

THE DHL ONLINE SHOPPER REPORT 2023

WE SURVEYED SHOPPERS ACROSS 10 EUROPEAN COUNTRIES
AND DISCOVERED SOME VALUABLE COUNTRY-SPECIFIC INSIGHTS...

FOCUS ON THE AUSTRIAN MARKET

Austria's discerning shoppers score high in our survey for only buying from stores that offer free returns. And they are more likely to want to pay via invoice than others. Although, sustainable e-commerce is not highest on their agenda, they are much keener to pay for a greener delivery than Europeans in general.

Topics surveyed

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

66%

OF AUSTRIAN SHOP
CROSS-BORDER

Austrian shoppers buy the following when shopping cross-border:

60%

CLOTHING AND
FOOTWEAR



29%

SPORTS, LEISURE
AND HOBBY ITEMS



23%

CONSUMER
ELECTRONICS



Top 3 Countries Austrian shoppers buy from:

1. Germany



62%

2. China



32%

3. USA



21%

Reasons Austrians shop cross-border:

1. Lower prices in other countries – **45%**
2. Wider range of products – **36%**
3. Product or brand is unavailable domestically – **31%**

Reasons Austrian shoppers DON'T shop cross-border:



43%

 FEAR OF FRAUD

42%

 CUSTOMS CHARGES

34%

 LONGER DELIVERY TIME

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

46%

 SIMPLE, FREE RETURNS

44%

 CLEAR GUIDANCE ON CUSTOMS AND DUTIES CHARGES

HOW MUCH AUSTRIAN SHOPPERS SPEND

- 6% Spend over €250 per month
- 72% Spend between €50 - €250 per month
- 22% Spend under €50 per month

17%

SPENT OVER
€100 ON LAST
PURCHASE



DELIVERY AND RETURNS

Delivery options

Austrian shoppers are equally satisfied with the delivery options they are offered whether buying in their own country or from other markets – this probably explains why two-thirds of Austrian shoppers choose to purchase cross-border.

Satisfied with delivery options...

81%

vs

81%

...when buying in own country

...when purchasing cross border

Delivery location

Home delivery is still popular in Austria but has dropped from a high of 89% of respondents in 2022, however unattended deliveries are gaining ground with 11% preferring parcel locker delivery and 4% choosing parcel shops.

70%

PREFER PURCHASES DELIVERED TO THEIR HOME



15%

PREFER DELIVERIES TO BE LEFT WITH A NEIGHBOR

11%

PREFER DELIVERIES SENT TO A PARCEL LOCKER

4%

PREFER DELIVERIES SENT TO A PARCEL SHOP



67%*

WOULD ABANDON A PURCHASE IF UNHAPPY WITH THE DELIVERY OPTIONS OFFERED

51%

SAY THEY ONLY BUY FROM STORES OFFERING FREE RETURNS



PREFERRED PAYMENT METHODS

- Invoice – **28%**
- Credit or debit card – **24%**
- Digital wallet – **16%**

Austrian shoppers prefer to receive an invoice for their purchases than any other form of payment, with a lower percentage trusting digital wallets.



“For e-tailers looking to sell to Austria, free returns matter and shoppers still largely want door delivery – these are important factors to consider if looking to expand into our market. For Austrian e-tailers looking to grow or expand their international sales – look to our German neighbors as an opportunity to expand into cross-border selling – 62% of those surveyed are buying from Germany. Wherever you want to expand to, the reports and country guides can help turn your browsers into buyers.”

Stefan Aulmann

Managing Director
Cross Border Solutions
DHL eCommerce Austria



SUSTAINABILITY

59%

SAY SUSTAINABILITY IS IMPORTANT WHEN SHOPPING ONLINE

47%

WOULD ALWAYS PAY FOR MORE SUSTAINABLE PACKAGING

45%

WOULD ALWAYS PAY MORE FOR A GREEN DELIVERY

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THE 2023 ONLINE SHOPPER SURVEYS**

dhl.com/online-shopper-survey-2023



Our survey took place in the first half of 2023, with 5,000 respondents across 10 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.