

# THE DHL ONLINE SHOPPER REPORT 2023

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

## FOCUS ON THE SPANISH MARKET

The Spanish are enthusiastic e-commerce shoppers. Over half buy cross-border every month – and use their credit or debit card to pay more often than the average European. They are the happiest with their delivery options – which is good as over 60% would abandon their cart if not offered the delivery service they want.

### Topics surveyed

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

**61%**

PERCENTAGE OF SPANISH SHOPPERS WHO SHOP CROSS-BORDER

Spanish shoppers buy the following when shopping cross-border:

**57%**

CLOTHING AND FOOTWEAR



**38%**

CONSUMER ELECTRONICS



**22%**

SPORTS, LEISURE AND HOBBY ITEMS



## Top 3 Countries Spanish shoppers buy from:

1. China



**56%**

2. USA



**21%**

3. UK



**18%**

## Reasons Spanish shoppers shop cross-border:

1. Lower prices in other countries – **55%**
2. Product or brand isn't available domestically – **32%**
3. Wider choice of goods available cross-border – **26%**

## Reasons Spanish shoppers DON'T shop cross-border:



**45%** FEAR OF FRAUD

**40%** LONGER DELIVERY TIMES

**34%** CUSTOMS CHARGES AND DUTIES

## What would encourage Spanish shoppers to shop cross-border more:

**55%** SIMPLE, FREE RETURNS

**45%** CLEAR GUIDANCE ON CUSTOMS AND DUTIES

**41%** PRICES IN OWN CURRENCY

## HOW MUCH SPANISH SHOPPERS SPEND

7% spend over €250 per month

58% spend between €50 and €250 per month

35% spend less than €50 per month

**12%**  
SPENT OVER  
€100 ON LAST  
PURCHASE



## DELIVERY AND RETURNS

### Delivery options

Spanish shoppers are the most satisfied in Europe with their delivery options – especially for domestic deliveries.

**90%**

SATISFIED WITH  
DELIVERY OPTIONS  
WHEN BUYING IN  
OWN COUNTRY

**84%**

SATISFIED WITH  
DELIVERY OPTIONS  
WHEN PURCHASING  
CROSS-BORDER

### Delivery location

Spanish shoppers still prefer to have their goods delivered to their home – or left with a neighbor when they're not around. But both parcel lockers and shops are growing in popularity.

**74%**

PREFER PURCHASES  
DELIVERED TO  
THEIR HOME

**12%**

PREFER DELIVERIES  
LEFT WITH A  
NEIGHBOR

**7%**

PREFER DELIVERIES  
LEFT AT A PARCEL  
SHOP



**61%\***

WOULD ABANDON  
PURCHASE IF  
UNHAPPY WITH  
THE DELIVERY  
OPTIONS OFFERED

**52%**

SAY THEY ONLY  
BUY FROM  
STORES OFFERING  
FREE RETURNS



## PREFERRED PAYMENT METHODS

- Credit or debit card – **50%**
- Digital wallet – **33%**
- Cash on delivery – **7%**



Spanish shoppers prefer to pay using their credit or debit card than the average European. And digital transactions are also very popular.

*“Spanish shoppers are very satisfied with delivery options available when shopping online, both for their domestic and international purchases. And although doorstep delivery remains the preferred method, there is a growing adoption of other options such as PUDOs or lockers. We’ve seen exponential growth in our international volume in the past few years, in particular to Germany, France and Italy. For e-tailers considering taking that step into cross-border shipping, these reports and country guides provide incredible insight into how shoppers buy and behave in-country. Give them a read if you want to succeed.”*

**Daniel Pastrana Piña**  
Director of eCommerce and  
International Products  
DHL eCommerce Iberia



## SUSTAINABILITY

**69%**

SAY SUSTAINABILITY  
IS IMPORTANT WHEN  
SHOPPING ONLINE

**43%**

WOULD SOMETIMES  
PAY FOR MORE  
SUSTAINABLE PACKAGING

**40%**

WOULD SOMETIMES  
PAY MORE FOR A  
GREEN DELIVERY

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THE 2023 ONLINE SHOPPER SURVEYS**

[dhl.com/online-shopper-survey-2023](https://dhl.com/online-shopper-survey-2023)



Our survey took place in the first half of 2023, with 5,000 respondents across 10 European 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.