

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE CZECH MARKET

Czech Republic's savvy shoppers look for low prices and are happy to 'splash the cash' when they buy abroad. Their main concerns when buying online are fraud and customs charges and they are looking for greener delivery options.

Topics surveyed

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

53%
OF CZECHS SHOP
CROSS-BORDER

Czechs cross-border shopping:

59%
CLOTHING AND
FOOTWEAR



30%
CONSUMER
ELECTRONICS



26%
SPORTS, LEISURE
AND HOBBY ITEMS



Top 3 Countries Czechs buy from:

1. China



61%

2. USA



32%

3. Germany



29%

Reasons Czechs shop cross-border:

1. Lower prices in other countries – **56%**
2. Wider choice of products – **36%**
3. Product or brand is unavailable domestically – **32%**



Reasons Czech shoppers DON'T shop cross-border:

48% FEAR OF
FRAUD

44% CUSTOMS
CHARGES

What would encourage Czechs to shop more:

46% FREE, SIMPLE
RETURNS PROCESS

46% CLEAR GUIDANCE ON
CUSTOMS AND DUTIES

HOW MUCH CZECHS SPEND

Czechs are high online spenders
compared to rest of Europe.

22% Spend over €250 per month

63% Spend between €50 – €50 per month

39%
SPENT OVER
€100 ON LAST
PURCHASE



DELIVERY AND RETURNS

Delivery options

Delivery options are important to Czech shoppers and fewer are happy with their options than last year. Over half have abandoned their cart because their preferred delivery option wasn't available.

Satisfied with delivery options...

95%

2022

vs

81%

2023

71%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Home delivery is less important to Czechs than other markets with a growing preference for parcel lockers and shops.



49%

PREFER ALTERNATIVES
TO HOME DELIVERY

22%

PREFER PARCEL
SHOPS

18%

PREFER PARCEL
LOCKERS



54%*

WOULD ABANDON
A PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS AVAILABLE

28%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit/debit card – 46%
- Cash on delivery – 22%
- Digital wallet – 14%



In the Czech Republic, cash on delivery also means recipients can pay with card on delivery. Around 50% of shipments delivered by DHL eCommerce in the Czech Republic are paid for at the door – either by cash or card.

“In the dynamic world of e-commerce in the Czech Republic, success in the logistics market depends on our ability to adapt, innovate, and understand the ever-evolving behavior of consumers which sculpts our strategies. It is crucial to embrace change, study trends, and ensure that speed and efficiency flow hand in hand with convenience, leading to build a resilient logistics infrastructure that delivers excellence in the digital age.”

Milan Loidl

Vice President
BD & Marketing
PPL Czech Republic



SUSTAINABILITY

52%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

51%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

51%

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 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.