

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE FRENCH MARKET

French shoppers score highly for being able to find all the goods they want in their own country – but they also like to shop cross-border for lower prices. And when they do buy, they're more likely to use their debit or credit card compared to other Europeans.

Topics surveyed

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

50%

PERCENTAGE OF FRENCH SHOPPERS WHO SHOP CROSS-BORDER

French shoppers buy the following when shopping cross-border:

64%

CLOTHING AND FOOTWEAR



29%

CONSUMER ELECTRONICS



22%

SPORTS, LEISURE AND HOBBY ITEMS



Top 3 Countries French shoppers buy from:

1. China



48%

2. USA



21%

3. Germany



19%

Reasons French shoppers shop cross-border:

1. Lower prices in other countries – **50%**
2. Wider range of products – **29%**
3. Product or brand isn't available domestically – **28%**



Reasons French shoppers DON'T shop cross-border:

45%

 FEAR OF FRAUD

43%

 CAN FIND EVERYTHING THEY NEED IN THEIR OWN COUNTRY

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

48%

 SIMPLE, FREE RETURNS

43%

 PRICES IN OWN CURRENCY

HOW MUCH FRENCH SHOPPERS SPEND

- 6% spend over €250 per month
- 65% spend between €50 and €250 per month
- 29% spend less than €30 per month

16%

WHO SPENT OVER
€100 ON LAST
PURCHASE



DELIVERY AND RETURNS

Delivery options

Delivery options and who will deliver their goods is important to many French shoppers. 70% say they want to know this detail before placing a purchase.

84%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

78%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Home delivery is dropping in popularity with the French who show a growing preference for parcel shops.



63%

PREFER PURCHASES
DELIVERED TO
THEIR HOME

20%

PREFER DELIVERIES
LEFT AT A PARCEL SHOP



61%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

42%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit or debit card – **58%**
- Digital wallet – **24%**
- Cash on delivery – **7%**



Most French shoppers prefer to pay for their online purchases with their credit or debit card – higher than the European average.

“These reports offer great insight into how the world and in particular Europeans shop online. For French e-tailers looking to ship internationally the good news is that France is one of the top 3 countries that Europeans buy from on a regular basis. There are huge opportunities waiting for you to sell to shoppers in the UK, Netherlands, Spain, Italy, Germany Poland and Austria. When you ship with DHL you are shipping with a delivery provider that Europeans know and trust.”

Emmanuelle Vialle
President, General Director
DHL eCommerce France



SUSTAINABILITY

72%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

43%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

43%

WOULD ALWAYS 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.