

THE DHL ONLINE SHOPPER REPORT 2023

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

FOCUS ON THE USA MARKET

Almost 40% of shoppers in the USA shop cross-border which, given the size of the country, is a lot of shoppers! This presents a huge opportunity for retailers hoping to tap into this market.

Topics surveyed

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

39%

PERCENTAGE OF AMERICAN SHOPPERS WHO SHOP CROSS-BORDER

American shoppers buy the following when shopping cross-border:

55%

CLOTHING AND FOOTWEAR



29%

CONSUMER ELECTRONICS



29%

COSMETICS



Top 3 Countries American shoppers buy from:

1. China



35%

2. UK



27%

3. Canada



17%

Reasons American shoppers shop cross-border:

1. Lower prices – **43%**
2. Previous good experience – **39%**
3. Wider choice of products – **33%**



Reasons American shoppers DON'T shop cross-border:

48%

 FEAR OF FRAUD

46%

 LONGER DELIVERY TIME

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

49%

 PRICES IN OWN CURRENCY

44%

 SIMPLE, FREE RETURNS

HOW MUCH AMERICAN SHOPPERS SPEND

- 9% spend over \$250 a month
- 66% spend between \$50 and \$250
- 25% spend less than \$50 a month

11%

SPENT OVER
\$100 ON
LAST PURCHASE



DELIVERY AND RETURNS

Delivery options

Whilst most Americans are happy with the delivery options offered when buying in their own country, there is a marked drop in satisfaction when buying from other countries.

85%

SATISFIED WITH
DELIVERY OPTIONS
WHEN BUYING IN
OWN COUNTRY

73%

SATISFIED WITH
DELIVERY OPTIONS
WHEN PURCHASING
CROSS-BORDER

Delivery location

Most American shoppers (**84%**) still prefer their purchases delivered to their home, although almost 10% are happy for their deliveries to go to their neighbors.

9%

PREFER DELIVERIES
LEFT WITH
A NEIGHBOR

6%

PREFER
PARCEL
LOCKERS

2%

PREFER
PARCEL
SHOPS



62%*

WOULD ABANDON
PURCHASE IF
UNHAPPY WITH
THE DELIVERY
OPTIONS OFFERED

38%

SAY THEY ONLY
BUY FROM
STORES OFFERING
FREE RETURNS



PREFERRED PAYMENT METHODS

- Credit/debit card – **65%**
- Digital wallet – **22%**
- Cash on delivery – **7%**



Almost two-thirds of American shoppers want to use their credit or debit cards when they shop online – however 7% want the ability to pay cash when their purchase arrives.

“There are many opportunities for online merchants across the globe to sell their goods to American shoppers looking for the right prices, experience, and a wide variety of products with safe and easy checkout. At DHL eCommerce, we are ready to assist international shippers in breaking into the US with our streamlined product portfolio that balances speed, cost and visibility.”

Dmitry Antonov
VP of Product Management
for the Americas
DHL eCommerce



SUSTAINABILITY

62%

SAY SUSTAINABILITY
IS IMPORTANT WHEN
SHOPPING ONLINE

38%

WOULD SOMETIMES
PAY MORE FOR A
GREEN DELIVERY

40%

WOULD SOMETIMES
PAY FOR MORE
SUSTAINABLE PACKAGING

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THE 2023 ONLINE SHOPPER SURVEYS**

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.