

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE CANADIAN MARKET

Half of all Canadian shoppers make purchases from other countries – and unsurprisingly, the US is their market of choice with 64% of cross-border shoppers choosing to buy here. And to convince the remaining 50%, retailers need to offer a good range of delivery options and ensure pricing is in Canadian \$.

Topics surveyed

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

50%

PERCENTAGE OF CANADIAN SHOPPERS WHO SHOP CROSS-BORDER

Canadian shoppers buy the following when shopping cross-border:

59%

CLOTHING AND FOOTWEAR



23%

CONSUMER ELECTRONICS



21%

SPORTS, LEISURE AND HOBBY ITEMS



Top 3 Countries Canadian shoppers buy from:

1. USA



64%

2. China



46%

3. UK



19%

Reasons Canadian shoppers shop cross-border:

1. Lower prices – **45%**
2. Product or brand isn't available domestically – **42%**
3. Wider choice of products – **41%**



Reasons Canadian shoppers DON'T shop cross-border:

56%

 CUSTOMS CHARGES

51%

 LONGER DELIVERY TIME

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

59%

 PRICING IN OWN CURRENCY

53%

 CLEAR GUIDANCE ON CUSTOMS AND DUTIES

HOW MUCH CANADIAN SHOPPERS SPEND

- 11% spend over CAN\$250 per month
- 64% spend between CAN\$50 and CAN\$250 per month
- 25% spend less than CAN\$50 per month

18%

SPENT OVER
CAN\$100 ON
LAST PURCHASE



DELIVERY AND RETURNS

Delivery options

Overall, Canadian shoppers are happy with the delivery options they are offered when they shop within Canada but this satisfaction drops to 66% when they shop cross-border.

81%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

66%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Whilst most Canadian shoppers prefer home delivery, a small minority are starting to use parcel lockers and parcel shops.

83%

PREFER PURCHASES
DELIVERED TO
THEIR HOME

10%

PREFER DELIVERIES
LEFT WITH
A NEIGHBOR

5%

PREFER
PARCEL
LOCKERS

2%

PREFER
PARCEL
SHOPS



64%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

41%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit/debit card – **69%**
- Digital wallet – **20%**
- Cash on delivery – **6%**



Over two thirds of Canadian shoppers use their credit and debit when shopping online however 6% prefer to pay cash when they receive their purchase.

“Online sales in Canada have been growing steadily year on year, and the shopper survey reflects how Canadian consumers are eager to shop cross-border at the right price, delivered straight to their homes.”

Dmitry Antonov
VP of Product Management
for the Americas
DHL eCommerce



SUSTAINABILITY

57%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

39%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

42%

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.