

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE CHINESE MARKET

Whilst 40% of Chinese shoppers are already comfortable shopping cross-border, the remaining shoppers would be more likely to purchase items from another country if they knew their consumer rights were protected and if they could see prices in their own currency.

Topics surveyed

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

40%

PERCENTAGE OF CHINESE SHOPPERS WHO SHOP CROSS-BORDER

Chinese shoppers buy the following when shopping cross-border:

47%

CLOTHING AND FOOTWEAR



40%

COSMETICS



38%

CONSUMER ELECTRONICS



Top 3 Countries Chinese shoppers buy from:

1. USA



53%

2. Japan



52%

3. South Korea



38%

Reasons Chinese shoppers shop cross-border:

1. Better quality products – **50%**
2. Wider choice of products – **47%**
3. The product or brand isn't available in my country – **43%**



Reasons Chinese shoppers DON'T shop cross-border:

39%

 CAN FIND EVERYTHING IN MY OWN COUNTRY

36%

 UNFAMILIAR DELIVERY PROVIDER

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

53%

 TRANSPARENT CONSUMER RIGHTS

52%

 PRICES IN OWN CURRENCY

HOW MUCH CHINESE SHOPPERS SPEND

60% spend over 250¥ per month
38% spend between 50¥ and 250¥ per month
2% spend less than 50¥ per month

43%

SPENT OVER
100¥ ON LAST
PURCHASE



DELIVERY AND RETURNS

Delivery options

Delivery options are important to Chinese and retailers are meeting their needs, with 87% of shoppers saying they are satisfied with the delivery options they are offered when shopping domestically.

87%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

85%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Unattended delivery is widespread in China with nearly a quarter of Chinese shoppers opting to have their purchases delivered to a parcel locker and 13% choosing a parcel shop.

55%

PREFER PURCHASES
DELIVERED TO
THEIR HOME

22%

PREFER
PARCEL
LOCKERS

13%

PREFER
PARCEL
SHOPS

10%

PREFER DELIVERIES
LEFT WITH
A NEIGHBOR



52%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

37%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Digital wallet – **35%**
- Credit or debit card – **24%**
- Buy now pay later – **13%**



Over a third of Chinese shoppers use their digital wallets when shopping online although buy now pay later options are also increasing in popularity.

“There are huge opportunities waiting for e-commerce businesses to secure sales all over the globe, not just domestically. For e-tailers looking to make that leap into cross-border shipping it’s important to meet the needs of the customers, in the country you want to ship to. It’s not a one size fits all. The insights in this report can take a browser into a buyer.”

Pablo Ciano
CEO
DHL eCommerce



SUSTAINABILITY

78%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

47%

WOULD SOMETIMES
PAY FOR MORE
SUSTAINABLE PACKAGING

46%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

**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.