



A focus on the UK

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.


To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in the UK. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to the UK or are considering doing so, these insights can help you expand into this market.

Key

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

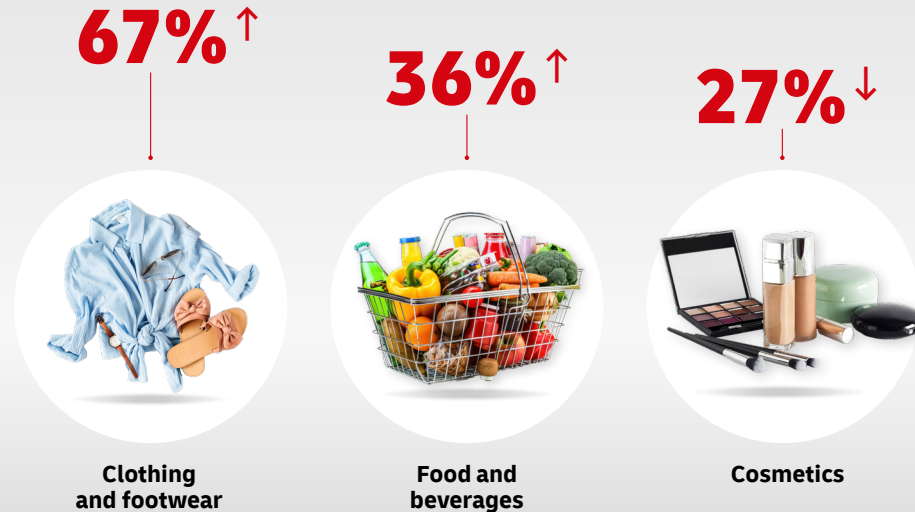
🔍 2024 Online Shopper Trends 

To find out more about the data used in this report, [click here](#)



What does the UK buy online?

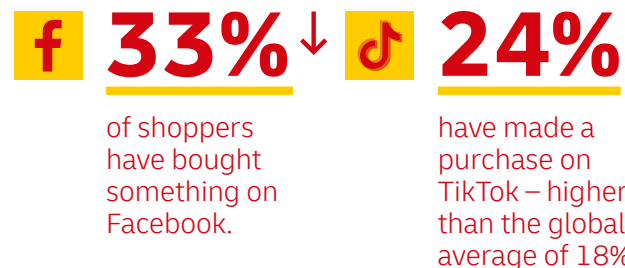
58% of British shoppers buy something online at least once a week, higher than the global average of 52%. And many are often looking for their next purchase – **87% browse online at least once a week. But what products do they buy most often?**



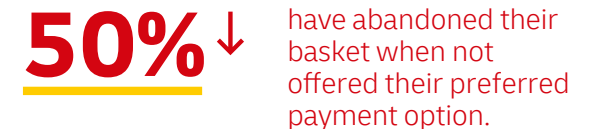
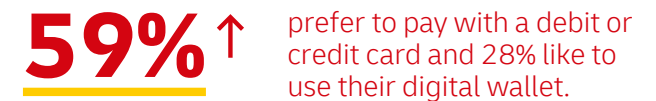
36% of British consumers have an online shopping subscription. The most popular items regularly being delivered are beauty products, food and household products. If you don't already offer a subscription service, you might want to consider one.

How does the UK shop online?

The UK shops on social media more than most other European countries.



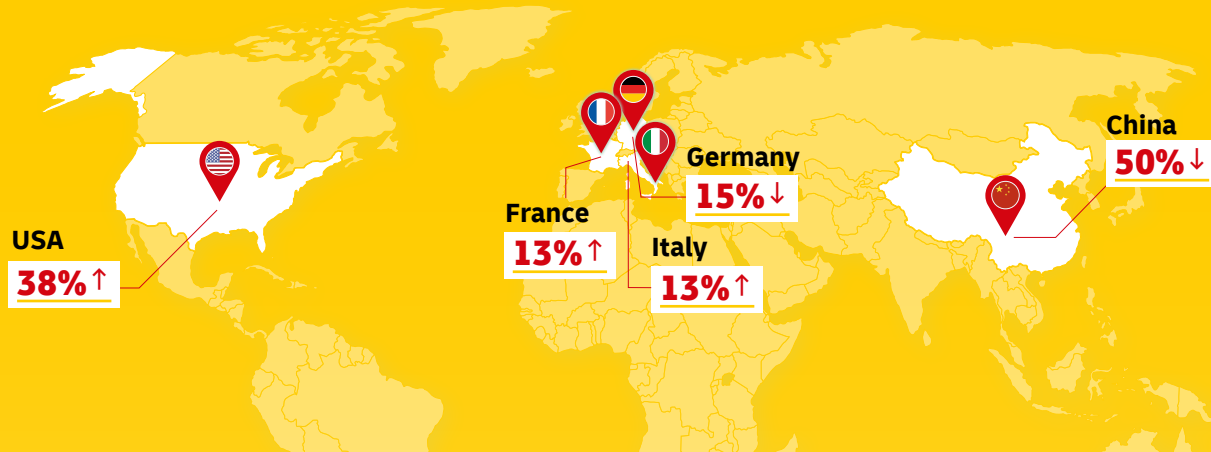
Spending habits of British shoppers



Selling to the UK

42% of British shoppers buy from online retailers based in other countries, and 69% do so once a month or more. For retailers thinking about expanding into this market, it's important to understand where they are buying from and why.

Which countries do British shoppers buy from?



Why do they buy from abroad?

49% ↓

To get lower prices.

38% ↓

The product isn't available in the UK.

34% ↓

A wider choice of products.

Why don't they buy from abroad?

55% ↑

Longer delivery time.

46% ↓

Fear of fraud.

40% ↑

Return costs.

44% of British shoppers would feel more confident buying from abroad if their order was delivered by a provider they know and trust.

Q 2024 Online Shopper Trends



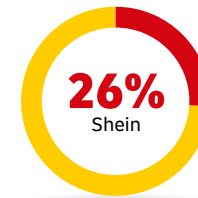
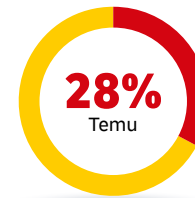
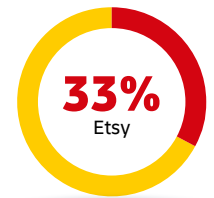
COUNTRY TRENDS REPORT



99% ↑ of British shoppers buy from marketplaces.

82% of people in the UK say that reduced prices are important to them, so it's no surprise that marketplaces are so popular. They give consumers access to a wide range of products at different price points.

Which marketplaces are most popular with British shoppers?



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

With 21% of global shoppers buying from the UK, there are great opportunities to grow your business by selling to other countries.

British goods are popular with shoppers in:



Nigeria



Australia



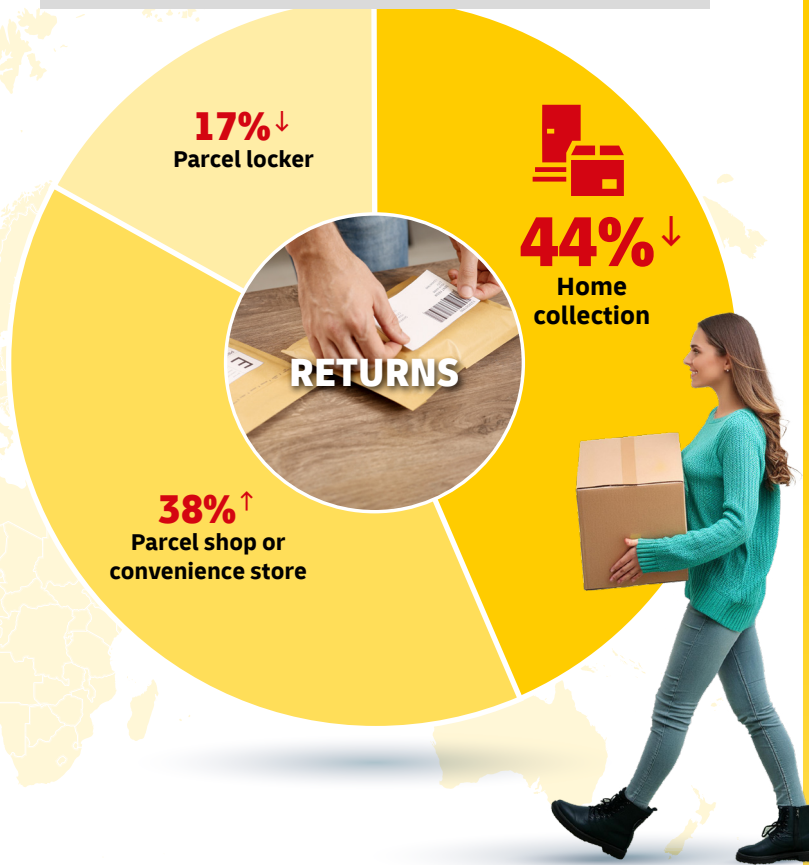
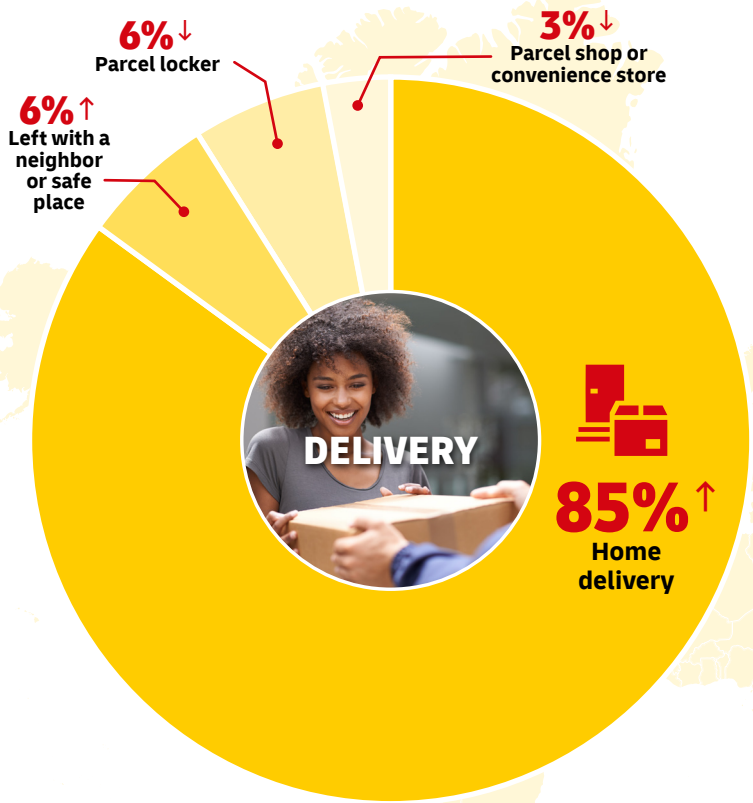
South Africa



How do British shoppers want to receive and return their orders?

Did you know, 50% of shoppers in the UK frequently abandon their baskets if not offered their preferred delivery option? Understanding the delivery and returns options that are important to consumers is vital if you want to create a great online experience and secure sales.

58% of people in the UK prefer for a returns label to be included in their parcel.



If not at home, British people want to be able to redirect their parcel to a safe place – **75% say being offered this option is important to them.**

!! 51% of British shoppers say they mainly buy from shops that offer free delivery. If you're selling to this market, consider incorporating delivery charges into the cost of your products so you can offer free delivery at checkout – 50% of shoppers would prefer to pay shipping charges this way.



94% ↓

say delivery options influence where they shop online.



68% ↑

say free delivery would improve their online shopping experience.



66% ↑

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



45% ↑

feel frustrated if they have to pay for returns.



Anything else to know about this market?



47% ↓ always use a smartphone.

vs

57% of global shoppers always use a smartphone.



35% always use a laptop or desktop.

vs

34% of global shoppers always use a laptop or desktop.

Why are British shoppers abandoning their baskets?

43% ↑

Delivery is too expensive.

30% →

There are unexpected costs at checkout.

27% ↓

They find the items cheaper elsewhere.



66% ↓

prefer to have an account with a retailer instead of using a guest checkout.

64% ↑

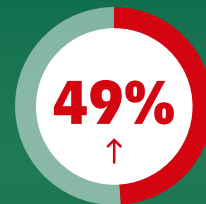
have subscribed to an online retailer's email newsletter to receive discount codes or rewards.

How important is sustainability to British shoppers?

Consumers are becoming more aware of the impact their online orders have on the environment, but not all are willing to pay more to make their delivery more sustainable.



say sustainability is important to them when shopping online.



would never choose to pay more for a more sustainable delivery.



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



Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Cross-Border Buying Report

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



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.