

THE DHL ONLINE SHOPPER REPORT 2023

WE SURVEYED SHOPPERS ACROSS 23 GLOBAL MARKETS
AND DISCOVERED SOME VALUABLE COUNTRY-SPECIFIC INSIGHTS...

FOCUS ON THE AUSTRALIAN MARKET

Over half of Australian shoppers buy regularly from other countries, with their favorite country to shop from being the US – and they're not ones to care about free returns with 27% saying they will buy an item if they really want it, regardless of the retailer's returns policy.

Topics surveyed

- Cross-border shopping habits
- How much Australian shoppers spend
- Delivery and returns
- Payment preferences
- Sustainability

54%

PERCENTAGE OF AUSTRALIAN SHOPPERS WHO SHOP CROSS-BORDER

Australian shoppers buy the following when shopping cross-border:

62%

CLOTHING AND FOOTWEAR



20%

SPORTS, LEISURE AND HOBBY ITEMS



19%

COSMETICS



Top 3 Countries Australian shoppers buy from:

1. USA



57%

2. China



43%

3. UK



41%

Reasons Australian shoppers shop cross-border:

1. Product or brand is unavailable domestically – **45%**
2. Lower prices – **43%**
3. Wider choice of products – **38%**



Reasons Australian shoppers DON'T shop cross-border:

58%

 LONGER DELIVERY TIME

46%

 FEAR OF FRAUD

What would encourage Australian shoppers to shop cross-border more:

63%

 PRICING IN OWN CURRENCY

47%

 SIMPLE, FREE RETURNS

HOW MUCH AUSTRALIAN SHOPPERS SPEND

13% spend over AUS\$250 per month

64% spend between AUS\$50 and AUS\$250 per month

24% spend less than AUS\$50 per month

26%

SPENT OVER
AUS\$100 ON
LAST PURCHASE



DELIVERY AND RETURNS

Delivery options

Delivery options are important to Australian shoppers and whilst 81% are satisfied with domestic delivery options, a third of shoppers are not satisfied when it comes to the options offered when shopping cross-border.

81%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

67%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Home delivery still dominates in the Australian market although 7% of shoppers have a preference for unattended delivery.

85%

PREFER PURCHASES
DELIVERED TO
THEIR HOME

8%

PREFER DELIVERIES
LEFT WITH
A NEIGHBOR

5%

PREFER
PARCEL
LOCKERS

2%

PREFER
PARCEL
SHOPS



47%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

23%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit or debit card – **47%**
- Digital wallet – **34%**
- Buy now pay later – **12%**



Although Australian shoppers still prefer to use their credit/debit card to pay for purchases, over a third have moved to using their digital wallet and 12% are now using buy now pay later as their preferred payment option – one of the highest outside of Europe.

“Consumers are going global more than ever before to find the best deals or unique products and it seems we have a mutual appreciation with our USA shoppers for high quality goods, in particular high-quality clothing and cosmetics has grown exponentially. Opening your store to a global market is key to sustained growth, however a 47% cart abandonment due to delivery options highlights the importance of choosing a reliable, sustainable logistics partner that can help with affordable options.”

Denise McGrouther

VP, MD

DHL eCommerce Oceania



SUSTAINABILITY

51%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

40%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

39%

WOULD SOMETIMES
PAY FOR MORE
SUSTAINABLE PACKAGING

READ OR DOWNLOAD THE 2023 ONLINE SHOPPER SURVEYS

dhl.com/online-shopper-survey-2023



Our survey took place in the first half of 2023, with 11,500 respondents across 23 countries. Participants were asked to complete an online survey, which examined their attitudes to cross-border shopping as well as their more general online shopping preferences.

For multiple choice questions, percentages do not add up to 100%.

*Those saying quite and very frequently.