once a week.

In Europe, online shoppers browse slightly less frequently than in other regions. However, 23% still say they browse at least once a day and 32% two to three times a week.

Browsing more than once a day is highest in Morocco (32%), Brazil (31%), and China (31%).

52% of shoppers across the globe say they buy something online at least once a week.

In Europe, 27% of shoppers say they purchase online once a week. This increases in the Czech Republic (37%), Poland (35%), and the UK (32%).

48%

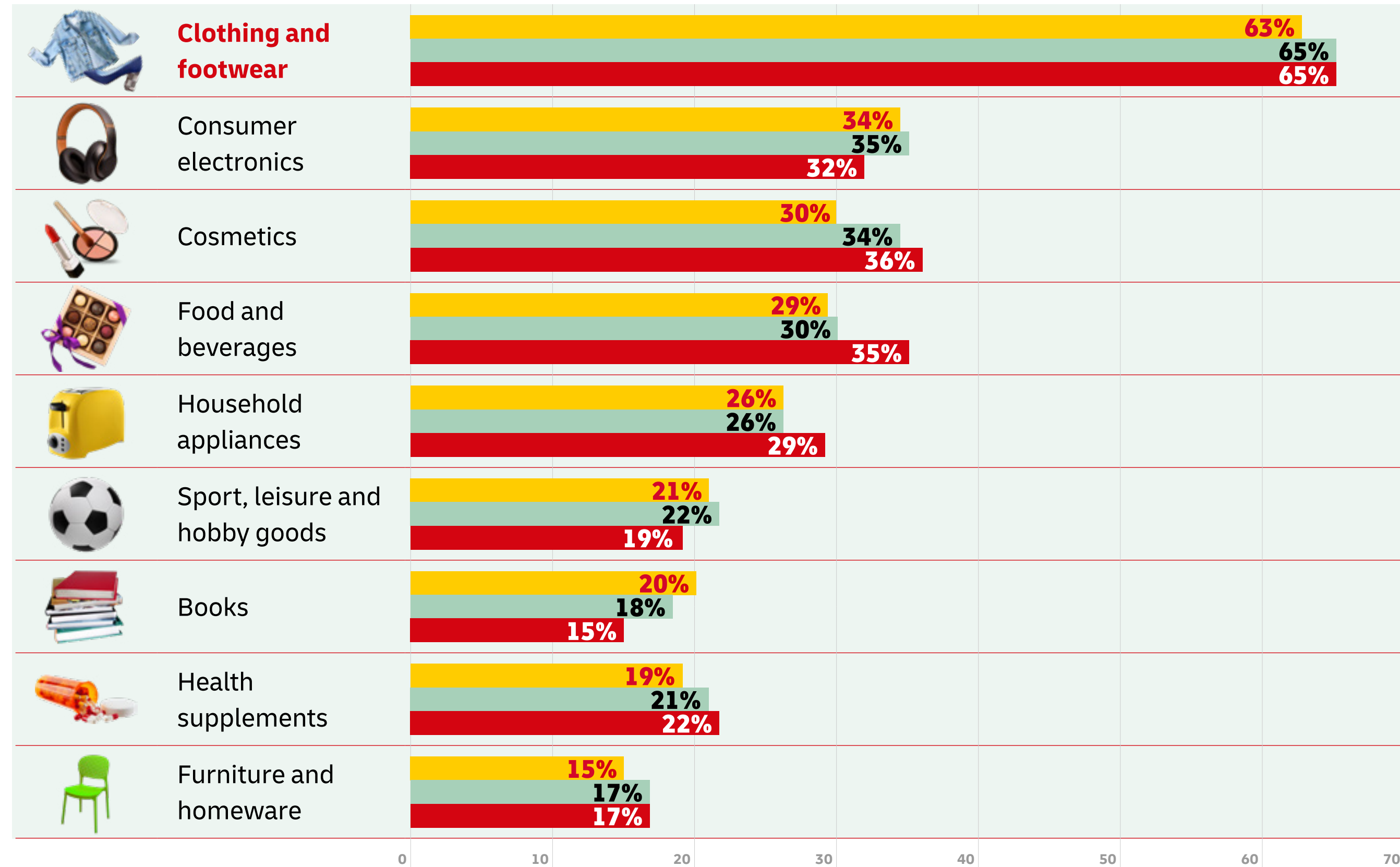
of social media shoppers say they browse online shopping sites at least once a day.

8%

of online shoppers under 45 buy online at least once a day, compared to 3% of those aged 45 and over.



What are online shoppers buying?



■ Globally
 ■ Cross-border shoppers
 ■ Social media shoppers

IN WHICH COUNTRIES ARE ONLINE SHOPPERS BUYING THESE PRODUCTS THE MOST?

Globally		In Europe	
	India		Turkey
	Nigeria		Czech Republic
	India		Turkey
	UAE		Turkey
	Thailand		Czech Republic
	Canada		Austria
	Australia		Italy
	Thailand		Sweden
	China		France



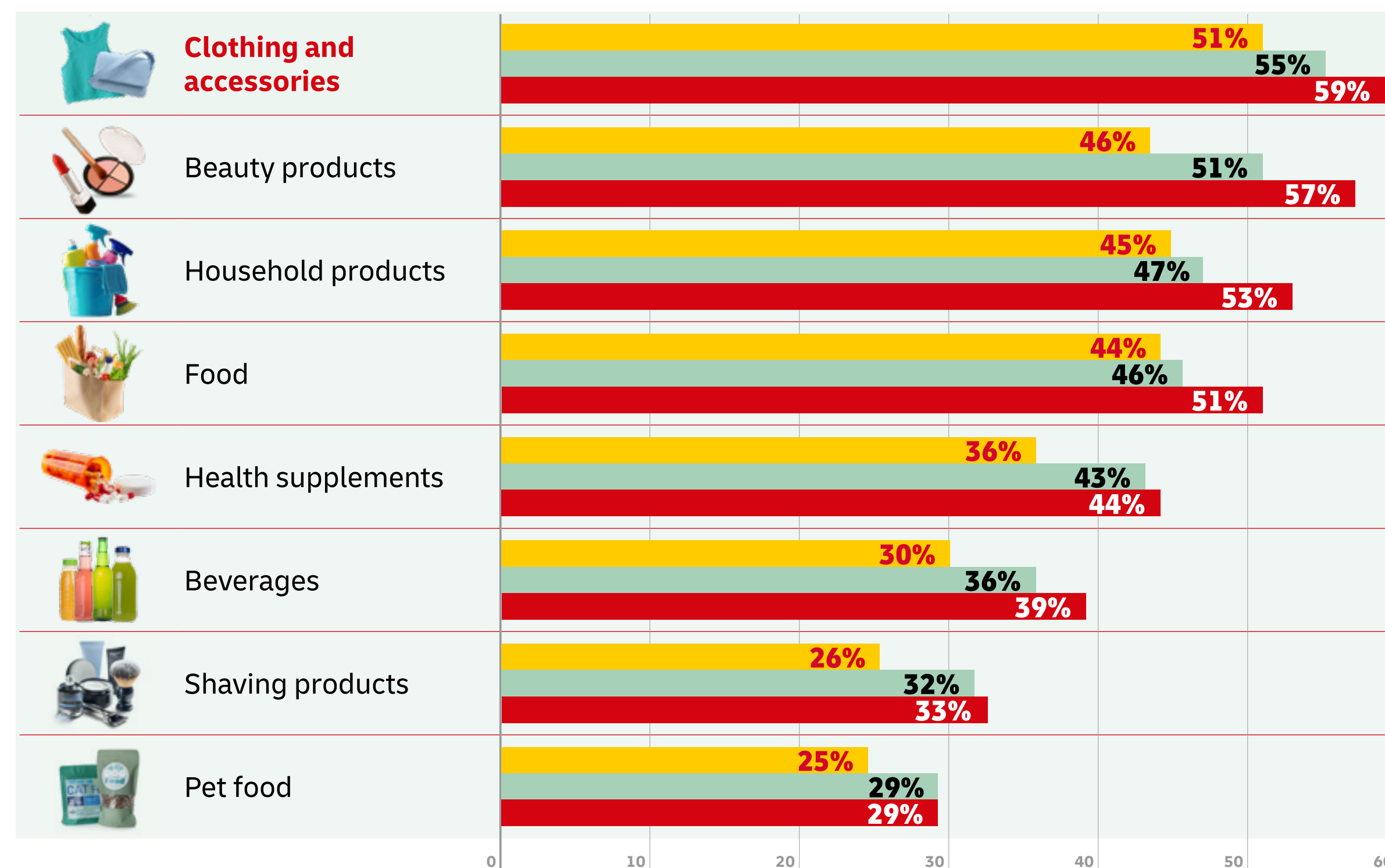
Knowing what types of products different shoppers are buying can help you reach new customers. Do you sell products which are particularly popular with social media shoppers? Start selling on popular social media channels to reach these buyers. Or could you take advantage of the cross-border market? Consider expanding into countries where shoppers are most actively buying the products you sell.



Respondents were offered multiple choice options for this question. Table shows total percentage vs. data breaks of shoppers who have purchased cross-border or from social media.

The rise of online shopping subscriptions

What are shoppers who have a regular online shopping subscription service buying?



■ Globally
 ■ Cross-border shoppers
 ■ Social media shoppers

IN WHICH COUNTRIES ARE THESE PRODUCT SUBSCRIPTIONS MOST POPULAR?

Globally		In Europe	
	South Africa		Turkey
	South Africa		Turkey
	China		Turkey
	China		Turkey
	South Africa		Netherlands
	Australia		UK
	Australia		UK
	USA		Poland



Does your business offer a subscription service? It might be time to consider doing so – **35% of shoppers across the globe have an online shopping subscription. This rises to 43% for those aged 45 and under, and 64% for social media shoppers.**

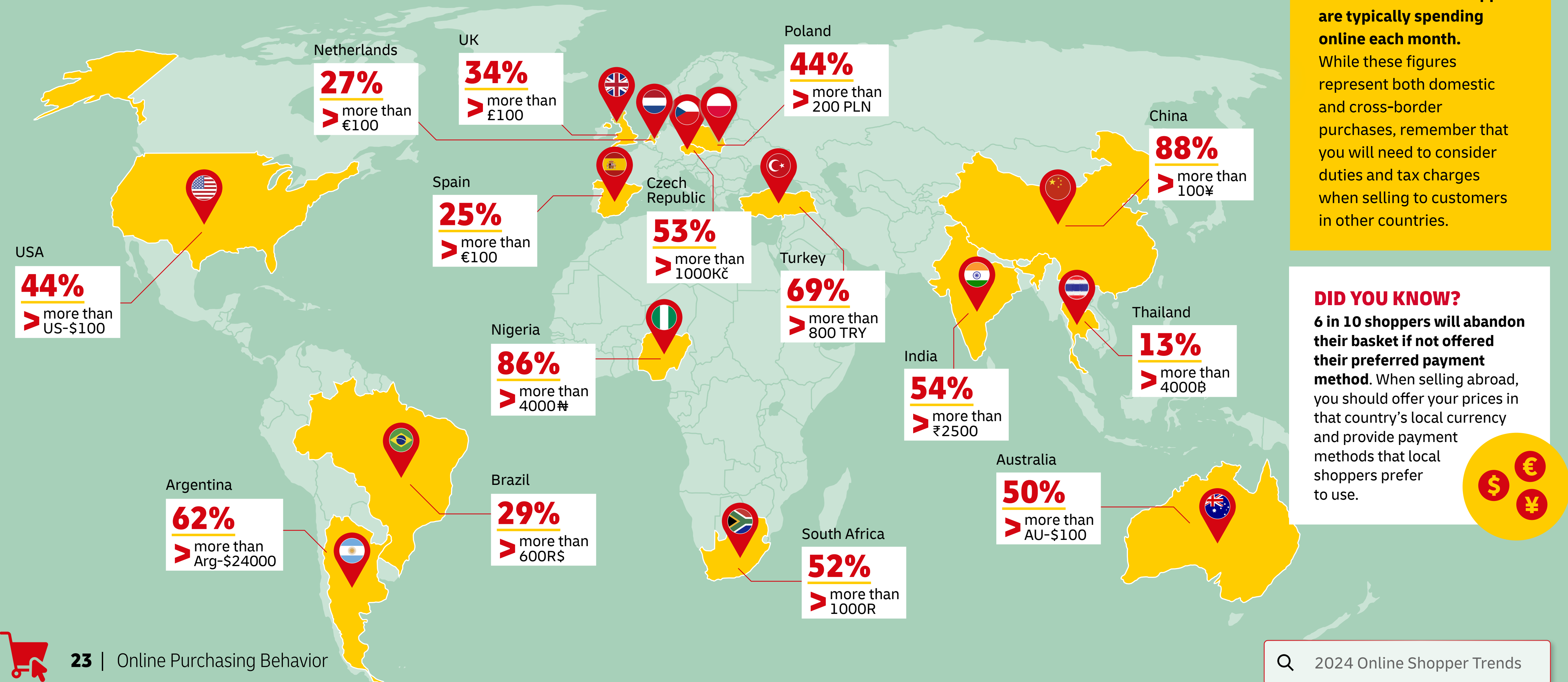
To incentivize shoppers to subscribe to your products, consider offering them exclusive benefits such as discounted prices, free delivery or even surprise gifts.



How much is the world spending online?

Does your business sell to other countries or are you considering doing so?













Knowing how much shoppers typically spend can help you set the right prices for your products.















If your business is thinking about expanding into new markets, it's good to get an idea of how much shoppers are typically spending online each month. While these figures represent both domestic and cross-border purchases, remember that you will need to consider duties and tax charges when selling to customers in other countries.

How much are shoppers in each country spending online?

We asked shoppers in each country how much they typically spend each month on online purchases. Here's what they said...

	Argentina	Arg-\$24000 or less	39%
		More than Arg-\$24000	62%
	Australia	AU-\$100 or less	50%
		More than AU-\$100	50%
	Austria	€100 or less	69%
		More than €100	31%
	Brazil	600R\$ or less	71%
		More than 600R\$	29%
	Canada	C\$100 or less	57%
		More than C\$100	43%
	China	100¥ or less	12%
		More than 100¥	88%
	Czech Republic	1000Kč or less	46%
		More than 1000Kč	53%
	France	€100 or less	76%
		More than €100	24%
	Germany	€100 or less	65%
		More than €100	35%
	India	₹2500 or less	45%
		More than ₹2500	54%
	Italy	€100 or less	78%
		More than €100	22%
	Malaysia	200RN or less	65%
		More than 200RN	35%

	Morocco	DH1000 or less	86%
		More than DH1000	14%
	Netherlands	€100 or less	73%
		More than €100	27%
	Nigeria	4000₦ or less	14%
		More than 4000₦	86%
	Poland	200 PLN or less	57%
		More than 200 PLN	44%
	South Africa	1000R or less	47%
		More than 1000R	52%
	Spain	€100 or less	74%
		More than €100	25%
	Sweden	2400kr or less	88%
		More than 2400kr	11%
	Thailand	4000฿ or less	87%
		More than 4000฿	13%
	Turkey	800 TRY or less	31%
		More than 800 TRY	69%
	UAE	1000 AED or less	60%
		More than 1000 AED	39%
	UK	£100 or less	66%
		More than £100	34%
	USA	US-\$100 or less	57%
		More than US-\$100	44%

Social media shoppers around the world typically spend more each month. **55% of social media shoppers around the world fall into the 'more than' spend category. This compared to just 36% of online shoppers who don't buy on social media.**

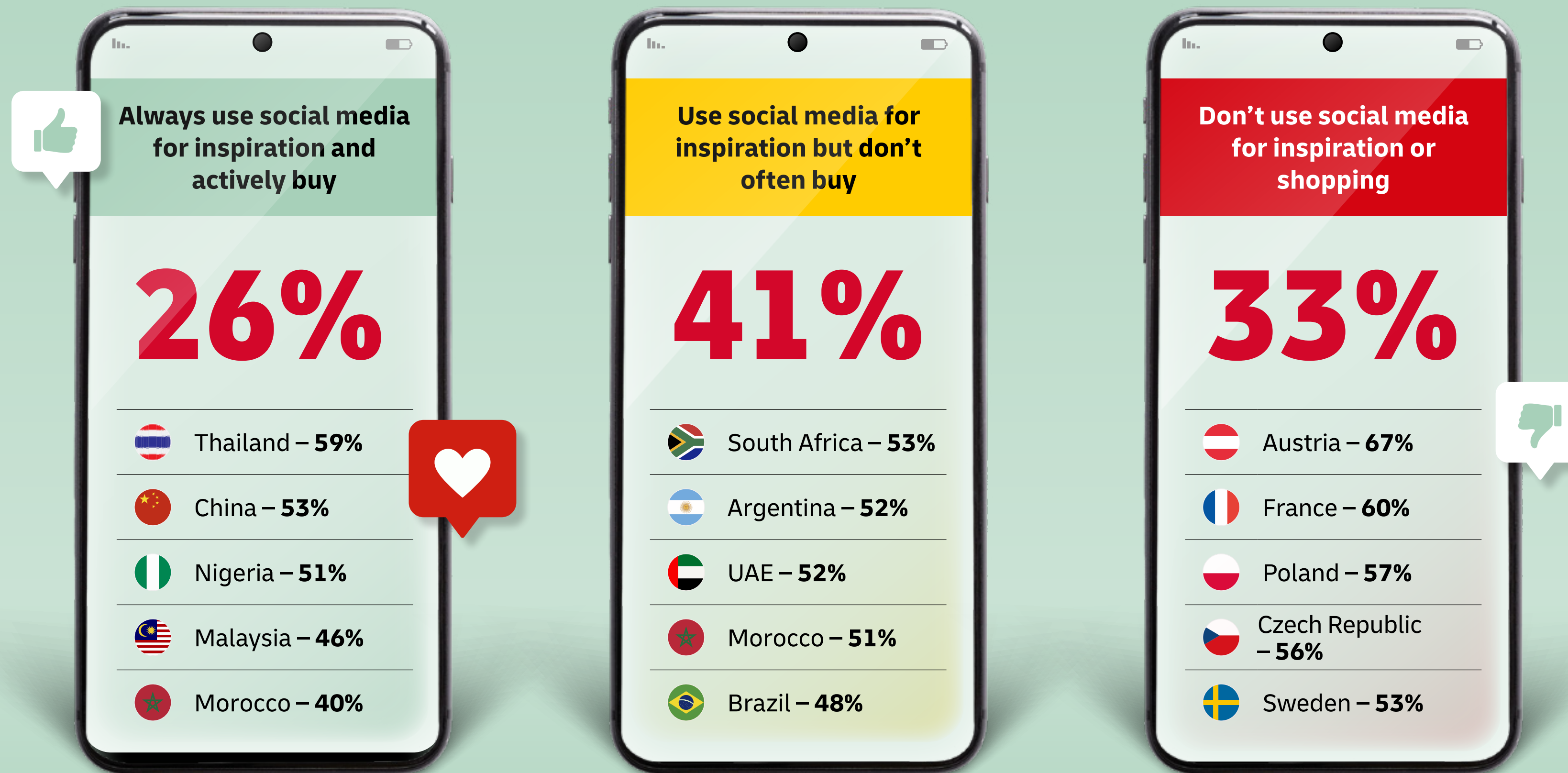
This increased spending is also true for online shoppers who buy from other countries.

51% of cross-border shoppers fall into the higher spending category.



Is social media influencing how shoppers browse, buy and subscribe online?

Social media has changed the way customers shop online. Here's how people around the world use social media and the five countries where these habits are most popular...



With almost **7 in 10 shoppers using social media** for either inspiration or purchasing, this is a channel your business shouldn't ignore if you want to build brand awareness or drive sales. Despite European shoppers not being as active on social as the rest of the world, over 1 in 2 still use social media for either inspiration or purchasing.



81%

of online shoppers under 45 use social media for shopping inspiration and 35% regularly buy on the platform.

48%

of those 45 and over who use social media for inspiration, and just 15% regularly buy on the platform.



How much do customer reviews influence online shoppers?

When deciding whether or not to click 'buy now', **customer reviews play a vital role in most online shoppers' decisions.**



“Reviews form a critical part of the online buying journey – helping to build trust and credibility between the brand and the consumer. Against a backdrop of economic uncertainty, we know that consumers rely more than ever on authentic reviews to help them make informed decisions.”



Kerry Leighton-Bailey
Chief Product & Marketing Officer, Feefo

WHERE IN THE WORLD ARE ONLINE SHOPPERS MOST INFLUENCED BY REVIEWS?

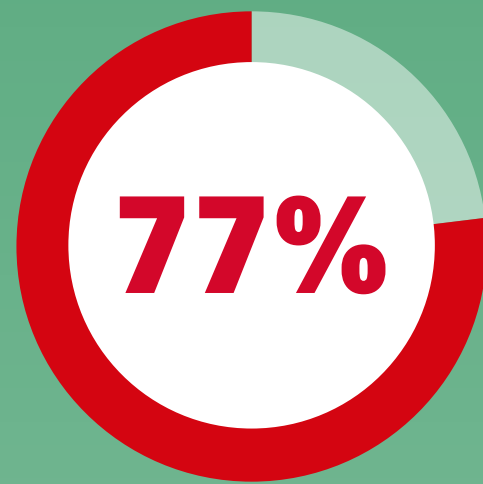
	Globally	In Europe
1	Brazil	Turkey
2	South Africa	Spain
3	India	Germany
4	Morocco	Poland
5	Nigeria	Czech Republic



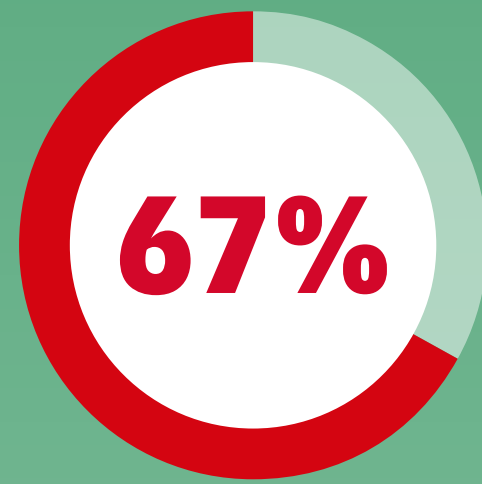
How important is sustainability to online shoppers?

Online shoppers are paying more attention to how their purchases impact the environment. From recyclable packaging to delivery emissions, sustainability is becoming more important.

With 59% of shoppers across the globe saying sustainability is ‘very’ or ‘quite’ important to them when buying online, understanding and considering sustainability within your business can help you attract these eco-conscious shoppers.



of social media shoppers say sustainability is ‘very’ or ‘quite’ important to them when shopping online.



of cross-border shoppers say sustainability is ‘very’ or ‘quite’ important to them.








Country	Very or quite important	Not important and neither important or unimportant
Argentina	62%	38%
Australia	57%	43%
Austria	39%	61%
Brazil	72%	28%
Canada	49%	51%
China	59%	41%
Czech Republic	26%	74%
France	59%	61%
Germany	46%	54%
India	83%	17%
Italy	59%	41%
Malaysia	67%	33%
Morocco	54%	46%
Netherlands	37%	63%
Nigeria	89%	11%
Poland	51%	49%
South Africa	80%	20%
Spain	50%	50%
Sweden	53%	47%
Thailand	77%	23%
Turkey	73%	27%
UAE	71%	29%
UK	53%	47%
USA	51%	49%
TOTAL	59%	41%








Where in the world are online shoppers most (and least) willing to pay more for green delivery?

WOULD ALWAYS OR SOMETIMES CHOOSE TO PAY MORE FOR A GREEN DELIVERY

Globally






-  Thailand – 87%
-  India – 85%
-  Nigeria – 84%
-  UAE – 83%
-  Morocco – 76%

In Europe






-  Turkey – 76%
-  Germany – 64%
-  Austria – 53%
-  Sweden – 53%
-  Italy – 53%

WOULD NEVER CHOOSE TO PAY MORE FOR A GREEN DELIVERY

Globally

-  Canada – 55%
-  USA – 45%
-  Argentina – 43%
-  Australia – 40%
-  Brazil – 31%

In Europe

-  Czech Republic – 57%
-  Netherlands – 55%
-  Poland – 53%
-  France – 53%
-  Spain – 50%

The percentage shown is the total of "I would always choose to" or "I would sometimes choose to" responses vs "I would never choose to" when asked 'Would you be prepared to pay more for a 'green' delivery.'



Across the globe,

38%

of online shoppers say they would never choose to pay more for a green delivery.

And only

20%

say they would always choose to pay for a green delivery.

With high delivery costs frustrating

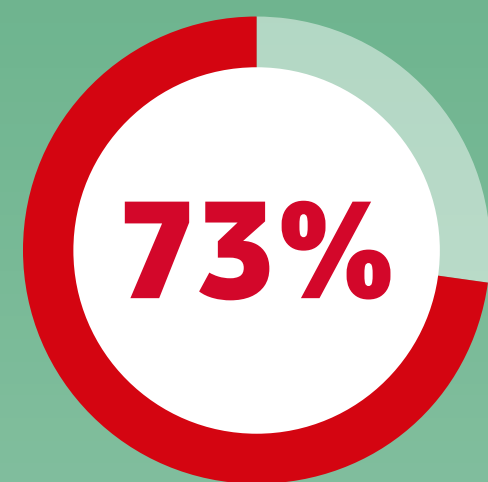
54%

of online shoppers, consider incorporating any additional green delivery charges into the cost of your goods and offering more sustainable delivery options as standard.

Do online shoppers want to see how climate-friendly their delivery is?

With sustainability becoming more important to online shoppers, it's no surprise that over half say they want transparency about the CO₂ emissions of their delivery.

This increases to 68% for shoppers who buy online more frequently – suggesting the more people buy, the more they care about the environmental impact of their online orders.



of social media shoppers say they'd like to see the CO₂ emissions or other information.



of cross-border shoppers say they'd like to see the CO₂ emissions or other information.



Country	Yes	No
Argentina	58%	42%
Australia	47%	53%
Austria	39%	61%
Brazil	72%	28%
Canada	40%	60%
China	60%	40%
Czech Republic	27%	73%
France	42%	58%
Germany	47%	53%
India	73%	27%
Italy	47%	53%
Malaysia	62%	38%
Morocco	67%	33%
Netherlands	33%	67%
Nigeria	77%	23%
Poland	41%	59%
South Africa	71%	29%
Spain	56%	44%
Sweden	44%	56%
Thailand	60%	40%
Turkey	77%	23%
UAE	72%	28%
UK	45%	55%
USA	45%	55%
TOTAL	54%	46%



Are online shoppers willing to pay more for sustainable/eco-friendly packaging?



DOES YOUR BUSINESS SELL TO EUROPE?

47% of online shoppers here say they would never choose to pay more for sustainable packaging. This rises to 56% in France and the Netherlands, closely followed by 50% in Italy and Spain.

With consumers becoming more sustainable in many aspects of their lives, it's no surprise that this is starting to influence how they shop online too.

Online retailers need to consider how they can integrate sustainability into their business to ensure they keep up with online shoppers' expectations. Despite shoppers wanting to know the environmental impact of their deliveries, they don't necessarily want to pay more to improve this. Online retailers could consider incorporating the cost of a greener delivery or more sustainable packaging into the product cost to give online shoppers what they want in their preferred way.



How important is free delivery?

Across the globe, free delivery is important to many online shoppers – 67% say free delivery would improve their online shopping experience and 54% say high delivery costs frustrate them.

Free delivery is slightly more important to social media shoppers – 59% say they mainly buy from shops that offer free delivery.

With delivery costs playing an important role in the online shopping experience, your business should consider offering free delivery to help convert browsers into buyers.

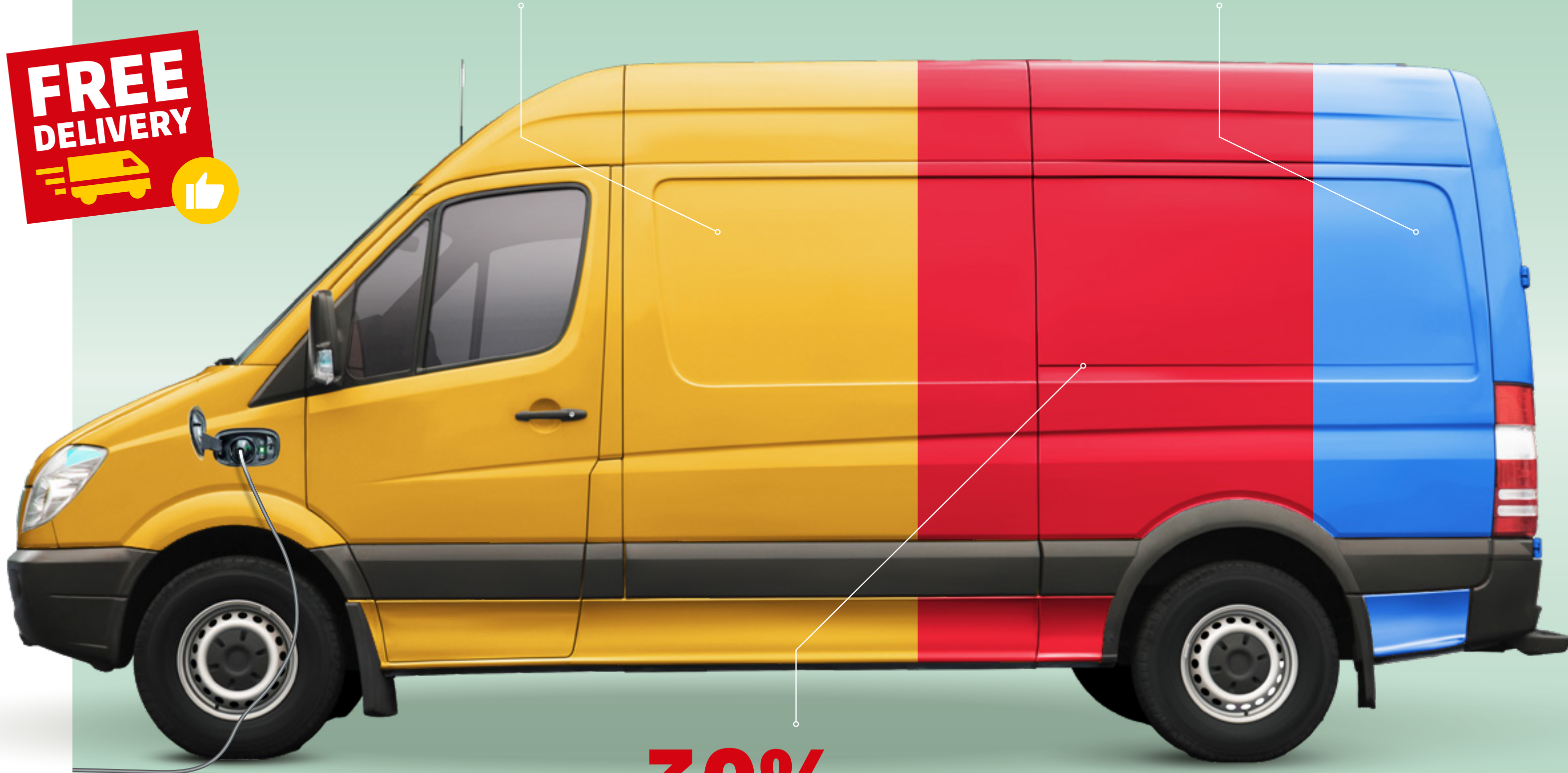


53%

Mainly buy from online shops that offer free delivery

16%

Free delivery isn't important if they want the item



30%

Sometimes buy from shops that don't offer free delivery



Are online shoppers getting the delivery options they want?

41%
Very satisfied

42%
Quite satisfied

12%
Neither satisfied
nor dissatisfied



On the whole, 83% of shoppers are very or quite satisfied with the delivery options on offer. But with 48% of shoppers saying they frequently abandon their baskets due to delivery options, are you offering your customers enough choice to ensure they click 'buy now'?

3%
Quite dissatisfied

2%
Very dissatisfied

WHERE WERE SHOPPERS MOST SATISFIED WITH THE DELIVERY OPTIONS OFFERED WHEN THEY LAST MADE A PURCHASE ONLINE?

	Globally	In Europe
1	India	Turkey
2	South Africa	Germany
3	Argentina	Austria
4	USA	UK
5	UAE	Netherlands

WHY ONLINE SHOPPERS ARE SATISFIED WITH THEIR DELIVERY...

"I was given the choice of either picking it up at a certain place or having it delivered right to my home."

"The delivery price was very reasonable, and the delivery date was what I needed at that time."

AND WHY THEY ARE NOT SO SATISFIED...

"The delivery time and date were not specifically stated, I had to keep waiting for the delivery."

"I needed to pay extra for delivery, delivery took longer than expected."



How many shoppers say delivery options influence where they buy from online?

95%
of global shoppers

97%
of social media shoppers

97%
of cross-border shoppers



The percentage shown is the total of “to a great extent” or “to some extent” as opposed to “not at all”. Delivery options refer to delivery speed, choice of delivery provider and/or delivery locations.

It’s clear that delivery options, such as speed, provider and location, have a huge influence on all types of shoppers. But in which countries do they have the biggest influence?

	Globally	In Europe
1	Brazil	Turkey
2	India	Spain
3	Morocco	Poland
4	Nigeria	Czech Republic
5	South Africa	Italy

ARE YOU OFFERING ONLINE SHOPPERS THE DELIVERY OPTIONS THEY WANT?



With delivery options influencing almost every type of shopper, it’s important to provide options that meet shoppers’ expectations. Give your customers a choice on how their order is delivered – from paying for faster delivery to choosing a time or location that suits them. **With out-of-home deliveries on the rise (20% of shoppers prefer to receive their order this way)** don’t forget to consider offering this option to customers.



DELIVERY AND RETURNS



OPEN



How can your business create a seamless delivery and returns experience?

In this chapter, we explore what matters most to online shoppers when it comes to delivery and returns. Whether you want to know consumers' preferred delivery methods, their parcel tracking expectations or how popular out-of-home parcel points really are, we reveal everything you need to know to create a great delivery and returns experience.



How do online shoppers want their orders to be delivered?

While most prefer home delivery, a growing number of shoppers worldwide are using parcel lockers and in-store pick-up points.

With 48% of global online shoppers saying they frequently abandon their basket if their preferred delivery option is not available, your business should consider offering multiple options to ensure you don't miss out on sales.

DOES YOUR BUSINESS SELL TO EUROPE?



Out-of-home deliveries are more popular here than in any other region. **17% of European online shoppers prefer to have their orders delivered to a parcel locker** and **12% prefer a parcel shop or convenience store.**

Country	Home delivery	Parcel locker	Parcel shop or convenience store
Argentina	78%	5%	14%
Australia	79%	11%	4%
Austria	82%	12%	4%
Brazil	93%	2%	2%
Canada	91%	5%	2%
China	58%	23%	14%
Czech Republic	33%	33%	32%
France	70%	7%	22%
Germany	78%	9%	5%
India	89%	6%	2%
Italy	68%	13%	6%
Malaysia	89%	5%	3%
Morocco	86%	4%	7%
Netherlands	78%	6%	11%
Nigeria	82%	2%	13%
Poland	26%	64%	8%
South Africa	86%	3%	9%
Spain	75%	9%	11%
Sweden	44%	26%	28%
Thailand	94%	1%	3%
Turkey	91%	4%	2%
UAE	77%	10%	4%
UK	85%	6%	3%
USA	88%	4%	2%
TOTAL	76%	11%	9%

Where row totals do not add up to 100%, the remaining percentage of respondents answered 'left with a neighbor or safe place'

Q 2024 Online Shopper Trends



What is the preferred way to return unwanted purchases?

While there is a strong preference for home delivery, many shoppers around the world are choosing out-of-home returns.

Parcel lockers and in-store parcel points give people a choice on when and how they return their unwanted purchases. And both options offer greater flexibility and convenience compared to waiting at home for a collection.

DID YOU KNOW?

The global parcel locker market is predicted to grow to over 2.5 billion US dollars by 2032.⁴

At DHL eCommerce, we can help you meet the growing demand for flexible delivery options with the largest out-of-home parcel network in Europe.



Just like deliveries, out-of-home options are most popular in Europe. **37% prefer to return purchases via a parcel shop or convenience store and 23% prefer a parcel locker.**

Country	Home collection	Parcel locker	Parcel shop or convenience store
Argentina	61%	13%	26%
Australia	45%	22%	33%
Austria	27%	34%	39%
Brazil	75%	14%	11%
Canada	51%	10%	39%
China	76%	13%	11%
Czech Republic	28%	30%	42%
France	24%	14%	61%
Germany	39%	17%	44%
India	85%	8%	7%
Italy	58%	17%	25%
Malaysia	62%	21%	17%
Morocco	65%	22%	13%
Netherlands	29%	9%	62%
Nigeria	58%	9%	33%
Poland	20%	68%	11%
South Africa	69%	10%	22%
Spain	58%	11%	31%
Sweden	16%	30%	54%
Thailand	69%	8%	23%
Turkey	95%	3%	2%
UAE	74%	17%	9%
UK	44%	17%	38%
USA	52%	13%	34%
TOTAL	53%	18%	29%



⁴Source: Fortune Business Insights, 2024.

Are online shoppers satisfied with their delivery experience?

85%

were satisfied with the delivery of their most recent purchase from a **local retailer**.



80%

were satisfied with the delivery of their most recent online purchase from an **international retailer**.



The percentage shown is the total of “very” or “quite” satisfied responses vs “neither” or “very” or “quite” dissatisfied.

Across the world, consumers are generally satisfied with their delivery experience.

WHEN ASKED ABOUT THEIR MOST RECENT DELIVERY EXPERIENCE FROM A LOCAL RETAILER, THESE ARE THE COUNTRIES WHERE SHOPPERS WERE MOST SATISFIED:

Globally

-  India
-  South Africa
-  China
-  UAE
-  Thailand

In Europe

-  Netherlands
-  Turkey
-  Czech Republic
-  France
-  Sweden



Want to ensure your customers are satisfied with their delivery experience?

We recommend partnering with a logistics provider that offers fast and reliable delivery and returns.



What would improve the delivery experience?

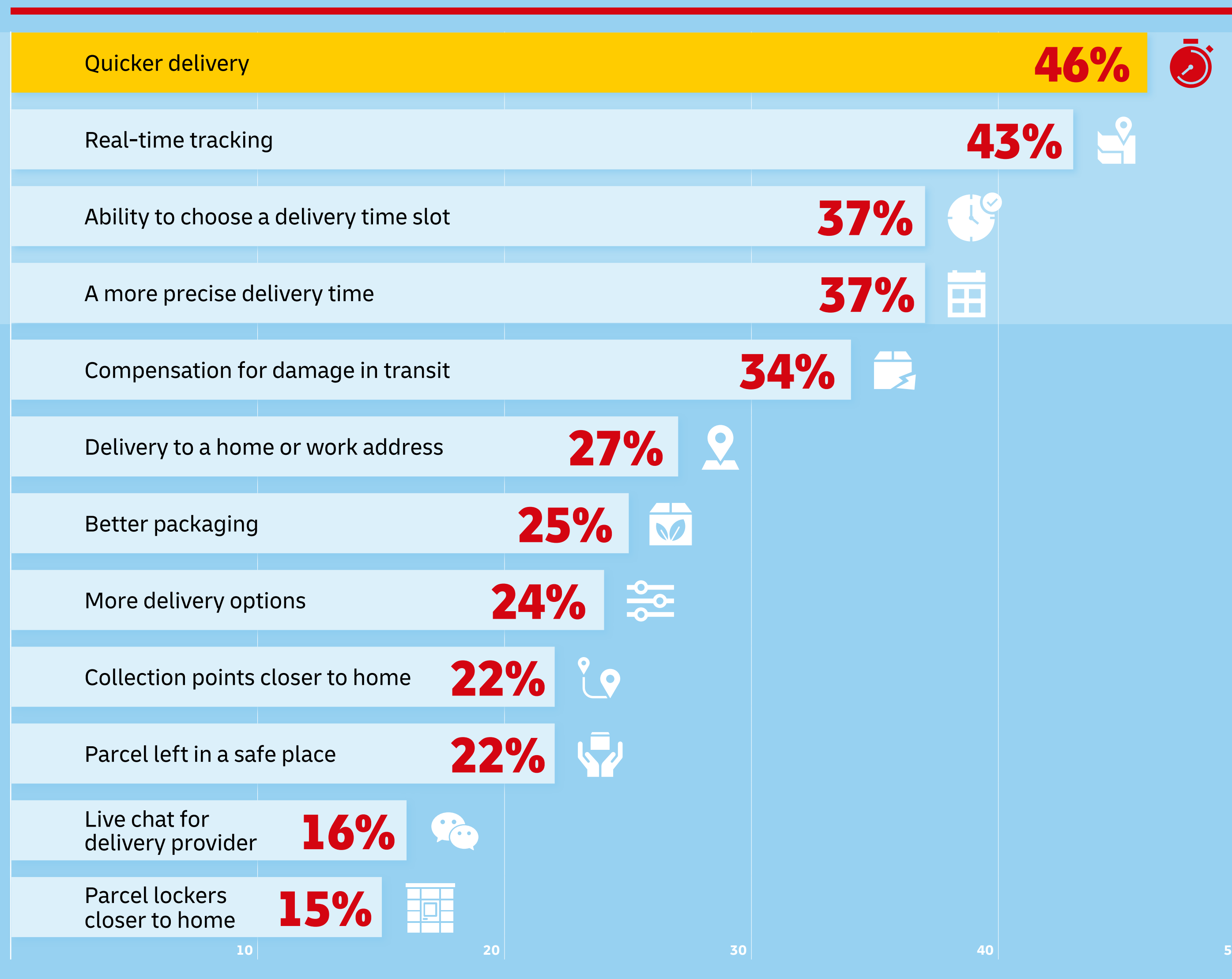


Giving your customers more control over their delivery can help improve their experience.

37% of online shoppers say they would like to choose a time slot or be given a more precise delivery time.

But apart from improving the customer experience, how could your business benefit from providing these delivery options?

- **Reduced basket abandonment:** Customers are more likely to click 'buy now' if they can choose a delivery time that works for them.
- **Fewer failed deliveries:** Save your business any costs associated with additional delivery attempts.
- **Increased trust:** Offering reliable and convenient delivery options builds trust with your customers.



Respondents were offered multiple choice options for this question.



How important is next day delivery (and are online shoppers willing to pay for it)?



63% expect next day delivery on purchases from online retailers in their own country but will wait longer for orders from other countries.



61% would like next day delivery on all their purchases – but are not willing to pay extra for it.








58% of global online shoppers say next day delivery is important to them.








37% would always pay extra for faster delivery.

NEXT DAY DELIVERY IS MOST IMPORTANT TO SHOPPERS IN...

Globally

-  Brazil – **79%**
-  UAE – **77%**
-  South Africa – **74%**
-  Thailand – **74%**
-  Nigeria – **73%**

In Europe

-  Turkey – **73%**
-  Spain – **55%**
-  UK – **54%**
-  Poland – **52%**
-  Italy – **49%**

If you're considering offering next day delivery to your customers, we recommend incorporating the charges into the cost of your products.

46%

of shoppers say they would prefer to pay for delivery this way instead of seeing separate charges at checkout.



Should your business be offering end-to-end delivery tracking?

Yes! However, the importance of end-to-end tracking to global online shoppers varies depending on what is being delivered.



89%
say it's important for higher value items

87%
say it's important for purchases that are gifts

87%
say it's important for overseas deliveries

86%
say it's important for purchases from retailers in their own country

72%
say it's important for lower value items

Is your business not always able to offer fast delivery?

End-to-end tracking could be the answer to ensuring your customers are satisfied – 60% of global shoppers say delivery speed is not important to them as long as they are told when their item will arrive.

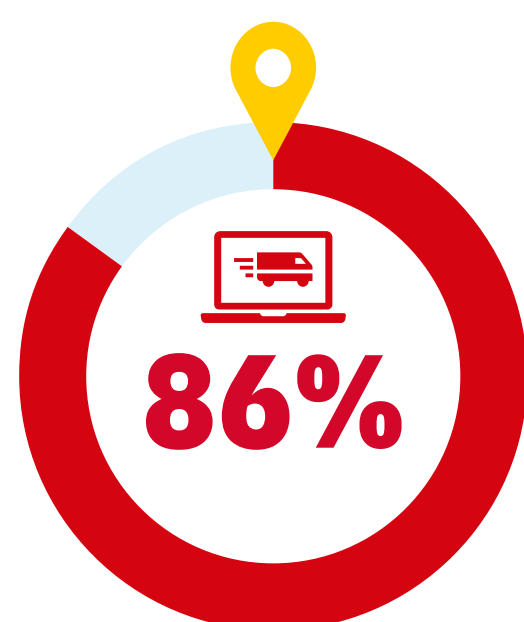


How do online shoppers track their deliveries?

While we know that tracking is important to customers, it's key to also understand their preferred tracking methods. This way, you can provide options that will enhance the overall delivery experience for your customers.



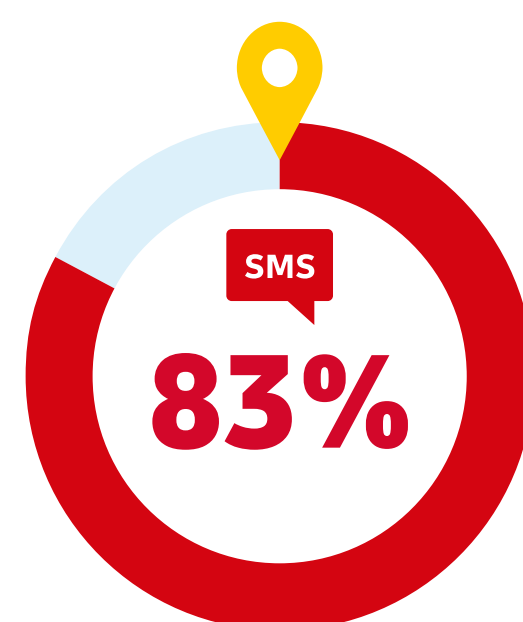
Email updates from the retailer or delivery provider



Visit the delivery provider's website



Visit the retailer's website



Text updates from the retailer or delivery provider

The percentage shown is the total of "always" and "sometimes" responses vs "never". Respondents were offered multiple choice options for this question.



76%
Within the retailer's app



68%
Within the delivery provider's app

DID YOU KNOW?

Online shoppers who buy on social media platforms are more likely to track their deliveries via an app – **88% use the retailer's app and 84% use the delivery provider's app.**

Which delivery redirection options are most important to online shoppers?

It's clear that people want to choose a delivery redirection that is convenient for them. To ensure your customers are satisfied with their delivery experience, it's important to give them a selection of redirection choices.



76%

Leave in a safe place



70%

Change delivery day



64%

Deliver to a parcel shop



59%

Deliver to a parcel locker



50%

Leave with a neighbor

HOW DO SHOPPERS TYPICALLY MANAGE THEIR DELIVERY REDIRECTIONS?

77%

Visit the delivery provider's website

75%

Visit the retailer's website

75%

By contacting the retailer or delivery provider

69%

Within the delivery provider's app

69%

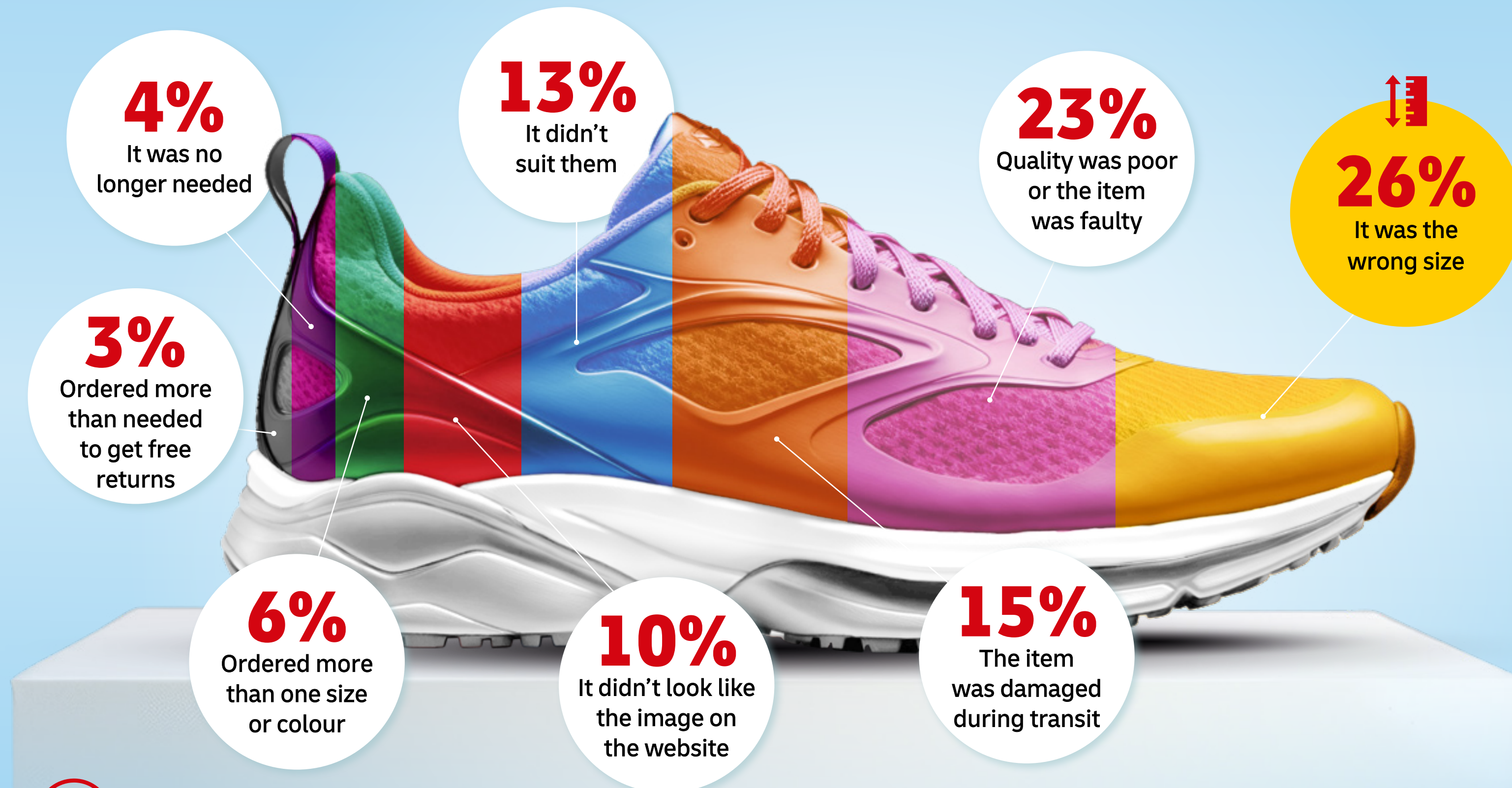
Within the retailer's app

Redirecting their delivery to a parcel shop is most important to online shoppers in France (82%), Poland (77%) and Argentina (74%). While redirection to a parcel locker is most important to online shoppers in Poland (80%), China (74%) and South Africa (69%).



The real reasons online shoppers are returning their unwanted purchases

When we asked shoppers about the last item they returned, what was their reason for sending it back?



“Most returns are related to unmet expectations because online shopping experiences are 2D. Customers can’t touch, try, or feel the products in real life. While businesses typically focus on making the act of a return easier there is an opportunity to enhance the online shopping experience with better product descriptions, care instructions and using reviews with images from customers”.

Tony Sciarrotta

Executive Director Reverse Logistics Association



COULD 59% OF RETURNS BE AVOIDED?

Providing shoppers with better information on your website could help reduce returns due to size, quality, or the product not looking like it does online.

Consider adding additional details to your product descriptions, such as measurements, and include photos of your items from various angles to improve the shopping experience for your customers.



Should you be offering your customers free returns?

If you want to improve your customers' shopping experience, then the answer is yes – 37% of shoppers say they feel frustrated when they have to pay for returns. And with only 23% of shoppers saying free returns aren't important to them if they want the item, you risk losing sales if you charge your customers to send back their unwanted purchases.

IN WHICH COUNTRIES ARE FREE RETURNS MOST IMPORTANT?

Globally		In Europe	
1	India	Spain	
2	Morocco	Austria	
3	Brazil	Turkey	
4	Thailand	Italy	
5	Argentina	Germany	



Are paperless returns on the rise?

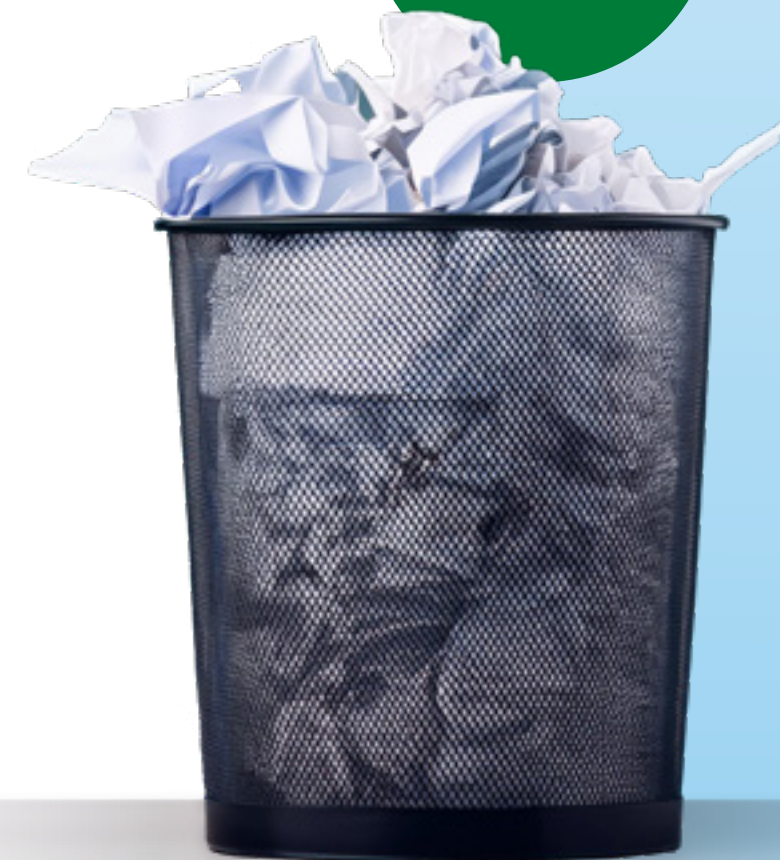
The growth of parcel lockers and in-store parcel points has changed the way returns are managed around the world.

Many shoppers say they still prefer to have a return label included in their parcel. However, the preference for paperless returns is rising – driven by a growing number of shoppers choosing out-of-home returns.

Are you considering paperless returns? Not only could this save money, but it can also reduce paper and printing waste – helping your business become more sustainable.

Discover how

our Parcel Connect service could make your returns process simpler.



If they need to return an item, online shoppers say they prefer to...



64%

Have a return label included



20%

Scan a QR code at the drop-off point



16%

Print a return label at home

IN WHICH COUNTRIES ARE PAPERLESS RETURNS MOST POPULAR?



30% of Chinese and Spanish, and 27% of Polish and Dutch shoppers prefer to scan a QR code.



What would online shoppers do to make their deliveries more sustainable?

With **59% of shoppers worldwide saying sustainability is 'very' or 'quite' important to them** when buying online, it's no surprise that online shoppers are looking for ways to make their purchases more environmentally friendly. But when it comes to receiving their purchases, what are online shoppers willing to do to be more sustainable (and in which countries are they most willing to do it)?

46%

would accept a longer delivery time



Globally

- Canada – **59%**
- USA – **58%**
- Australia – **49%**

In Europe

- Austria – **69%**
- Germany – **61%**
- Sweden – **61%**

28%

would switch to collection



Globally

- China – **42%**
- Argentina – **37%**
- Brazil – **29%**

In Europe

- France – **59%**
- Czech Republic – **49%**
- Spain – **42%**

25%

would pay a higher delivery charge



Globally

- Nigeria – **56%**
- India – **43%**
- Morocco – **40%**

In Europe

- Turkey – **26%**
- UK – **22%**
- Germany – **19%**





Why are online shoppers buying from other countries (and how can you sell to them)?

Do you sell to other countries or are you interested in expanding into new markets? In this chapter, we uncover all you need to know to grow your business overseas. From the countries shoppers buy from the most to why some consumers are hesitant to purchase from overseas retailers, discover the true shopping habits of cross-border shoppers.








Are online shoppers buying from abroad?

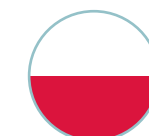




Over half of shoppers worldwide buy from online retailers in other countries – presenting growth opportunities for businesses looking to expand into new markets.

WHICH COUNTRIES ARE THE BIGGEST BUYERS OF ITEMS FROM ABROAD?

Globally

-  Morocco – **74%**
-  South Africa – **74%**
-  UAE – **67%**
-  Nigeria – **66%**
-  Australia – **61%**

In Europe

-  Poland – **95%**
-  Sweden – **65%**
-  Spain – **64%**
-  Austria – **62%**
-  Netherlands – **59%**



55%

of global shoppers buy from retailers in other countries.



67%

of people who shop on social media buy from retailers in other countries.



63%

of shoppers under 45 buy from retailers in other countries.



How often are shoppers buying from abroad?

Almost half of shoppers buy from an online retailer in another country once a month, and 16% once a week or more often. While consumers are purchasing more frequently from domestic retailers, there is a clear demand for goods from other countries.

In Europe, online shoppers in the UK (26%), Turkey (15%), and France (12%) buy from abroad at least once a week. Globally, India is leading the way with cross-border purchases – 38% buy from abroad once a week or more often.



Does your business sell on social media?

Doing so could help you grow your cross-border sales.

33%

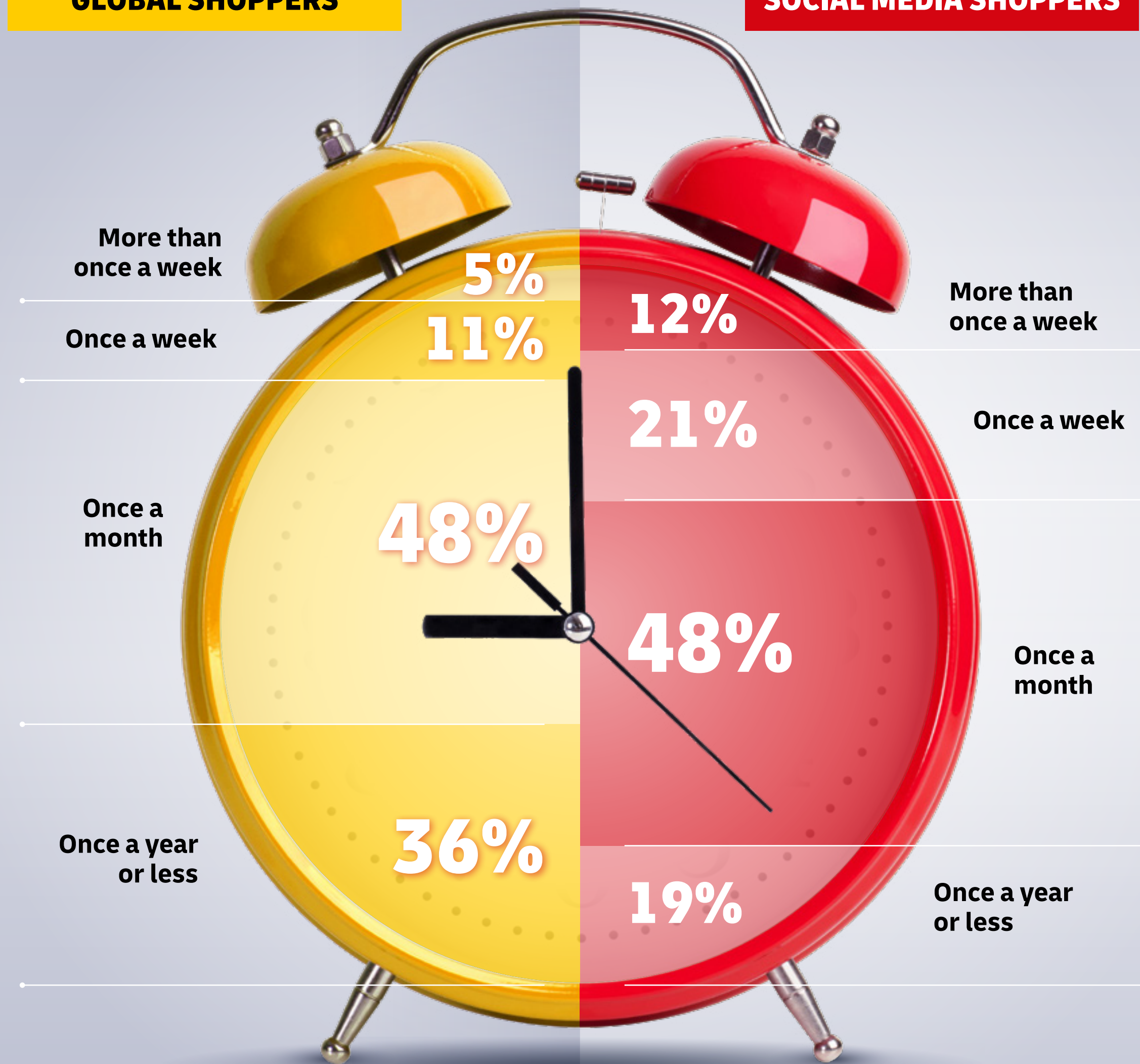
OF PEOPLE WHO SHOP ON SOCIAL MEDIA SAY THEY BUY FROM E-COMMERCE RETAILERS IN ANOTHER COUNTRY ONCE A WEEK OR MORE.



GLOBAL SHOPPERS



SOCIAL MEDIA SHOPPERS



Which countries are shoppers buying from?

If you are thinking about expanding into new markets, it's important to know which countries cross-border shoppers tend to buy from.

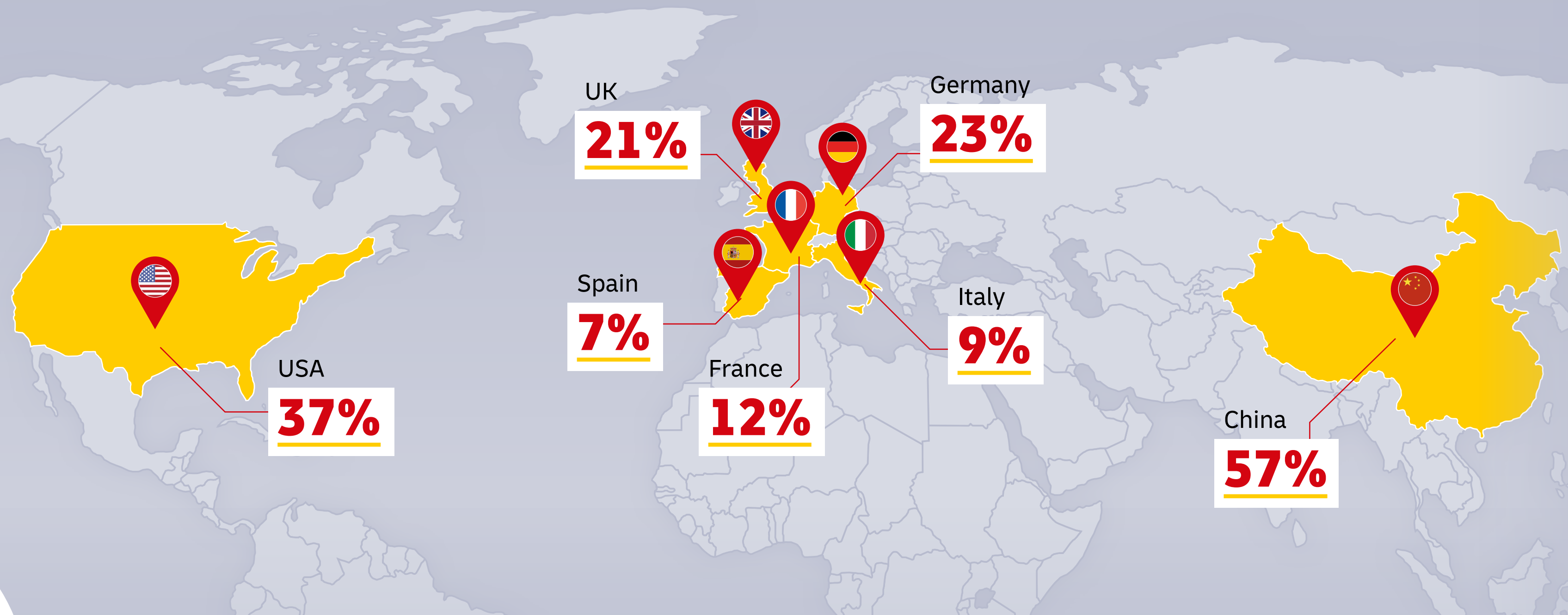
While many shoppers across the globe buy from China, there is also demand for goods from European countries. Online shoppers are buying from Germany, the UK and France.

Consumers who shop on social media buy more from a wider range of countries. One reason for this could be because they are making a purchase directly on a platform they already use and trust.

The global consumer cross-border e-commerce market is expected to reach a value of

7.9 TRILLION

US dollars by 2030.⁵



DID YOU KNOW

97%

OF GLOBAL SHOPPERS BUY FROM MARKETPLACES?

In recent years, app-based marketplaces such as Temu and AliExpress have risen in popularity. These retailers offer shoppers across the globe a huge range of products at various price points. If you want to grow internationally, selling via marketplaces could be a great way to reach new customers.



A spotlight on European buying behavior

As well as shopping with online retailers outside their region, shoppers in Europe frequently buy from their neighbors. But which countries in their region do European shoppers tend to buy from the most?

Does your business sell within Europe (or are you thinking about doing so)?

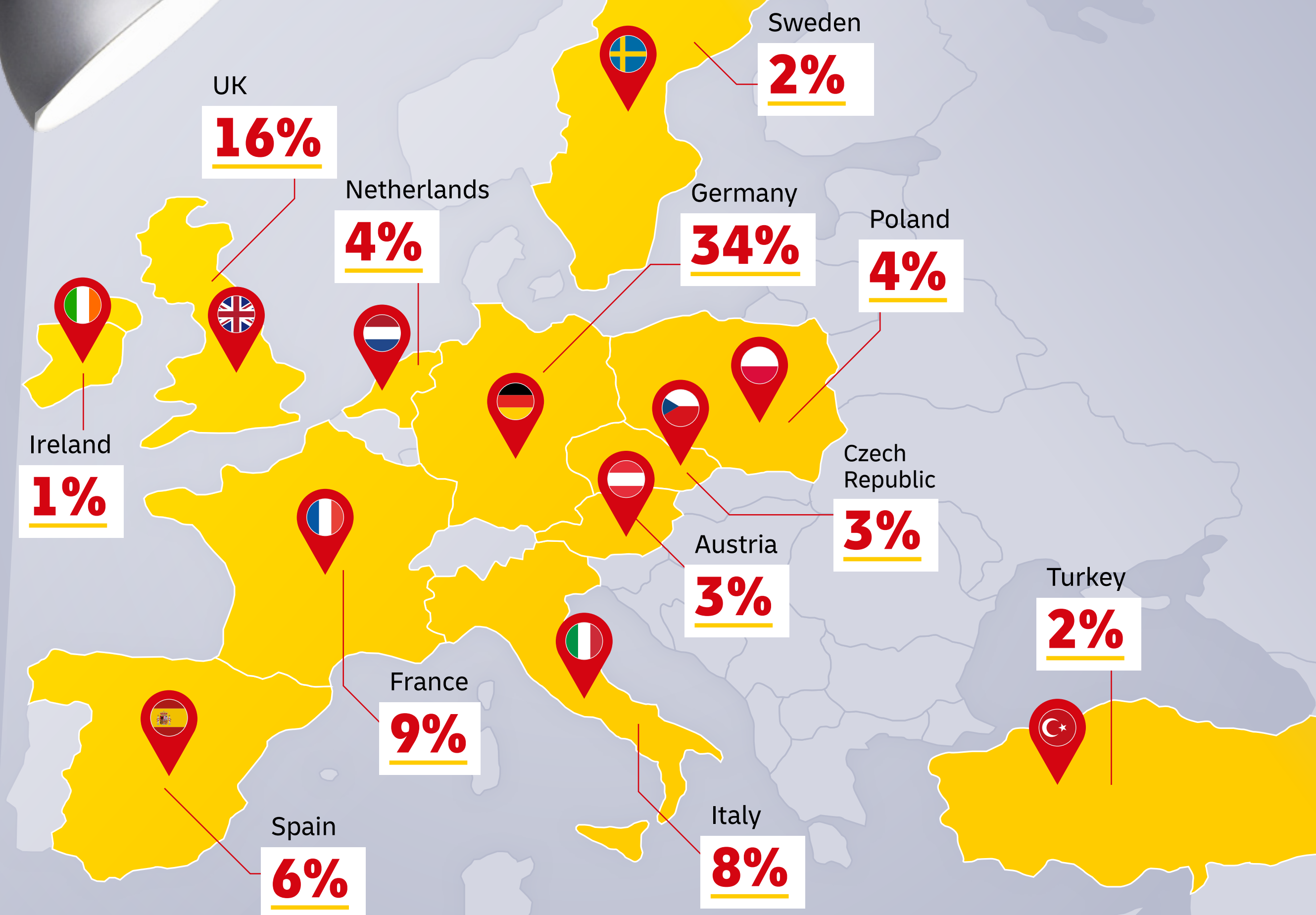
Shoppers in this region are particularly frustrated by high delivery costs and paying for returns:

- **71%** say free delivery would improve their online shopping experience.
- **51%** would like to be offered free returns.

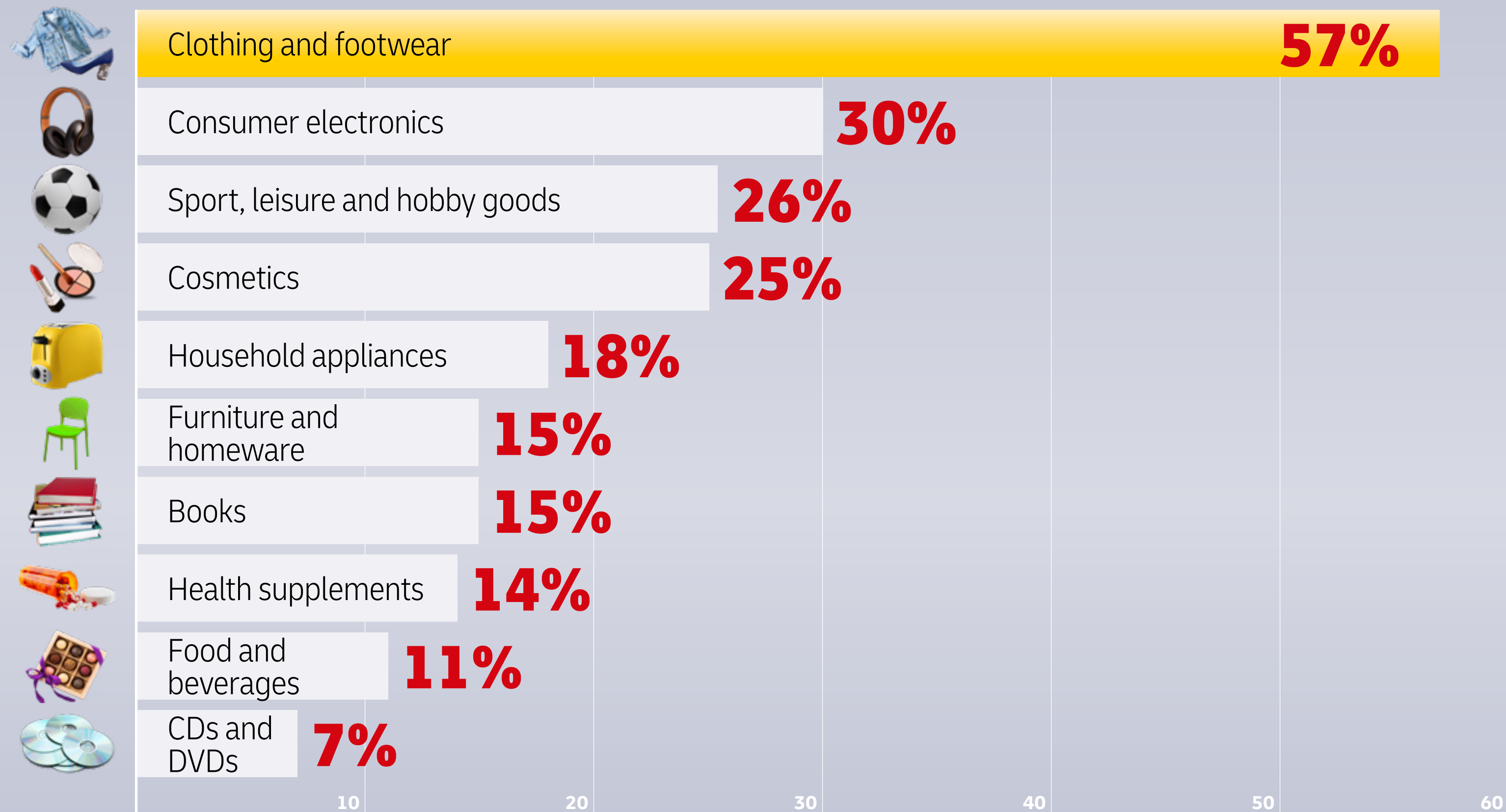
Consider partnering with a reliable and trusted delivery provider to help you grow successfully in this region.

At DHL eCommerce, we have a trusted logistics network in **28 European countries**.

Discover our Parcel Connect services



What are shoppers buying from other countries?



Respondents were offered multiple choice options for this question.

Does your business sell the products that more than 1 in 2 cross-border shoppers want?

For fashion retailers looking to expand into new markets, opportunities await. If you want to attract new customers, consider expanding your product range to include these in-demand goods.

For retailers selling cosmetics or food and beverages, you might want to consider selling on social media. Social media shoppers buy more of these types of products than the average global shopper.

DID YOU KNOW?

67% of social media shoppers buy from retailers in other countries. This is higher than 55% of global shoppers. But which products are most popular with these shoppers?



61%

Clothing and footwear



37%

Cosmetics



22%

Food and beverages



Are shoppers planning on buying more frequently from abroad?

With 27% of shoppers planning to buy more frequently from abroad in the coming year, there's real potential for businesses to grow by expanding across borders.

Online shoppers in India (56%), Morocco (49%), and Nigeria (49%) plan to increase their overseas purchases the most.

IN WHICH COUNTRIES DO SHOPPERS PLAN TO BUY MORE FREQUENTLY FROM OVERSEAS?

	Globally	In Europe
1	 India	 Turkey
2	 Morocco	 UK
3	 Nigeria	 Germany
4	 South Africa	 Czech Republic
5	 Thailand	 Italy

IN THE NEXT 12 MONTHS, ONLINE SHOPPERS SAY THEY PLAN TO...



33%

OF SHOPPERS UNDER 45 PLAN TO BUY MORE FREQUENTLY FROM ABROAD IN THE NEXT YEAR.

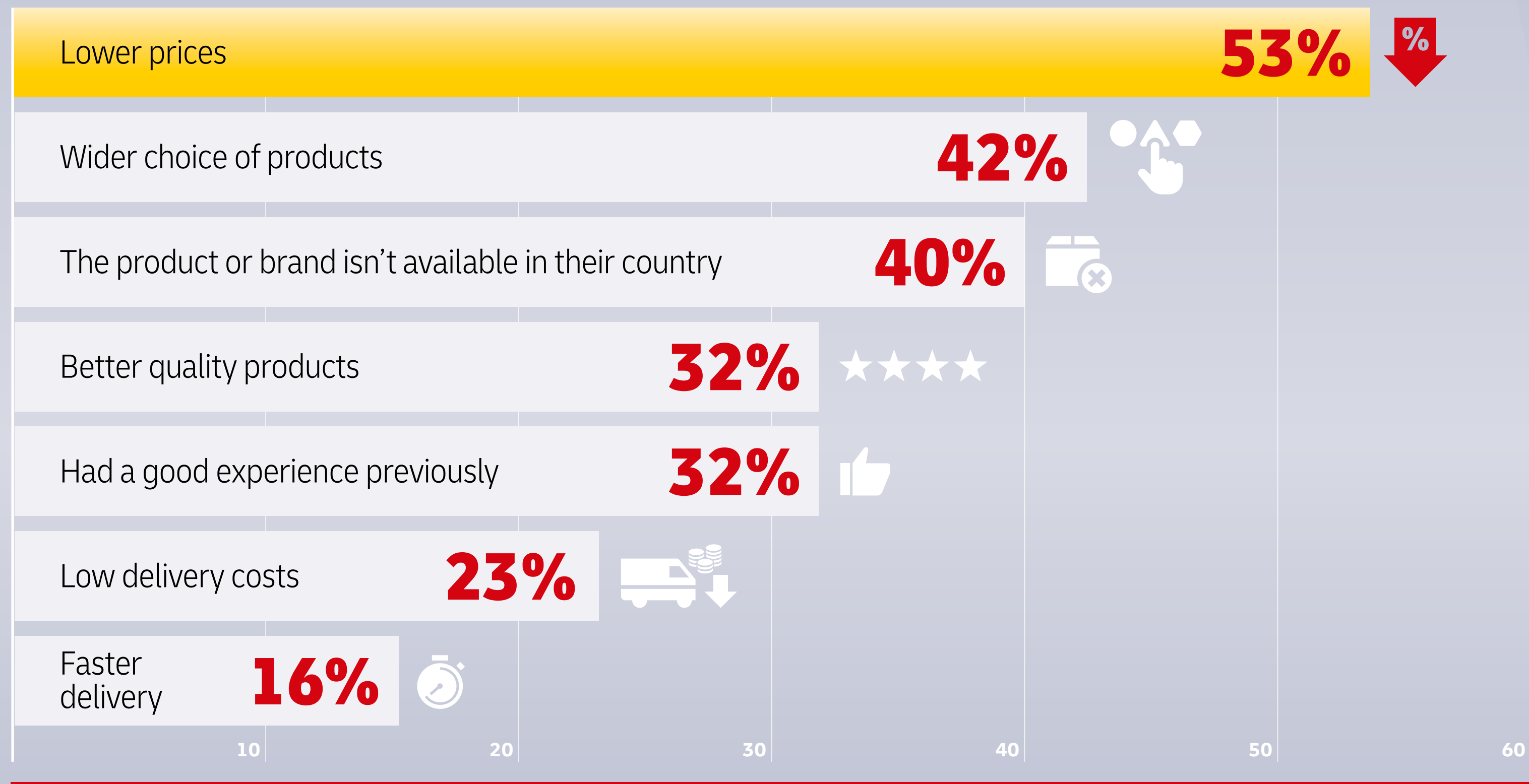


48%

OF SOCIAL MEDIA SHOPPERS PLAN TO BUY MORE FREQUENTLY FROM ABROAD IN THE NEXT YEAR.



Why are shoppers buying from abroad?



Respondents were offered multiple choice options for this question.



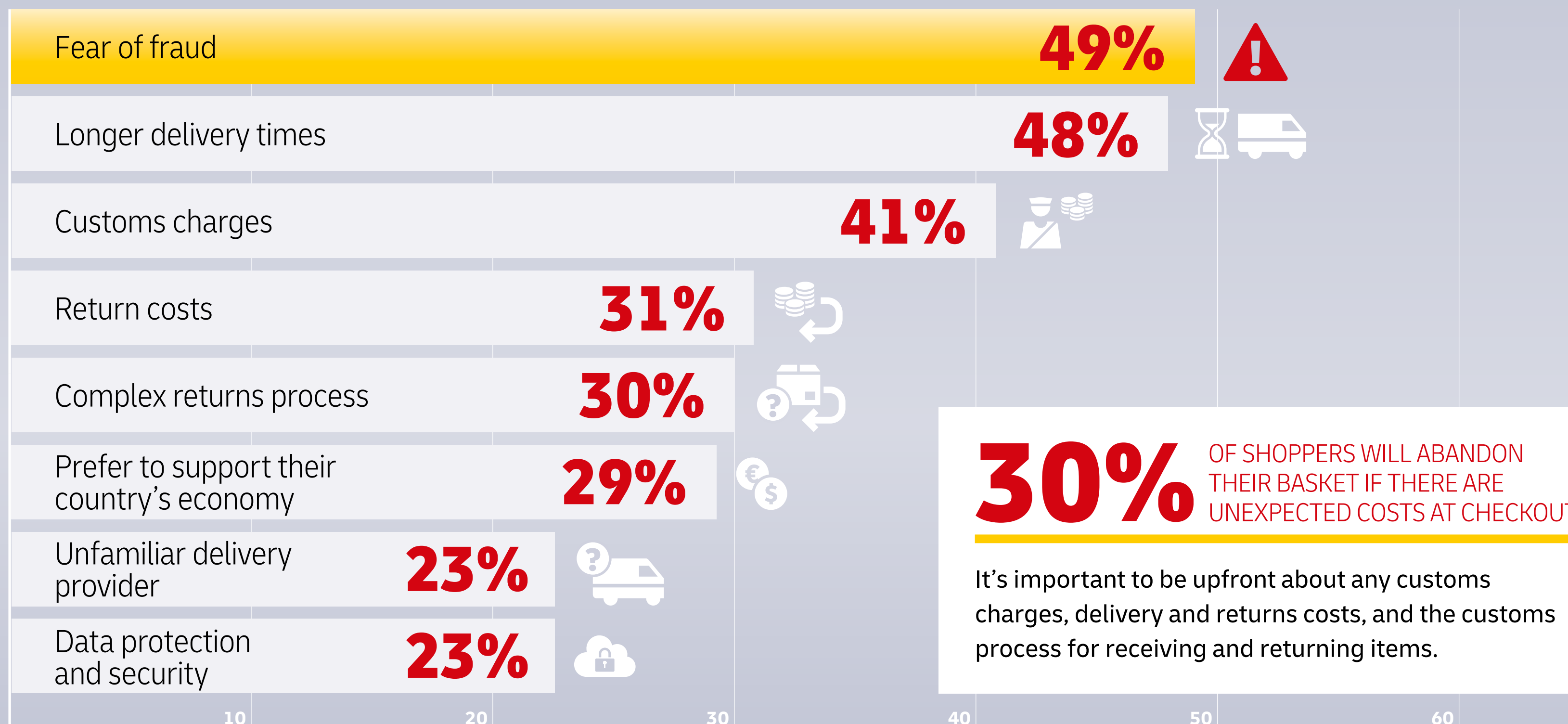
Lower prices are particularly important to shoppers in the Czech Republic (68%), the Netherlands (66%), Spain (63%), and Sweden (61%).

Being able to access a wider range of products is most important to shoppers in Malaysia (54%), South Africa (53%), and Brazil (52%).

If you're thinking about selling abroad, we recommend checking your prices against those of other businesses in that country to ensure they align with what consumers expect to pay.



Why are some shoppers not buying from abroad?



Respondents were offered multiple choice options for this question.



THE MAIN REASON SHOPPERS ARE NOT BUYING FROM ABROAD IS FEAR OF FRAUD.

Concerns about whether overseas retailers are genuine, the chance of receiving low-quality products, and the risk of their payment information being stolen all contribute to this. Offering your customers globally trusted payment options and delivery and returns with a globally trusted logistics provider can help alleviate the concerns that almost 1 in 2 online shoppers have.

Shoppers in Malaysia, Morocco, and Nigeria are most concerned about fear of fraud when buying from retailers in other countries.





Are shoppers satisfied with the cross-border delivery experience?

Four out of five shoppers are happy with the delivery experience they receive from online retailers in other countries. However, they are slightly less satisfied with the delivery options on offer.

With 54% of overseas shoppers saying they frequently abandon their baskets due to delivery options, offering a range of delivery options is essential to grow your cross-border sales.

Offering customers free delivery (with a choice to pay for faster delivery) and letting them choose whether to have their parcel delivered to their home, a parcel locker or a pick-up point can all help increase their satisfaction.

  
80%
were satisfied with the delivery of their most recent online purchase from abroad.

  
75%
were satisfied with the delivery options provided when buying from a retailer in another country.

WHY ONLINE SHOPPERS ARE SATISFIED WITH THEIR DELIVERY FROM ABROAD...

"It didn't take too long to arrive, not much longer than purchasing a product from my own country."

"The delivery option was prepaid and safe. The product was perfectly packed to avoid damages."

AND WHY THEY ARE NOT SO SATISFIED...

"There was no delivery option. The items were sent to a post office which I had to locate to collect them."

"The custom fee was too high and I only had one option for courier company."

The percentage shown is the total of "very" or "quite" satisfied responses vs "neither" or "very" or "quite" dissatisfied.

What can online retailers do to reassure overseas shoppers?



The good news is that businesses can implement a few simple changes to secure more cross-border sales.

What overseas consumers want most is trust – but how can you offer that to them?

Here are some of our top tips for helping shoppers in other countries feel more confident buying from your business:

- 1 Provide your website in local languages and currencies.** If you are selling on marketplaces or social platforms where these elements may already be handed, consider providing reviews from customers in the countries you're selling to.
- 2 Visibly advertise your transit times and costs, as well as any customs fees –** the delivery and returns options you offer could make or break a sale.
- 3 Payment methods are important to shoppers across the globe.** Consider offering a variety of globally-trusted payment options, digital wallet payments and Buy Now, Pay Later to give customers a choice on how they pay at checkout.





Discover what's really influencing the buying decisions of social, sustainable and cross-border shoppers.

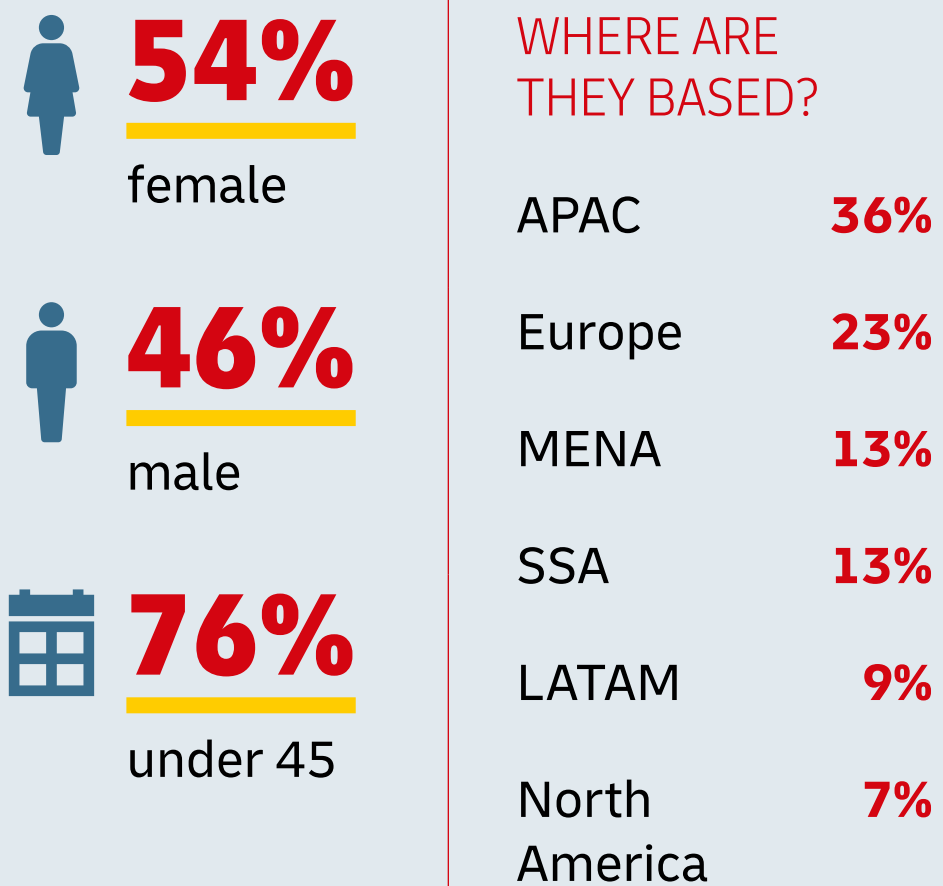
In this chapter, we explore the trends shaping today's e-commerce landscape. From the rise of social media to the influence delivery options have on consumers' buying decisions, read on to discover what's most important to shoppers when buying online.



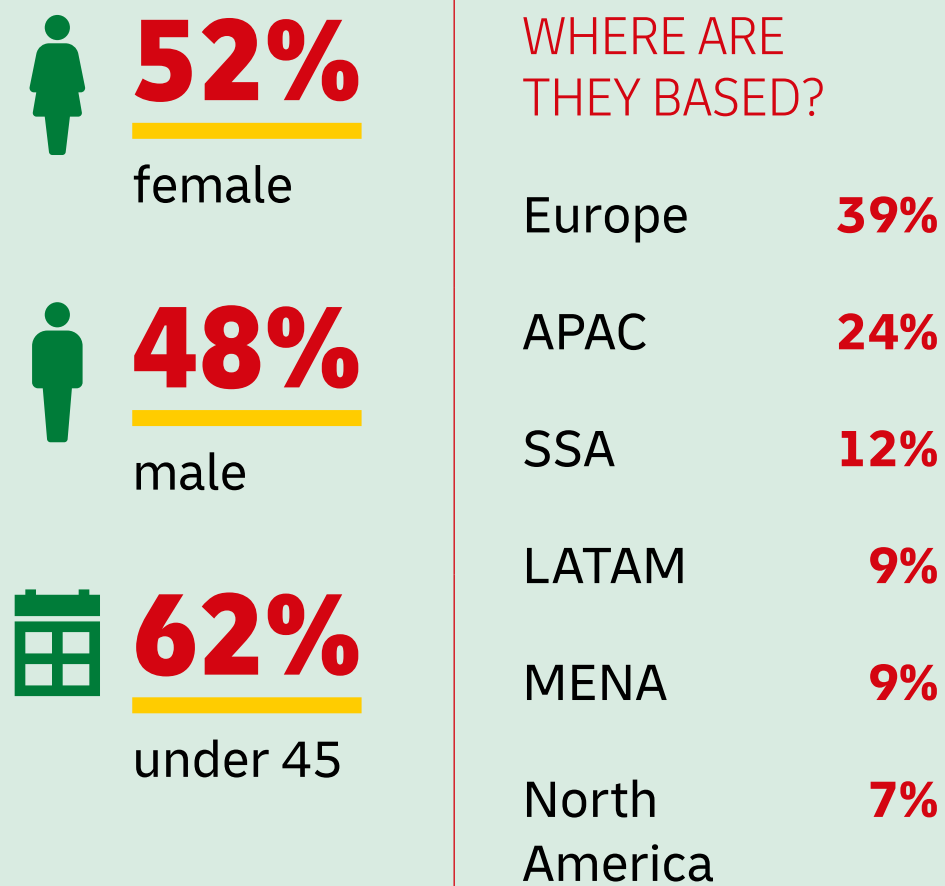
Meet the new faces of online shoppers



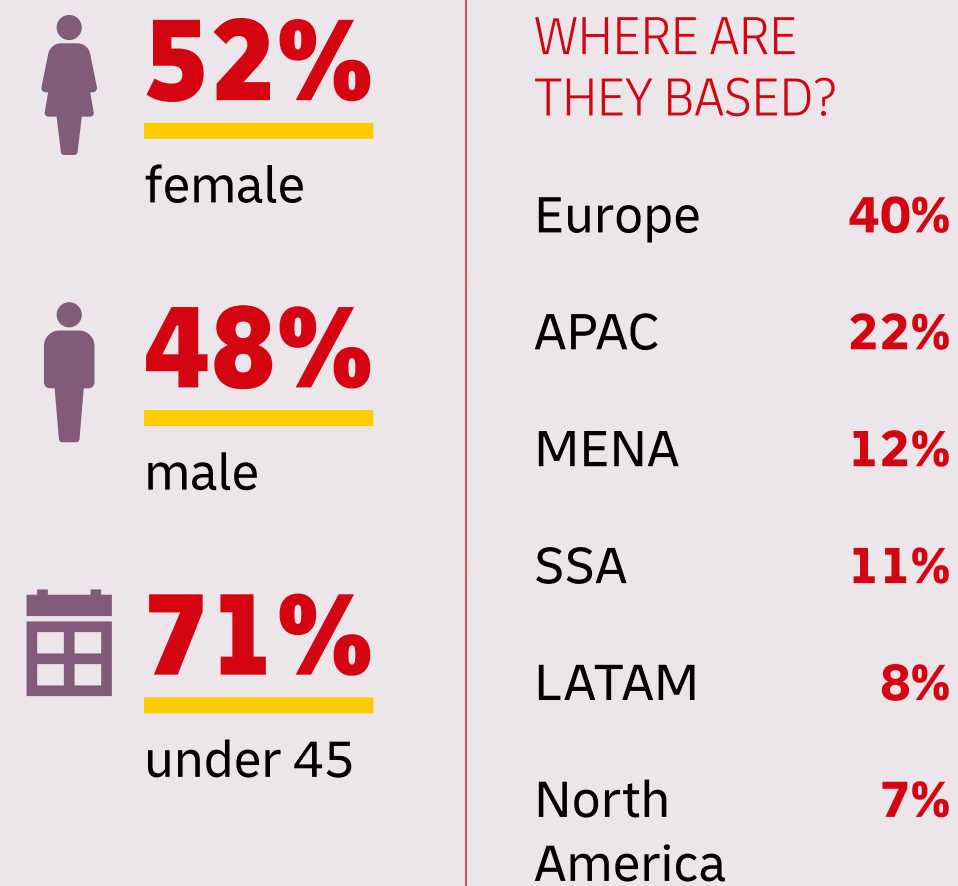
SOCIAL MEDIA SHOPPERS



SUSTAINABLE SHOPPERS



CROSS-BORDER SHOPPERS



WHAT DO ALL THESE SHOPPERS HAVE IN COMMON?

THEY ARE ALL COST-CONSCIOUS!

7 in 10 say loyalty schemes are important to them.

8 in 10 want a discount code when shopping online.

ALMOST **9 in 10** say reduced prices are important when buying online.

KEY

- ↑ Higher than global average
- Same as global average
- ↓ Lower than global average

Meet the social media shopper

There's no doubt about it – social media shopping is on the rise. In-platform shops, live shopping events, and shoppable posts have all streamlined the purchasing process, making it easier than ever for consumers to buy directly on social media platforms.

In a six month period, 60% of Gen Z shoppers discovered a new product or brand on social media, and 32% purchased that new product or from that brand.⁶



⁶Source: Statista, 2024. Data accurate as of September 2024.



Meet the social media shopper

For retailers that want to grow their customer base, social media is a channel that can't be ignored. But to successfully sell to these shoppers, it's important to understand how they buy online, their preferences and what influences their purchasing decisions.

These shoppers are particularly active online – 51% buy something online at least two to three times a week. With their smartphones in hand and favorite retailers' apps at their fingertips, finding their next purchase is only a swipe or two away.

They're frequent buyers of clothing, beauty products and household items. And they often buy these products on subscription, too. In fact, among the three shopper types, online shopping subscriptions are most popular with social media shoppers.

Looking to build loyalty with these shoppers? They value a personalized shopping experience, exclusive access to new products and great customer service. They care about sustainability too – over three-quarters say it's important to them when shopping online.



buy something online at least **two to three times a week.**



48%↑

browse online shopping sites at least once a day.



64%↑

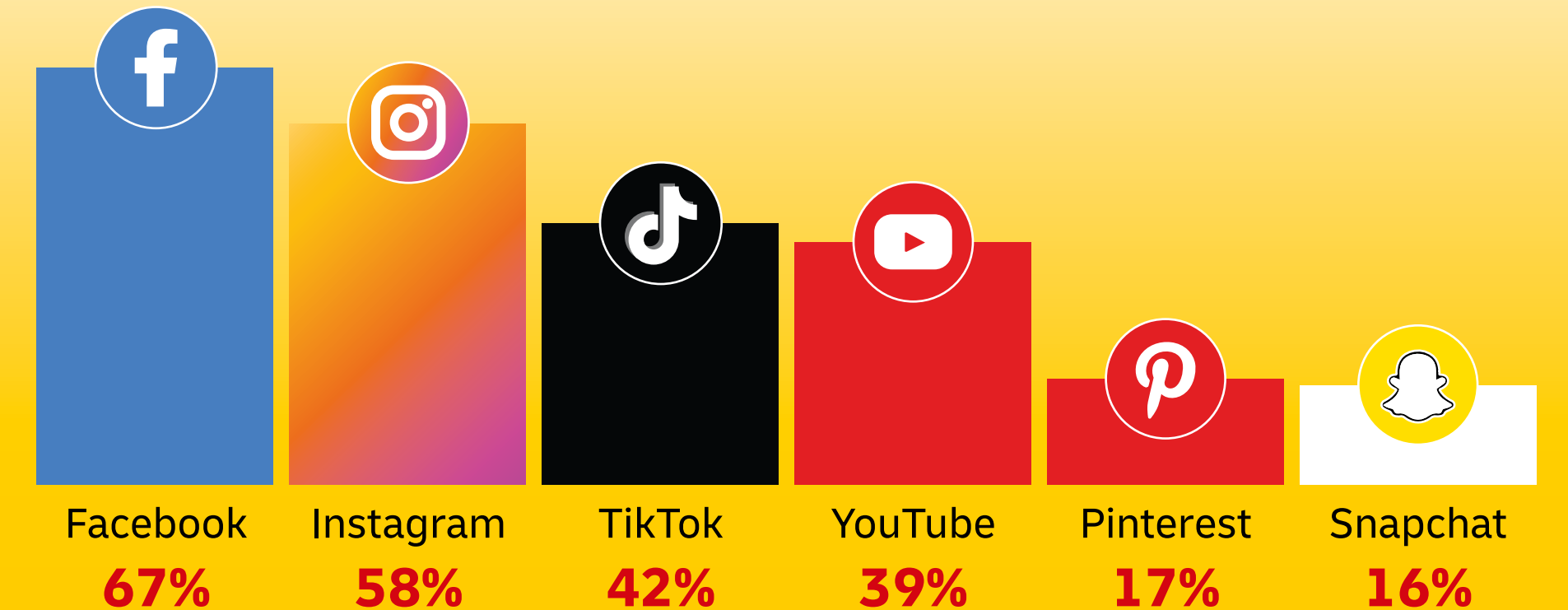
have an online shopping subscription.



57%↑

buy beauty products on subscription.

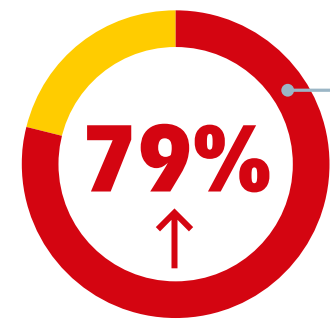
WHICH SOCIAL MEDIA PLATFORMS DO THEY BUY FROM THE MOST?



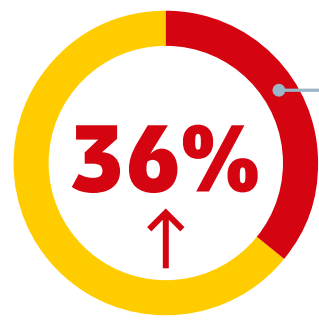
Facebook is popular with social media shoppers of all ages, but **Instagram and TikTok are used more by shoppers under 45** and those who buy from retailers in other countries.



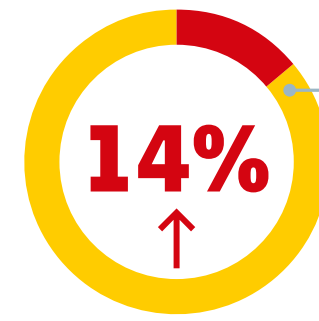
Their shopping habits uncovered



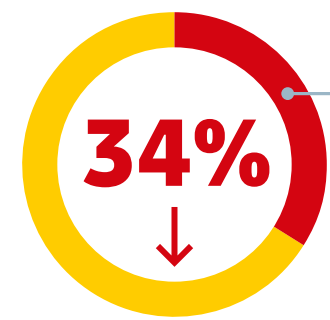
always use their **smartphone** to shop online.



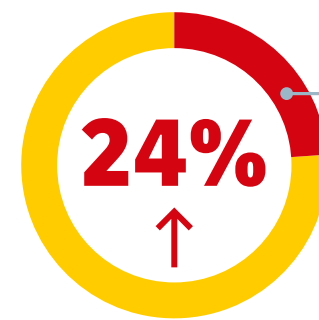
always use a **retailer's mobile app**.



always use **voice commands** to shop.



prefer to pay using a **debit or credit card**.



prefer to pay with their **digital wallet**.



67% ↑

buy from online retailers in other countries – mainly to get better quality products and lower prices.

78% ↑

prefer to have their orders **delivered to their home**.

63% ↑

want their **returns collected from them at home**.

87% ↑

want to **redirect their delivery to a safe place** if they are not at home.



Almost **5 in 10** intend to buy from abroad more frequently in the next 12 months.



What frustrates them?



Long delivery times.

47% →



Not enough product information.

34% ↓



A complicated order process.

26% ↑

What influences their buying decisions?

96% ↑

check **customer reviews**.

97% ↑

say **delivery options** influence where they shop.

4 in 10 →

only buy from online retailers that offer **free returns**.



Why do they abandon their baskets?

1 in 4 ↑

won't complete their purchase if **delivery is too slow**.

45% ↑

would abandon their basket because of the **delivery provider** offered.



An interview with

Petr Stepanek

Global Social Media Manager, DHL eCommerce

Can you share any trends you've noticed about social media shopping?

One of the key trends I've noticed is the rising importance of social proof – and the significant impact this has on how online shoppers make decisions. A great example of this is how major e-commerce players leverage real customer reviews and photos on social media and other platforms to transform shoppers into brand advocates.

How has social media influenced how online retailers sell in recent years?

The integration of shopping features on almost all social media platforms has changed how online retailers sell to shoppers – and it's an evident trend that will continue in the coming years.

This is great for sellers and brands as it allows consumers to discover and purchase products without leaving a platform they are familiar with.

For retailers that want to grow their social media sales, what should they prioritize?

I would recommend that online retailers focus on perfecting their strategy for shoppable posts – particularly on Instagram, Facebook and TikTok. When executed effectively, this feature lets users purchase directly from posts which can significantly improve conversion rates. This simplifies the buying process for customers, making it easier for them to complete their purchase.

What challenges might online retailers face when selling on social media?

A challenge retailers may face is finding the right balance between organic reach and paid advertising. Social media platforms prioritize paid ads, which can limit organic reach. However, creating engaging organic content can deliver great results and a higher reach.

How do you think social media shopping will evolve in the coming years?

I believe augmented reality will play a more important role, particularly in the fashion sector. Retailers can leverage this technology to provide virtual fitting rooms and realistic product visualizations in real-world settings, which has the potential to transform the online shopping experience.



Meet the sustainable shopper

Across the globe, sustainability is becoming more important in many aspects of shoppers' lives. So, it's no surprise they are paying more attention to how their purchases impact the environment.

⁷Source: ESW, 2023. Data accurate as of September 2024.



94% of Gen Z and 93% of Millennial consumers consider sustainability when making a purchasing decision.⁷



Meet the sustainable shopper

For e-commerce retailers that want to keep up with consumer expectations, integrating sustainability into their business is crucial. But in order to do this, it's important to understand their sustainability preferences.

31% buy online at least two to three times a week – and they often purchase clothing, beauty and household items. They value high-quality product images and a wide choice of products so they can make an informed decision on their purchase.

While these shoppers care about the impact of their online orders, they still value convenience and are just as cost-conscious as other shopper types. While some are willing to pay more for more environmentally friendly deliveries and packaging, free delivery and easy returns are still a priority for many. This suggests that these shoppers may expect businesses to provide more sustainable options as standard, instead of having to pay extra.

Sustainability is highly valued by shoppers in Nigeria and South Africa, with 4 in 5 saying it's important to them. These consumers could be seeking more sustainable options due to concerns about the potential impact of climate change on their health and safety, as well as the growing visibility of pollution and waste.⁸



buy something online at least **two to three times a week.**



35%↑

browse online shopping sites at least once a day.



44%↑

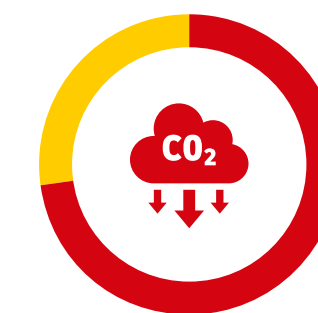
have an online shopping subscription.



54%↑

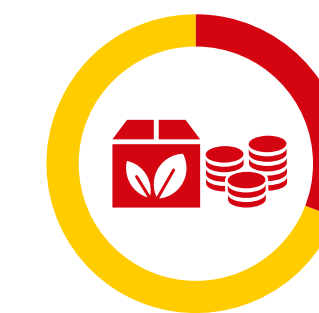
buy clothing and accessories on subscription.

THEIR SUSTAINABILITY PREFERENCES



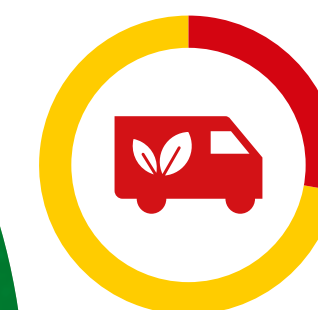
73%↑

would like to know the **CO₂ emissions** or other information about how climate-friendly their delivery is.



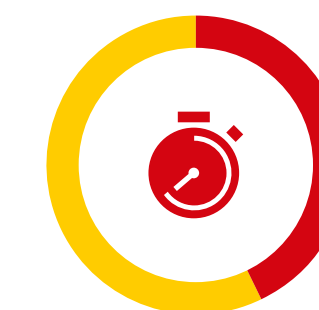
31%↑

would always choose to **pay more for more sustainable packaging.**



28%↑

would always choose to **pay more for a more sustainable delivery.**

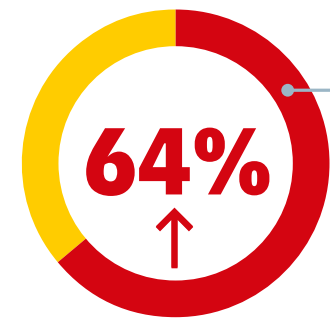


43%↓

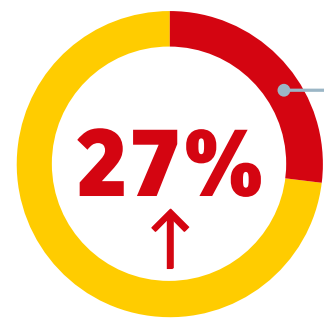
would be willing to **accept a longer delivery time** to make their delivery more sustainable.

⁸ NIQ, 2023. Data accurate as of September 2024.

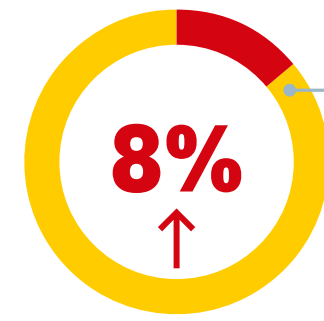
Their shopping habits uncovered



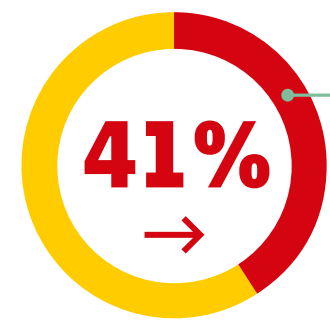
always use their **smartphone** to shop online.



always use a **retailer's mobile app**.



always use **voice commands** to shop.



prefer to pay using a **debit or credit card**.



prefer to pay with their **digital wallet**.



58% ↑

buy from online retailers in other countries – mainly to get better quality products and lower prices.

79% ↑

prefer to have their orders **delivered to their home**.

58% ↑

want their **returns collected from them at home**.

84% ↑

want to **redirect their delivery to a safe place** if they are not at home.

66% ↑

have made a purchase on social media – Facebook and Instagram are popular with these shoppers.



What frustrates them?



Long delivery times.

48% ↑



Not having product reviews from customers.

30% ↑



No image

Not enough images of the product.

32% ↑

What influences their buying decisions?

94% ↑

check **customer reviews**.

97% ↑

say **delivery options** influence where they shop.

3 in 4 ↑

use **social media** for shopping inspiration.



Why do they abandon their baskets?

2 in 5 →

won't complete their purchase if **delivery is too expensive**.

63% ↑

have previously abandoned their basket when **not offered their preferred payment method**.



An interview with

Maša Piter

Global Sustainability Officer, DHL eCommerce

What sustainability factors do online retailers need to consider?

73% of sustainable shoppers want to know how climate-friendly their delivery is. Retailers need to consider how transparent they are about their practices. But it goes beyond delivery – it's about where they are sourcing their products and how they are produced, as the awareness among online shoppers in this area is increasing.

How do you expect consumers' sustainability preferences to change in the coming years?

Consumers will start to demand even more information from online retailers, so transparency will need to be increased. We are also seeing a preference for second-life

products – pre-loved items that range from cheap to very expensive. While this makes items more affordable for consumers, it also helps us produce and consume less.

What impact will sustainability have on how online retailers operate in the future?

It's about the whole value chain of their product – from being transparent with suppliers to packaging and returns. Retailers need a process for dealing with returns. Responsible retailers will not destroy returned goods but refurbish and resell them. Right now, there might not be a legal requirement for retailers to do this, but there could be in the future.

Should retailers offer more sustainable options as standard to meet consumer expectations?

This is about how retailers want to brand themselves – if they want to be the ones offering more environmentally-friendly options. For online shoppers, packaging is their first contact with a product. If products are over-packaged, it's more effort for shoppers to recycle. Retailers should use recyclable packaging that fits the product and incorporate any charges into product prices rather than charging extra.

How can partnering with a trusted logistics provider support retailers to be more sustainable?

At DHL eCommerce, we have the knowledge to guide them through this uncharted territory as their trusted advisor. We offer the largest out-of-home network in Europe, and we can provide transparency on the carbon emissions of their delivery.



Meet the cross-border shopper

In today's e-commerce market, cross-border shopping presents huge growth opportunities for retailers. Online shoppers regularly buy from retailers in other countries, and it's the younger generations driving these shopping habits.

⁹Source: Statista, 2023. Data accurate as of September 2024.

61% of Gen Z
57% of Millennials
36% of Gen X
Have purchased from abroad within a 12-month period.⁹



Meet the cross-border shopper

Online marketplaces and global logistics providers have made expanding into new markets easier for retailers of all sizes. But to expand successfully, it's important to understand how these shoppers browse and buy online, and what matters most to them.

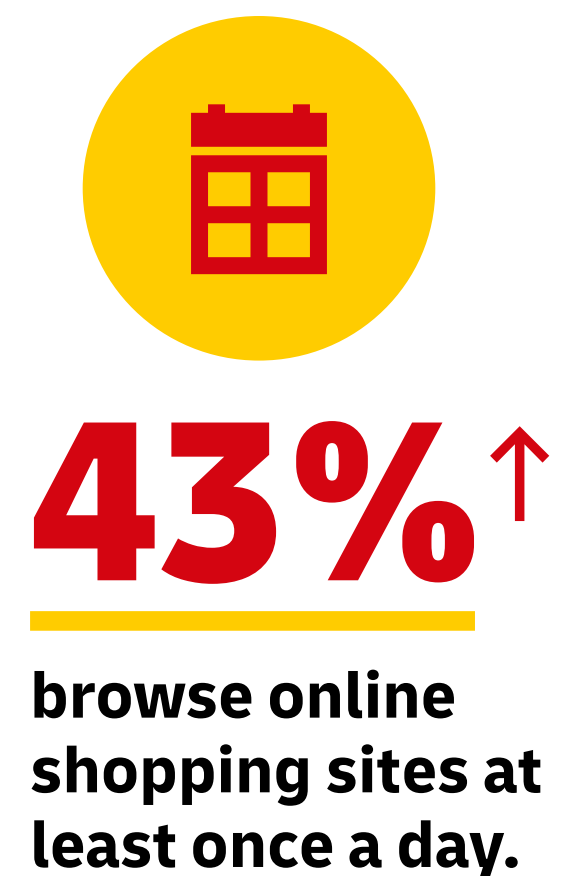
These shoppers are active online – 75% buy from retailers in other countries once a month, and 17% once a week. Clothing, electronics and cosmetics are at the top of their wish lists, and 35% say they plan to buy more from abroad more frequently in the coming year.

Cross-border shoppers show a stronger preference for out-of-home delivery and returns options compared to social and sustainable shoppers. This suggests they value convenience and flexibility when it comes to receiving and returning their orders.

If you're thinking about expanding into new markets, you might want to consider selling to Poland – 95% of Polish shoppers buy from abroad. While many shop from abroad to get lower prices, some are hesitant to buy due to concerns about longer delivery times. If you are interested in expanding to this market, we recommend offering a reliable and efficient delivery service that meets their expectations and eases these concerns.

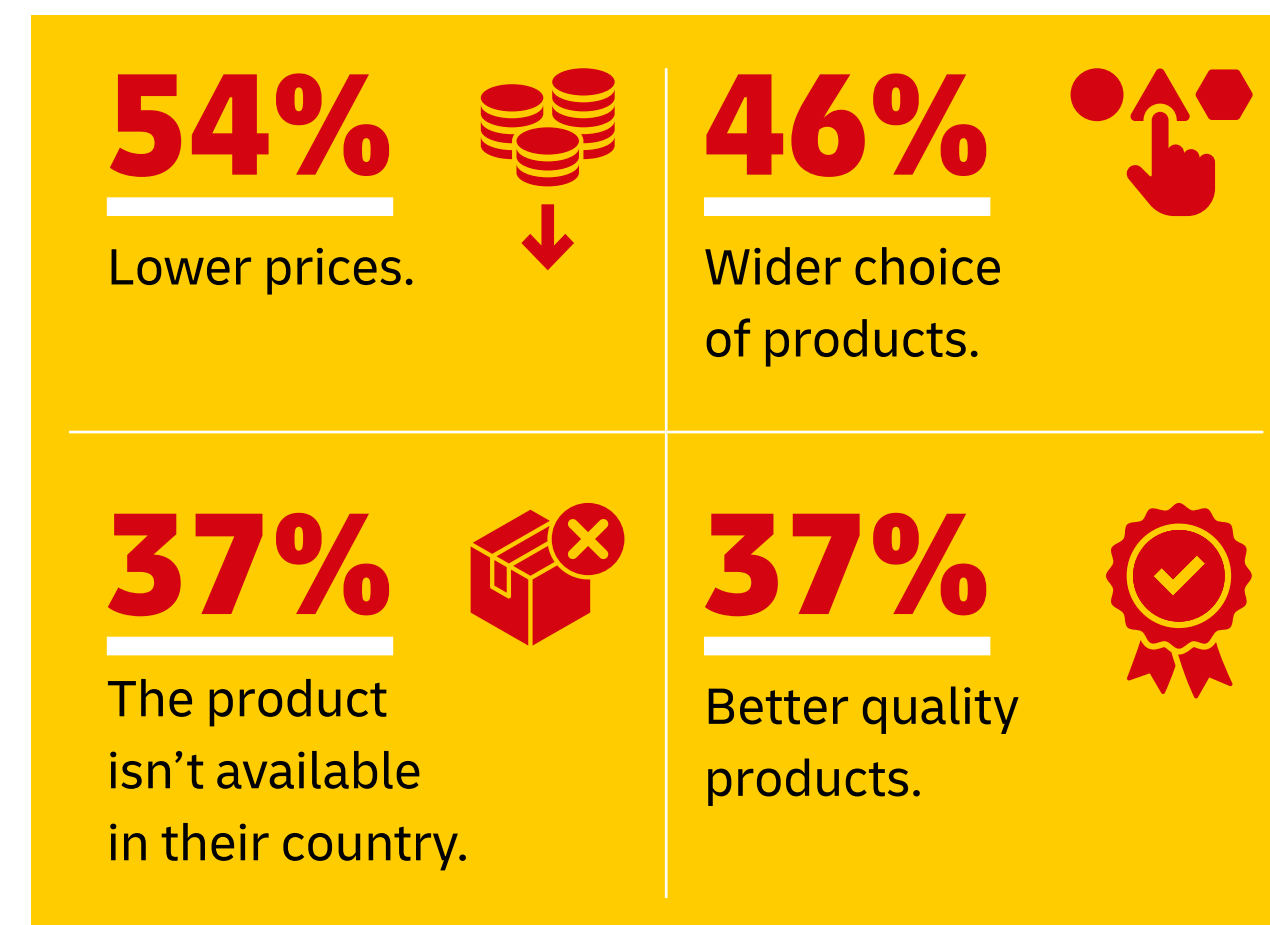


buy from retailers in other countries **once a month.**

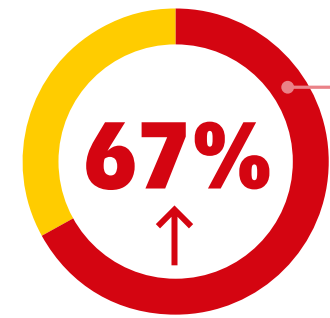


WHERE DO CROSS-BORDER SHOPPERS BUY FROM THE MOST (AND WHY)?

- China – **60%**
- USA – **38%**
- Germany – **22%**
- UK – **21%**
- France – **14%**
- Italy – **10%**



Their shopping habits uncovered



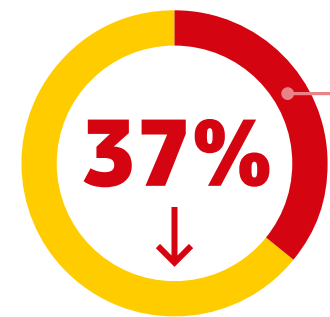
always use their **smartphone** to shop online.



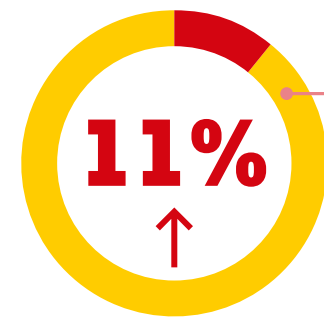
always use a **retailer's mobile app**.



always use **voice commands** to shop.



prefer to pay using a **debit or credit card**.



prefer to pay using **Buy Now, Pay Later**.

74% ↑

have made a purchase on social media.

WHICH PLATFORMS DO THEY TEND TO BUY FROM?



Facebook – **52%**



Instagram – **44%**



TikTok – **30%**

74% ↓

prefer to have their orders **delivered to their home**.

53% →

want their **returns collected from them at home**.

80% ↑

want to **redirect their delivery to a safe place** if they are not at home.



What frustrates them?



High delivery costs.

52% ↓



Long delivery times.

48% ↑



Unclear customs information.

26% ↑

What influences their buying decisions?

95% ↑

check **customer reviews**.

67% ↑

have **not completed a purchase** because their preferred payment method wasn't offered.

39% ↓

only buy from online retailers that offer **free returns**.



Why do they abandon their baskets?

38% ↓

won't complete their purchase if **delivery is too expensive**.

3 in 10 →

will abandon their baskets if there are **unexpected costs at checkout**.

An interview with

Andreas Schoenemann

Vice President of Cross-Border, DHL eCommerce

How has the rise of cross-border e-commerce changed the way online retailers operate?

As transport barriers are reduced, it's getting easier for retailers to explore new markets. Customers may not even be aware that they are buying from another country. Cross-border shipping has become so easy that retailers no longer need a distribution center in every destination country.

The cross-border market is very substantial. At DHL eCommerce, we see around eight billion shipments a year travelling across borders, worth about 500 billion US dollars.

How should online retailers position their business in today's competitive global market?

Price is one thing retailers need to consider. As we've seen, many consumers shop internationally to get lower prices. But it's also about trustworthiness – businesses need to ensure consumers trust their brand. Customer reviews and a localized website can help. Finally, a trusted delivery provider can support a brand's reputation and give consumers confidence when buying from abroad.

How can retailers streamline the cross-border returns process?

Customers are highly unlikely to buy something unless there are return options. If these are limited, shoppers may refrain from buying as they don't want to deal with a complicated returns process. It needs to be seamless and straightforward – just like the domestic returns process. DHL eCommerce offers an unparalleled cross-border return

product called "Parcel Connect Return" covering Europe with a single integration.

What advice would you give online retailers looking to expand into new markets?

A key piece of advice would be partnering with a trusted logistics provider. Investing in cross-border shipping instead of building a decentralized distribution network is more cost-effective in the long term. At DHL eCommerce, we offer our Parcel Connect service – which boasts the largest and densest access point network across Europe with pick up and drop off locations in convenient locations to provide the delivery & returns options that today's shoppers want.



What really makes or breaks a sale?

It is the delivery and returns offering

In today's competitive e-commerce landscape, where marketplaces are popular in every region, consumers have access to a vast range of online retailers. Even if you offer great products at the right price, one key factor could be limiting your sales – the delivery and returns options you provide.

Delivery is one of the biggest considerations for consumers when they buy online. Do I need to pay delivery charges? When will my order arrive? Can I return it for free if I don't like it? These are all questions shoppers ask themselves before they click 'buy now'.

Many online shoppers now expect free delivery, free returns and to know exactly when their order will arrive. Ultimately, if you don't offer convenient delivery options, customers will likely abandon their baskets and buy elsewhere.

If you sell internationally, being transparent about customs fees or additional delivery charges is crucial – 1 in 4 cross-border shoppers say clearer customs information would improve their online shopping experience. Consider adding an FAQ section to your website that clearly explains any customs or international shipping fees to make it easier for customers to find the information they need.



97%[↑]



of social media, sustainable and cross-border shoppers say **delivery options influence where they shop online.**

3 in 4[↑]

social media shoppers say **next day delivery is important** to them.

2 in 5[→]

sustainable shoppers **would accept a longer shipping time** to make their delivery more sustainable.

88%[↑]

of cross-border shoppers **want end-to-end tracking** on their orders from abroad.



How important is the delivery provider you partner with?

The logistics provider you partner with could be having a bigger impact on your sales than you might realise. 4 in 5 of these shopper types say it's important to know who the provider is, and at least 6 in 10 say the provider influences their decision to buy.



87%[↑]

of **social media** shoppers



85%[↑]

of **sustainable** shoppers



80%[↑]

of **cross-border** shoppers



...say the delivery provider is important.



How well is your business selling online?

Check the next page for our top tips for e-commerce success based on your answers!



Take this quick quiz to see where your business is doing well and where you might need to make some improvements. From delivery options to customer reviews, find out if you're meeting today's shopper expectations.

1. What delivery and returns options do you offer?

- a) We offer standard delivery and basic returns, but no additional options such as faster delivery, free returns or tracking.
- b) We offer standard and faster delivery options, and some returns options, but they aren't always free.
- c) We offer multiple delivery options, free and easy returns, and provide real-time tracking.

3. Do you sell to other countries?

- a) We don't sell to customers in other countries.
- b) We sell to shoppers in other countries but have issues such as unclear customs processes or high shipping fees.
- c) We successfully sell to other countries and offer localized payment options, transparent customs information and reliable shipping options.

5. How do you use customer reviews?

- a) We don't actively collect or display customer reviews.
- b) We have customer reviews on our website, but we don't use them to promote our products or use them on any other channels.
- c) We actively collect and share reviews, respond to them and use the feedback to make improvements.

2. How does your business use social media?

- a) We have a basic social media presence but don't tend to engage with customers or sell through these platforms.
- b) We post regularly and drive some traffic to our website, but don't sell directly on social media.
- c) We actively sell through social media, engage with our followers and regularly show our products on our channels.

4. Do you offer online shopping subscriptions?

- a) We don't offer subscriptions at all.
- b) We offer subscriptions, but they have limited flexibility and could be improved.
- c) We provide flexible subscription services and our customers can manage their subscriptions easily.

6. How sustainable are your delivery options?

- a) We don't consider how sustainable our delivery or packaging is.
- b) We offer more sustainable delivery and packaging options, but we charge our customers extra.
- c) We use more sustainable delivery and packaging options at standard and don't charge our customers extra.



Here's your checklist for e-commerce success

You could be missing out on opportunities to grow your business. Here are our top tips to help increase your sales and improve the shopping experience for your customers:

- **Increase your delivery and returns options** – consider offering returns and/or free delivery over a certain spend or faster delivery for a charge.
- **Explore options for selling on social media** – decide on the platform based on your audience, take high-quality photos of your products and consider making your product posts shoppable.
- **Want to start selling to other countries?** Ensure you translate your website. Be transparent about delivery and returns options – partnering with a trusted and reliable logistics provider can help you grow your sales abroad.
- **Encourage your customers to buy from you regularly by offering a subscription service.** This lets your customers receive their favourite and regularly purchased items at the same time each month without them having to always place a new order.
- **Encourage your customers to leave reviews for your products** and display these on your product pages or social media channels.
- **Assess your current delivery and packaging options** and see where you could make changes to make these more sustainable.

If you answered mostly

A

Want to offer your customers more delivery and returns options?

At DHL eCommerce, we operate the largest out-of-home parcel network in Europe.



Here's your checklist for e-commerce success

You're on the right track, but there are improvements you could make to help you increase your sales. Here are our top tips for your business:

- **Consider offering more flexible delivery options**, like next-day delivery, free returns or real-time tracking.
- **Start selling on social media** – explore which platform you get the most engagement on and set up a social media shop or make your posts shoppable.
- **Ensure that your cross-border sales process is seamless** by improving the customs information on your website and exploring other options for delivery and returns services.
- **Make your subscription services more flexible** – consider letting customers add additional products to their subscriptions and changing how frequently they receive their orders.
- **Start using customer reviews across all your channels** – you could share them on social media or include them in your email marketing.
- **Explore whether you could offer sustainable options as standard** instead of charging your customers extra for these.

If you answered mostly

B

Interested in improving your cross-border processes?

At DHL eCommerce, we can help you expand into new markets at pace and scale when you send through our global delivery and returns network.



Here's your checklist for e-commerce success

You're doing a great job selling online! Although you're already selling successfully online, there could be opportunities to grow your sales further. Here are our top tips for your business:

- **Consider whether you could offer further out-of-home delivery and returns options** to your customers to give them greater flexibility.
- **Explore other social media channels** that you might not already sell on to help you reach a new audience.
- **Stay up-to-date on customs or international shipping changes and communicate these to your customers if required.** Explore whether there are new markets you could expand into.
- **Your subscription services are likely working well, so could you expand these into other products you sell** and offer a wider range of subscriptions?
- **Explore other options to make your business more sustainable** – consider whether you could reduce the amount of packaging you use or switch to packaging that is fully recyclable if you don't already offer this.

If you answered mostly

C

Looking for a trusted logistics provider to help you reach new markets?

At DHL eCommerce, we move more than a billion parcels each year. Let us help you simplify your shipping solutions and grow your business.





Interested in how consumers in different countries shop online?

We've created a series of Country Reports that reveal how shoppers in countries around the world browse and buy online.

Whether you're already selling to a specific country or thinking about doing so, these reports offer valuable insights to help you expand effectively into new markets. From the products they buy most and how they buy online to their delivery and returns preferences, discover all you need to know to grow your business overseas.



Let us help you grow your business

At DHL eCommerce, we help businesses of all sizes manage their logistics by providing reliable, affordable and sustainable delivery and returns. We ship within and all over the world from:

 Austria	 Denmark	 Netherlands	 Switzerland
 Australia	 France	 Poland	 Thailand
 Belgium	 Italy	 Portugal	 Turkey
 Canada	 India	 Spain	 UK
 Czech Republic	 Malaysia	 Sweden	 USA

To access even more insights from our reports or find out how our best-in-class services can support your business, connect with one of our delivery experts in your country.



With the rise of social commerce and online marketplaces, online shopping is growing and crossing borders fast. Businesses that leverage this trend and understand both global and local market preferences will grow with it.

At DHL eCommerce, our expertise in cross-border e-commerce enables us to assist online retailers in understanding customer trends and needs. We're also there to demystify and simplify the process. We support everything from how to convert the shopping cart with the right delivery options, to managing the complexities of cross-border trade, helping you sell successfully across the world.

Pablo Ciano | CEO, DHL eCommerce