

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE INDIAN MARKET

Indian consumers are some of the world's most prolific cross-border shoppers for clothing, footwear and electricals – especially from US and UK sellers. But it's worth noting that our survey showed 63% only buy from stores that offer free returns – the highest percentage worldwide.

Topics surveyed

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

48%

PERCENTAGE OF INDIAN SHOPPERS WHO SHOP CROSS-BORDER

Indian shoppers buy the following when shopping cross-border:

76%

CLOTHING AND FOOTWEAR



41%

CONSUMER ELECTRONICS



39%

COSMETICS



Top 3 Countries Indian shoppers buy from:

1. USA



47%

2. UK



29%

3. Australia



28%

Reasons Indian shoppers shop cross-border:

1. Better quality products – 65%
2. Product or brand is unavailable domestically – 39%
3. Wider choice of products – 39%



Reasons Indian shoppers DON'T shop cross-border:

51%

FEAR OF FRAUD

50%

LONGER DELIVERY TIME

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

62%

PRICES IN OWN CURRENCY

57%

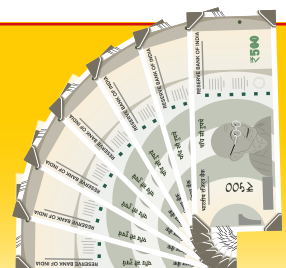
SIMPLE, FREE RETURNS

HOW MUCH INDIAN SHOPPERS SPEND

- 20% spend over 5,000 rupees per month
- 66% spend between 1,000 and 5,000 rupees per month
- 14% spend less than 1,000 rupees per month

17%

SPENT OVER
2500 rupees ON
LAST PURCHASE





DELIVERY AND RETURNS

Delivery options

Indian shoppers score highest worldwide for wanting faster deliveries. However, when it comes to delivery options such as where their goods are delivered, they are highly satisfied with services in their own country – and cross-border delivery.

95%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

86%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Indians still strongly prefer to have goods delivered to their home – parcel lockers and shops are yet to gain traction in the country.



92%

PREFER PURCHASES
DELIVERED TO
THEIR HOME

5%

PREFER
DELIVERIES LEFT
WITH A NEIGHBOR

2%

PREFER
PARCEL
LOCKERS



66%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

63%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Digital wallet – 37%
- Cash on delivery – 28%
- Credit/debit card – 28%



Only the Germans use digital wallets more than Indian shoppers – who are also still strongly supportive of cash on delivery to pay for goods.

“Online shoppers in India are transforming the way we buy and experience products, shaping the future of retail supported by innovations and value-added offerings. From the busy metros to the tranquil remote corners, domestic e-commerce has seen a tremendous growth over the past few years and it has been embraced as a way of life, transcending geographical boundaries. For e-tailers in the USA, UK and Australia there are huge opportunities for you in India. The pricing of international products in local currency and facility of providing easy returns would further boost cross-border e-commerce. Meanwhile, for Indian e-tailers looking to expand internationally the shopper surveys offer a wealth of insights into how the world shops online and offers substantial guidance on how you can improve your sales.”

Ketan Kulkarni
Chief Commercial Office
Blue Dart, India



SUSTAINABILITY

92%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

37%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

37%

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