

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE POLISH MARKET

Polish shoppers are big online buyers of consumer electronics and cosmetics. But when it comes to delivery location, they are switching swiftly to the benefits of using parcel lockers with almost half of all respondents preferring this option.

Topics surveyed

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

41%

PERCENTAGE OF POLISH SHOPPERS WHO SHOP CROSS-BORDER ONCE A MONTH

Polish shoppers buy the following when shopping cross-border:

62%

CLOTHING AND FOOTWEAR



33%

CONSUMER ELECTRONICS



28%

COSMETICS



Top 3 Countries Polish shoppers buy from:

1. China



44%

2. Germany



30%

3. UK



30%

Reasons Polish shoppers shop cross-border:

1. Lower prices in other countries – **52%**
2. Product or brand isn't available domestically – **32%**
3. Better quality products available cross-border – **25%**

Reasons Polish shoppers DON'T shop cross-border:



44%

WEBSITES NOT IN THEIR NATIVE LANGUAGE

31%

FEAR OF FRAUD

31%

LONGER DELIVERY TIME

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

55%

PRICES IN OWN CURRENCY

49%

SIMPLE, FREE RETURNS

46%

CLEAR GUIDANCE ON CUSTOMS AND DUTIES

HOW MUCH POLISH SHOPPERS SPEND

7% spend over €250 per month

68% spend between €50 and €250 per month

25% spend less than €50 per month

10%

WHO SPENT OVER
€100 ON LAST PURCHASE



DELIVERY AND RETURNS

Delivery options

Polish shoppers score highly for satisfaction with their domestic delivery providers but are much less satisfied with cross-border services. 65% want to know who will deliver their goods before buying.

87%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

72%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

More Polish shoppers want their goods delivered to a parcel locker than any other nation. Meaning their preference for home delivery is much lower.



49%

PREFER DELIVERIES
LEFT AT A PARCEL
LOCKER

38%

PREFER PURCHASES
DELIVERED TO THEIR
HOME



54%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

24%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Bank transfer – **33%**
- Credit or debit card – **25%**
- Digital wallet – **22%**



Polish shoppers are much keener on paying for goods by bank transfer than other Europeans – although their use of cards and digital wallets is on a par.

“Online shopping in Poland grows dynamically. DHL eCommerce Poland offers its customers a comprehensive product offer and advanced parcel handling solutions – both in the domestic and cross-border flow. We also support our customers with our expertise gained through global experience and the use of innovations and new technologies”

Agnieszka Świerszcz
CEO
DHL eCommerce Poland



SUSTAINABILITY

73%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

52%

WOULD SOMETIMES
PAY FOR MORE
SUSTAINABLE PACKAGING

50%

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.