

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE UK MARKET

Around 1 in 3 of UK's respondents said they purchased cross-border goods – quite low compared to other Europeans, and when they do shop with near neighbors, it's German products they like best. Their main concern is with long delivery times – and they would like to see pricing in pounds (£) rather than euros (€).

Topics surveyed

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

31%

PERCENTAGE OF UK SHOPPERS WHO SHOP CROSS-BORDER

UK cross-border shopping:

61%

CLOTHING AND FOOTWEAR



25%

FOOD AND BEVERAGE



25%

SPORTS, LEISURE AND HOBBY ITEMS



Top 3 Countries UK shoppers buy from:

1. USA



41%

2. China



40%

3. Germany



12%

Reasons UK shoppers shop cross-border:

1. Lower prices in other countries – 45%
2. Product or brand is unavailable domestically – 30%
3. Wider choice of products – 29%



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

50%

 LONGER DELIVERY TIME

42%

 FEAR OF FRAUD

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

52%

 PRICING IN OWN CURRENCY

50%

 SIMPLE, FREE RETURNS

HOW MUCH UK SHOPPERS SPEND

- 4% spend over £250 per month
- 51% spend between £50 and £250 per month
- 45% spend less than £50 per month

6%

 SPENT OVER £100 ON LAST PURCHASE


DELIVERY AND RETURNS

Delivery options

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

Satisfied with delivery options...

96%

2022

vs

86%

2023

75%

SATISFIED WITH DELIVERY OPTIONS WHEN PURCHASING CROSS-BORDER

Delivery location

Home delivery is still high in the UK although there is a growing preference for leaving parcels with a neighbor.

81%

PREFER PURCHASES DELIVERED TO THEIR HOME

12%

PREFER DELIVERIES LEFT WITH A NEIGHBOR

4%

PREFER PARCEL LOCKERS

3%

PREFER PARCEL SHOPS



53%*

WOULD ABANDON A PURCHASE IF UNHAPPY WITH THE DELIVERY OPTIONS AVAILABLE

30%

SAY THEY ONLY BUY FROM STORES OFFERING FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit or debit card – 62%
- Digital wallet – 24%
- Buy now pay later – 6%



Most UK shoppers prefer to pay for their online purchases using a debit or credit card although almost a quarter say they like using their digital wallet. And buy now pay later providers are a good way to spread the cost.

“We help simplify the customs processes and offer fast and convenient delivery options across the globe – giving UK consumers the confidence to buy cross-border and UK businesses to ship internationally again – following the changes Brexit introduced. “DHL-ing” it, is a way to give your customers confidence that customs complexities are a thing of the past.”

John Pink

Head of International
DHL eCommerce UK



SUSTAINABILITY

54%

SAY SUSTAINABILITY IS IMPORTANT WHEN SHOPPING ONLINE

39%

WOULD SOMETIMES PAY FOR MORE SUSTAINABLE PACKAGING

38%

WOULD SOMETIMES PAY MORE FOR A GREEN DELIVERY

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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.