



EUROPEAN ONLINE SHOPPER SURVEY 2023

THE EUROPEAN E-COMMERCE INSIGHTS YOU NEED



UNDERSTANDING EUROPEAN ONLINE SHOPPERS – AND WHAT MAKES THEM CLICK

DHL eCommerce's European Online Shopper Survey shows how customers across Europe shopped online in 2023. It's packed with gold-dust insight and information to help you grow your cross-border e-commerce business:

- Covers 10 key European markets: UK, France, Spain, Germany, Sweden, Poland, Netherlands, Italy, Czech Republic and Austria.
- Over 5,000 shoppers surveyed.
- All the latest data – refreshed for 2023.
- Shoppers surveyed on key e-commerce topics: where and why they shop cross-border, what they buy and spend, attitudes to delivery and returns, why sustainability matters – and much more.
- Provides a deeper understanding of shopper habits and attitudes.
- Includes expert tips from DHL eCommerce specialists.
- Also available for 2023, the [DHL eCommerce Global Online Shopper Survey](#).

Launched in 2022, the European Online Shopper Survey is the must-read resource from the world's leading e-commerce logistics provider.

Find out what European online shoppers want from you...

*Some percentages in this report have been rounded up or down to the nearest whole number.





EXECUTIVE SUMMARY

European customers are looking for greater convenience, without the extra cost. Social media purchases and subscriptions are on the rise and consumers are becoming more interested in greener delivery options as cross-border purchasing and spending continues to increase year-on-year.

From the items they are buying from other countries – such as clothing, footwear and cosmetics – to the reasons why – including choice, price and quality – Europeans are continuing to search and shop across borders for the goods they want.

Look out for our expert tips on how you can take this insight to help benefit your e-commerce business.

TOP 15 HEADLINES FROM THE 2023 EUROPEAN ONLINE SHOPPER SURVEY

1. Over 90% of Europeans abandoned an online purchase because their goods couldn't be delivered to a location or at a time that suited them – an important reminder that providing a range of delivery options is key to making the sale. (pg. 22)
2. 86% of Europeans will check reviews before making a purchase with 31% of respondents stating that reviews strongly influence their final purchasing decision. (pg. 38)
3. Generally e-commerce retailers across Europe are offering enough payment options at the checkout with 85% of respondents saying sites offer a good range of payment methods. Credit/debit cards and digital wallets (such as PayPal) are still the most popular but BNPL (Buy Now, Pay Later) options are on the rise. (pg. 39)
4. Giving customers the ability to have their parcels re-directed in-flight is extremely important. 72% of Europeans want to be able to redirect their parcel to a safe place. (pg. 23)
5. 64% of Europeans say sustainable shopping online is important to them but only 1 in 5 are willing to pay extra for a greener delivery – expecting retailers to absorb the costs. (pg. 31-33)
6. Brand matters: 64% of Europeans want to know what delivery company will be delivering their goods and 43% will abandon their cart if they don't like the delivery provider offered. (pg. 20)
7. Fashion retailers are the most frequently visited websites for Europeans buying from abroad with 60% of Europeans buying clothing and footwear followed by electronics. (pg. 14)
8. Attitudes to cross-border shopping vary widely across Europe: around 61% of Spanish shoppers buy abroad regularly compared to 31% of UK shoppers. However, the UK is a popular destination for cross-border purchases with 17% of Europeans buying from British stores. (pg. 6-7).
9. Europeans don't want to be get bitten by hidden charges at the checkout. 57% prefer delivery charges to be rolled into the cost of the goods (pg. 19) with 50% of Europeans abandoning their cart completely if delivery is too expensive. (pg. 40)
10. If a purchase is from a retailer in another country then the end-to-end tracking becomes increasingly important to shoppers with 41% of Europeans stating it is "very important". (pg. 25)
11. 48% of Europeans have made a purchase through a social media platform with Facebook and Instagram being the lead channels but TikTok is gaining traction. (pg. 36)
12. 39% of respondents said they won't even consider shopping with a retailer if they have to pay for returns. (pg. 28)
13. Subscription shopping is on the rise – 31% of Europeans say they have at least one subscription with an online retailer. And, it's beauty and food subscriptions which are the most popular with European shoppers. (pg. 37)
14. 20% of shoppers have abandoned a purchase because they were asked to open an account and 11% because the price wasn't shown in their local currency. (pg. 40)
15. On average, 1 in 5 Europeans think they will buy more from other markets over the next 12 months. (pg. 6)

WHAT YOUR CUSTOMERS TOLD US

These are some of the things our 5,000 European shoppers in 10 countries told us, and what makes each nation stand out...



"Being offered free returns isn't always important to me"



"I'll buy from overseas markets for better quality products"



"I don't rely on customer reviews as much as others"



"Who delivers my goods is the deciding factor for me"



"I shop online to get a better deal on the goods I want"



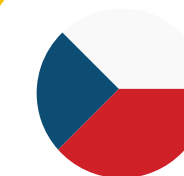
"Whoever has the best delivery services gets my order"



"I shop cross-border to get top quality products"



"Customer reviews have a big influence on what I buy"



"I like to buy my pet's food on a monthly subscription"



"I'm happy to buy abroad if the returns are free"

Every European market is unique and different. It's vital to understand national preferences if you want to build a successful European e-commerce business.

Read on to get the full picture...

EUROPEAN CROSS-BORDER SHOPPING

Read on to discover the results in more detail

- **European cross-border shopping** (pg. 6-12)
Why Europeans buy cross-border and what would encourage them to spend more
 - Product categories and spend
 - Delivery and returns
 - Sustainable e-commerce options
 - Online shopping landscape
 - Conclusions



WHERE EUROPEANS BUY FROM WHEN THEY SHOP CROSS-BORDER

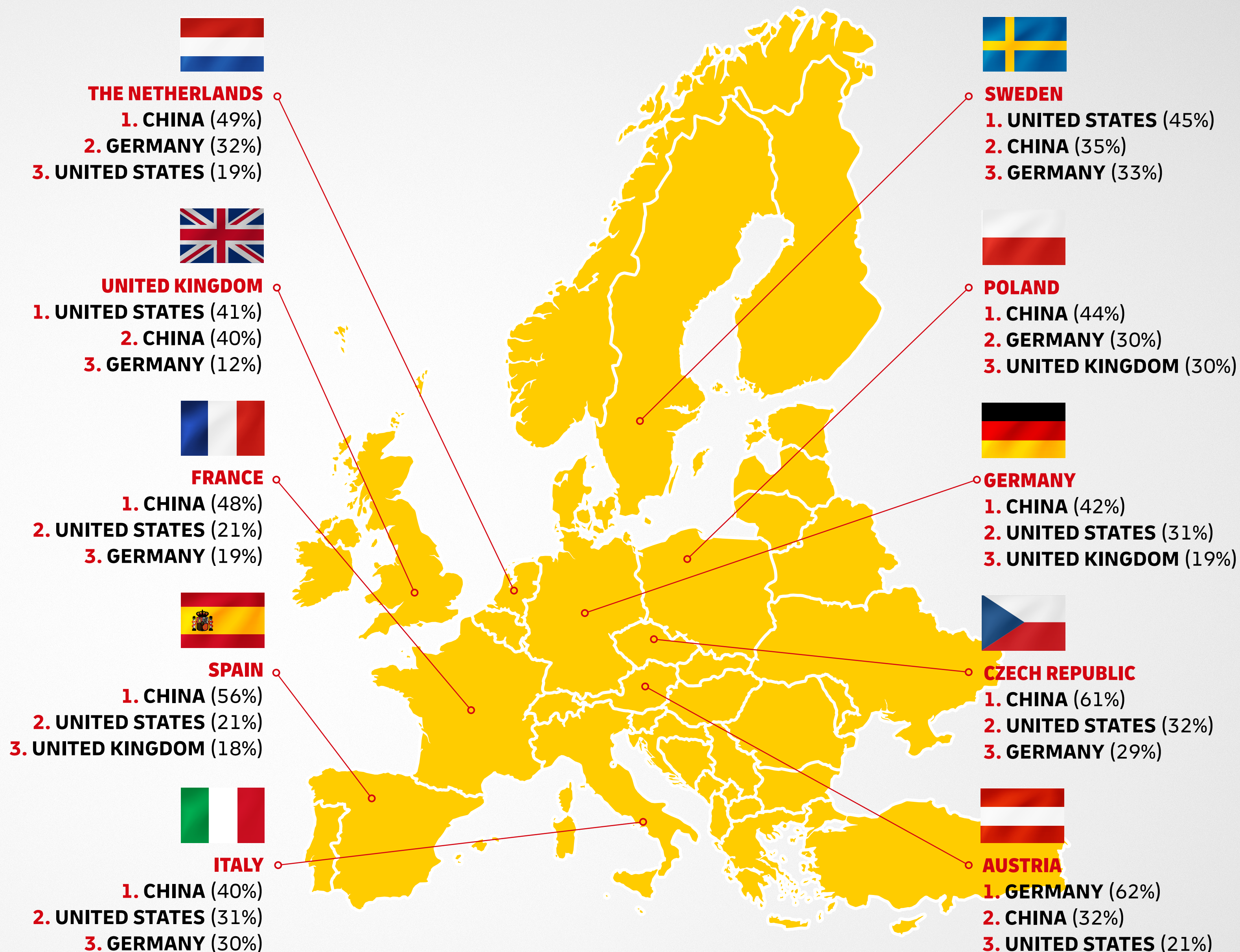
The good news is that 55% of Europeans already purchase goods cross-border and the survey showed 1 in 5 said they would buy more over the next 12 months. 45% of our respondents have purchased goods from China when they shopped beyond Europe, and the USA was the second most popular shopping destination with 28% – reflecting the economic and manufacturing strength of these global superpowers*.



Pablo Ciano
CEO – DHL eCommerce

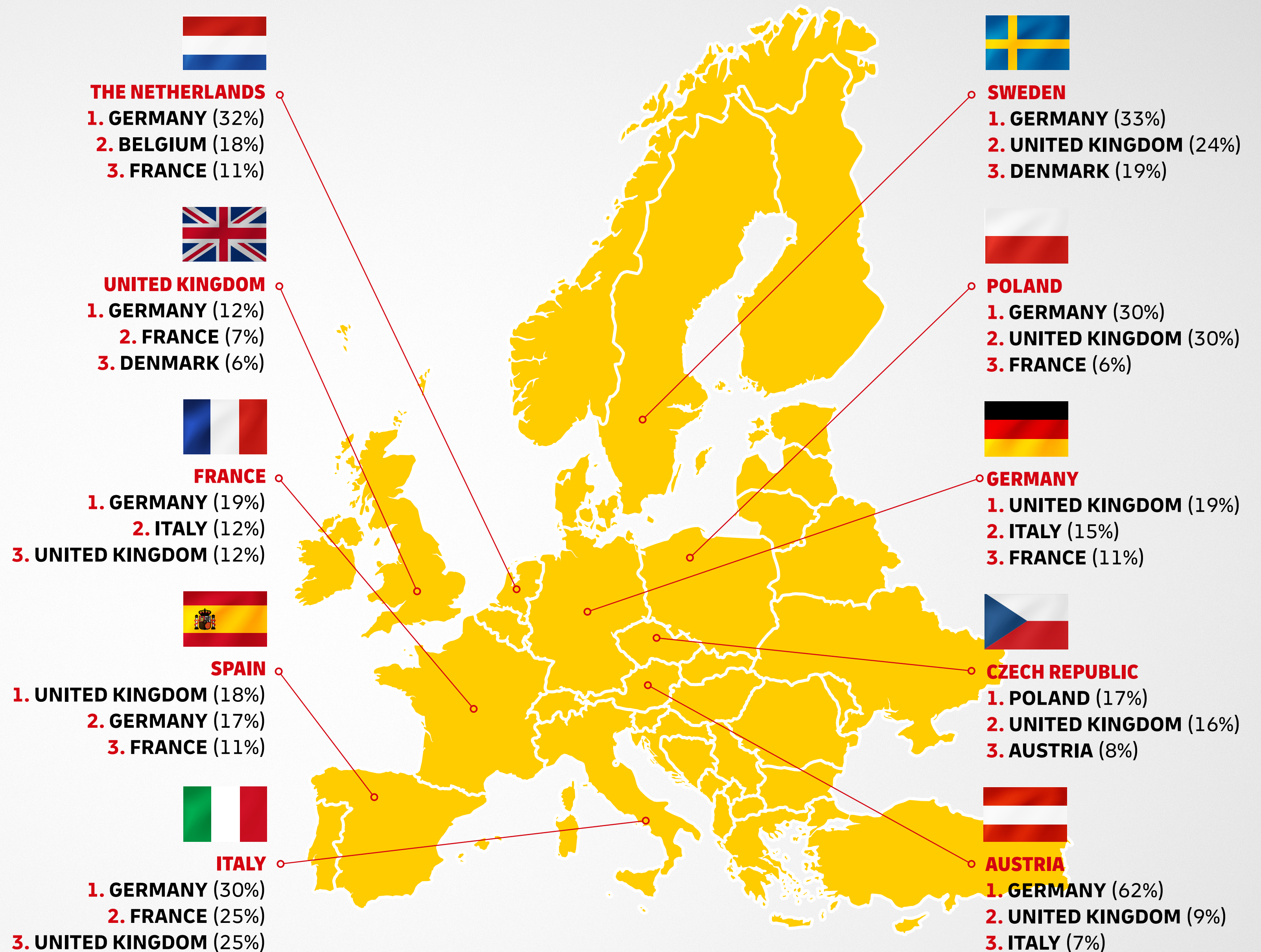
“Thanks to our extensive European network and our digital expertise, we make cross-border shopping and shipping as easy and convenient as domestic shopping and shipping.”

*Respondents were offered multiple choice selections for this question.
Only the top three cross-border shopping destinations are listed for each nation.



WHICH NEIGHBORS DO EUROPEAN SHOPPERS BUY FROM?

When shopping closer to home, Germany is the dominant European e-commerce market with 28% of respondents – with the UK also strong at 17%. The level of activity, with Europeans buying from neighbors near and far, shows that this is one vibrant and growing market*.



*Respondents were offered multiple choice selections for this question.
Only the top three cross-border shopping destinations are listed for each nation.

WHY DO EUROPEANS BUY ONLINE FROM OTHER COUNTRIES?

The main reasons Europeans shop cross-border are value and availability. They're looking for products that are hard to find in their own country and at prices that make buying abroad make sense.

REASONS FOR BUYING CROSS-BORDER*:











- 1. Lower prices **50%**
- 2. Wider choice of products **33%**
- 3. Brand/products unavailable locally **32%**

*Respondents were offered multiple choice selections for this question.



Growing your European market starts with taking a step across the border. Your local neighbors are the most likely customers for what you sell – and they're the most cost effective to reach.

Why do Europeans buy online from other countries?

		The product or brand isn't available in my country	Lower price	Better quality products	Delivery is faster	Low delivery costs	Previous good experience	Wider choice of products	Other
AT		31%	45%	16%	21%	13%	29%	36%	1%
CZ		32%	56%	23%	8%	22%	31%	36%	0%
FR		28%	50%	12%	12%	19%	20%	29%	0%
DE		32%	43%	17%	9%	16%	37%	31%	1%
IT		33%	38%	18%	6%	14%	30%	32%	0%
NL		34%	57%	13%	9%	15%	26%	30%	0%
PL		32%	52%	25%	9%	24%	18%	40%	1%
ES		32%	55%	22%	10%	23%	25%	26%	1%
SE		35%	54%	13%	10%	18%	26%	35%	1%
UK		30%	45%	24%	12%	17%	24%	29%	1%
European average		32%	50%	19%	11%	19%	26%	33%	1%

HOW OFTEN DO EUROPEANS BROWSE AND SHOP ONLINE?

ON AVERAGE

36% OF EUROPEANS **BROWSE** ONLINE
2-3 TIMES A WEEK

20% BROWSE ONCE A WEEK, **17% ONCE A DAY**
and **14% more than once a day**

Polish shoppers are the most active with nearly 1 in 4 needing a daily browse – whilst **Austrians are the most laid-back** with 14% browsing just once a month.

When it comes to making a purchase, **27% of Europeans buy something online every week** and about a third buy once a month. **The French shop least** with 18% buying less than once a month.

Evenings are the favored time to shop for 40% of Europeans, with 29% preferring a little afternoon retail therapy. The Spanish (44%) are keenest on a post-lunch peruse.*



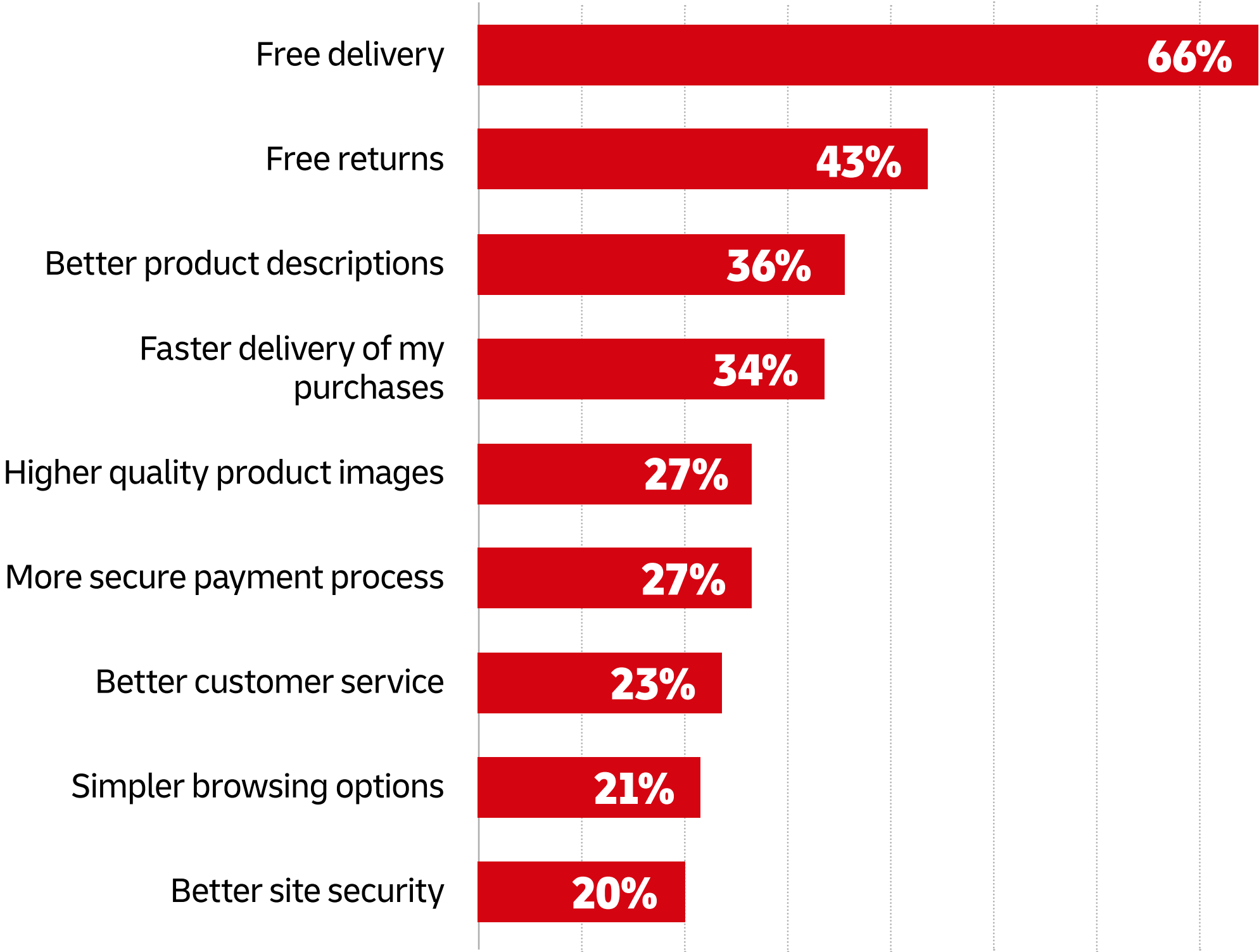
*Time of day information not shown in chart.

Frequency of online purchases

		More than once a day	Once a day	2-3 times a week	Once a week	Once a month	Less than once a month
AT		5%	9%	18%	25%	38%	5%
CZ		3%	5%	13%	31%	34%	14%
FR		5%	5%	17%	22%	32%	18%
DE		3%	6%	16%	27%	34%	13%
IT		4%	5%	20%	23%	37%	11%
NL		4%	5%	15%	29%	32%	15%
PL		2%	5%	23%	34%	28%	9%
ES		5%	5%	17%	28%	33%	12%
SE		3%	5%	17%	26%	33%	15%
UK		3%	6%	16%	27%	33%	15%
European average		4%	6%	17%	27%	33%	13%

WHAT WOULD IMPROVE ONLINE SHOPPING FOR EUROPEANS?

Top ways online shopping could be improved*



It's clear that free delivery and returns are what shoppers want but what your e-commerce site has to offer matters, too. How detailed and accurate are your product descriptions? Are product images of a high quality with the option to see multiple angles or be able to zoom in and out? How about your website security and customer service contact points? All things to consider to get repeat purchases.

*Respondents were offered multiple choice selections for this question.



66%



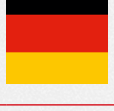





OF EUROPEANS ARE
HAPPY WITH LOCAL
DELIVERY SPEEDS

It's worth noting that the majority of Europeans are happy with local transit times – at least for the moment – with only

1 in 3

quoting faster delivery as an improvement that would encourage them to shop more

WHAT STOPS EUROPEANS FROM SHOPPING CROSS-BORDER?

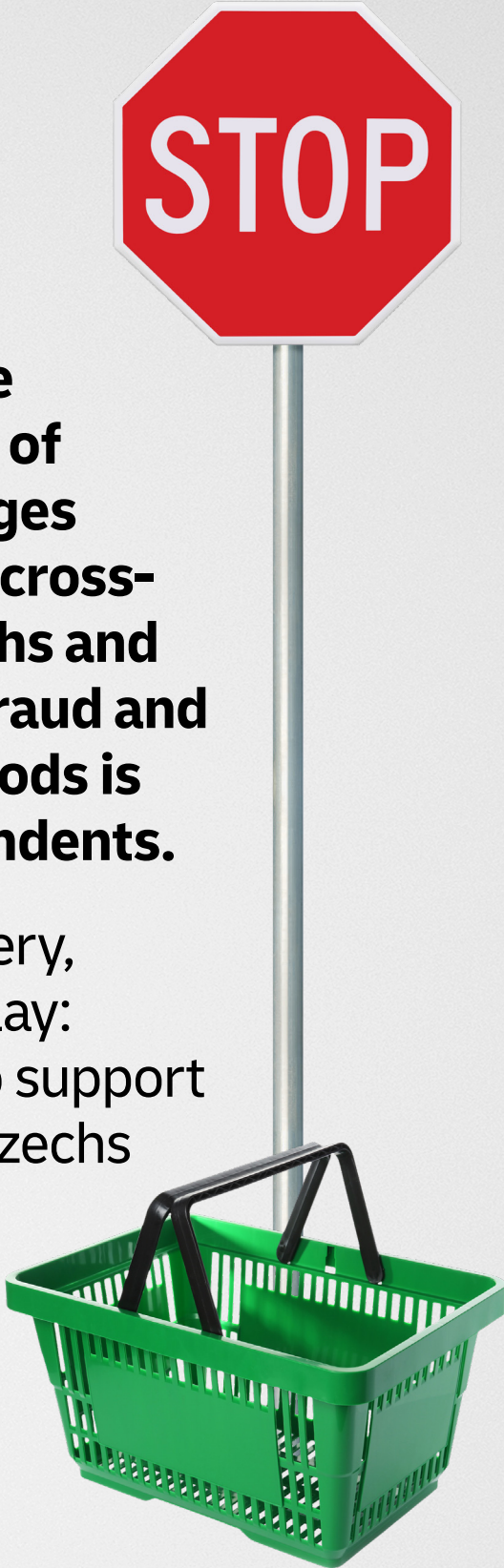
		Customs charges	I prefer to support the economy in my own country	Longer delivery time	Return costs	I can find everything I need in my own country	Complex returns process	Unfamiliar delivery provider	Data protection and security	Limited payment options	Language barrier	Lack of simple 'track and trace'	Unsure about different consumer protection laws	Fear of fraud
AT		42%	24%	34%	34%	34%	18%	15%	19%	24%	14%	17%	17%	43%
CZ		44%	22%	34%	24%	38%	38%	31%	22%	17%	30%	7%	23%	48%
FR		30%	38%	34%	28%	43%	23%	12%	28%	10%	21%	12%	21%	45%
DE		57%	33%	46%	37%	39%	38%	31%	24%	22%	22%	23%	23%	61%
IT		35%	23%	42%	22%	35%	19%	13%	16%	10%	15%	12%	19%	43%
NL		32%	29%	38%	18%	45%	26%	13%	16%	14%	10%	15%	18%	34%
PL		25%	25%	31%	25%	13%	19%	19%	6%	6%	44%	19%	25%	31%
ES		34%	32%	40%	30%	27%	26%	17%	14%	8%	16%	10%	18%	45%
SE		51%	31%	45%	28%	35%	21%	23%	24%	17%	10%	17%	21%	40%
UK		39%	35%	50%	34%	33%	24%	15%	18%	10%	10%	21%	20%	42%
European average		40%	30%	41%	28%	36%	26%	19%	20%	14%	17%	15%	20%	45%

Respondents were offered multiple choice selection for this question.

More than 4 in 10 Europeans are concerned about fraud and 40% of respondents said customs charges prevented them from shopping cross-border. Germans, Spanish, Czechs and French are the most put off by fraud and customs. The longer wait for goods is another big turn-off with respondents.

Beyond fraud, customs and delivery, national preferences come into play: 38% of French shoppers prefer to support their own economy, and 31% of Czechs and Germans worry about unfamiliar delivery providers.

And 24% of Austrians want more ways to pay.



EXPERT TIP

It's important for e-commerce businesses thinking of venturing into European markets to understand the local concerns.

For instance, if you want Germans to use your store, make sure it's easy to return goods and you offer the right payment options such as invoices – see page 39.

CROSS-BORDER SHOPPING

WHAT THE SURVEY RESULTS MEAN FOR YOUR BUSINESS

Nearly half of Europeans have never purchased a product online from another country. Why? The simple answer is cost and inconvenience.

You can get many Europeans to buy more simply by offering free delivery and returns – or at least working with your logistics provider to include the cost of logistics in your product price. DHL eCommerce can help you [here](#).

Europeans want detailed product descriptions – but there are 24 official European languages, and it may not be possible to offer all of these. That’s why product imagery is so key to sales. High quality images from lots of angles – and an idea of scale gives shoppers greater confidence.

Simplify the ordering process for cross-border shoppers, show prices in their own currency, provide payment options they are familiar with – and consider utilising a chatbot in local language to solve customer-service queries. They’re available 24/7 and will help to keep your overheads down.

And remember, Europeans tend to browse in the evening. Maybe gear short deadline offers and promotions to these times.



“Cross-border shopping bears enormous potential to scale e-tailers own online business. They can tap into new markets – provided they meet the needs of their customers with regards to shipping. We provide a seamless service.”

Alexander Schmitz-Hübsch

SVP Marketing and Commercial – DHL eCommerce





PRODUCT CATEGORIES AND SPEND

Read on to discover the results in more detail

- ☐ European cross-border shopping
- ☒ **Product categories and spend** (pg. 14-17)
What Europeans buy online...and how much they spend
- ☐ Delivery and returns
- ☐ Sustainable e-commerce options
- ☐ Online shopping landscape
- ☐ Conclusions

WHAT EUROPEANS ARE BUYING FROM OTHER COUNTRIES

Globally, and in Europe, 60% of all clothing and footwear purchased by our respondents was bought online (see our [Global Online Shopper Survey 2023](#)). Consumer electronics (27%) and sport and leisure goods (25%) are the next most popular buys.

Despite the rapid growth in video and streaming services, as well as e-books, books, CDs and DVDs still make the top 10 of Europe’s most popular online purchases.

As our detailed breakdown on the next page shows, certain products perform much better in key European markets.

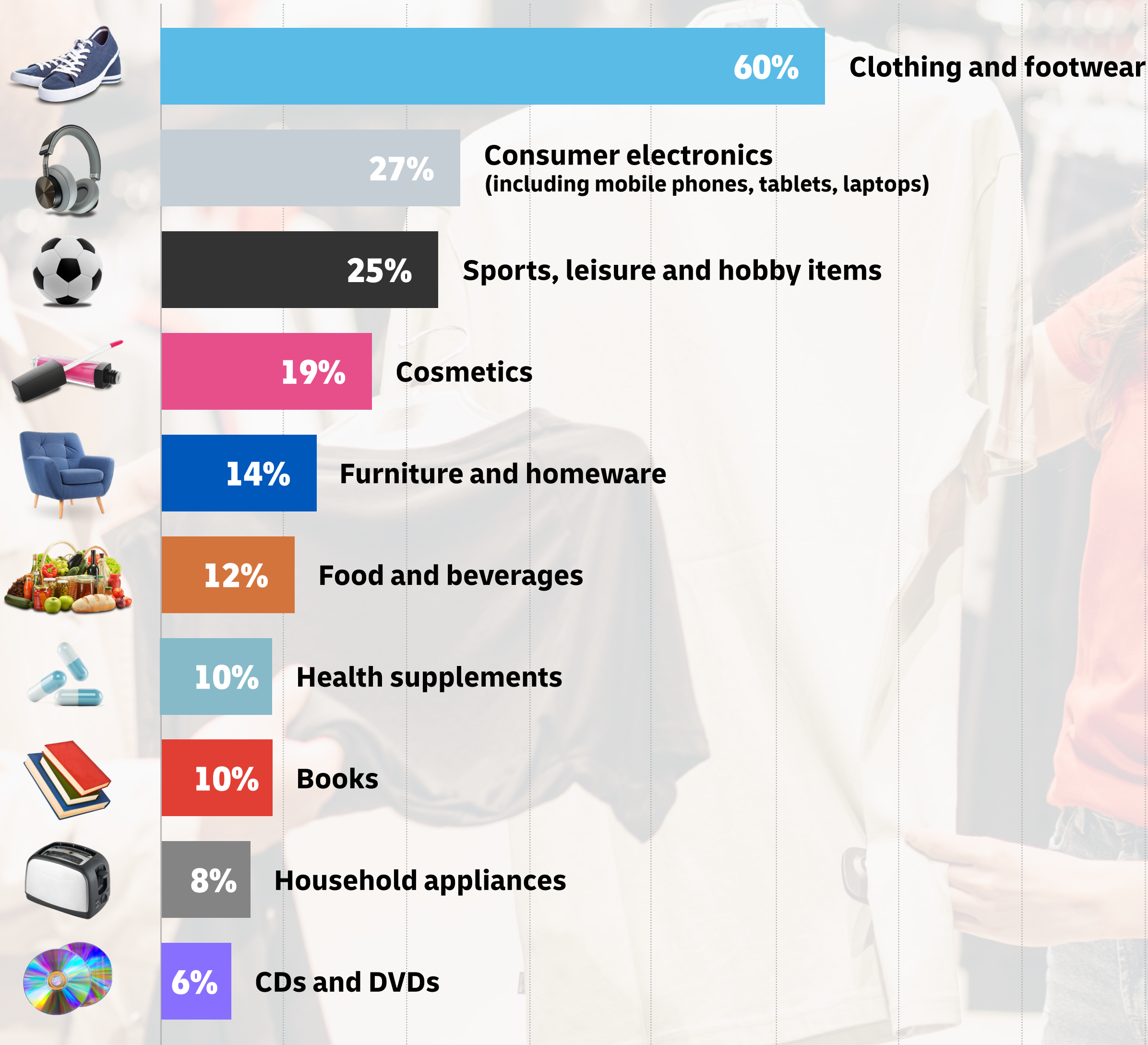


Did you know if you are sending to or from the UK that you must provide a full and accurate description of each item inside your parcel? You will need to state the Tariff or Commodity Code of each item (also known as HS codes). The information is used by customs officials at customs clearance points across the world. Using a number to describe what is in the shipment means there is less confusion with vague descriptions and language barriers.








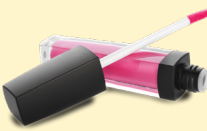














Survey question: What kinds of items do you most frequently buy from other countries? Respondents were offered multiple choice selection for this question.

Top 10 European cross-border product categories



WHAT EUROPEANS ARE BUYING FROM OTHER COUNTRIES

Within Europe, we see how national shopping habits vary. 38% of Spaniards are happy to buy consumer electronics online, but Germans are more wary at only 17%. If you have a sports or leisure e-store, the Netherlands market contains your most enthusiastic buyers.

		Clothing and footwear	Food and beverages	Consumer electronics	Furniture and homeware	Sports, leisure and hobby items	Cosmetics	Health supplements	Books	CDs and DVDs	Household appliances
				 (including mobile phones, tablets, laptops)							
AT		60%	10%	23%	12%	29%	19%	14%	13%	6%	8%
CZ		59%	7%	30%	18%	26%	16%	10%	6%	5%	8%
FR		64%	10%	29%	15%	22%	17%	9%	9%	7%	6%
DE		58%	19%	17%	17%	25%	14%	8%	10%	2%	4%
IT		59%	14%	27%	16%	23%	18%	13%	12%	5%	4%
NL		55%	14%	19%	11%	32%	21%	11%	9%	3%	7%
PL		62%	6%	33%	14%	25%	28%	9%	12%	10%	12%
ES		57%	9%	38%	15%	22%	16%	6%	9%	4%	12%
SE		64%	18%	18%	12%	25%	16%	11%	10%	5%	3%
UK		62%	25%	21%	13%	25%	18%	13%	9%	7%	6%
European average		60%	13%	26%	14%	25%	18%	10%	10%	5%	7%

Respondents were offered multiple choice selection for this question.

WHO ARE EUROPE'S BIG SPENDERS?

51%

OF EUROPEANS SPENT BETWEEN **€31 AND €100** ON THEIR LAST ONLINE PURCHASE – **AND 15% SPENT MORE THAN THAT**



Identify the most fertile markets for your products. For example, if your business sits within the most popular product category – clothing and footwear – and your market is younger adults, you should look to Germany as your strongest potential market where 34% of 18-24 year-olds buy from the clothing and footwear category.

Those most likely to ‘splash the cash’ were..

the Czechs with 39% spending more than €100 on their last purchase.



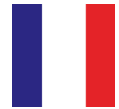







Whilst 39% of Swedish shoppers and 35% of UK shoppers spent low – less than €10.

OVER A MONTH

62%

OF EUROPEANS WILL SPEND SOMEWHERE BETWEEN **€50 AND €250**

Typical monthly online shopping spend

	Under €50	Between €50 - €250	Over €250
AT 	22%	72%	6%
CZ 	15%	63%	22%
FR 	29%	65%	6%
DE 	29%	65%	7%
IT 	25%	69%	7%
NL 	29%	65%	6%
PL 	25%	68%	7%
ES 	35%	58%	7%
SE 	52%	45%	5%
UK 	45%	51%	4%
European average	31%	62%	8%

So, if you're an e-commerce business looking to target high spending markets, maybe the Czech Republic is worth investigating.

PRODUCT CATEGORIES AND SPEND

WHAT THE SURVEY RESULTS MEAN FOR YOUR BUSINESS

If you are an online fashion or footwear retailer, Europe is a market you can't ignore. Especially Poland, where 72% of global shoppers buy clothing online. It's important to remember that UK and EU (and US) sizing standards vary widely for both clothing and footwear – so your website needs to include detailed size guides for all product categories.

Consumer electronics are also a major seller in Europe – with Spanish shoppers buying most online. Remember that the EU and UK now have separate certification marks for electrical products: CE in the European Union and the UKCA mark for the GB market. You can find more information about how to apply these below:

- <https://www.gov.uk/guidance/ce-marking>
- https://single-market-economy.ec.europa.eu/single-market/ce-marking_en

You can use our product and spend data together to help identify valuable new markets. For instance, Europe's biggest online spenders are the Czechs, Austrians, Poles and Italians. Over 75% of these shoppers regularly spend more than €50 online every month. Czechs also buy more furniture and homeware online than any other EU nation. This could be a key market for your interior design e-store.



“Where to sell what? With guidance from our Online Shopper Survey and our highly knowledgeable Certified eCommerce Specialists, we can help to identify and capitalize on potential growth markets for your business.”

Ryan Hunter

Senior Vice-President, Sales Global – DHL eCommerce



DELIVERY AND RETURNS

Read on to discover the results in more detail

- ☐ European cross-border shopping
- ☐ Product categories and spend
- ☒ **Delivery and returns** (pg. 19-29)
How delivery and returns can make – or break – a sale
- ☐ Sustainable e-commerce options
- ☐ Online shopping landscape
- ☐ Conclusions

WHETHER TO SHOW DELIVERY CHARGES OR NOT?

27% OF EUROPEANS SAY THEY **ONLY BUY FROM SITES THAT OFFER FREE DELIVERY**

When we combine this with the 57% of Europeans who prefer delivery charges rolled into the price of the goods, **we get a general picture that showing the cost of delivery separately is not a popular approach.** Except in Poland, where 64% of respondents want to see delivery options and costs displayed at the checkout.



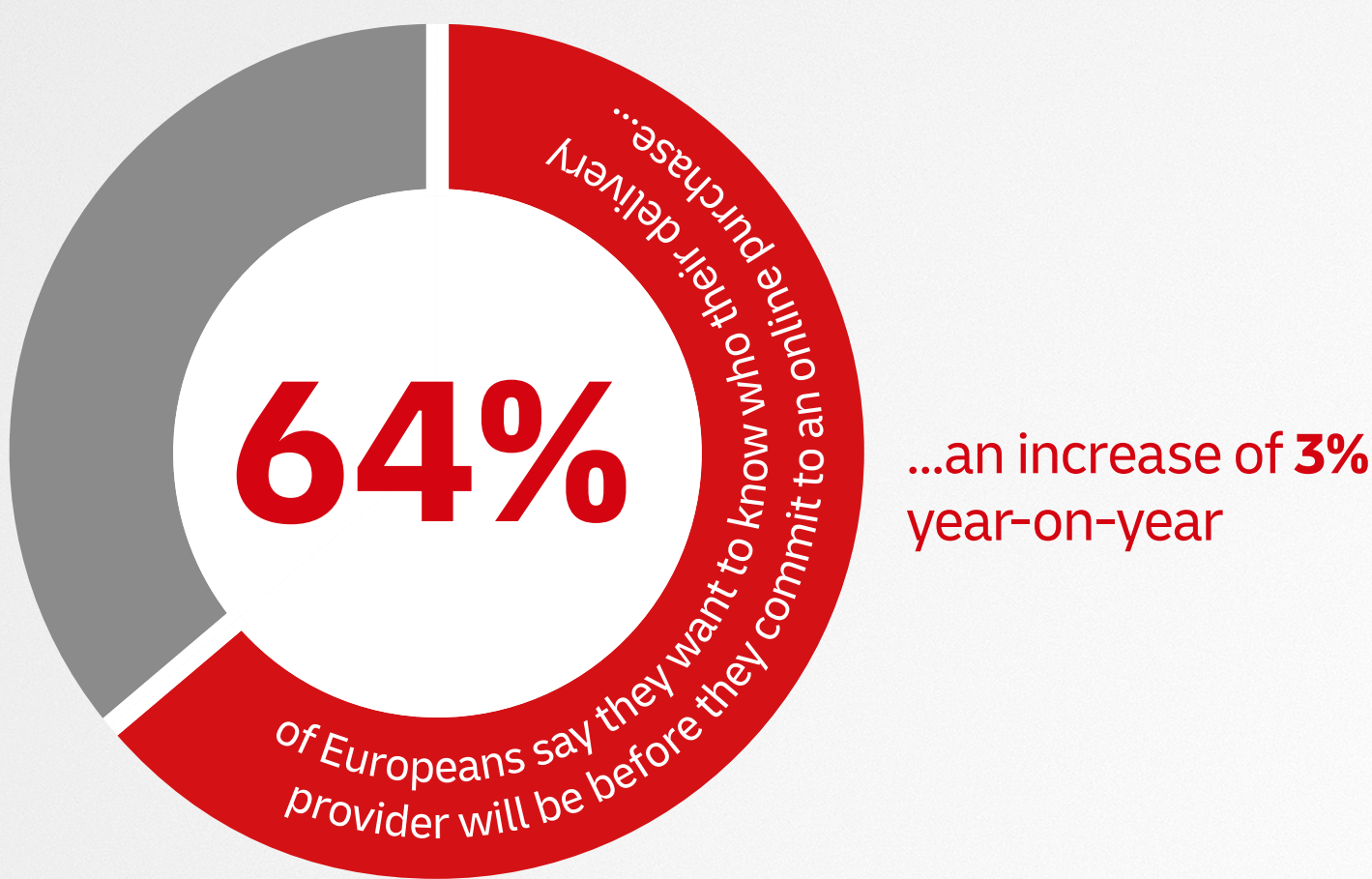
The perception that their goods are being delivered for free goes down well with most Europeans. Even if you add delivery costs into the overall pricing, most customers would rather pay more for the goods than pay extra for delivery.



Delivery cost preference by country

		Included in item cost	See options at checkout
AT		61%	39%
CZ		53%	47%
FR		60%	40%
DE		57%	43%
IT		60%	40%
NL		63%	37%
PL		36%	64%
ES		72%	28%
SE		53%	47%
UK		55%	45%
European average		57%	43%

DELIVERY PROVIDERS CAN MAKE OR BREAK YOUR SALE



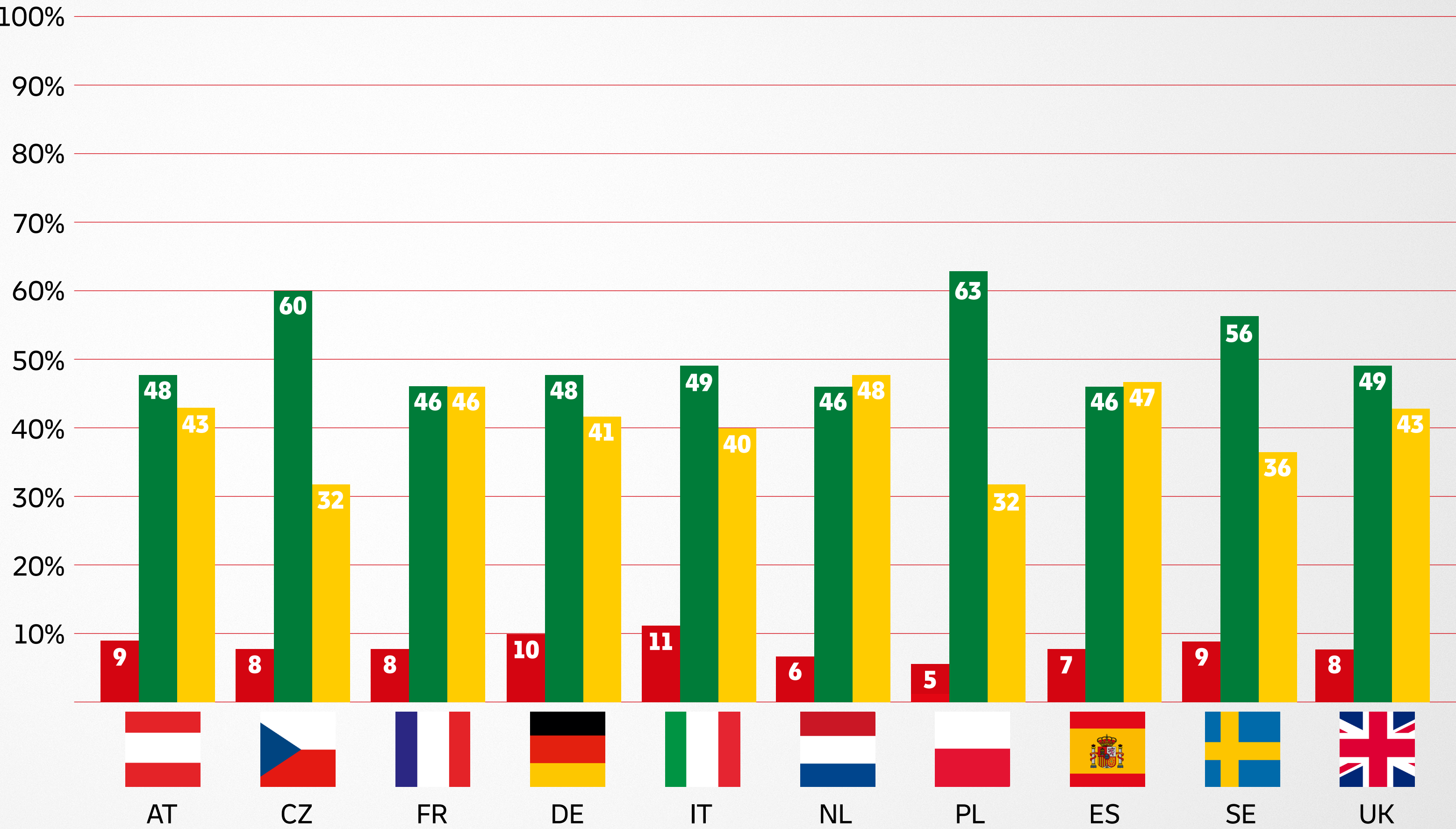
AND 51% SAY THIS DETAIL HAS SOME IMPACT ON THEIR BUYING DECISION

In fact, 43% of our European shoppers said they wouldn't go through with a purchase if they didn't like the delivery provider – rising to 53% in Sweden.

The Spanish (71%) are particularly keen on knowing who will bring their goods and The Dutch (50%) are more relaxed.

Amount of influence a delivery provider has, by country

A lot of influence Some influence No influence



DHL. THE DELIVERY PROVIDER EUROPEANS KNOW...AND TRUST!

WITH OVERALL AWARENESS AROUND

90% AND TRUST OF THE BRAND AT 78%, DHL IS STRONGLY PLACED TO SATISFY EVEN THE MOST DEMANDING EUROPEAN SHOPPER!



“The customer journey does not end with the checkout process. A reliable and trusted delivery partner completes the online shopping experience.”

Pablo Ciano
CEO – DHL eCommerce



Awareness and Trust of DHL across Europe

		Awareness	Trust (Domestic)
AT		96%	69%
CZ		84%	76%
FR		72%	69%
DE		96%	89%
IT		89%	79%
NL		98%	77%
PL		95%	78%
ES		88%	85%
SE		93%	84%
UK		90%	69%
European average		90%	78%

HOW DELIVERY OPTIONS IMPACT CART ABANDONMENT

Delivery service options sway customers' buying decisions.








OVER
90% OF EUROPEANS SAY THEY
HAVE ABANDONED AN ONLINE
PURCHASE BECAUSE THEY WERE
NOT OFFERED A DELIVERY THAT
SUITED THEM SUCH AS HOME
DELIVERY, LEAVING GOODS WITH A
NEIGHBOR, IN A SAFE SPACE OR
AT A PARCEL LOCKER/PARCEL SHOP

42% OF THOSE SURVEYED SAID THEY
CHOOSE WHERE TO SHOP BASED
ON THE DELIVERY OPTIONS
OFFERED BY THE SELLER, WITH
SHOPPERS IN POLAND (56%) AND
SPAIN (56%) MOST INFLUENCED

In fact, **59% of the shoppers we surveyed said they abandoned purchases 'quite or very frequently' if they're not offered their preferred option.**



Percentage of shoppers who
abandon their cart quite or very
frequently if not offered their
preferred delivery options

AT		67%
CZ		54%
FR		61%
DE		55%
IT		62%
NL		61%
PL		54%
ES		61%
SE		53%
UK		59%
European average		59%

RECIPIENT-LED DELIVERY CHOICES

The revolution of in-flight delivery services has made a big difference to European shoppers' lives.

WITH HYBRID WORKING NOW NORMAL

72%

WANT TO BE ABLE TO REDIRECT THEIR PARCEL EN ROUTE TO A SAFE PLACE AND 63% EXPECT TO BE ABLE TO CHANGE THE DATE OF DELIVERY



Polish shoppers have taken to parcel lockers in the greatest numbers

WITH

49%

WANTING THEIR GOODS DELIVERED TO A PARCEL LOCKER VS HOME DELIVERY OR OTHER LOCATIONS.

Swedish (22%) and Czech shoppers (18%) are rapidly switching too.

But there are big differences in in-flight preferences at a national level:



72% of Austrians want to be able to redirect their package to a safe place compared to just 61% in Sweden



		Home delivery	Left with a neighbor or safe place	Parcel locker	Parcel shop/ convenience store
AT		70%	15%	11%	4%
CZ		49%	10%	18%	22%
FR		63%	10%	8%	20%
DE		76%	14%	8%	2%
IT		72%	14%	9%	4%
NL		74%	12%	5%	9%
PL		38%	7%	49%	7%
ES		74%	12%	6%	7%
SE		45%	12%	22%	21%
UK		81%	12%	4%	3%
European average		64%	12%	14%	10%

EUROPE’S PREFERENCE FOR PARCEL LOCKERS

We compared Europeans’ delivery preferences to shoppers around the world...

	Home delivery	Left with a neighbor or safe place	Parcel locker	Parcel Shop/ convenience store
Europe	64%	12%	14%	10%
LATAM	92%	3%	2%	4%
MENA	83%	11%	6%	1%
North America	83%	9%	5%	2%
SSA	90%	2%	2%	7%
APAC	82%	8%	7%	4%

Europeans have adopted the concept of parcel lockers faster than the rest of the world. **As home delivery preference dropped from 73% to 64% in Europe, parcel lockers rose from 13% last year to 14% and parcel shops from 9% to 10% over the same period.** That 1% increase may seem small but across the whole of the region, **nearly a million people each year are switching from doorstep to out-of-home deliveries.**



For e-commerce sellers, the key is to work with a delivery provider who can offer a wide and flexible range of delivery options geared to local shoppers. For instance, parcel lockers and shops also offer a convenient drop-off option for customers to return goods. DHL eCommerce has the largest and densest Access Point network at 100,000 high-traffic locations across Europe. [Check out our ServicePoint and Locker locator here.](#)



WHY TRACKING MATTERS TO CROSS-BORDER SHOPPERS

End-to-end tracking is slightly less important for Europeans when we compare that to responses in the [Global report](#), but it’s still a highly valued delivery option. End-to-end tracking is an important delivery service for all shoppers. It becomes even more important as the value of purchases increase – for both the delivery AND return journey.



How important is end-to-end tracking? (all those saying very important)

	Items purchased from retailers in your country	Items purchased from retailers in another country	Items under €100	Items over €100	Items purchased as gifts
AT	36%	39%	33%	48%	42%
CZ	23%	29%	19%	35%	32%
FR	38%	45%	35%	52%	43%
DE	37%	37%	32%	47%	40%
IT	30%	33%	27%	39%	33%
NL	31%	42%	28%	54%	39%
PL	38%	43%	33%	44%	43%
ES	35%	42%	34%	47%	39%
SE	32%	44%	40%	63%	48%
UK	37%	55%	36%	60%	46%
European average	34%	41%	29%	49%	41%



The ability to provide end-to-end tracking – both to and from the customer is a vital service differentiator. Customers want to track deliveries AND returns. Once returns are received, be sure to notify your customer that the item has been accepted – and pay money back as soon as possible to enhance your brand’s trustworthiness and reputation.

TRANSIT TIMES. DO EUROPEANS WANT NEXT DAY DELIVERY?

Europeans are less concerned about next day deliveries than the rest of the world. Read our [Global report](#) to find out the differences.

ONLY
22% SAY THEY ‘STRONGLY AGREE’ THAT IT IS AN IMPORTANT DELIVERY OPTION AND **AROUND 24% SAID THEY WOULD LIKE IT – BUT DON’T WANT TO PAY EXTRA FOR IT**



Spanish (30%), Italian (29%) and Polish (29%) shoppers are the biggest supporters of next day delivery vs just 18% of Swedes and 17% of Germans who don’t feel ‘the need for speed’.

Percentage of shoppers who strongly agree

		Next day delivery is important to me	Speed is not important to me as long as I am told when my item will arrive	I would like next day delivery on all my purchases but I’m not willing to pay extra for this
AT		20%	22%	22%
CZ		13%	16%	14%
FR		26%	23%	31%
DE		17%	25%	17%
IT		29%	21%	27%
NL		21%	25%	24%
PL		29%	21%	28%
ES		30%	24%	32%
SE		18%	21%	22%
UK		19%	22%	26%
European average		22%	22%	24%

WHY EUROPEANS RETURN GOODS













With clothing and footwear the number one purchase for online shoppers, it's no real surprise that **inaccurate sizing (25%) is the primary cause of returns.**

Swedes are the most likely to return clothes due to sizing issues (34%) and **Italians the least** (20%).



Returning damaged goods runs second overall at 18%, with the **Germans (21%)** more likely to **return goods due to poor quality** than anyone else in Europe.

	I didn't need it anymore	It didn't look like the image on the website	It didn't suit me	It was damaged	It was the wrong size	The quality wasn't good
AT 	4%	9%	12%	19%	28%	20%
CZ 	2%	11%	8%	19%	27%	12%
FR 	2%	8%	9%	21%	23%	12%
DE 	3%	9%	16%	12%	23%	21%
IT 	3%	9%	9%	23%	20%	15%
NL 	4%	10%	13%	12%	29%	15%
PL 	3%	11%	6%	15%	26%	16%
ES 	4%	10%	9%	25%	24%	10%
SE 	2%	8%	13%	13%	34%	12%
UK 	2%	10%	9%	19%	21%	16%
European average	3%	9%	10%	18%	25%	15%

Reasons for returning purchase

25% “It was the wrong size”

18% “It was damaged”

15% “The quality wasn't good”

10% “It didn't suit me”

9% “It didn't look like the image on the website”

3% “I didn't need it anymore”



Many of the reasons for customers returning goods can be addressed before goods even leave your warehouse. Packaging needs to survive both the outbound and return journey. You want your stock to be protected throughout and consumers want packaging that is reusable. Are your shipping bags resealable and your boxes strong enough? **If you want to offer a simple returns solution then [check out our Parcel Connect product.](#)**

WHAT DO EUROPEANS WANT? FREE RETURNS!



Overall, 4 in 10 European shoppers will back out of their buy if they have to pay to return it.

And more than half of Austrian shoppers only buy from sites that offer free returns – although just 24% of Polish shoppers say free returns are a big deal for them.



For vendors, not supplying a pre-printed returns label is a sure way of turning-off repeat customers. To build a viable, cost-effective returns process that won't lose customers, e-tailers are working with their shippers to find ways to roll the costs into the purchase price. **Parcel Connect** is specifically designed to help sellers cope with the cost of unwanted goods.

Percentage of shoppers who strongly agree

	Being offered free returns isn't important to me if I want the item	I only buy from online shops that offer free returns	I will sometimes buy from shops that do not offer free returns
AT	14%	51%	35%
CZ	28%	28%	44%
FR	17%	42%	41%
DE	17%	43%	40%
IT	11%	52%	37%
NL	20%	37%	45%
PL	19%	24%	58%
ES	9%	52%	38%
SE	18%	35%	47%
UK	18%	30%	53%
European average	17%	39%	44%

Why returns labels matter

The vast majority of European shoppers want their returns label pre-supplied in with the packaged goods... although Europeans are more prepared to print their own returns label than the rest of the world (24% vs 20%).

9% of Czech and 11% of Netherlands shoppers are OK with the most sustainable option of printing a returns label in a store – the highest in our survey.

		Print in store	Print label at home	Returns label included
AT		6%	31%	63%
CZ		9%	22%	69%
FR		6%	32%	61%
DE		7%	24%	68%
IT		5%	27%	67%
NL		11%	21%	68%
PL		7%	25%	68%
ES		5%	20%	75%
SE		8%	19%	73%
UK		9%	22%	70%
European average		7%	24%	68%

DELIVERY AND RETURNS

WHAT THE SURVEY RESULTS MEAN FOR YOUR BUSINESS

Most Europeans want you to include delivery in the product price. But online shoppers in some countries, such as Poland, prefer to see it presented separately. Be adaptable and use our charts to tailor your site to local expectations.

Be sure to tell your customers who will be delivering their goods. Over two-thirds of Europeans expect that information before they place an order.

Over 7/10 shoppers expect to be able to change delivery details at the last minute! Offer options like home, safe space, re-routing or different day delivery, choosing a provider with a high density of drop-off and collection points in high-traffic areas for deliveries and returns. Parcel lockers are a great way to give customers more convenience (particularly important in Poland!). If you need help offering a more flexible delivery service, talk to our experts at [DHL eCommerce](#).

When shoppers buy goods costing €100 or more they expect to be able to track them. The same goes for any purchase from another country. If your current delivery supplier doesn't offer this service then talk to DHL eCommerce who offer it as standard on all deliveries.

4 in 10 Europeans (and over half of Italians and Spaniards) only buy from sites that offer free returns. Just as with free delivery, the cost of handling returns can be rolled into overall product pricing – spreading the hit to make returns more cost-effective. [Check out this story to see how ASOS do it.](#)



“The flexibility to change the delivery options at the last minute is becoming a decisive factor in online shopping, as is convenient return logistics. The right logistics partner can make a difference here.”

Henning Gaudszuhn

Global Vice President of Customer Experience – DHL eCommerce



SUSTAINABLE E-COMMERCE OPTIONS

Read on to discover the results in more detail

- ☐ European cross-border shopping
- ☐ Product categories and spend
- ☐ Delivery and returns
- ☒ **Sustainable e-commerce options** (pg. 31-34)
Because Europeans care about their carbon footprint
- ☐ Online shopping landscape
- ☐ Conclusions













SHOPPING GREENER. THE RISE OF SUSTAINABILITY.

Greater awareness of the environmental impact of online shopping has prompted more interest in sustainable e-commerce solutions.

64% OF OUR EUROPEAN SHOPPERS SAID SUSTAINABLE SHOPPING MATTERS TO THEM



How important is sustainability when shopping online?

		Net importance (quite and very important)
AT		59%
CZ		51%
FR		72%
DE		62%
IT		75%
NL		50%
PL		73%
ES		69%
SE		70%
UK		54%
European average		64%

THE SUSTAINABILITY TRADE OFF











So far, Europeans have been reluctant to pay extra for greener deliveries.

However, this is changing with 1 in 5 shoppers saying this is now an acceptable option. Right now, 26% of Germans and 28% of Austrians are prepared to pay more.

OVERALL
1 in 5

SHOPPERS SAID THEY WOULD 'ALWAYS BE WILLING TO PAY' EXTRA FOR A GREENER DELIVERY OPTION OR MORE SUSTAINABLE PACKAGING – ALTHOUGH MOST WOULD PREFER THE VENDOR TO ABSORB THE COST

I would always choose to pay more for a green delivery

AT		28%
CZ		16%
FR		23%
DE		26%
IT		19%
NL		16%
PL		13%
ES		24%
SE		22%
UK		16%
European average		20%

MAKING SUSTAINABLE DELIVERIES PAY

Given a choice between paying more, waiting longer or collecting goods, 49% of Europeans said they would prefer to wait if it meant their goods would be delivered more sustainably.

The message here is quite nuanced; Europeans want to shop more sustainably, and are willing to make small sacrifices to do so. Offering a green delivery option is a sensible move, especially if it gives shoppers the choice of paying in time or money.



This is a real selling point for smart e-tailers. DHL eCommerce offers a range of options to cut greenhouse gases for your customers, from EVs to carbon-offsetting.

What are you most likely to do to make your online shopping more sustainable?

		Have a longer delivery time	Pay more for your delivery	Switch to collection
AT		56%	23%	21%
CZ		51%	24%	26%
FR		39%	19%	42%
DE		51%	25%	24%
IT		43%	23%	34%
NL		46%	20%	34%
PL		50%	21%	29%
ES		45%	18%	37%
SE		55%	22%	23%
UK		54%	30%	27%
European average		49%	21%	30%

GIVING CUSTOMERS A SUSTAINABLE PACKAGING OPTION

Just under 1 in 2 Europeans would sometimes be prepared to pay extra for more sustainable packaging. Just under 20% of Europeans would always pay for sustainable packaging with Germans (23%), Austrians (24%) and the French (24%) the keenest. Whilst almost half of UK shoppers said they would ‘never pay’ for this.

I would always choose to pay more for sustainable packaging		
AT		24%
CZ		17%
FR		24%
DE		23%
IT		19%
NL		13%
PL		14%
ES		21%
SE		20%
UK		14%
European average		19%



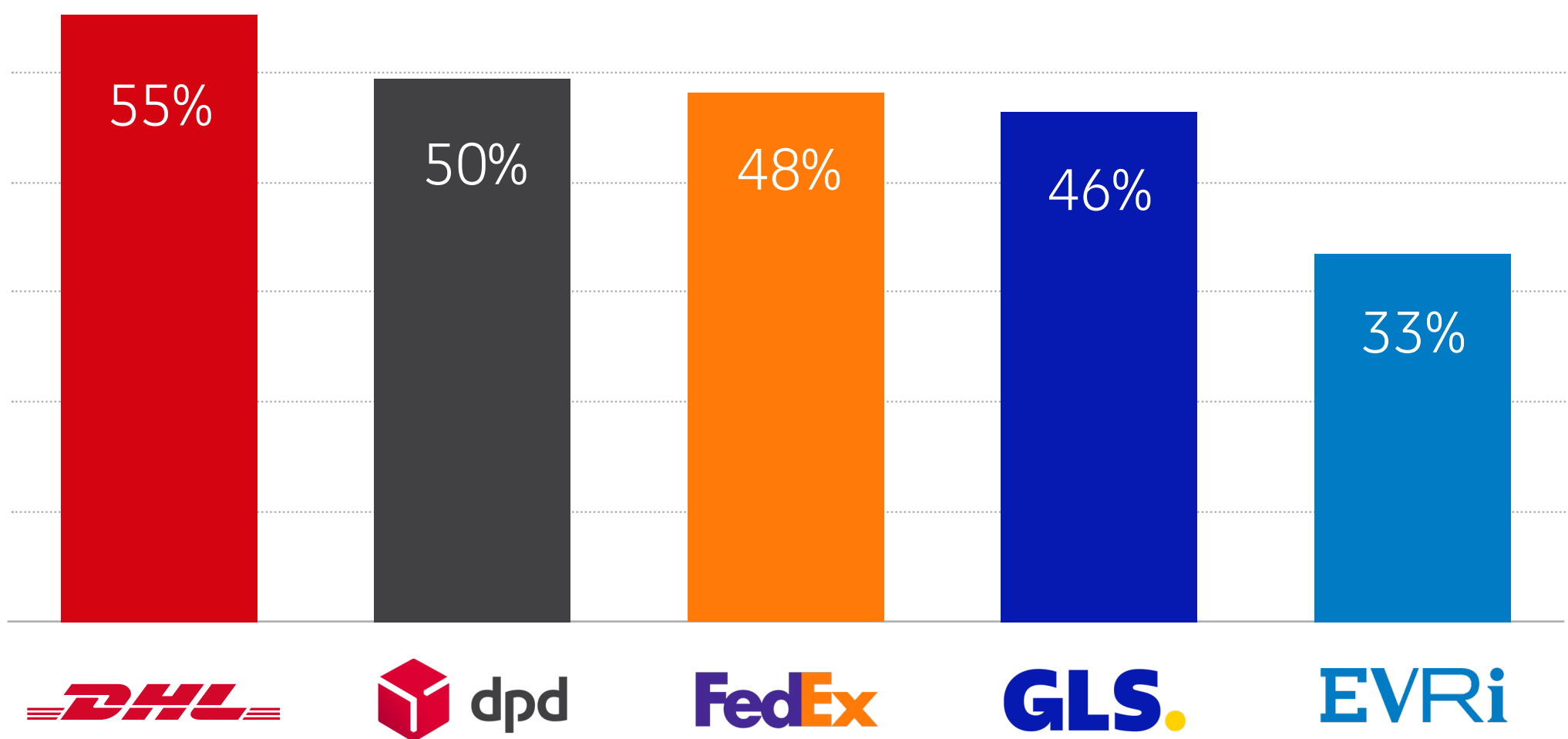
WHO DELIVERS SUSTAINABILITY?

So, which delivery providers do Europeans trust to reduce carbon emissions?

55% OF RESPONDENTS SAID DHL WERE ‘QUITE’ OR ‘VERY SUSTAINABLE’, SCORING OVER 60% WITH POLISH, GERMAN, SWEDISH AND SPANISH SHOPPERS

If you want to be seen to be green – you know who to talk to!

Which companies do Europeans trust to deliver sustainably?



SUSTAINABLE E-COMMERCE OPTIONS

WHAT THE SURVEY RESULTS MEAN FOR YOUR BUSINESS

Offering a sustainable delivery option is not only important for two-thirds of European shoppers – it's also vital for your brand identity.

Introducing greener delivery options doesn't have to 'cost the earth' – there are...

Alternative ways to go greener.

Paying extra is only one route to sustainability. Having your customers collect deliveries instead of driver door-drops helps reduce emissions. In 2022, just 17% of European shoppers would have been happy with this compromise. In 2023, that number almost doubled to 30% with the French and Spanish happy to go the extra mile!

Promote the environmental benefits of collecting goods from a parcel shop or locker rather than receiving a home delivery to your customers – and make it easy for them to choose this option.

Another way to give your customers a greener option is to offer a longer transit time that means goods can be collated and shipped in greater volume using more sustainable transport methods. Almost half of Europeans would be happy with this compromise.

Your customers are prepared to make small sacrifices to save the planet. Why not give them the opportunity?

DHL are recognized as the top delivery provider for sustainability with a commitment to zero emissions by 2050 and 60% of last mile deliveries via EV by 2030.



"With currently over 100 000 access points, DHL eCommerce offers the largest and densest pickup and drop-off network in Europe. This means we offer greater efficiency but most importantly, a sustainable solution for you and your customers."

Masa Piter

Chief of Staff & Sustainability Officer – DHL eCommerce

ONLINE SHOPPING LANDSCAPE

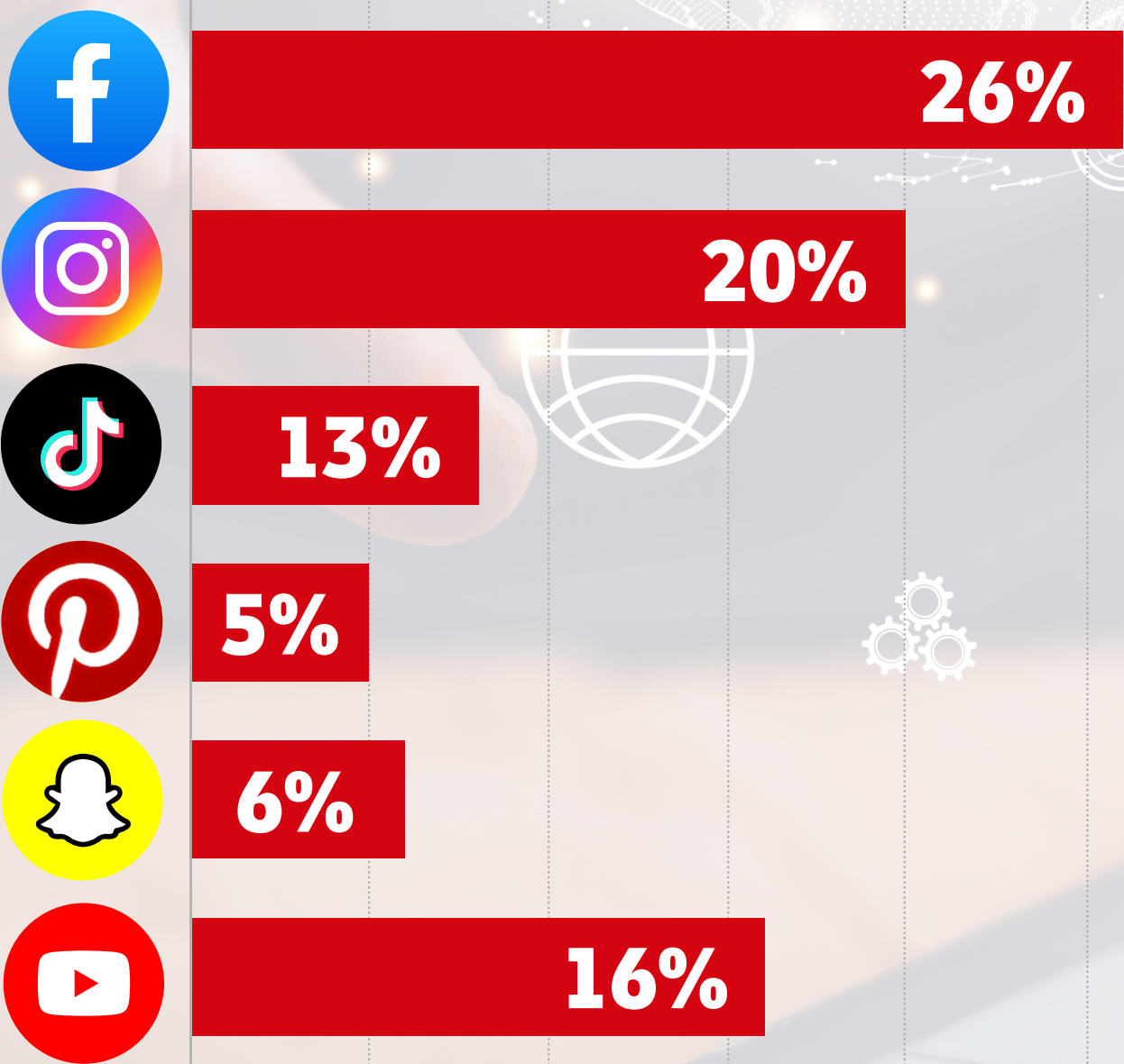
Read on to discover the results in more detail

- ☐ European cross-border shopping
- ☐ Product categories and spend
- ☐ Delivery and returns
- ☐ Sustainable e-commerce options
- ☒ **Online shopping landscape** (pg. 36-41)
What's happening now – and next – with Europe's online shoppers
- ☐ Conclusions

THE BIG SWITCH TO SOCIAL MEDIA

48% OF EUROPEANS HAVE MADE A PURCHASE THROUGH SOCIAL MEDIA CHANNELS














Social media platforms are fast becoming the norm for online purchases. In Asia Pacific, China, the Middle East and North Africa, the trend is moving even faster than it is in Europe ([Global report](#)) – **where 48% of the shoppers we surveyed said they had used social media to make a purchase.**



Established channels **Facebook and Instagram** are by far the most popular in Europe but challenger **TikTok** is growing fast. The popularity of streaming video makes YouTube an important player in the social media sales market, too.

WHICH DEVICES DO SHOPPERS PREFER?

53% of the respondents use their smartphone to shop online. Laptop and desktop devices are still popular with 42% of Europeans – driven by 65% of Czech and 52% of Polish shoppers who prefer their big screen. And the rest (5%) use tablets.

			
	Laptop/desktop	Smartphone	Tablet
AT 	33%	63%	4%
CZ 	65%	31%	4%
FR 	44%	48%	8%
DE 	37%	57%	6%
IT 	36%	59%	5%
NL 	34%	58%	8%
PL 	52%	47%	1%
ES 	41%	54%	4%
SE 	31%	63%	6%
UK 	43%	47%	10%
European average	42%	53%	6%



EXPERT TIP The best advice for selling on social media is ‘know your audience’. Facebook has the largest number of users, especially in the 25-34 year old male sector and has a huge following in India. 24% of TikTok users are 18-24 year old women and only 18% of its users are over 50*. An hour or twos online research can save you a lot of budget! Most users are browsing on their mobiles (53%). So, if you’re sending your social followers to your e-commerce website, it’s important the site is adopting a mobile-first model design with emphasis on easy navigation, intuitive user experience and small screen limitations.

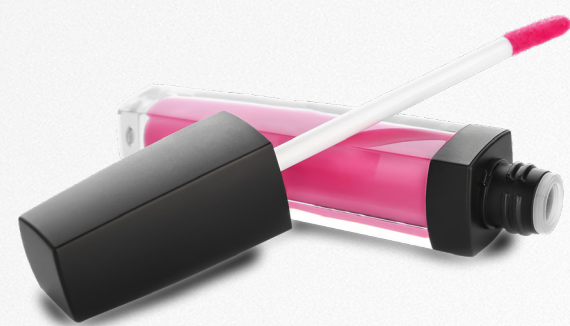
*Stats sourced from Statista.

SUBSCRIPTION SHOPPING. LET'S MAKE THIS A REGULAR THING.

Who has an online subscription?

AT		37%
CZ		41%
FR		31%
DE		30%
IT		32%
NL		26%
PL		22%
ES		37%
SE		28%
UK		31%
European average		31%

31% OF EUROPEANS SAY THEY HAVE AN ONLINE SUBSCRIPTION.



Beauty products and food are the most popular European subscriptions (39% and 32% respectively).


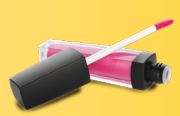















French shoppers are the most likely to buy these on a contract basis; 49% have a beauty and 39% a food subscription.

Czechs subscribe to different products. 42% get their pet food and household products sent to them monthly and clothing is their most popular subscription at 48%.



It's worth noting that other regions of the world have much higher subscription service rates. For instance, 54% of Asia Pacific and Sub-Saharan African shoppers subscribe to a beauty product supplier. See the DHL [Global Online Shopper Survey 2023](#) [here](#).

What do online shoppers buy on subscription*?

								
	Food	Beauty products	Shaving products	Pet food	Health supplements	Household products (e.g. cleaning products, toilet paper)	Clothing (including accessories such as socks)	Other
AT 	29%	42%	25%	26%	16%	23%	23%	7%
CZ 	21%	32%	25%	42%	37%	42%	48%	6%
FR 	39%	49%	23%	36%	18%	25%	30%	5%
DE 	38%	39%	35%	27%	19%	21%	27%	6%
IT 	29%	43%	25%	28%	22%	33%	31%	5%
NL 	27%	45%	28%	25%	28%	31%	33%	4%
PL 	23%	37%	29%	36%	29%	28%	37%	7%
ES 	33%	35%	18%	26%	24%	30%	32%	8%
SE 	41%	31%	32%	25%	27%	19%	26%	5%
UK 	44%	39%	32%	36%	32%	25%	20%	10%
European average	32%	39%	27%	31%	25%	28%	31%	6%

*Respondents were offered multiple choice selection for this question.

THE VALUE OF REVIEWS

Online reviews are a valuable way to help shoppers make the right choice – and assist e-commerce businesses reduce returns because they help to manage customer expectations.

Worldwide, **89% of shoppers said they check reviews before buying** and nearly all of these say reviews influence their decision.

European shoppers are slightly less reliant on customer reviews. **86% say they check reviews before buying** although **23% of French** and **18% of UK shoppers** say they never bother to read reviews.

31% OF RESPONDENTS SAY THAT REVIEWS INFLUENCE THEIR FINAL CHOICE TO A GREAT EXTENT

41% OF POLISH SHOPPERS ARE STRONGLY INFLUENCED BY REVIEWS

NEARLY **8 in 10** RESPONDENTS SAID MARKETPLACE REVIEWS ARE IMPORTANT – WITH POLISH MOST LIKELY TO CHECK THEM OUT

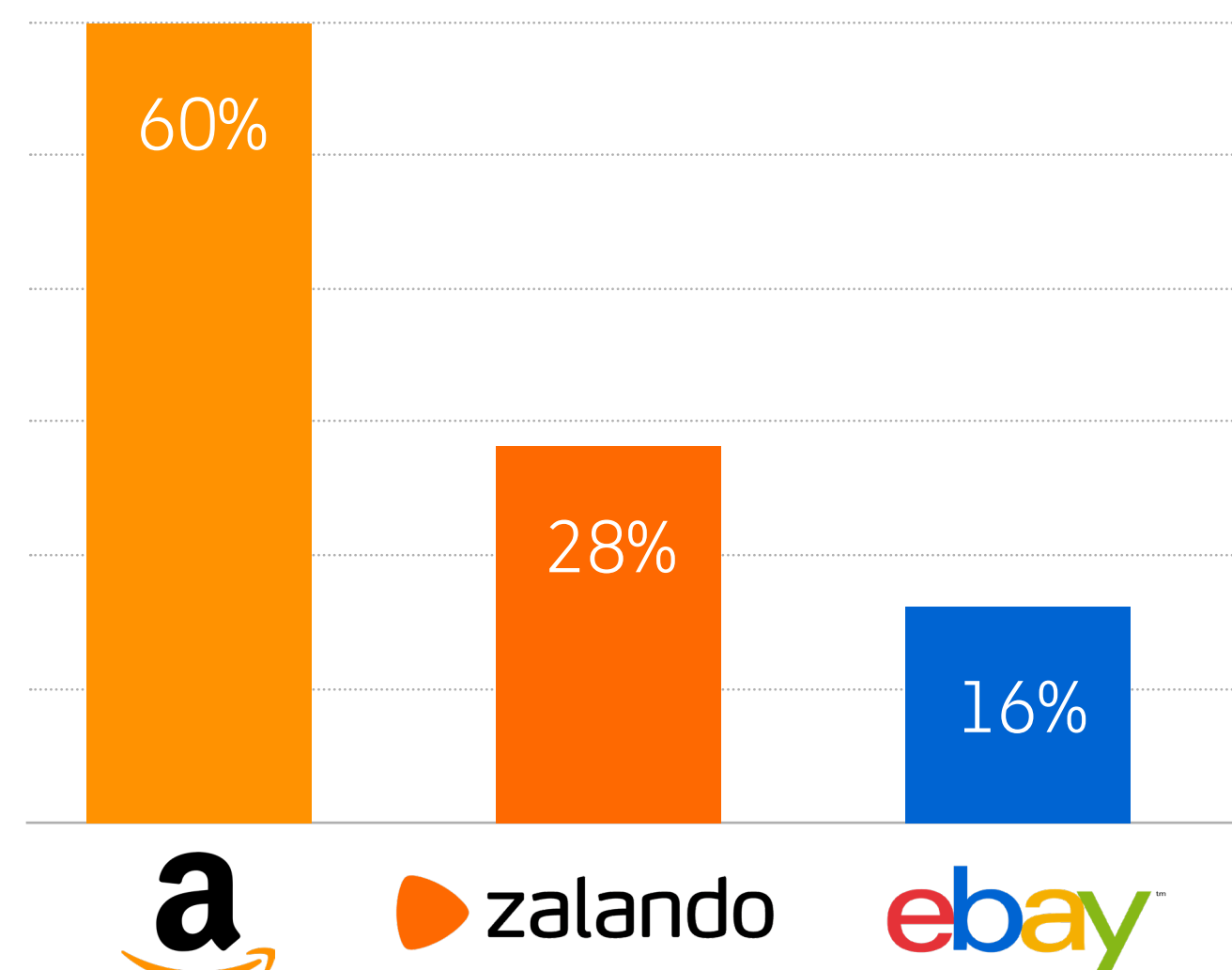


For e-commerce businesses, honest, open customer reviews give new shoppers a better understanding of your business and its products. In the longer term, a wealth of reviews could have an impact on your returns rates, helping align product quality with customer expectations.

LET'S MEET IN THE MARKETPLACE

E-commerce marketplaces are a fact of life for Europe's shoppers. And they use them a lot.

Percentage of shoppers favorite marketplaces



In Poland, **95%** of our respondents use Allegro; in the **Netherlands**, **87%** use Bol; and in **Sweden**, **50%** use Zalando. **Brits** (**91%**) and **Italians** (**93%**) mainly veer towards Amazon, and **54%** of **Germans** shop on eBay.

allegro **bol.com**

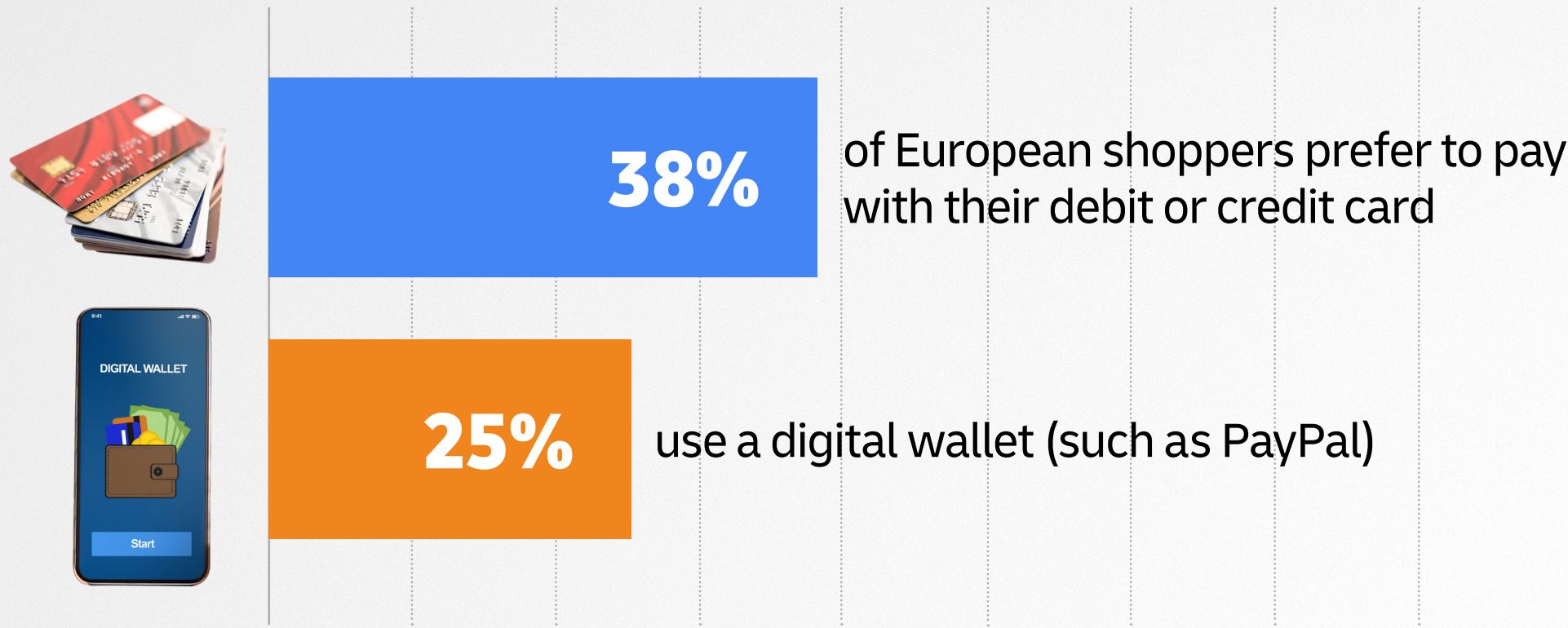
The delivery options offered by the marketplace play a crucial role in their popularity.

68% of European shoppers say the delivery provider is a 'quite or very important factor' in their choice of marketplace seller.



If shipping cross-border from the UK, additional marketplace rules apply. UK businesses selling on marketplaces will need to be IOSS registered if the value of a shipment is less than €150 (excluding shipping, insurance and taxes). If the total value of the parcel is more than €150, IOSS will not apply. Import taxes may be applicable to goods worth more than €150 and these will be payable at the time of clearance into the EU. [Learn more here about IOSS \(Import One Stop Shop\)](#)

HOW EUROPEANS WANT TO PAY



Surprisingly, with all the technology now available, **cash on delivery is still a preferred option** in the Czech Republic (22%), Italy (15%) and Poland (14%).

OVERALL
85% OF EUROPEAN SHOPPERS AGREED THAT SITES OFFER A GOOD RANGE OF PAYMENT OPTIONS – with 23% of French and 19% of Spanish shoppers the most dissatisfied.

	Bank transfer	BNPL (Buy now, pay later)	Cash on delivery	Credit/debit card	Digital wallet (Paypal)	Invoice
AT	11%	13%	7%	24%	16%	28%
CZ	13%	2%	22%	46%	14%	2%
FR	4%	5%	7%	58%	24%	2%
DE	10%	12%	4%	11%	39%	25%
IT	2%	1%	15%	42%	36%	2%
NL	14%	17%	5%	30%	24%	7%
PL	33%	5%	14%	25%	22%	1%
ES	1%	5%	7%	50%	33%	3%
SE	6%	18%	3%	34%	18%	20%
UK	2%	6%	5%	62%	24%	1%
European average	9%	8%	9%	38%	25%	9%

Why BNPL matters in the payment mix

Buy now pay later options are more popular with Europeans than shoppers in other regions. **8% say this is their preferred payment option.**



Although numbers are smaller compared to some other payment methods, smart e-tailers should consider offering BNPL options – especially to shoppers in Sweden, the Netherlands, Germany and Austria who all scored above the European average.

WHY DO EUROPEANS ABANDON THEIR CARTS?

What are the factors that influence whether Europeans click the ‘Buy Now’ button or the ‘Back’ button?

Overwhelmingly, the reason shoppers give is that when the cost of delivery is revealed, it simply makes the purchase too expensive.



Top three reasons Europeans abandon their baskets

DELIVERY IS TOO EXPENSIVE











50%

DELIVERY IS TOO SLOW

27%

THE SITE WON'T TAKE MY PREFERRED PAYMENT METHOD

27%

		Delivery too expensive	Delivery too slow	Not enough options for delivery	Won't take my preferred payment method	Can't pay in my local currency	No return options listed	Checkout too complicated or slow	Forced to create an account to purchase
AT		52%	37%	12%	32%	12%	11%	7%	11%
CZ		53%	19%	25%	34%	13%	17%	6%	26%
FR		56%	23%	12%	18%	10%	13%	11%	16%
DE		44%	20%	13%	38%	12%	20%	8%	19%
IT		51%	28%	12%	29%	11%	16%	11%	14%
NL		40%	24%	15%	28%	7%	15%	14%	27%
PL		47%	36%	20%	28%	13%	15%	12%	24%
ES		48%	34%	14%	20%	12%	20%	11%	15%
SE		50%	19%	13%	26%	8%	9%	11%	25%
UK		57%	22%	9%	15%	7%	15%	14%	20%
European average		50%	27%	15%	27%	11%	15%	10%	20%

Having abandoned their purchase...

44%

OF OUR RESPONDENTS SAID THEY WENT ON TO PURCHASE THEIR GOODS FROM ANOTHER SITE...



ALTHOUGH

31%

said they were

“Just browsing anyway”



The British and shoppers in the Netherlands (both 37%) were the most likely to admit to this.



EXPERT TIP

Address the three key issues for abandonment: delivery cost, speed and payment method – and you can rapidly increase your sales. If you're not sure where to start, [click here](#) to request a call back from a DHL eCommerce expert.

ONLINE SHOPPING LANDSCAPE

WHAT THE SURVEY RESULTS MEAN FOR YOUR BUSINESS

Online shopping is about more than an online store...e-commerce shopping continues to grow at pace. As high streets see customer footfall drop, more and more Europeans are switching to online shopping – in a variety of ways:

If you're an e-tailer in the beauty, food, clothing or household product markets, then consider offering a subscription service. Nearly one-third of Europeans are buying into buying monthly.

You can't afford to ignore social media platforms – they're a big money spinner! Almost half of Europeans have bought a product through Facebook, Insta et al, with TikTok growing fast with young shoppers. These are relatively low-cost marketing channels and a great way to trial new products.

How Europeans pay is changing, too. BNPL providers such as Klarna, Scalapay and Twisto are popular and a great way to generate more site sales.

Before buying any product, more than 8 in 10 Europeans will check out other customers' reviews. As an e-tailer, you can use these insights to address common product issues and get ahead of customer queries. Are you following up with customers to get their feedback?

And remember, Europeans still shop around 50/50 via mobile and laptop. Countries like Austria and Sweden are mobile-centric – whilst Czech and Polish shoppers mainly use computers. Make sure your site is optimized correctly for the markets you target.



“The online shopping ecosystem is evolving fast and consumer patterns are changing even faster. Social media will play an even more important role in marketing and selling products right where the consumers experience them.”

Lee Nelson

Global Vice President of Marketing – DHL eCommerce

CONCLUSIONS

- ☐ European cross-border shopping
- ☐ Product categories and spend
- ☐ Delivery and returns
- ☐ Sustainable e-commerce options
- ☐ Online shopping landscape
- ☒ **Conclusions** (pg. 43-45)

KEY TAKEAWAYS FROM THE EUROPEAN ONLINE SHOPPER SURVEY 2023

This year's European Online Shopper Survey has delivered so many powerful – and unexpected – insights. From all the nuggets of knowledge, here are some key takeaways that we're sure will help your business thrive and grow – whatever your e-commerce ambitions...

Give your shoppers a sustainable choice

Green deliveries matter to Europe. Reducing carbon emissions and the drive to Net Zero matters for future generations, and customers want to do their bit now. Even small solutions, such as offering your shoppers the choice of collection from a parcel locker or shop to help cut emissions, is a positive, cost-effective option that can deliver more online orders.

Find out about DHL's GoGreen opportunities [here](#).



The right delivery provider generates better sales

Many customers choose where to shop based on the delivery options available. And if you don't offer the service they want, 9 out of 10 will abandon their purchase. Partnering with a delivery provider your customers trust, who can also promise an unbeatable range of recipient-led delivery choices, makes business sense.



Partner with the right logistics provider...

Before placing an order, 6 in 10 of your customers will check who the delivery provider will be. Reputation matters – it reflects on your brand and customer service. And if it's not a provider your customers trust...



Provide your customers with in-flight flexibility

Europe's hybrid working world means your customers are more mobile than ever. Ensure they have the option to change their delivery requirements – even when their parcel is en-route.



To reduce cart abandonment

...over 40% who check will back out of a purchase if they're not happy with the delivery company. Poor delivery service creates hassle, worry and delay that your customers don't need in their lives. Cut through the concerns and [talk to DHL eCommerce](#) about delivering anywhere in Europe.



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Create the perception of free delivery and returns

Building the cost of sending and returning goods into your pricing model means you can give the perception of offering free delivery and returns. DHL's Parcel Connect makes transporting and returning goods fast, simple and affordable.



Offer track and trace – there and back!

Especially for expensive or cross-border purchases, customers want visibility on what is happening with their goods. Offering tracking for both delivery and returns gives customers the peace of mind your competitors can't match.



Give local customers a local experience

Some Europeans are happy to shop cross-border. Others, not so much. The key is to offer shoppers an international online shopping experience that feels tailored to them. DHL Parcel Connect is designed to make cross-border feel local.



Address the fear of fraud and customs charges

Website design and user experience (UX) is key to helping customers feel comfortable buying cross-border. Fraud is their major concern, [so talk to the experts](#) about how to make your site look and feel secure. And ensure customs charges are clear and explained simply.



Show prices in local currency – and put consumer rights upfront

As most European countries are part of the EU, showing prices in Euros (€) is an easy win. And the EU also provides consumer protection for all 447 million citizens. Ensure your customer knows you adhere to all the regulations – so they can buy with confidence.



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Demonstrate how clothing and footwear sizes fit

Even between brands, standard sizing can fit differently! So, between countries and regions, small, medium and large can change a lot. Reduce the opportunity for disappointment – and returns – by showing detailed, metric sizing for all the products you sell in Europe.



Break down the barriers to cross-border

Our survey showed 20% of Europeans are ready to buy more cross-border. Small incentives really work – whether that's free delivery on a first order, a 10% discount or free returns. Making buying cross-border feel as easy as buying local is the key to success.



Make social media part of your sales mix

Europe's shoppers are becoming more and more comfortable with buying via social media channels. Linking an online shop to a platform has never been easier – and DHL eCommerce have experts ready to [help](#).



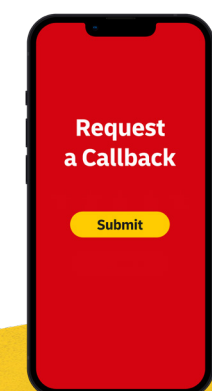
Think about offering a subscription service

Tying customers into a regular purchase pattern is becoming increasingly popular across products from meals to fashion, and beauty to pet food. Exclusive monthly offers can turn an occasional shopper into a regular buyer.



DHL can help grow your e-commerce business

For many businesses, expanding affordably into Europe can be a real challenge with the complexity of dealing with different carriers, restrictions and markets. DHL Parcel Connect combines the global power of DHL with the local expertise of domestic delivery partners. Make your European parcel delivery easy by having one simple solution to deliver, collect and return parcels with. [Learn more and request a callback.](#)



NEXT STEPS

We hope you've found our European Online Shopper Survey 2023 useful.

To learn more about individual countries – and their shopping habits, download DHL's country one-pagers [here](#).

If you're looking to markets further afield, you can download our brand new Global Online Shopper Survey 2023 [here](#).

If you'd like to find out more about how we can help you enter European markets or grow your e-commerce business internationally, reach out to a DHL eCommerce international delivery specialist at dhl.com/parcel-connect.

Discover how companies like ASOS, Camper and Mepal are using [Parcel Connect to reach markets across Europe right now](#).

