

# THE DHL ONLINE SHOPPER REPORT 2023

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

## FOCUS ON THE SWEDEN MARKET

The shoppers of Sweden are strong supporters of sustainable e-commerce and nearly 50% would sometimes pay more for greener deliveries and packaging. They also see the value of using parcel lockers and shops; for convenience – and the environmental benefits.

### Topics surveyed

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

# 61%

PERCENTAGE OF SWEDISH SHOPPERS WHO SHOP CROSS-BORDER

Swedish shoppers buy the following when shopping cross-border:

# 64%

CLOTHING AND FOOTWEAR



# 25%

SPORTS, LEISURE AND HOBBY ITEMS



# 18%

CONSUMER ELECTRONICS



## Top 3 Countries Swedish shoppers buy from:

1. USA



# 45%

2. China



# 35%

3. Germany



# 33%

## Reasons Swedish shoppers shop cross-border:

1. Lower prices in other countries – **54%**
2. Product or brand isn't available domestically – **35%**
3. Wider choice of products – **35%**



## Reasons shoppers in Sweden DON'T shop cross-border:

# 51%

 CUSTOMS CHARGES

# 45%

 LONGER DELIVERY TIME

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

# 51%

 CLEAR GUIDANCE ON CUSTOMS AND DUTIES CHARGES

# 48%

 SIMPLE, FREE RETURNS

## HOW MUCH SWEDISH SHOPPERS SPEND

- 5% spend over €250 per month
- 43% spend between €50 and €250 per month
- 52% spend less than €50 per month

# 5%

SPENT OVER  
€100 ON LAST  
PURCHASE



## DELIVERY AND RETURNS

### Delivery options

Swedish shoppers are becoming more demanding of their delivery options. Satisfaction with domestic delivery options has dropped over 10% points in a year.

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

94%

2022

vs

83%

2023

68%

SATISFIED WITH DELIVERY OPTIONS WHEN PURCHASING CROSS-BORDER

### Delivery location

Swedish shoppers are becoming increasingly enthusiastic for parcel lockers and shops as demand for home delivery wains.

45%

PREFER PURCHASES DELIVERED TO THEIR HOME

22%

PREFER PARCEL LOCKERS

21%

PREFER PARCEL SHOPS

12%

PREFER DELIVERIES LEFT WITH A NEIGHBOR



61%\*

WOULD ABANDON PURCHASE IF UNHAPPY WITH THE DELIVERY OPTIONS OFFERED

35%

SAY THEY ONLY BUY FROM STORES OFFERING FREE RETURNS



## PREFERRED PAYMENT METHODS

- Credit or debit card – 34%
- Digital wallet – 18%
- Buy now pay later – 18%



Swedish shoppers are big supporters of the buy now pay later model with almost 1 in 5 preferring to pay this way.

*“Sweden is a mature e-commerce market where flexibility, a wide range of delivery options and label-less return solutions are very important to the consumer.”*

**Emil Sundkvist**

B2C Product Manager  
Cross Border Solutions  
DHL eCommerce Sweden



## SUSTAINABILITY

70%

SAY SUSTAINABILITY IS IMPORTANT WHEN SHOPPING ONLINE

47%

WOULD SOMETIMES PAY FOR MORE SUSTAINABLE PACKAGING

45%

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 frequent