

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE ITALIAN MARKET

Although not the most enthusiastic cross-border shoppers, Italians are a good indicator of European e-commerce. Supportive of sustainable e-commerce, free returns and home delivery, they rarely over or under-index from the average – making them a good test market for Europe.

Topics surveyed

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

41%

PERCENTAGE OF ITALIAN SHOPPERS WHO SHOP CROSS-BORDER

Italian shoppers buy the following when shopping cross-border:

59%

CLOTHING AND FOOTWEAR



27%

CONSUMER ELECTRONICS



23%

SPORTS, LEISURE AND HOBBY ITEMS



Top 3 Countries Italians buy from:

1. China



40%

2. USA



31%

3. Germany



30%

Reasons Italian shoppers shop cross-border:

1. Lower prices in other countries – **38%**
2. Product or brand is unavailable domestically – **33%**
3. Wider choice of products – **32%**



Reasons Italian shoppers DON'T shop cross-border:

43%

 FEAR OF FRAUD

42%

 LONGER DELIVERY TIME

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

48%

 SIMPLE, FREE RETURNS

43%

 PRICES IN OWN CURRENCY

HOW MUCH ITALIAN SHOPPERS SPEND

7% spend over €250 a month

69% spend between €50 and €250 a month

25% spend less than €50 a month

14%

SPENT OVER
€100 ON LAST
PURCHASE



DELIVERY AND RETURNS

Delivery options

Italians, similar to most other Europeans, are largely happy with their delivery options. However, they dislike waiting longer for deliveries – one reason, maybe, why cross-border shopping is lower in this country than the European average.

88%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

83%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

The vast majority of Italian shoppers still prefer their purchases delivered to their door – or at least, left with a neighbor.

72%

PREFER PURCHASES
DELIVERED TO
THEIR HOME

14%

PREFER DELIVERIES
LEFT WITH
A NEIGHBOR

9%

PREFER
PARCEL
LOCKERS

4%

PREFER
PARCEL
SHOPS



62%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

52%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit/debit card – **42%**
- Digital wallet – **36%**
- Cash on delivery – **15%**



Italian shoppers are happy to use their 'plastic' to pay for online purchases but many still prefer the safety of cash on delivery.

"For Italian e-tailers looking to expand into cross-border selling the good news is, we're here for you. Our expertise in B2C shipping all over Europe coupled with the fact we have the largest and densest access point in Europe, means we are well placed to offer your customers greater convenience when receiving and returning parcels. For e-tailers looking to expand to Italy, a good way to turn Italian browsers into buyers is to consider offering 'free' returns... just one of the many great insights from the 2023 online shopper surveys."

Kristin Wasnick
Head of Sales Development
DHL eCommerce Italy



SUSTAINABILITY

75%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

53%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

52%

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.