

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE NETHERLANDS MARKET

The Netherlands's shoppers are able to source much of what they want to buy in their own country. Lower prices drive them to look for cross-border purchases – and the cost of returning goods is unlikely to stop them buying – only 37% insist on free returns.

Topics surveyed

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

55%

PERCENTAGE OF SHOPPERS
IN THE NETHERLANDS WHO
SHOP CROSS-BORDER

Netherlands cross-border shopping:

55%

CLOTHING AND
FOOTWEAR



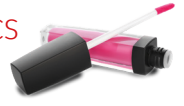
32%

SPORTS, LEISURE
AND HOBBY ITEMS



21%

COSMETICS



Top 3 Countries shoppers in the Netherlands buy from:

1. China



49%

2. Germany



32%

3. USA



19%

Reasons shoppers shop cross-border:

1. Lower prices in other countries – **57%**
2. Product or brand is unavailable domestically – **34%**
3. Wider choice of products – **30%**



Reasons shoppers in the Netherlands DON'T shop cross-border:

45%

 CAN FIND EVERYTHING
THEY NEED IN THEIR
OWN COUNTRY

38%

 LONGER
DELIVERY TIMES

What would encourage shoppers in the Netherlands to shop cross-border more:

51%

 SIMPLE,
FREE RETURNS

41%

 CLEAR GUIDANCE ON
CUSTOMS AND DUTIES
CHARGES

HOW MUCH SHOPPERS IN THE NETHERLANDS SPEND

6% spend over €250 a month
65% spend between €50 and €250 a month
29% spend less than €50 a month

15%

SPENT OVER
€100 ON LAST
PURCHASE

DELIVERY AND RETURNS

Delivery options

Delivery options are important to shoppers in the Netherlands and fewer are happy with their options than last year.

Satisfied with delivery options when buying in own country...

94%

2022

vs

81%

2023

73%

SATISFIED WITH DELIVERY OPTIONS WHEN PURCHASING CROSS-BORDER

Delivery location

Home delivery is not a big preference for the Netherlands's shoppers compared to other European markets – and there is a fast-growing move towards parcel lockers and shops.

26%

PREFER ALTERNATIVES TO HOME DELIVERY

12%

PREFER DELIVERIES LEFT WITH A NEIGHBOR

9%

PREFER PARCEL SHOPS

5%

PREFER PARCEL LOCKERS



62%*

WOULD ABANDON PURCHASE IF UNHAPPY WITH THE DELIVERY OPTIONS OFFERED (THE DELIVERY PROVIDER)

52%

SAY THEY ONLY BUY FROM STORES OFFERING FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit/debit card – 30%
- Digital wallet – 24%
- Buy now pay later – 17%

Shoppers in the Netherlands prefer to pay for their online purchases with a debit or credit card – although using a digital wallet is a close second. Buy now pay later purchases also help to keep Netherlands's shoppers buying.



"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

50%

SAY SUSTAINABILITY IS IMPORTANT WHEN SHOPPING ONLINE

45%

WOULD SOMETIMES PAY FOR MORE SUSTAINABLE PACKAGING

43%

WOULD SOMETIMES PAY MORE FOR A GREEN DELIVERY

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.