

# THE DHL ONLINE SHOPPER REPORT 2023

WE SURVEYED SHOPPERS ACROSS 23 GLOBAL MARKETS  
AND DISCOVERED SOME VALUABLE COUNTRY-SPECIFIC INSIGHTS...

## FOCUS ON THE THAI MARKET

Sustainable e-commerce is 'front-of-mind' with Thailand's shoppers with 87% saying it is important – and 43% prepared to pay for greener deliveries. With home delivery still by far the most popular location, there is a great opportunity to demonstrate how parcel lockers and shops can help to reduce greenhouse gas emissions.

### Topics surveyed

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

# 63%

PERCENTAGE OF THAI SHOPPERS WHO SHOP CROSS-BORDER

Thai shoppers buy the following when shopping cross-border:

# 68%

CLOTHING AND FOOTWEAR



# 35%

CONSUMER ELECTRONICS



# 26%

COSMETICS



## Top 3 Countries Thai shoppers buy from:

1. China



# 64%

2. Japan



# 46%

3. USA



# 29%

## Reasons Thai shoppers shop cross-border:

1. Lower prices in other countries – **44%**
2. Better quality products – **43%**
3. Product or brand isn't available domestically – **39%**



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

# 66%

 LONGER DELIVERY TIME

# 52%

 FEAR OF FRAUD

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

# 53%

 WELL-PACKAGED GOODS

# 49%

 PRICING IN OWN CURRENCY

## HOW MUCH THAI SHOPPERS SPEND

- 3% spend over 10,000 baht per month
- 53% spend between 2000 and 10000 baht per month
- 44% spend less than 2000 baht per month

# 6%

SPENT OVER  
4000 BAHT ON  
LAST PURCHASE



## DELIVERY AND RETURNS

### Delivery options

Thai shoppers are largely satisfied with their delivery options both at home and when buying cross-border. And over 90% want their goods delivered to their door.

**91%**

SATISFIED WITH  
DELIVERY OPTIONS  
WHEN BUYING IN  
OWN COUNTRY

**89%**

SATISFIED WITH  
DELIVERY OPTIONS  
WHEN PURCHASING  
CROSS-BORDER

### Delivery location

Alternative delivery options still have a way to go to catch up with home deliveries. The convenience of parcel lockers and shops is an opportunity for e-commerce businesses looking to differentiate in the Thai market.

**91%**

PREFER PURCHASES  
DELIVERED TO  
THEIR HOME

**6%**

PREFER DELIVERIES  
LEFT WITH  
A NEIGHBOR

**2%**

PREFER  
PARCEL  
LOCKERS

**1%**

PREFER  
PARCEL  
SHOPS



**60%\***

WOULD ABANDON  
PURCHASE IF  
UNHAPPY WITH  
THE DELIVERY  
OPTIONS OFFERED

**46%**

SAY THEY ONLY  
BUY FROM  
STORES OFFERING  
FREE RETURNS



## PREFERRED PAYMENT METHODS

- Cash on delivery – **51%**
- Digital wallet – **19%**
- Bank transfer – **16%**



The majority of Thailand's tech-savvy shoppers still prefer the safety of paying cash on delivery for their purchases – although they are steadily switching to digital payment options.

*“While eMarketplace sales of cross-border products continue to grow, Thai shoppers are seeking variety and refinement, turning to brand's websites and love social media for a personalized shopping experience.”*

**Kavin Sopitpongstorn**  
Sales and Commercial  
Director Thailand  
DHL eCommerce



## SUSTAINABILITY

**87%**

SAY SUSTAINABILITY  
IS IMPORTANT WHEN  
SHOPPING ONLINE

**43%**

WOULD SOMETIMES  
PAY MORE FOR A  
GREEN DELIVERY

**42%**

WOULD SOMETIMES  
PAY FOR MORE  
SUSTAINABLE PACKAGING

## READ OR DOWNLOAD 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 11,500 respondents across 23 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.