

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE GERMAN MARKET

German shoppers are drawn to sustainable e-commerce, scoring higher than the European average for being prepared to pay extra for green deliveries and packaging. A growing preference for using parcel lockers also helps support their planet-friendly approach to shopping.

Topics surveyed

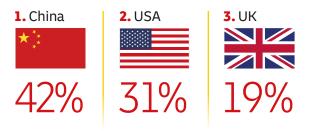
- Cross-border shopping habits
- How much the German shoppers spend
- Delivery and returns
- Payment preferences
- Sustainability



German shoppers buy the following when shopping cross-border:



Top 3 Countries German shoppers buy from:



Reasons Germans shop cross-border:

- 1. Lower prices in other countries 43%
- 2. Previous good experience 37%
- 3. Product or brand isn't available domestically 32%



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

1% CLEAR GUIDANCE ON CUSTOMS AND DUTIES 8% SIMPLE, FREE RETURNS

PRICES IN OWN CURRENCY

HOW MUCH GERMAN SHOPPERS SPEND

7% spend over €250 per month
65% spend between €50 and €250 per month
29% spend less than €30 per month

16% SPENT OVER €100 ON LAST PURCHASE

DELIVERY AND RETURNS

Delivery options

Delivery options are important to shoppers in Germany and 62% say knowing who the delivery provider will be is important before confirming a purchase.



75% SATISFIED WITH DELIVERY OPTIONS WHEN PURCHASING CROSS-BORDER

Delivery location

Home delivery is still high in Germany although there is a growing preference for leaving parcels with a neighbor or safe space.



76% PREFER PURCHASES DELIVERED TO THEIR HOME

L4%

PREFER DELIVERIES LEFT WITH A NEIGHBOR/SAFE SPACE **8%** PREFER PARCEL LOCKERS



55%* WOULD ABANDON PURCHASE IF JNHAPPY WITH THE DELIVERY OPTIONS

OFFERED

43%

SAY THEY ONLY BUY FROM STORES OFFERING FREE RETURNS

PREFERRED PAYMENT METHODS

- Digital wallet 39%
- Invoice 25%
- Buy now pay later 12%



Most German shoppers prefer to pay for their online purchases using their digital wallet although a quarter say they still prefer to receive an invoice. "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

62% SAY SUSTAINABILITY IS IMPORTANT WHEN SHOPPING ONLINE

26% WOULD ALWAYS PAY MORE FOR A GREEN DELIVERY 23% 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 saving quite and very frequently.