

2025 E-COMMERCE TRENDS REPORT

BUSINESS EDIT

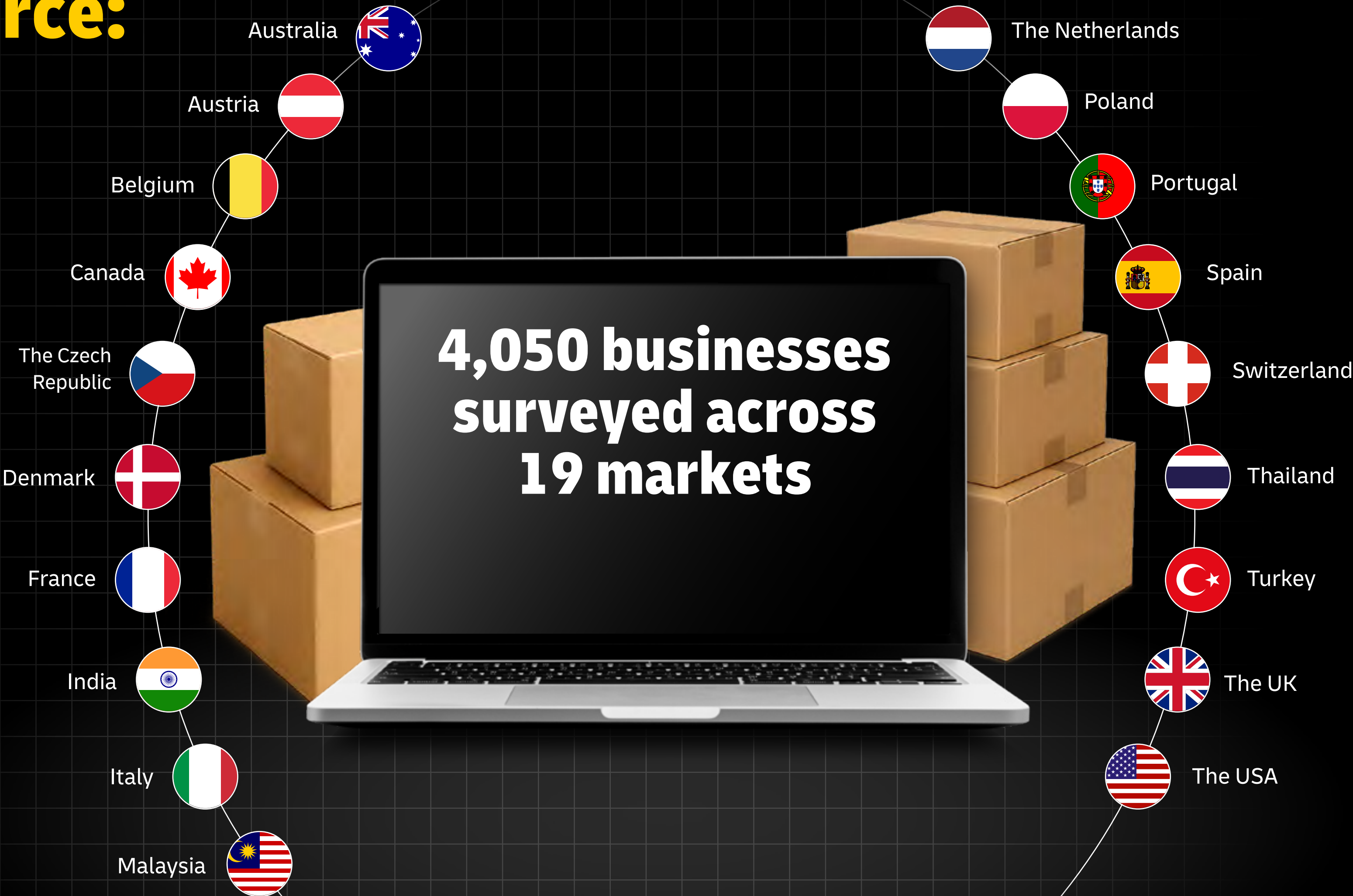
Selling, scaling and succeeding
in today's B2B & B2C online markets
(and what's coming next)

The future of e-commerce: Opportunity in every click

We asked thousands of e-commerce leaders across 19 global markets to find out what's shaping their strategy in 2025. The message is clear: the future is tech-driven, fast-moving and full of opportunity.

From AI and cross-border expansion to delivery innovation and sustainability, this report explores the trends redefining e-commerce.

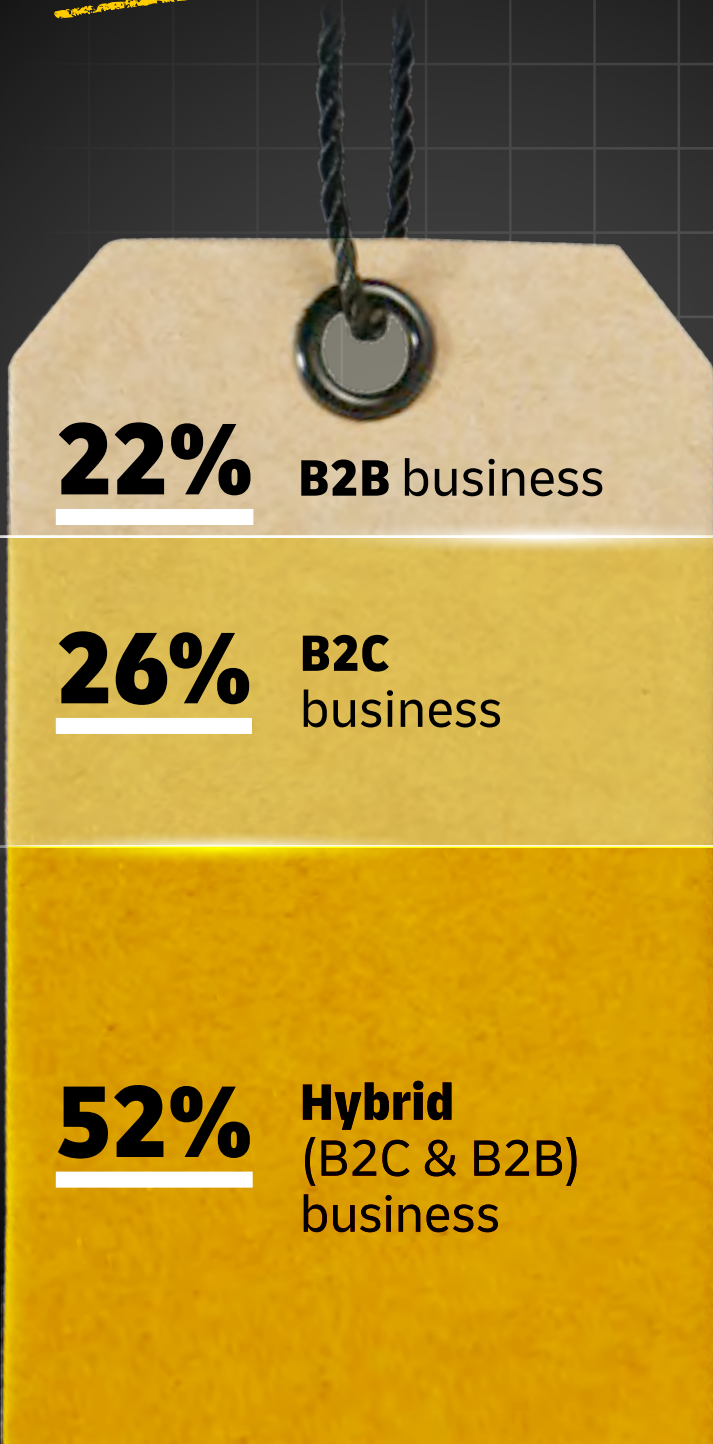
Whether you're scaling fast or just getting started, these insights will help you stay ahead – and grow with confidence in the next era of digital commerce.



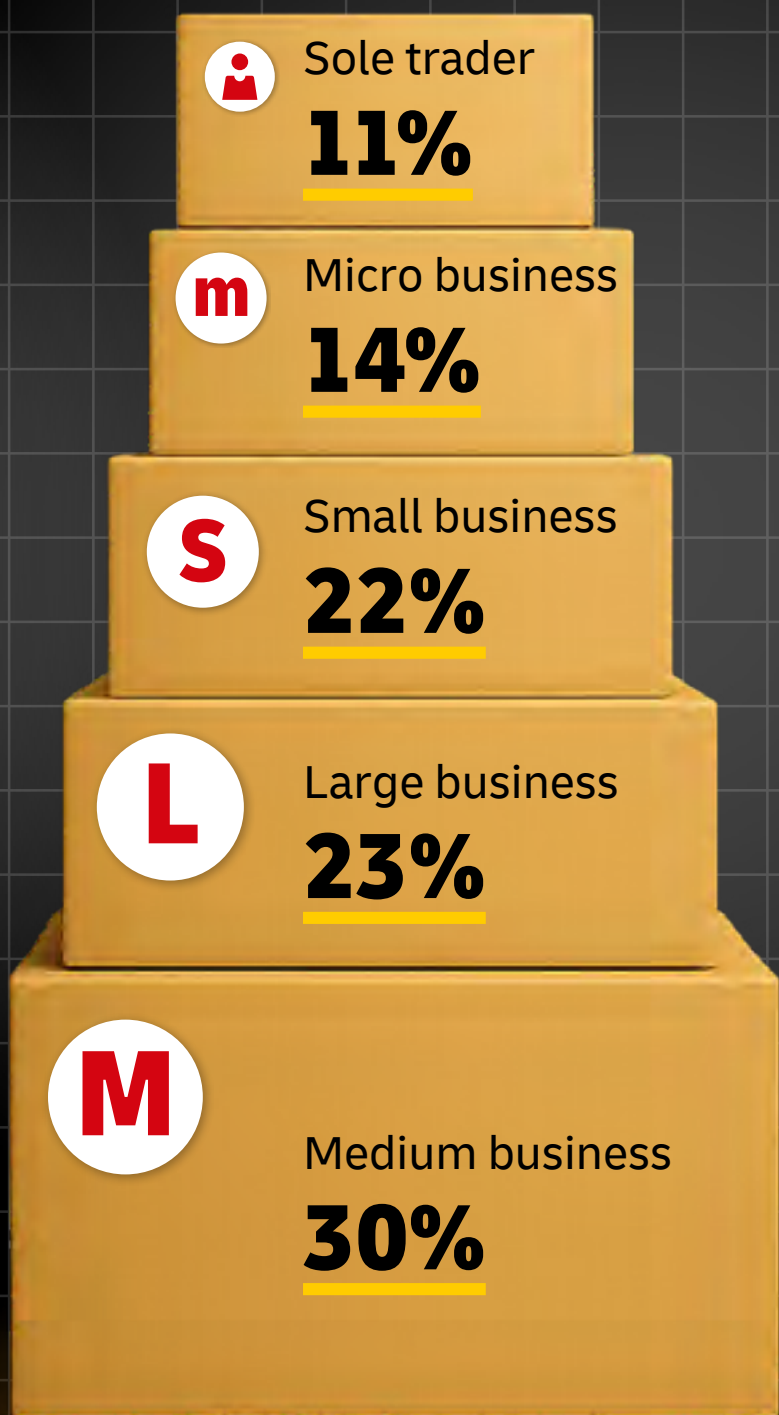
Looking for more insights from the report?
Complete the enquiry form on our website to connect with one of our experts.

Who did we survey?

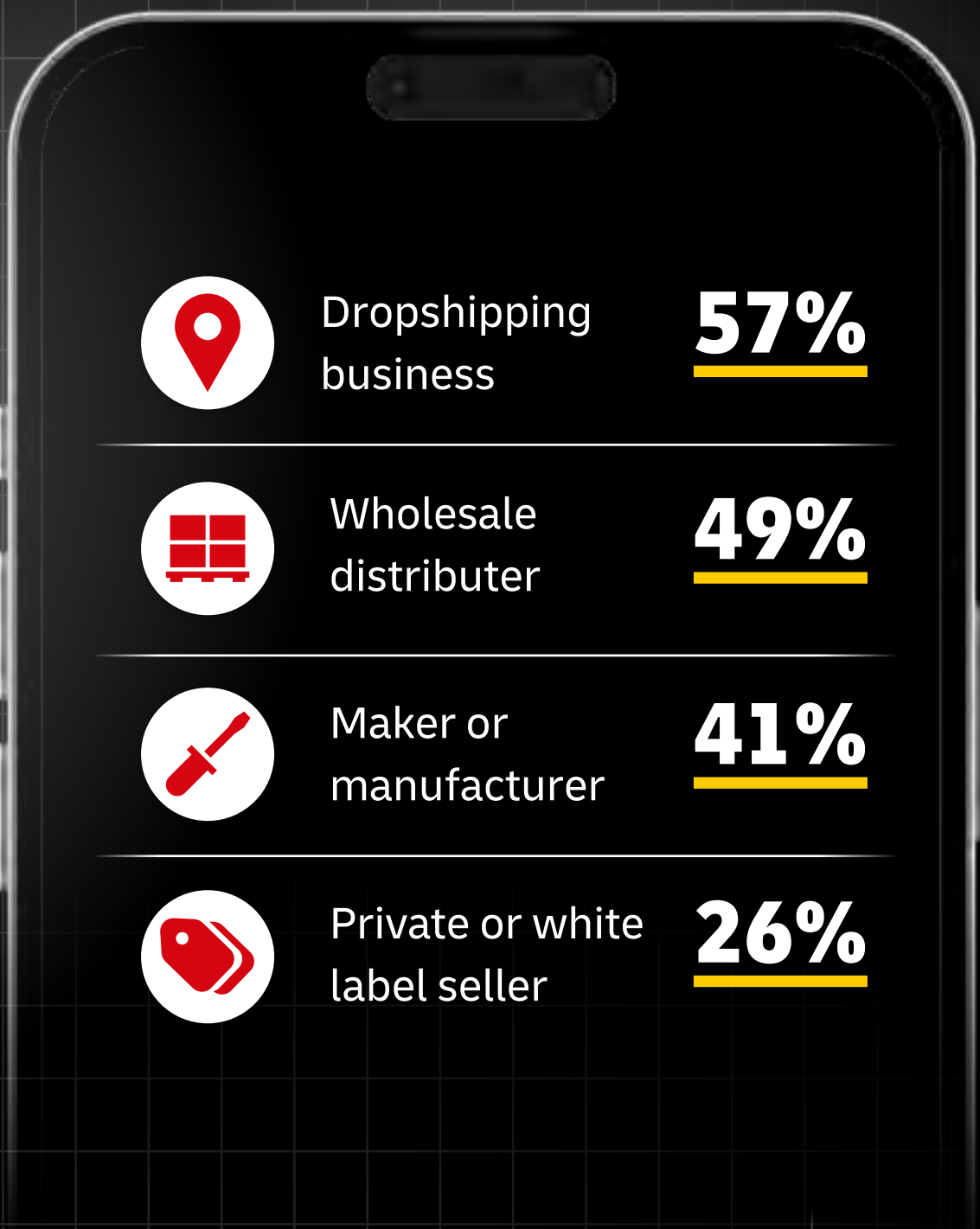
Business types



Business sizes



Business profiles





What do they sell?


Clothing	41%
Electronics	33%
Footwear	27%
Home furnishings	27%
Sport, leisure & hobby items	23%
Household products	22%
Cosmetics & beauty products	22%
Jewelry	21%
Office supplies	18%
Food	17%
Toys or games	17%
Beverages	14%
Health supplements	12%
Books	12%
Designer goods	11%
Garden supplies	10%
Pet products	10%
Car parts	10%
Medical or PPE supplies	8%
CDs, vinyl or DVDs	5%

Key

- Throughout the report, we highlight where responses are highest:
- A circle with a country flag shows the top-ranking country for that data point (globally and in Europe)
 - Icons show which business segment ranks highest – whether by type, size or profile
 - A world icon represents the global total and a circle of stars represents the European total – highlighting regional differences in responses

**Global total**

**European total**

**Top global or European country**

Inside this report

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Every channel or empty carts: E-commerce success depends on selling everywhere

63% of global e-commerce businesses sell on at least three online platforms

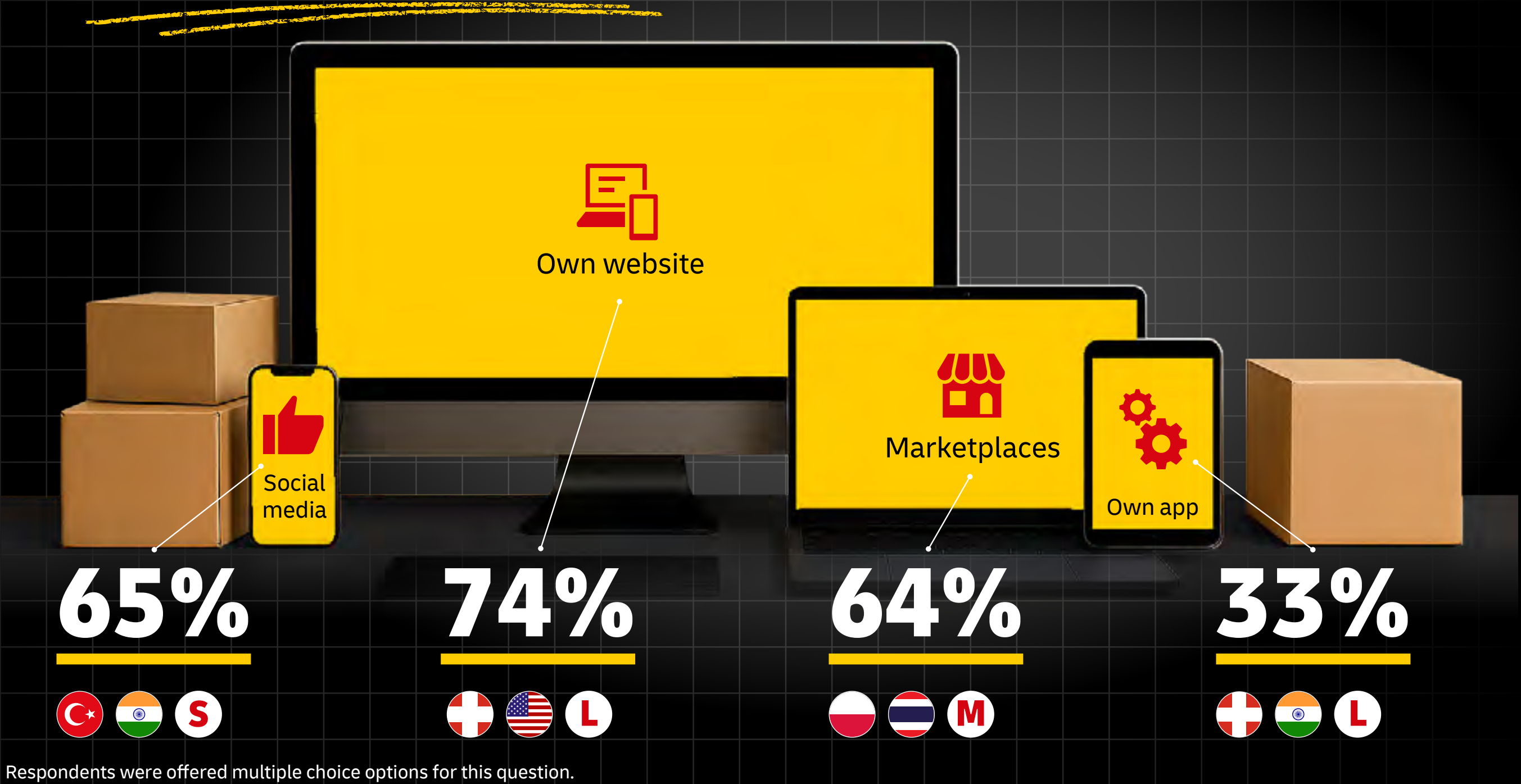
Selling across multiple platforms is how retailers reach customers where they choose to browse and buy.

While sole traders and micro-enterprises rely heavily on marketplaces to drive sales, small, medium and large businesses are more likely to focus on their own e-commerce websites. But one thing unites them all: businesses are investing in both direct and partner-led strategies to meet shopper expectations.

Whether customers are browsing on Instagram, shopping on Amazon or using a brand’s app, the goal is the same – more digital touchpoints and better accessibility.

To stay competitive, businesses must not only know where their customers shop, but also ensure their sales channels work effectively together. A well-integrated omnichannel strategy is now critical to building trust, driving traffic and achieving growth.

Where do retailers sell their products?



How do retailers expect their sales to change over the next five years?

	Increase	Stay the same
Own website	81%	16%
Marketplaces	77%	19%
Social media	76%	21%
Own app	73%	23%

Top site traffic drivers

47% of global online retailers say direct traffic is a top traffic source to their web stores – a clear sign of brand strength and loyalty, as shoppers head straight to a brand’s site, app or bookmarked link.

46% say email is a main traffic driver to their website. Email marketing offers a direct, low-cost way to send personalized, high-converting messages to engaged customers.

Global reach, local growth: Achieving marketplace success

66% of marketplace sellers sell to customers in other countries

Marketplaces offer a scalable, low-barrier way to reach customers.

They enable retailers to test demand, grow reach and expand efficiently. But success doesn't come automatically. Sellers need competitive pricing, strong product listings and great customer service, as well as data-driven strategies to boost visibility and conversion.

While there are several global leaders, marketplace preferences vary by country. Many local and regional platforms remain popular with shoppers around the world.
See which marketplaces retailers sell on most in each country:

Which global marketplaces do e-commerce retailers sell on?




Borderless commerce: Scaling from local to global

64% of e-commerce retailers sell to customers in other countries, rising to 81% of large enterprises and 72% of B2B retailers

For some, international sales already contribute significantly to revenue. For others, concerns about delivery costs, returns and customs remain a barrier.

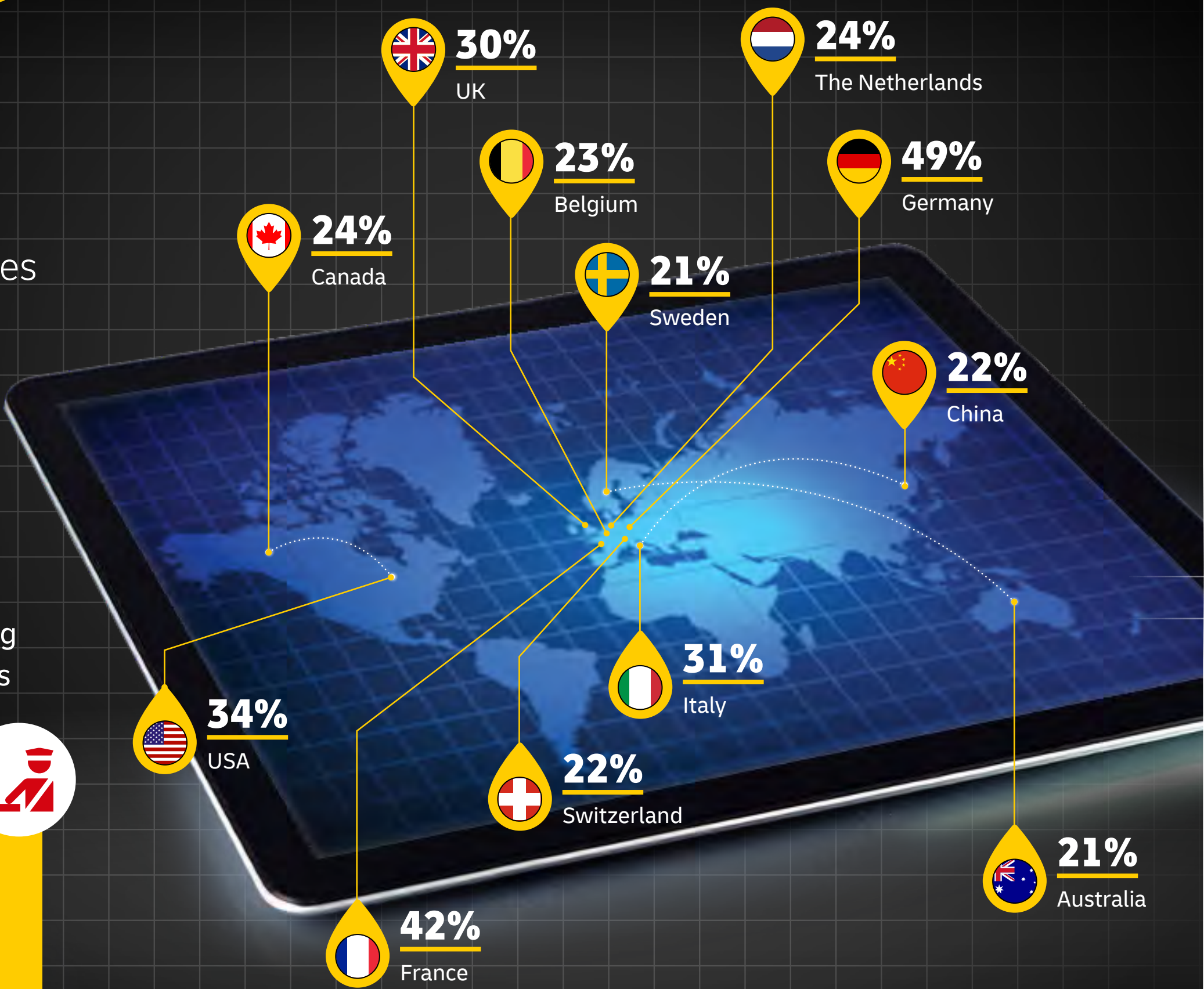
While over half of e-commerce retailers are selling beyond their home country, some markets are attracting more attention than others. To create a smoother shopping experience, 62% offer local language and currency options on their site for all international markets.



Selling overseas means complying with customs regulations and requirements – and getting it right is essential. 54% of global retailers offer Delivery Duty Paid (DDP) when selling overseas, 80% are IOSS registered and 78% have an EORI number.

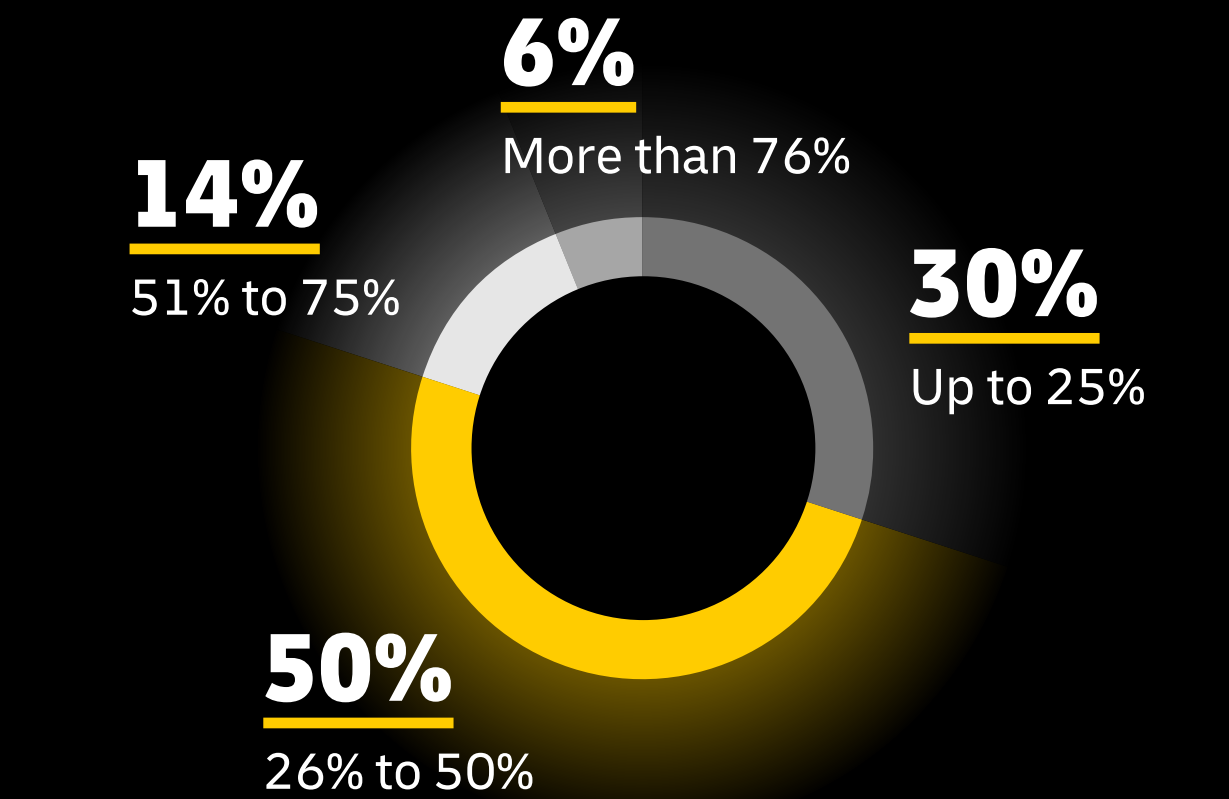
See how different businesses are handling cross-border requirements:

Which countries do e-commerce retailers sell to?

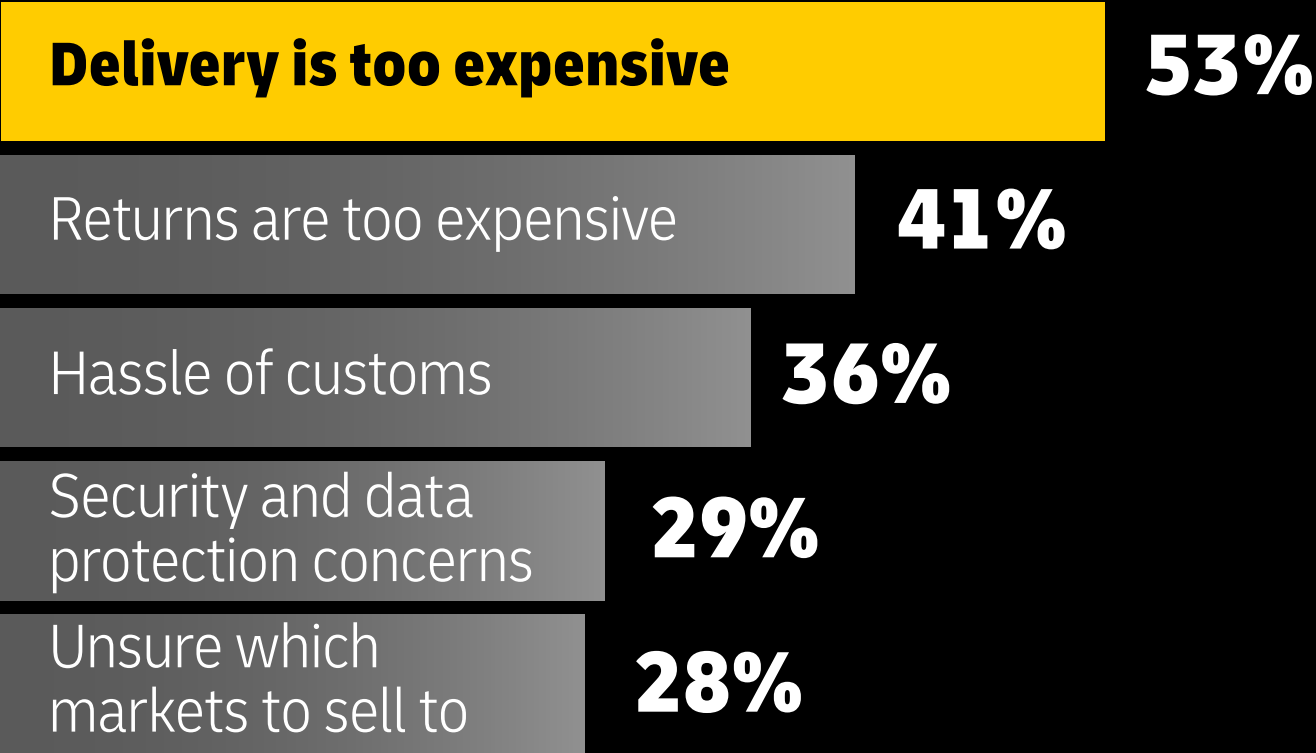


Respondents were offered multiple choice options for this question.

What share of orders are global retailers shipping overseas?



What's holding online retailers back?



Selling in the feed:

Retailers are reshaping the path to purchase

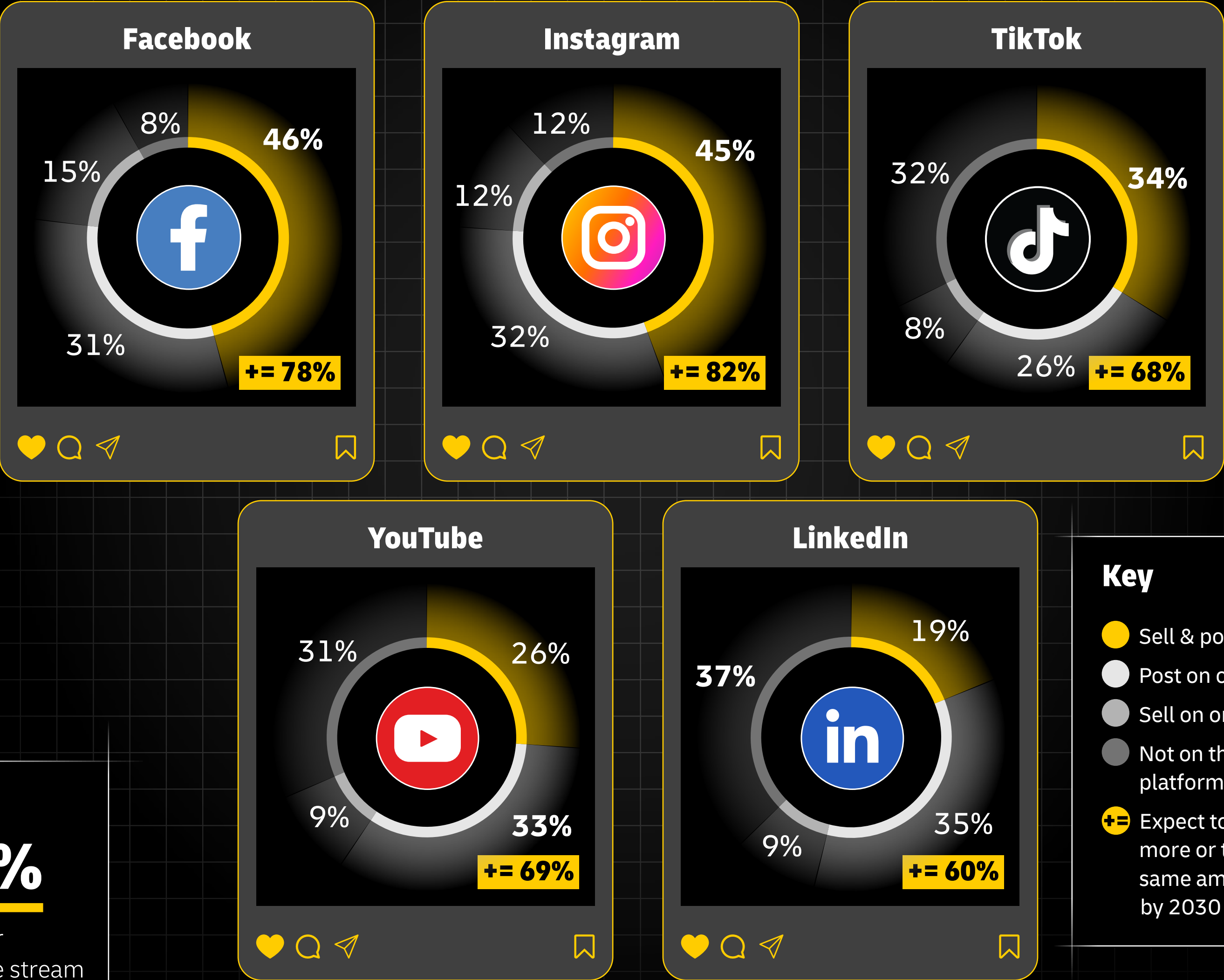
87% of global e-commerce businesses have at least one social media profile

For many online retailers, social media isn't just a marketing channel – it's key to attracting, engaging and converting shoppers.

76% of e-commerce businesses expect sales through social platforms to grow over the next five years. Many are expanding their channel mix – with Instagram and TikTok set to become even more popular.

Instagram is set to see the biggest growth in retailer use across India (71%), Turkey (67%), Portugal (64%), Thailand (60%) and the UK (56%). TikTok is following a similar trend, with the biggest usage increase among retailers in Thailand (85%), Malaysia (65%), Switzerland (52%), the UK (51%) and Portugal (50%).

How are retailers using today's most popular social platforms – and how will that change by 2030?



Key

- Sell & post on
- Post on only
- Sell on only
- Not on this platform
- + = Expect to use more or the same amount by 2030

Why do online retailers have social media profiles?

- 59%** Best way to acquire new customers
- 58%** Brand awareness and trust
- 56%** It's essential for e-commerce
- 41%** Customer service
- 36%** Another revenue stream

The new storefront: Content that converts

44% of global e-commerce businesses say paid social is one of the main sources of traffic to their website

Customers are already scrolling. The question is – what gets them to stop and shop?

With more product discovery happening on social platforms, it’s no longer just about visibility. It’s about driving action. Businesses are blending creativity with commerce, using paid strategies and authentic, shoppable content to turn engagement into revenue.

For many, paid advertising remains the go-to tactic, reflecting the role of social platforms in the conversion funnel. This is especially true among large businesses (93%), wholesale distributors and medium businesses (92%) and hybrid (B2C & B2B) sellers (91%).

Marketers say short-form video delivers the highest return on investment¹, and it’s now a key part of the social strategy. Retailers in Thailand (81%), Malaysia (79%), India (72%), the Czech Republic (69%) and Switzerland (66%) are leading the way when it comes to using short, engaging videos to drive sales on social media.

¹HubSpot, 2025

What content are businesses creating?

68%

Images

65%

Short-form
videos

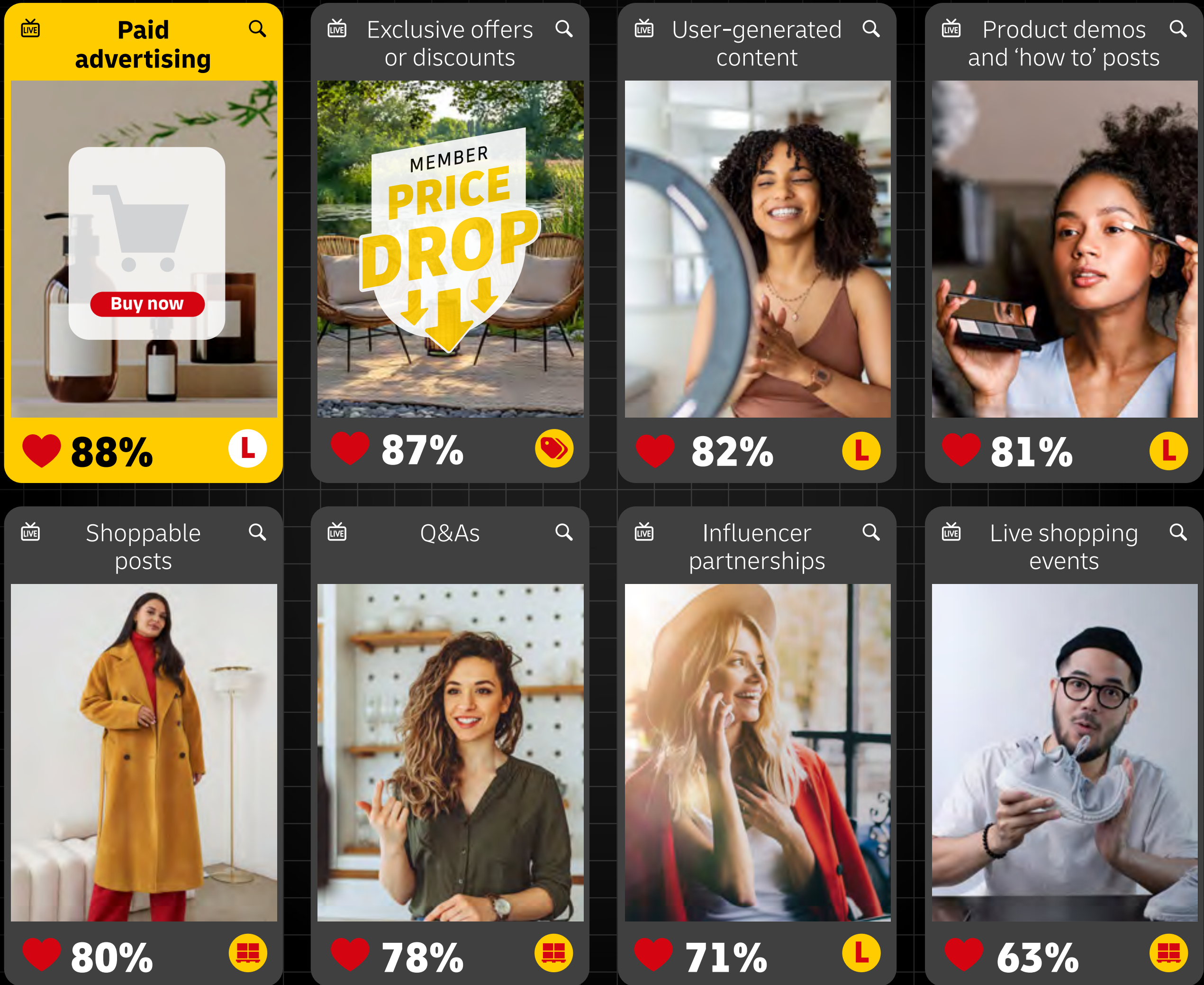
55%

Stories

55%

Reels

What types of social activity are businesses using to drive sales?



Based on businesses who 'regularly' or 'sometimes' use this social media activity to drive sales. Respondents were offered multiple choice options for these questions.

Accepted today, expected tomorrow: How payments are evolving

Payment isn't just the final step – it's a key part of the customer experience.

Shoppers today expect fast, integrated secure ways to pay. In recent years, flexible options like Buy Now, Pay Later have become a checkout essential – and the pace of change is only accelerating.

Over the next five years, payment innovation will reshape the payment experience. Mastercard predicts a rise in biometric authentication and virtual cards, helping reduce fraud and remove friction at checkout. Digital wallets and real-time payments are also expected to become standard, while digital payments using blockchain-based cryptocurrencies could soon become more mainstream.²

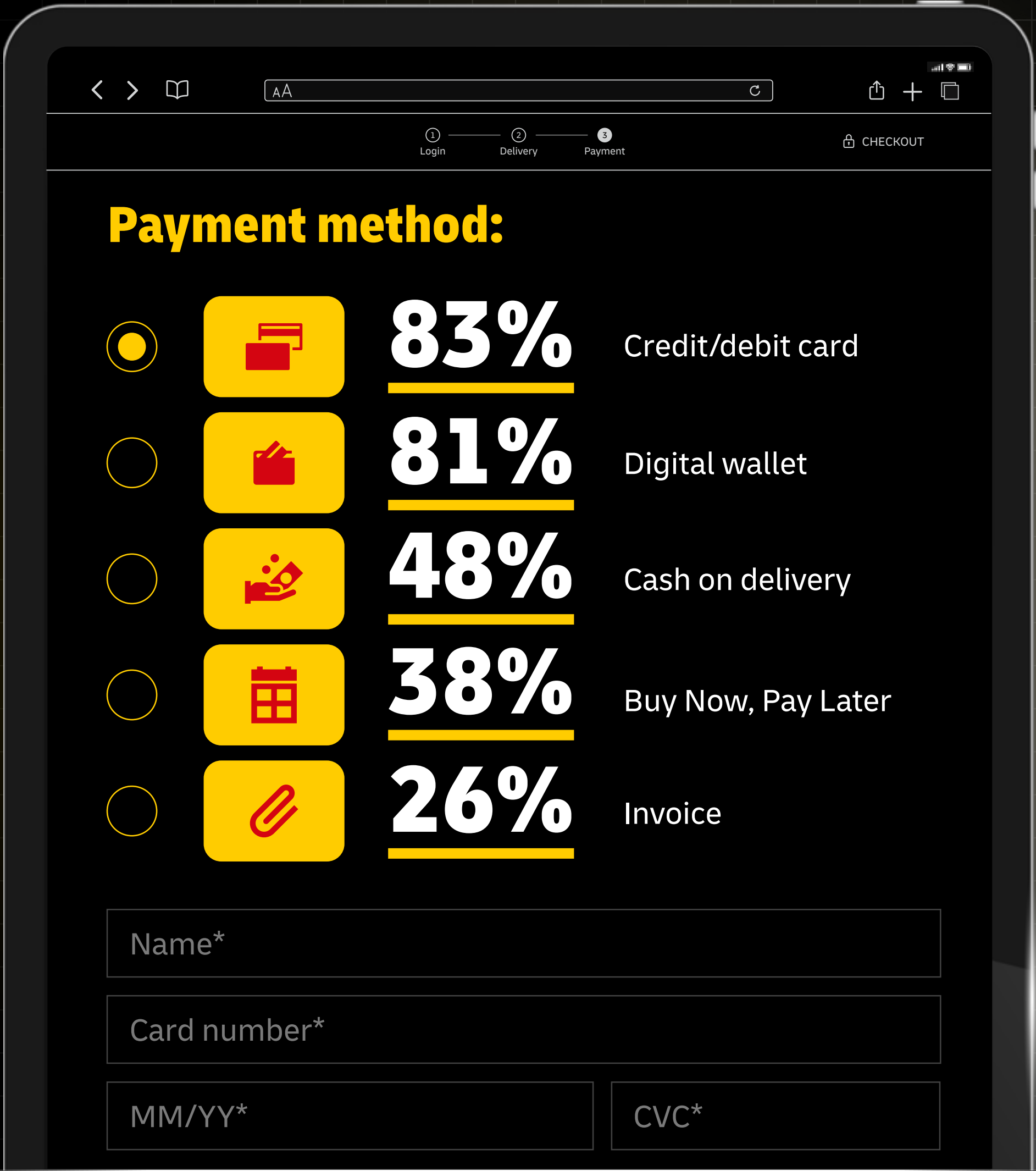
For retailers of all sizes, staying ahead means offering choice, speed and security at the point of payment. Because in e-commerce, how you take payment is a reason for the shopper to stay – or a reason to walk away.

10% of global e-commerce sales are affected by fraudulent payments

The number of fraudulent payments rises to 14% for B2B sales. Strong payment security isn't just best practice – it protects revenue, builds consumer trust and gives customers the confidence to buy from your business again.

²Mastercard, 2024

What payment options do retailers offer?



Respondents were offered multiple choice options for this question.

Buy Now, Pay Later (BNPL) is no longer a nice-to-have – it's a checkout essential. 50% of online shoppers say they prefer to pay using BNPL. Retailers in Australia (56%), Malaysia (54%), India (50%), the Netherlands (48%) and Poland (45%) are leading the way in giving customers the flexible payment options they expect.

Subscribe, receive, return: The shift to product and logistics subscriptions

52% of global e-commerce businesses now offer a product subscription service and 14% offer a delivery and returns subscription

Subscriptions have become a go-to strategy for driving repeat revenue and keeping brands top of mind.

But it's no longer just about regular orders and refills. More businesses are now offering monthly or annual subscriptions that provide unlimited 'free' delivery and returns – designed to drive more frequent orders by encouraging shoppers to make the most of what they're paying for.

Subscriptions work best when they're flexible, convenient and offer something customers can't get elsewhere. They also support performance: 11% of global businesses say subscriptions help improve cart conversion.

But offering a subscription isn't enough on its own. To succeed, it needs to deliver real value – whether that's through exclusive products, subscriber-only perks or next-day delivery as standard.

Which businesses offer product subscriptions?



34% of global shoppers have an online shopping subscription. Explore shoppers' subscription buying behavior in the 2025 E-Commerce Trends Report: Shopper Edit.

Logistics subscriptions are on the rise

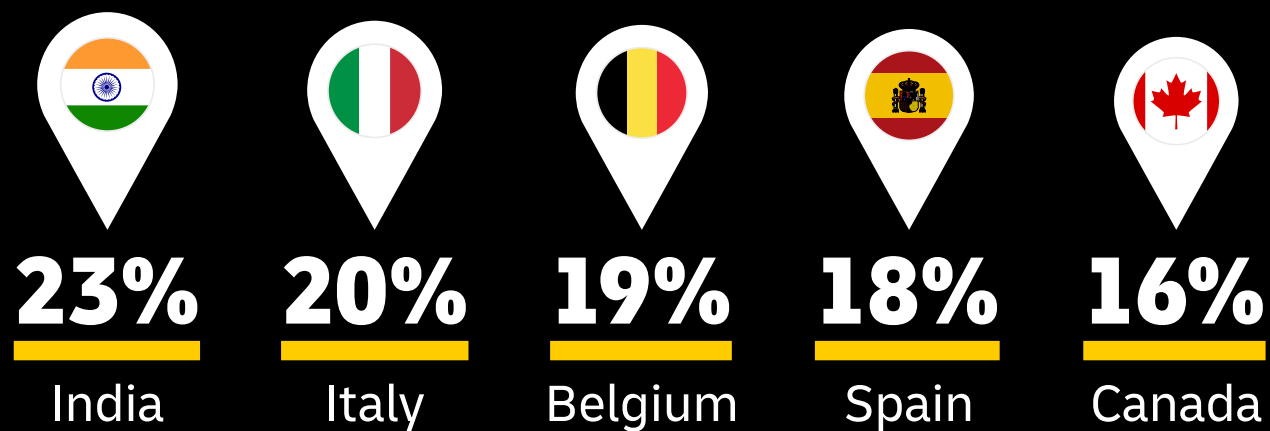


of B2B retailers offer a delivery and returns subscription



of medium-sized businesses, cross-border retailers and dropshipping retailers offer a logistics subscription

Where are delivery and returns subscriptions most popular?



From click to quit: What is costing sales across platforms?

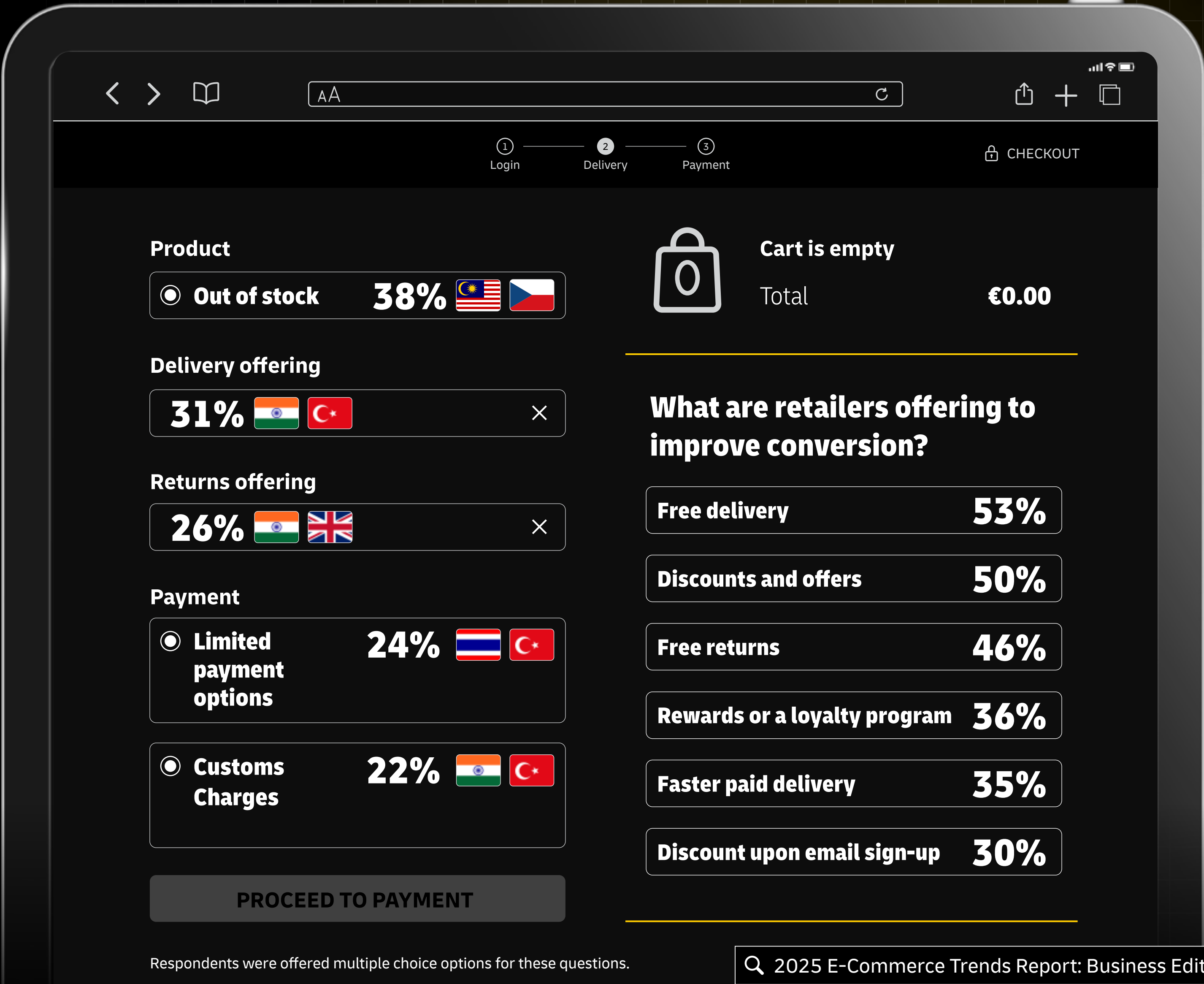
Cart abandonment is a challenge across every channel – but the reasons behind shoppers walking away are largely in retailers’ control.

Businesses say it’s not always shopper hesitation costing them sales, but stock shortages, their logistics offering and limited options at checkout.

Many are responding with free delivery, discounts, loyalty rewards and faster shipping. But it’s clear incentives alone won’t secure the sale. Turning browsers into buyers means fixing the issues that cause shoppers to leave in the first place – and doing it reliably, wherever they choose to shop.

81% of online shoppers abandon their cart if their preferred delivery option isn’t offered. Find out more about why shoppers really abandon the sales in the 2025 E-Commerce Trends Report: Shopper Edit.

What do businesses see as the main reason for cart abandonment?



Delivering the sale: Logistics is the hidden hero of the checkout

96% of retailers say the logistics offering is important to securing sales and 86% say ‘free’ delivery and returns improves sales

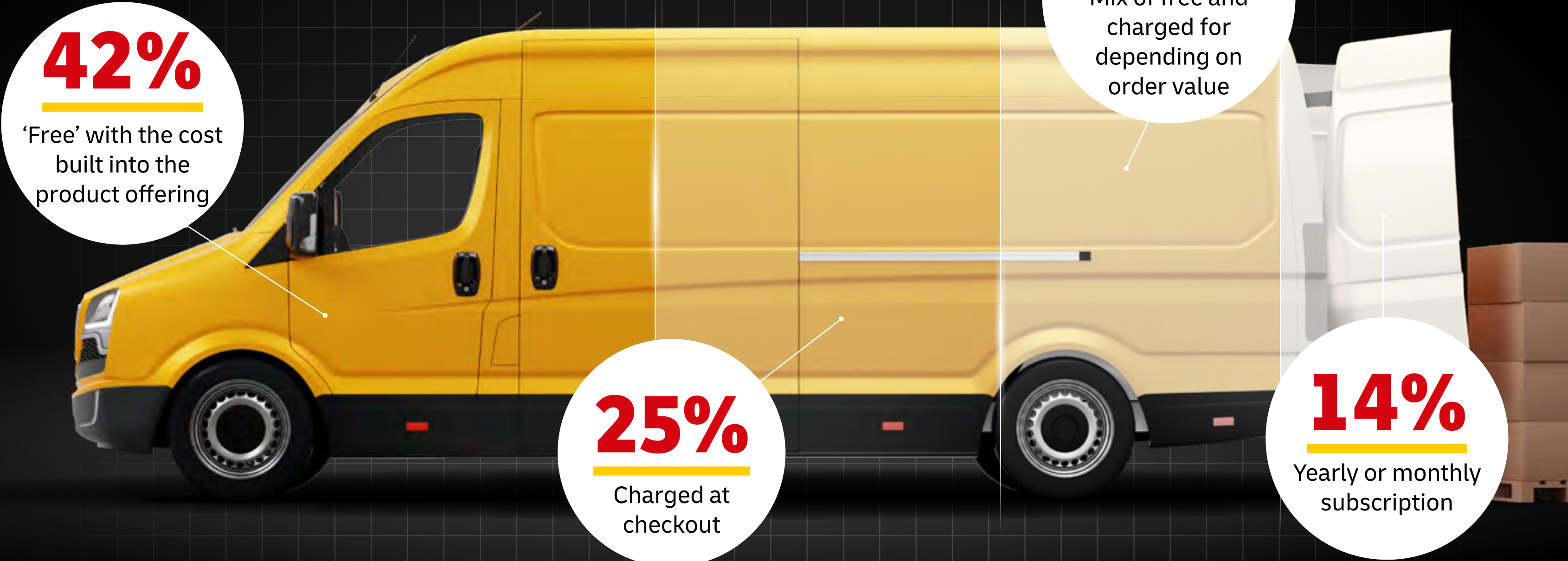
In the competitive e-commerce market, your logistics offering can be the reason a shopper completes their purchase or clicks away.

Free delivery and returns continue to be a tactic retailers use to get shoppers to click ‘buy now’ – especially in India, Thailand, Portugal, Malaysia and Turkey.

To meet expectations, many businesses are diversifying their approach. 43% partner with three or more logistics providers for delivery and returns. This rises to 57% for large businesses and 53% for wholesale distributors.

They’re also keeping their options open. 87% regularly review their delivery and returns offering, and 80% say switching providers is easy or somewhat easy. If expectations aren’t being met, online retailers are ready to seek out a new partner to help them deliver.

How do customers get charged for delivery and returns?



How do retailers’ customers typically return items?



55%

Parcel shop drop off



52%

Parcel locker drop off



38%

Home or business collection

65%

of global retailers offer tracked domestic delivery

52%

of global retailers offer tracked next day delivery

Respondents were offered multiple choice options for this question.

Return rates vs. return reasons: Closing the business-shopper divide

ON AVERAGE
13% of orders are returned to e-commerce retailers – this rises to 16% for B2B retailers

Every online business expects some returns. But high return rates can be a sign of issues earlier in the journey, such as unclear sizing, inaccurate descriptions or missed expectations.

64% of online shoppers have returned a purchase, but there’s a clear gap between why businesses think a customer returns an item and the reality. Shoppers say they typically return items because they’re faulty or poor quality (55%), the wrong size (54%) or damaged during transit (44%).

For retailers, this disconnect comes at a cost. When businesses misread the reasons behind returns, they risk investing in the wrong solutions – addressing perceived problems instead of real ones. This can lead to lost sales, unnecessary spend and missed opportunities to strengthen customer trust.

92% of global shoppers return up to 30% of their online purchases. Find out more about shoppers’ returns behavior in the 2025 E-Commerce Trends Report: Shopper Edit.

What percentage of returns are retailers experiencing?

48%

Up to 5%

17%

11% to 20%

20%

6% to 10%

15%

More than 21%

What do retailers say are the main reasons for returns?

Goods damaged in transit	43%
Item not wanted anymore	41%
Customer ordered more than one	30%
Item faulty or poor quality	26%
Item is the wrong size	24%

How do retailers create their return labels?

Return label included	50%
Through their logistics provider or website	34%
Print-at-home label	33%
Paperless (QR code)	33%

Respondents were offered multiple choice options for these questions.

Out-of-home: Essential for big businesses, practical for SMEs

40% of online retailers say the number of out-of-home parcel points is a key factor when choosing a logistics partner

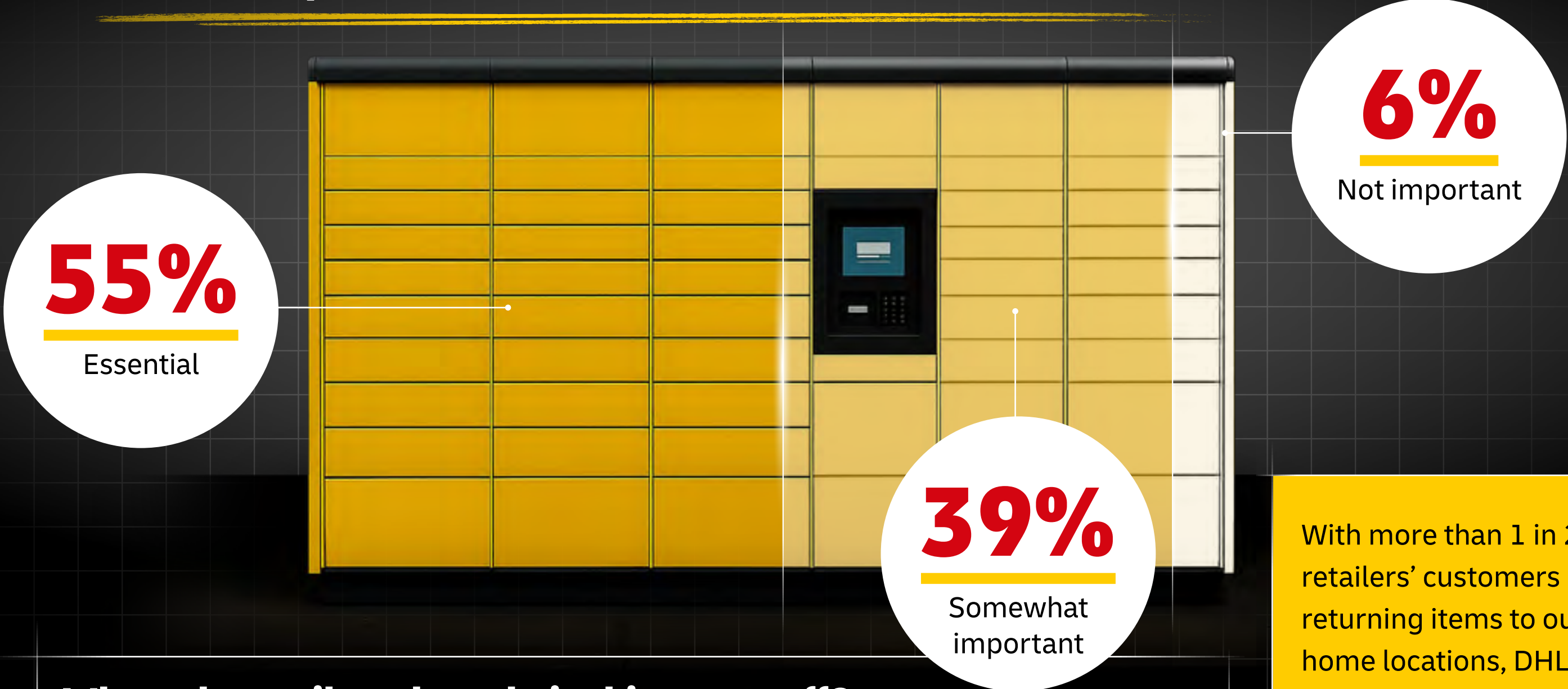
Larger businesses see out-of-home as a strategic requirement for managing returns, with 47% saying the number of parcel points is a key factor when choosing a logistics partner.

For smaller businesses, out-of-home plays a different role. It’s a practical part of the sending journey, with 54% of sole traders and 47% of micro businesses using parcel points to drop off outgoing shipments – helping them stay efficient and cost-effective.

Out-of-home delivery and returns are becoming a bigger part of the customer experience. More than 1 in 2 retailers say their customers return items via out-of-home points. This is especially true in Europe, where 35% of shoppers prefer to receive parcels via parcel shops or lockers, and 79% prefer to return items the same way.

66% of global shoppers return items out-of-home – this rises to 79% for European shoppers. Find out more about the demand for out-of-home points in the 2025 E-Commerce Trends Report: Shopper Edit.

How important are out-of-home delivery locations for securing sales and repeat business?



Where do retailers drop their shipments off?

	Logistics provider’s depot	Parcel shop	Parcel locker
Globally	64%	28%	8%
Europe	57%	31%	11%
Large businesses	75%	19%	7%
Medium businesses	71%	23%	6%
Small businesses	61%	31%	8%
Micro businesses	53%	36%	11%
Sole traders	46%	40%	14%

With more than 1 in 2 retailers’ customers returning items to out-of-home locations, DHL eCommerce can help you deliver a smooth returns experience. With over 110,000 ServicePoints and 40,000 parcel lockers, we offer the largest and densest access point network in Europe.

Building sustainability into the e-commerce journey

85% of e-commerce decision-makers say sustainability is important to their business



Larger businesses are more likely to take steps such as using sustainable packaging, offering lower-impact delivery options and showing customers the environmental impact of their delivery.

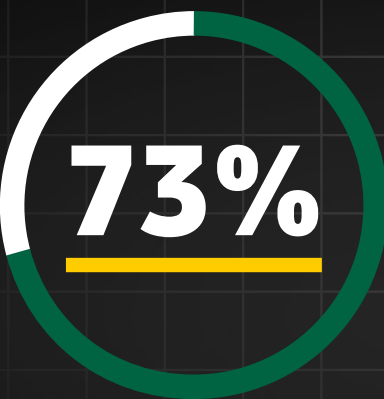
For smaller businesses, sustainability is important – but cost, time and complexity are more likely to limit how far they can go to operate more sustainably.

Retailers in India (73%), Spain (72%) and the UK (63%) lead the way on using sustainably sourced packaging. When it comes to sustainable delivery options India (86%), Turkey (80%) and Malaysia (78%) are ahead.

With 55% of global online shoppers saying sustainability will matter more to them over the next five years, it’s already shaping where, and who, they choose to buy from. For retailers, sustainability is no longer a nice-to-have – it’s just part of doing business.

35% of global shoppers have abandoned their cart due to sustainability concerns. Find out more about how important sustainability is to online shoppers in the 2025 E-Commerce Trends Report: Shopper Edit.

	Say sustainability is important to their business	Use sustainably sourced packaging materials	Offer customers more sustainable delivery options	Show customers the impact of their delivery
 Globally	85%	60%	70%	64%
 Large businesses	91%	70%	79%	74%
 Medium businesses	87%	63%	76%	71%
 Small businesses	83%	56%	70%	63%
 Micro businesses	76%	51%	58%	50%
 Sole traders	79%	53%	55%	42%
 Makers and manufacturers	88%	65%	73%	68%
 Dropshipping businesses	85%	62%	75%	70%
 Wholesale distributors	88%	64%	78%	72%
 Private and white label sellers	86%	62%	69%	63%



of global e-commerce retailers believe DHL is a sustainable delivery provider

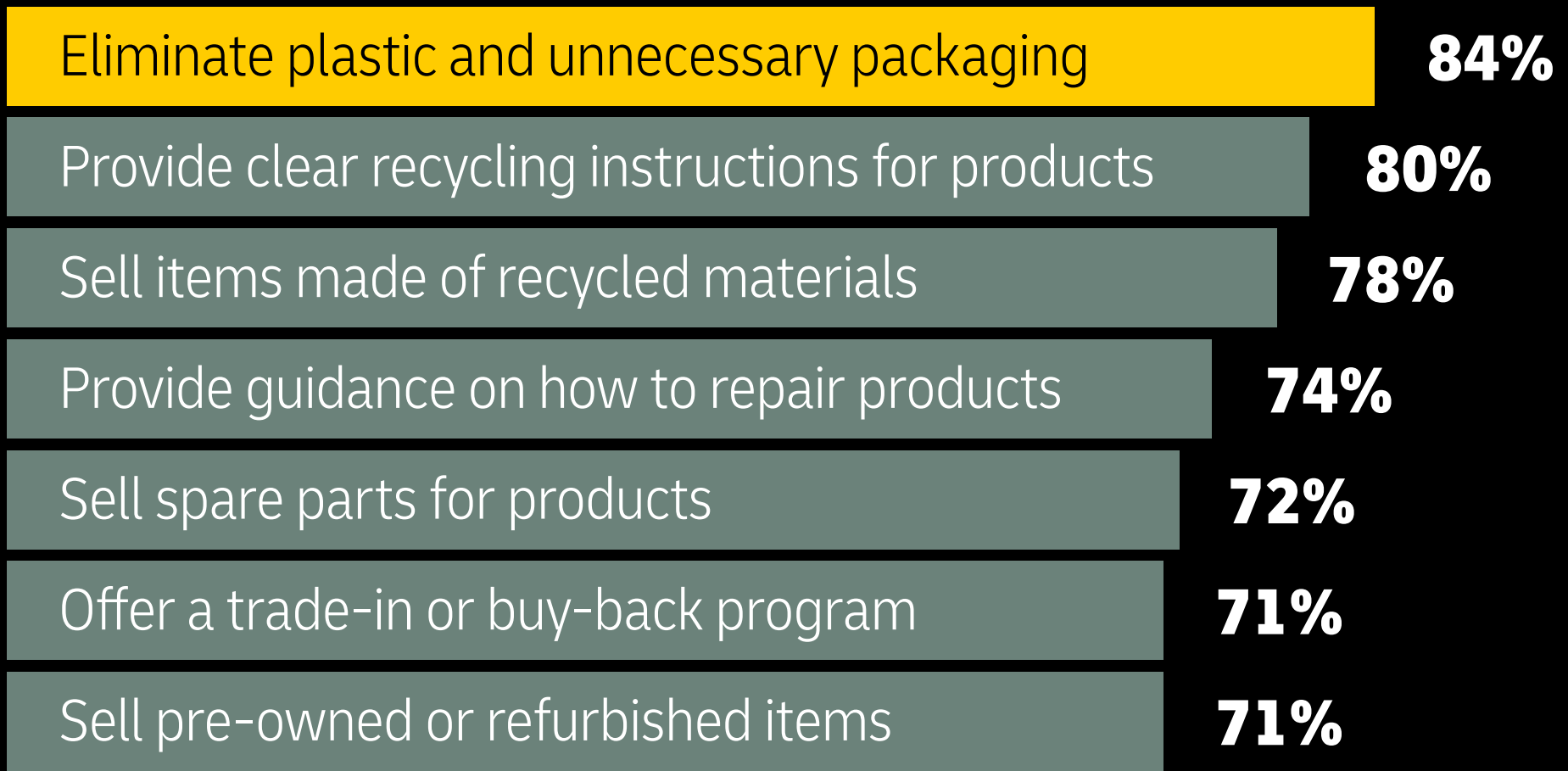
Reduce, reuse, recycle, resell: Retailers move towards circular models

Many e-commerce retailers are already taking steps to reduce their environmental impact.

A top priority is cutting down on plastic and unnecessary packaging, which retailers in India (60%), Portugal and Turkey (59%), the UK (55%) and Australia (52%) are already doing.

Selling pre-owned or refurbished items is another opportunity retailers are starting to explore – especially as 52% of global shoppers say they buy second-hand items online. But so far, only 36% of retailers currently offer this. Adoption is highest among wholesale distributors (41%), makers and manufacturers (40%) and cross-border sellers (40%).

What are businesses doing or planning to become more sustainable?



What percentage of the products retailers sell are made from or contain recycled or reused materials?



34% of sole traders and 28% of micro businesses say more than 51% of their products are made from or contain recycled or reused materials

44% of global shoppers buy pre-owned or refurbished items to be more sustainable. Find out more about shoppers' sustainability shopping habits in the 2025 E-Commerce Trends Report: Shopper Edit.

Black Friday: Is it the most critical sales window for e-commerce retailers?

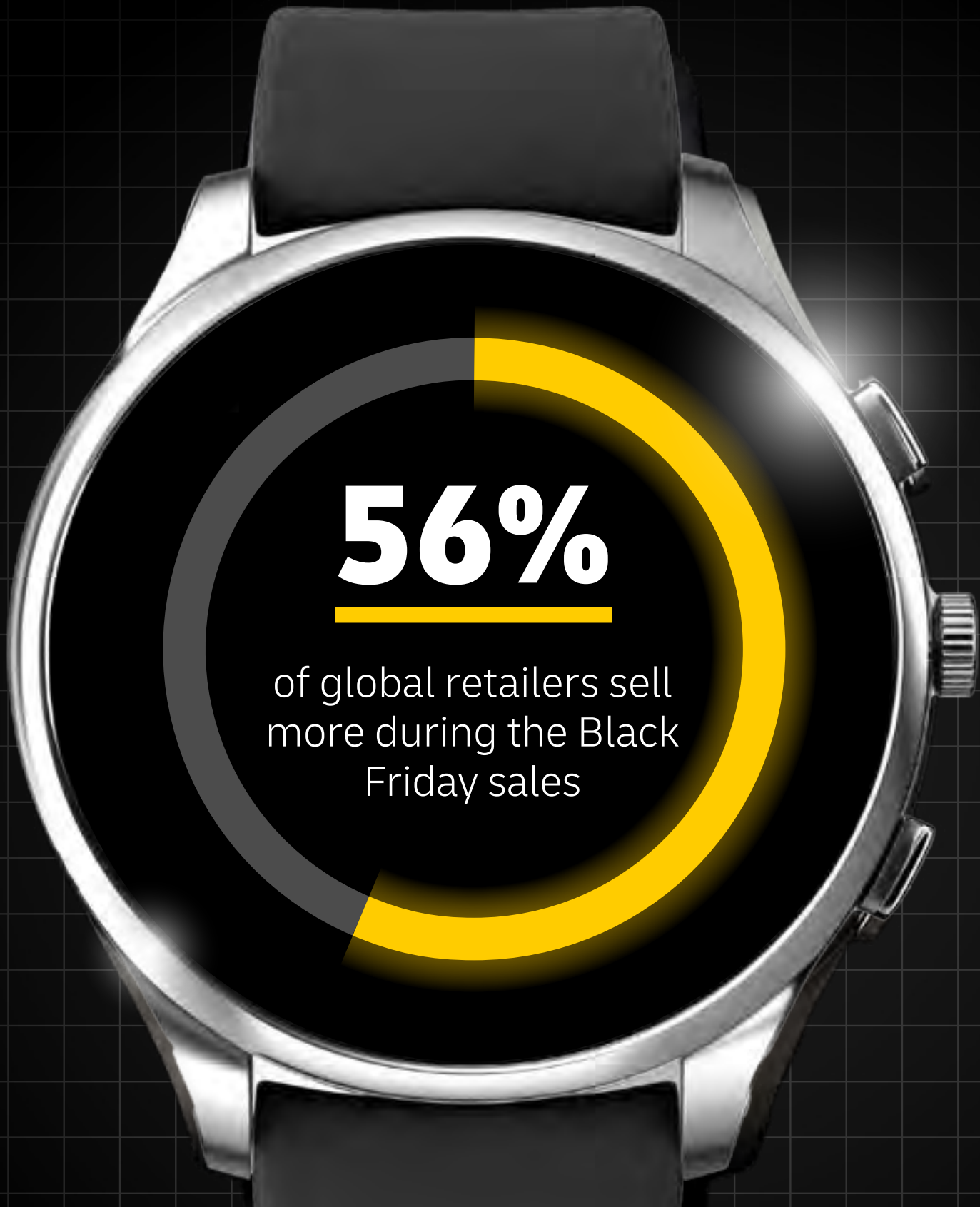
84% of global e-commerce retailers will take part in Black Friday in 2025

Black Friday remains a key sales window for e-commerce retailers of all sizes; however, its impact is not the same for all.

Large businesses report the strongest performance, with 65% seeing increased sales and 69% noting growth in 2024 vs. 2023. Private and white-label sellers also perform well, with 60% reporting both higher sales and year-over-year growth. Micro businesses and sole traders show more modest results, with only 48% seeing increased sales.

Perceived consumer trust in offers and prices is highest among large businesses, wholesale distributors and makers and manufacturers. Across all business types, November stands out as one of the busiest trading months – reinforcing Black Friday’s importance in the retail calendar.

75% of global shoppers make a purchase during Black Friday and Cyber Monday – but 16% don’t believe the hype. Find out more about shoppers’ seasonal buying behavior in the 2025 E-commerce Trends Report: Shopper Edit.



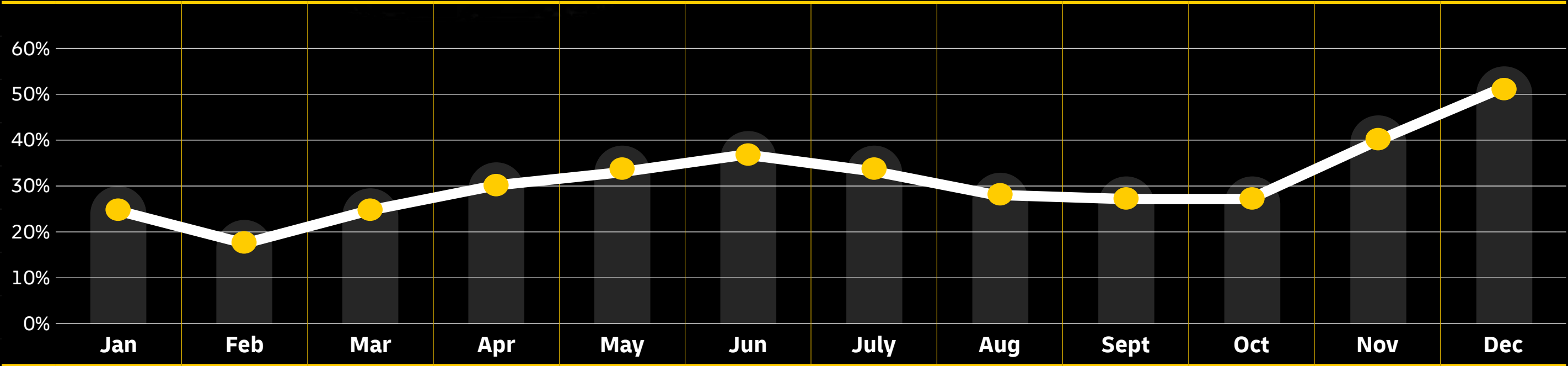
69% of global retailers believe their customers mostly trust their Black Friday offers and prices

60% of global retailers say their Black Friday sales increased in 2024 vs. 2023

Sole traders and micro businesses are the least confident about Black Friday 2025 – with lower expectations across sales, trust and participation.

Find out more about different business’ Black Friday sales:

When do retailers say their busiest trade months are?



AI in e-commerce: What comes after early adoption?

53% of global e-commerce businesses use AI across their platforms

Retailers selling through their own app are leading on AI adoption, with 67% saying they already use it. Cross-border sellers follow closely at 64%, along with 63% of large businesses and 61% of B2B retailers, wholesale distributors and dropshippers.

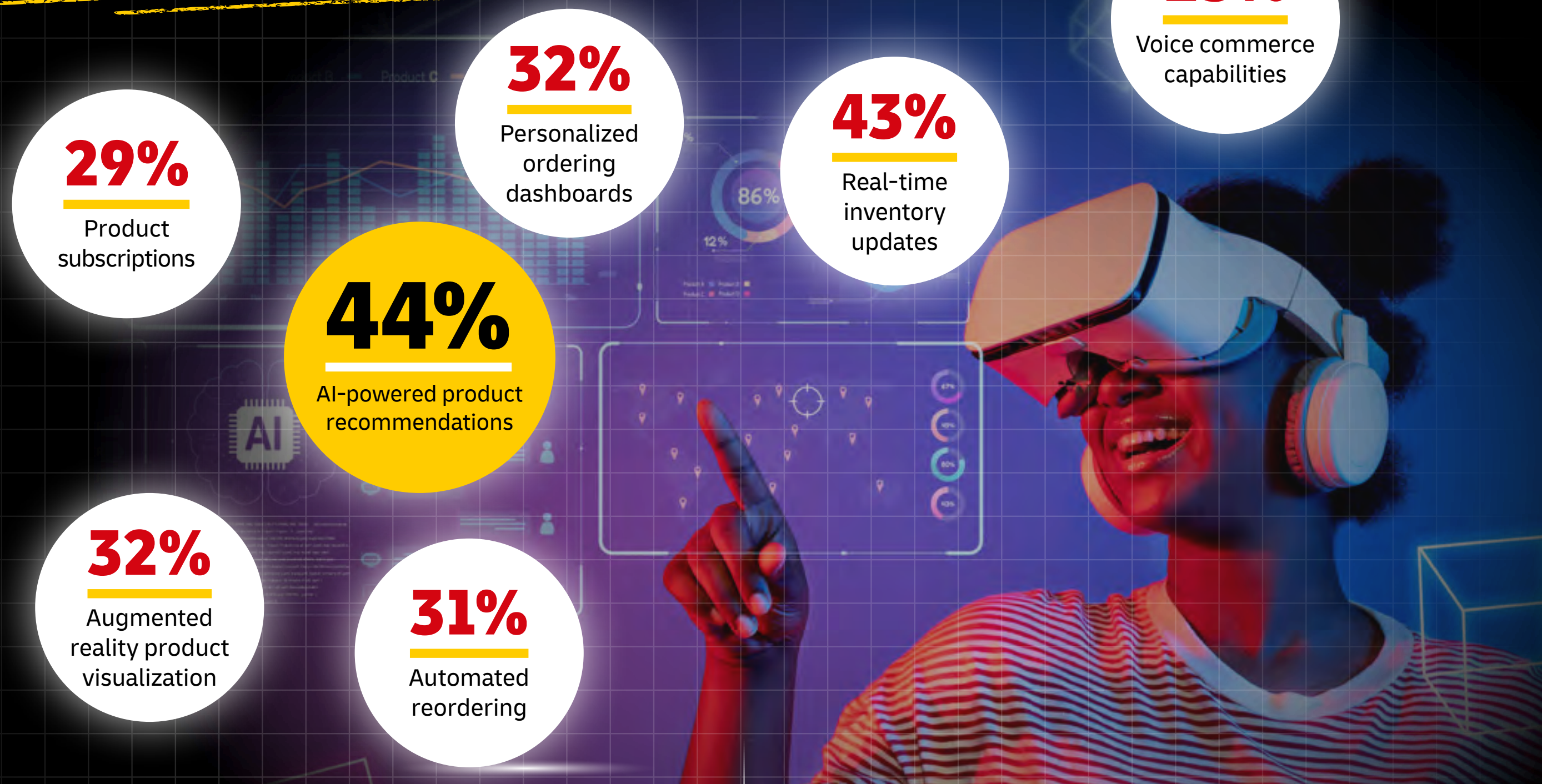
The most common form of AI in use today isn't custom-built – it's built-in. Many retailers are tapping into AI features available in third-party tools they rely on, from promotional content production and automated targeting to suggested responses for customer service agents.

Online shoppers are ready for it too. 7 in 10 say they want retailers to offer AI-powered shopping features, signalling rising expectations for faster, smarter and more relevant experiences.

Whether it's personalizing offers or automating customer service, AI gives retailers a practical way to improve the customer journey. Don't act now and you risk falling behind as AI becomes a standard part of doing business.

77% of global shoppers want online retailers to offer virtual try-on. Find out more about shoppers' AI adoption in the 2025 E-Commerce Trends Report: Shopper Edit.

Which emerging technologies are retailers most likely to use on their e-commerce platforms?



What do retailers use AI for?

Use third-party AI tools	64%
Content production	49%
Customer service	49%
Personalizing the website or app experience	49%
Analytics and reporting	38%

Sole traders are the most likely to use AI for content creation, with 60% adopting it. Among larger businesses, 66% rely on AI in third-party tools and 59% use it for customer service.

See how different business types and sizes are using AI:

Respondents were offered multiple choice options for these questions.

Generations in the spotlight: Who's buying and who isn't?

57% of global online retailers say they're seeing more Gen Z customers visiting their e-commerce platforms

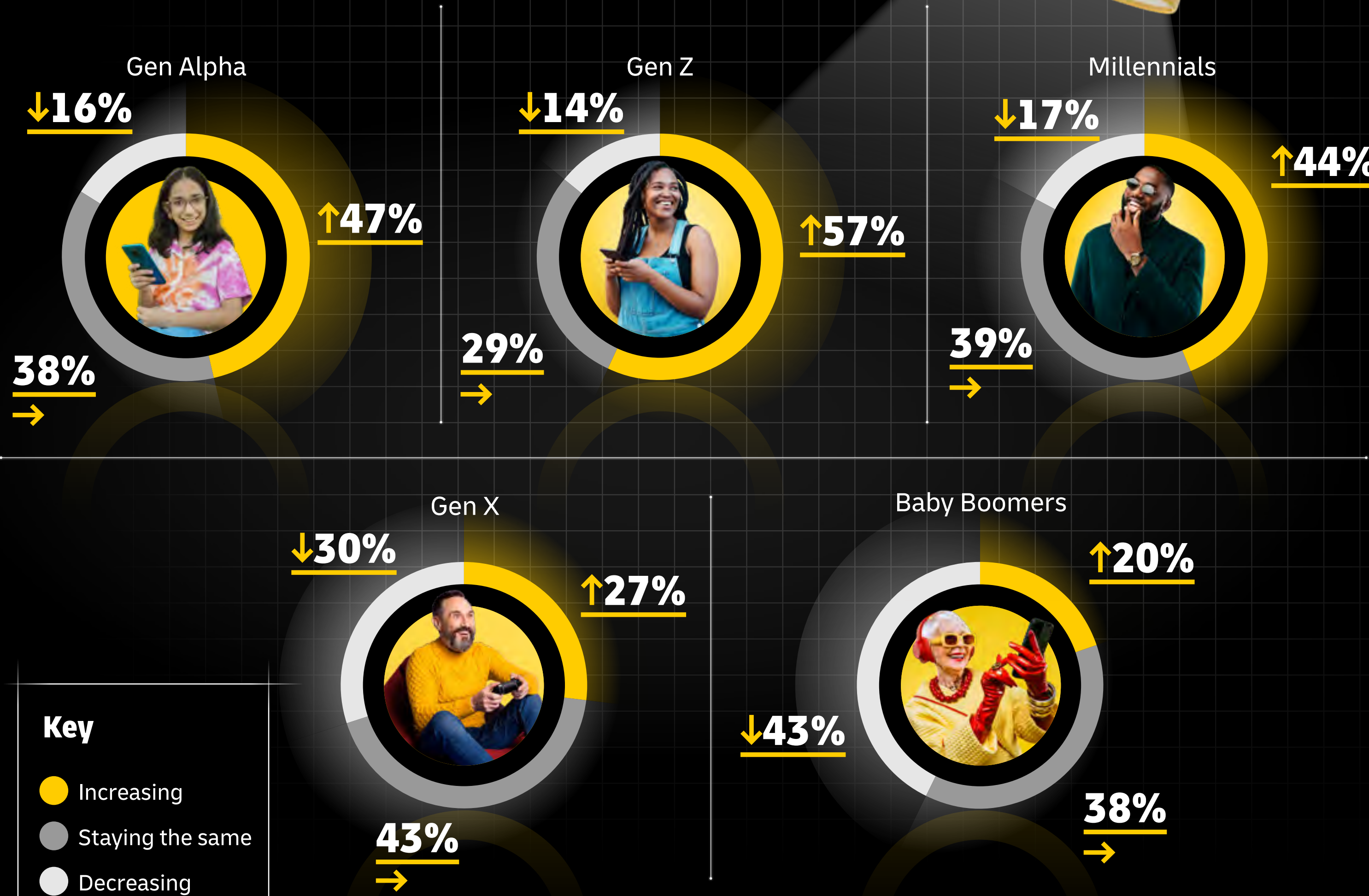
Gen Alpha may still be young, but their shopping habits are starting to influence household purchases – and hint at what's next in e-commerce. Almost half of retailers say Gen Alpha's presence is growing across their platforms.

Gen Z and Millennials remain among the most active online shoppers. 52% of Gen Z and 59% of Millennials make a purchase online at least once a week, and most retailers report steady or growing engagement from these segments.

Gen X and Baby Boomers are starting to account for a smaller share of sales, according to retailers. But they're far from inactive. 47% of Gen X and 32% of Baby Boomers still buy online weekly, meaning they remain a valuable audience retailers can't afford to overlook.

Explore how different generations browse and buy online in the 2025 E-commerce Trends Report: Shopper Edit.

How are different customer segments changing across retailers' e-commerce platforms?



Profiling the modern e-commerce retailer: Investments, margins and competitor analysis

Behind every sale is a series of strategic, data-driven decisions: where to invest, which platforms to use and how to stay ahead of the competition.

Modern e-commerce retailers spread resources across key operational areas and use a mix of digital channels to drive website traffic to their sales platforms. Competitor research and analytics tools are part of everyday practice, helping them refine their offering, improve their marketing efforts and enhance the customer experience.

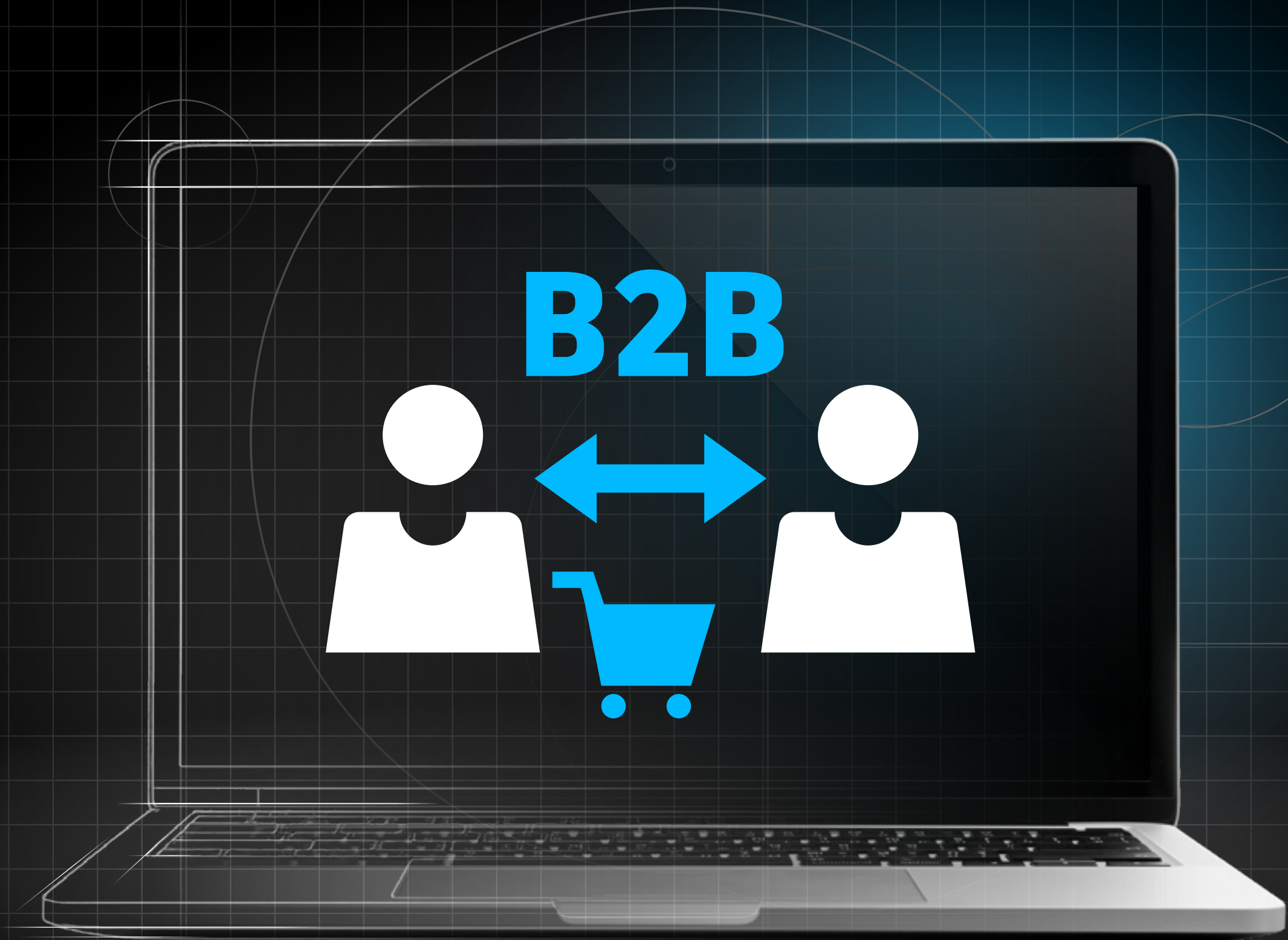
In today's e-commerce market, staying competitive means moving quickly – adapting to customer expectations and responding to what competitors are doing.

Alongside profiling today's e-commerce retailers, we've uncovered how different shopper types browse and buy online. From social to subscription shoppers, discover what matters most to them in the 2025 E-Commerce Trends Report: Shopper Edit.



Respondents were offered multiple choice options for some of these questions.

A closer look at B2B e-commerce



Bringing the consumer experience to business buyers

What used to involve back-and-forth emails, long lead times and limited ways for buyers to place or track orders themselves now looks very different.

As more business buyers shop online, they're bringing new expectations with them. They want the same digital-first, flexible and transparent experience they get as consumers. That means fast delivery, easy returns, personalized offers and straightforward payment options at checkout.

To keep up, B2B businesses are rethinking how they sell – from social media browsing to marketplace shopping and sustainability. Whether you're already selling to other businesses or planning to, the message is clear: it's time to bring the best of B2C into the B2B experience.

76%

offer customers the option to pay using their digital wallet

35%

offer customers Buy Now, Pay Later for their purchases

58%

of global B2B retailers sell on at least three e-commerce platforms

78%

expect their website sales to increase over the next three to five years

18%

charge for delivery and returns on subscription

61%

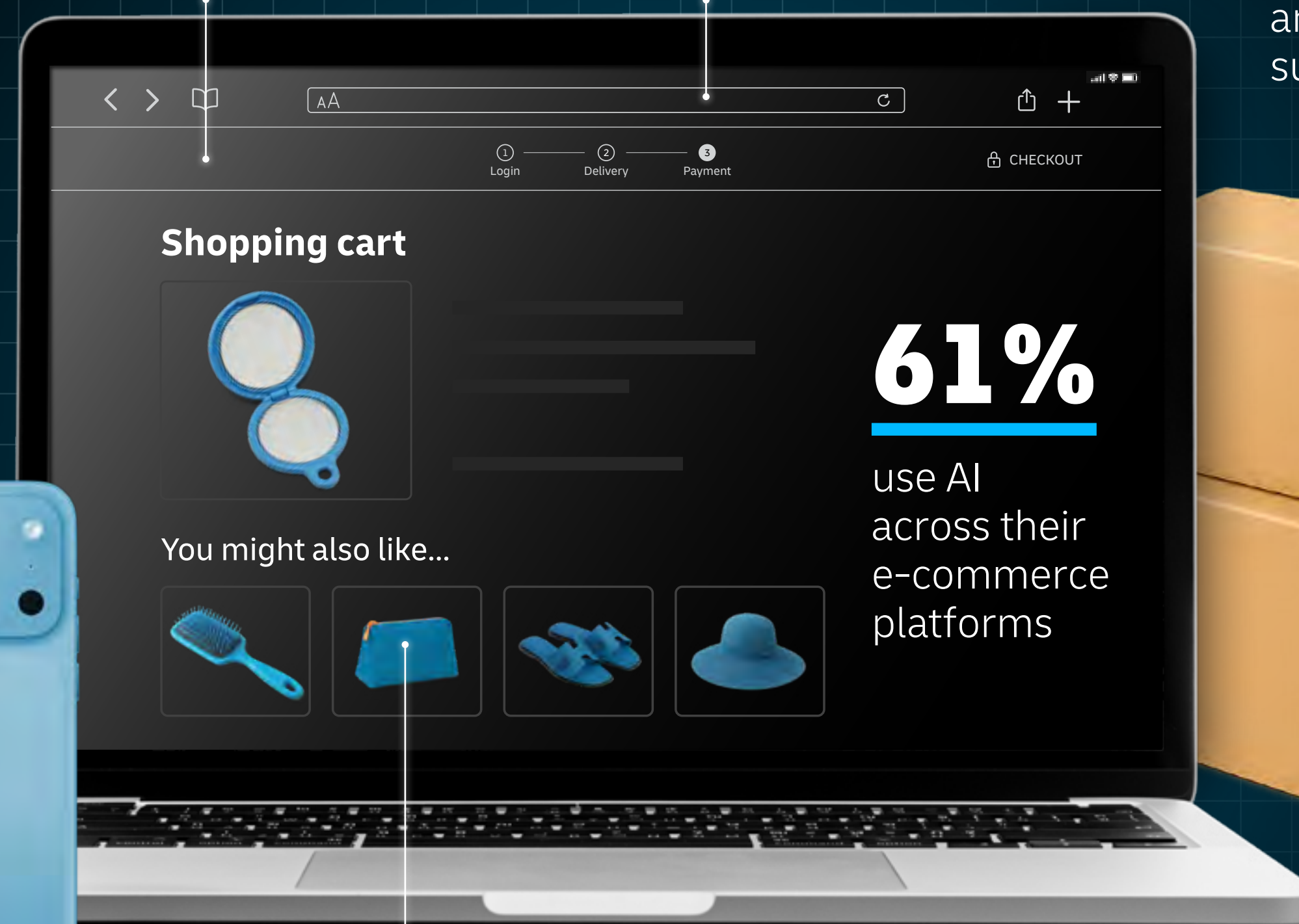
use AI across their e-commerce platforms

38%

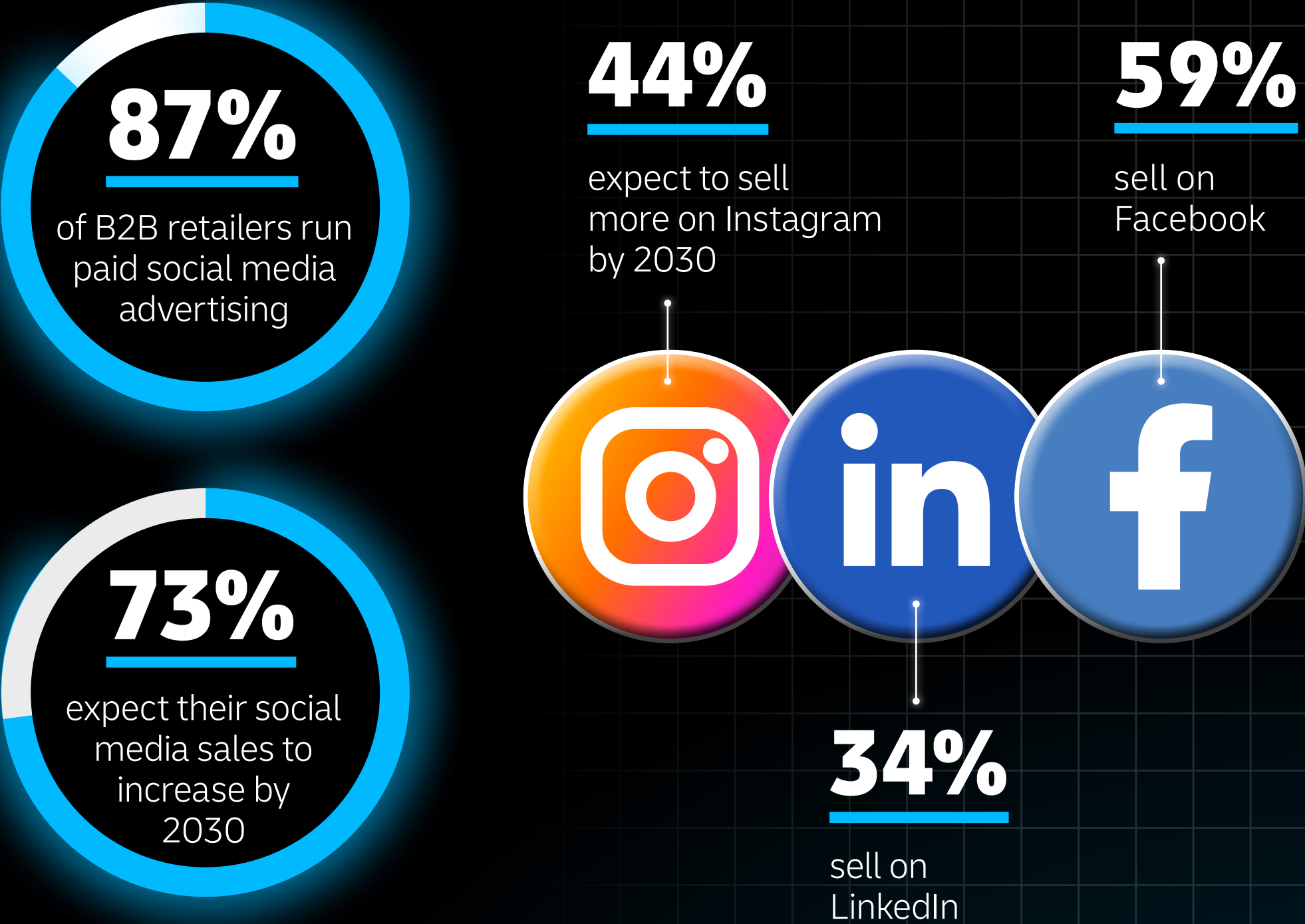
are likely to use AI-powered product recommendation tools

64%

offer product subscriptions



Social media means business



48% of B2B retailers say social media is essential to their business. From first glance to final decision, B2B brands are using social platforms to turn interest into sales – with product images (60%), short videos (57%) and stories (48%) the most common types of content. It signals a clear shift: B2B buyers increasingly expect the same convenience, familiarity and direct engagement they’re used to as consumers.

Selling where buyers already shop

Which marketplaces do B2B retailers sell on?



Marketplaces offer a fast, familiar way to reach more customers – and 56% of B2B retailers are making the most of them. Amazon remains the top choice, but more businesses are branching out across app-based platforms. For B2B sellers, the future of marketplace selling looks less like single-channel reliance and more like multi-platform strategies.

Think Black Friday is just for B2C?



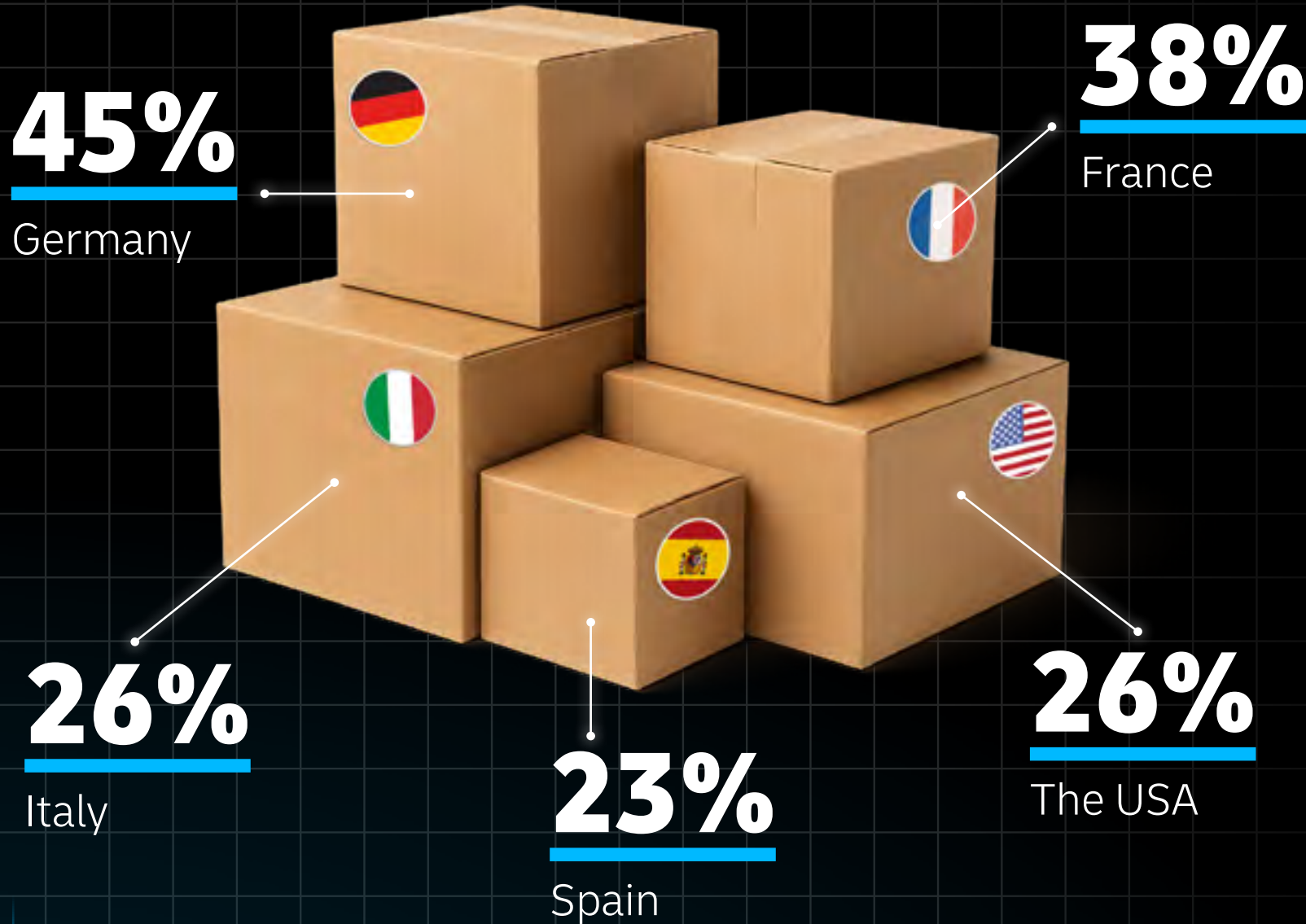
- 77%** of B2B e-commerce retailers make a sale during Black Friday or Cyber Monday
- 67%** believe their customers completely or mostly trust their Black Friday offers and prices
- 63%** say their Black Friday sales increased in 2024 vs. 2023
- 48%** sell more during Black Friday and Cyber Monday

Black Friday is an opportunity for B2B retailers to increase visibility, attract new customers and re-engage existing ones with well-timed, limited offers.

Peak sales events like Black Friday are now part of how B2B retailers sell – whether that’s to respond to seasonal demand or end-of-year buying cycles.

B2B retailers think beyond borders

Which countries do B2B retailers sell to?



72%
of B2B e-commerce retailers sell to businesses in other countries

41%
is the average share of orders that B2B sellers send internationally

International selling has become standard for many B2B retailers.

But for those not yet selling overseas, cost and complexity remain barriers. 44% say delivery is too expensive, 37% say returns costs are too high and 32% want to avoid the hassle of customs. The right delivery and returns partner can help retailers overcome these hurdles – simplifying international logistics and opening up new markets.

The sales experience doesn't end at the checkout



- 87%** say offering free delivery or returns improves their sales
- 56%** say out-of-home locations are essential to secure sales and get repeat business
- 46%** offer 'free' delivery by building the charge into product costs

If the delivery and returns experience meets expectations, B2B retailers can build trust and keeps buyers coming back.

But it's not always easy. For some businesses, customs clearance is a real challenge – 17% say it's the main reason items are returned. Delivery speed also matters, with 48% of B2B sellers prioritizing logistics partners with faster transit times. Many are moving to paperless returns, with 38% offering customers the ability to scan a QR code at drop-off.

B2B brands are acting on their sustainability commitments

76%
offer sustainable delivery options to their customers

72% tell their customers the environmental impact of their delivery

62% use sustainably sourced packaging materials

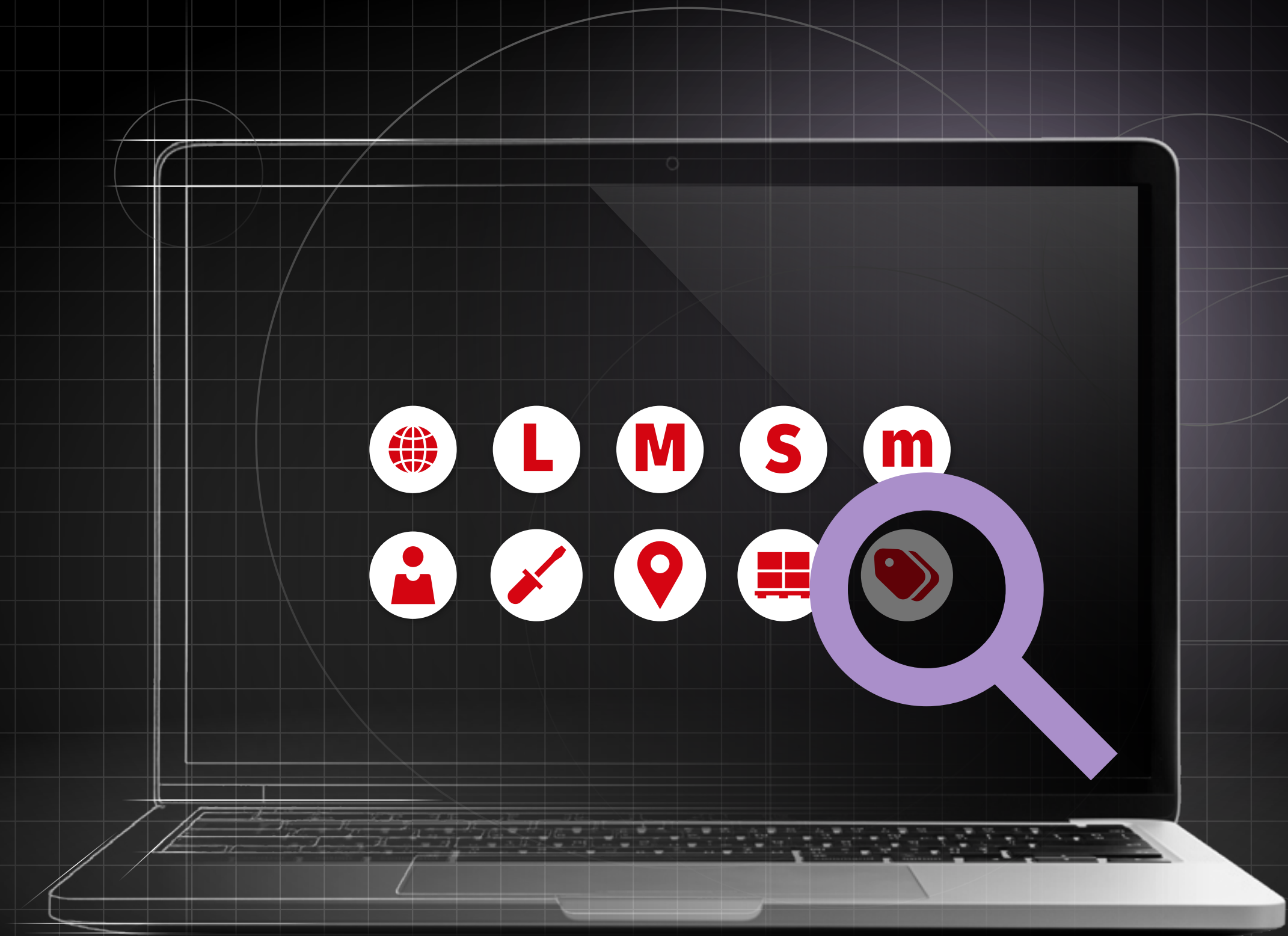
43% provide clear recycling instructions for the products they sell

40% offer a trade-in or buy-back program to customers

87% of B2B retailers say sustainability matters to their company, and many are backing that up with action.

From more sustainable delivery options to trade-in programs and clearer recycling guidance, B2B brands are making practical changes. For B2B retailers with long-term growth in mind, building a more sustainable operation is fast becoming the standard.

The businesses behind the trends





Large businesses are leading the way in multi-channel selling – 31% sell on five or more platforms. They're also the most likely to use social media for customer acquisition: 65% say that's the main reason they maintain a presence on social media.

Apps are where sales happen

Large businesses are leading the shift towards app-based commerce to take control of the customer experience. Apps give retailers a way to engage customers and personalize the shopping journey, which help drive loyalty and long-term growth.

54%

sell through their own branded app

64%

review their app experience against competitors monthly

83%

expect mobile app sales to grow over the next three to five years

Big business, bigger markets

Cross-border selling isn't a niche strategy for large businesses. With greater infrastructure, they're well-placed to reach markets across borders. To meet customer expectations, many are offering faster international shipping.

4 in 5

sell to customers in other countries

42%

of their orders on average are shipped internationally

45%

offer tracked express international delivery

Speed is part of their proposition

Large retailers know that speed isn't just about customer satisfaction. At this scale, a late delivery doesn't just risk a bad review – it can cost repeat business. That's why they're investing in faster options and building speed into their value proposition.

58%

offer tracked or recorded next-day delivery

1 in 3

say long delivery times frustrate their customers

42%

offer faster paid delivery to improve cart conversion



Medium businesses are the second-highest users of social commerce. 67% sell on social media platforms and 84% use shoppable posts to drive sales. They're turning engagement into conversions with active, social-led strategies.

Black Friday is a key sales opportunity

Black Friday and Cyber Monday are firmly embedded in the calendar for medium businesses. With most seeing consistent or growing sales, it's a moment of high volume, high visibility and high expectations from customers.

87%

will take part in Black Friday in 2025

59%

sell more during Black Friday and Cyber Monday

9 in 10

say their Black Friday sales increased or stayed the same in 2024 vs. 2023

Sustainability is a business priority

Sustainability is increasingly in the product mix for these retailers. While some retailers are still scaling up their actions, medium enterprises are further ahead of smaller retailers when it comes to sustainable products and returns.

87%

say sustainability is important to their business

1 in 2

are currently eliminating plastic or unnecessary packaging

48%

provide clear recycling instructions for products

Feeling the pressure of high return rates

Medium-sized retailers see the highest return rates – and they're taking action to streamline the returns experience. From paperless options to out-of-home options, retailers are moving towards more flexible processes.

38%

get more than 11% of orders returned to their business

34%

offer paperless returns (scan a QR code at drop-off)

60%

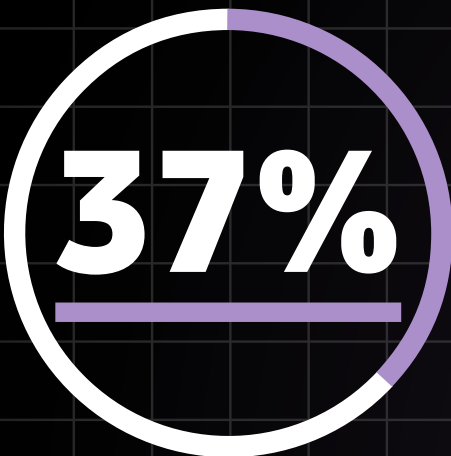
say customers return items back to them via parcel shop drop-off



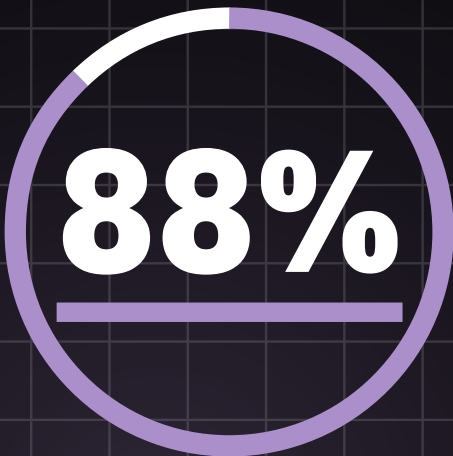
Small businesses lead the way in B2B sales. Over a quarter (26%) sell exclusively to B2B customers. They're the least likely of all business sizes to sell on marketplaces (60%), but one of the most likely to sell via social media.

Commerce is part of their social strategy

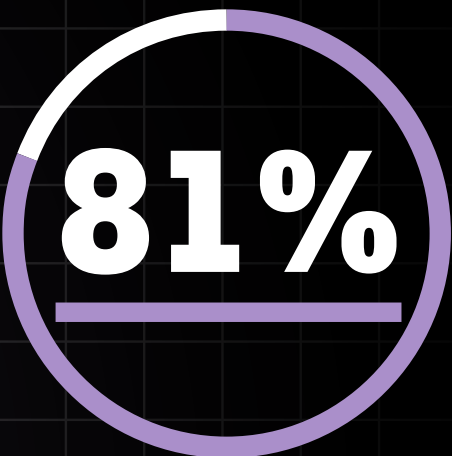
Small businesses aren't just using social media to connect – they're using it to sell. Most are running paid campaigns and creating shoppable posts, turning their social presence into a direct revenue stream.



have social media profiles to give them another revenue stream



run paid advertising and promoted posts on social media



create shoppable posts on social media

Small businesses feel the cost of abandonment

Cart abandonment is a costly issue for small businesses, especially on social media. Fixing key drop-off points like limited payment options and delivery charges, and adding conversion drivers like free gifts or faster delivery could encourage customers to click 'buy now'.



is the average percentage of abandoned carts on social media



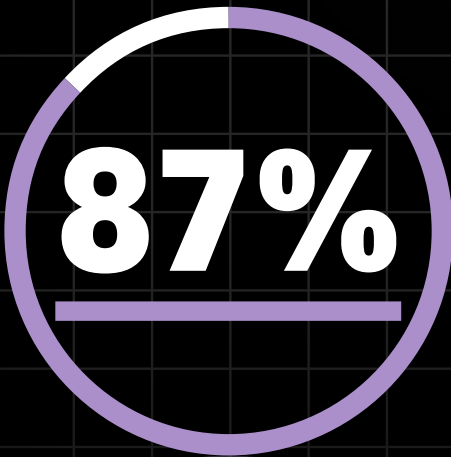
say their customers abandon their carts because of limited payment options



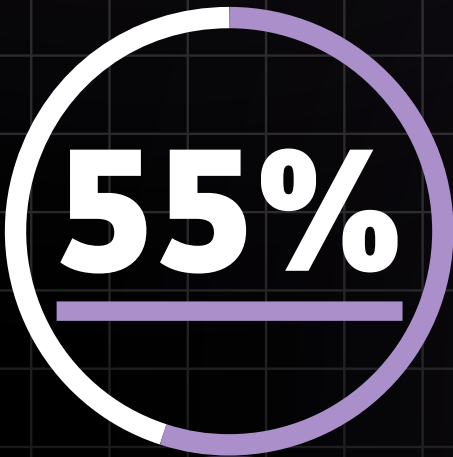
offer a free gift with a higher spend to improve cart conversion

Instagram is where business happens

From product discovery to conversion, Instagram is central to small business' social strategy – it's where they engage with customers and drive sales. And its importance is only set to grow by 2030.



post on only, sell on only or post and sell on Instagram



post stories on social media

4 in 5

say they'll use Instagram more or the same amount in the next five years



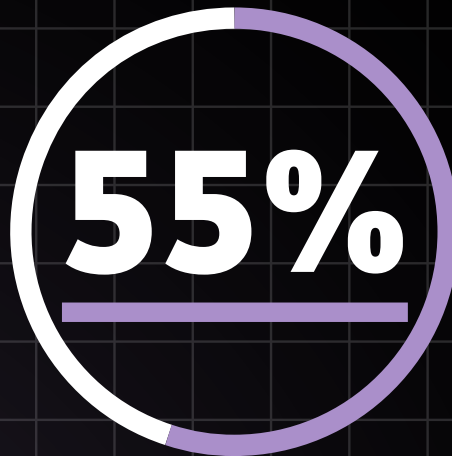
While 76% say sustainability matters to them, micro businesses often struggle to make progress on their commitments – likely due to limited resources. Just over half (51%) use sustainably sourced packaging, with more looking to increase their sustainability efforts in the future.

Overcoming barriers to cross-border selling

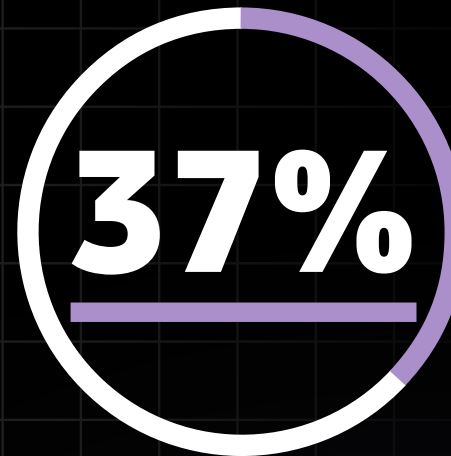
Micro businesses are the least likely to sell internationally. For many, the cost of delivery and complexity of customs create barriers to expansion. However, the right logistics partner can change that – providing support to open the door to global customers.



sell to customers in other countries



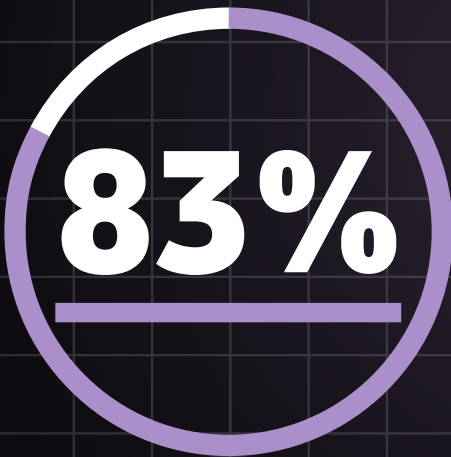
don't sell internationally as the cost of delivery is too high



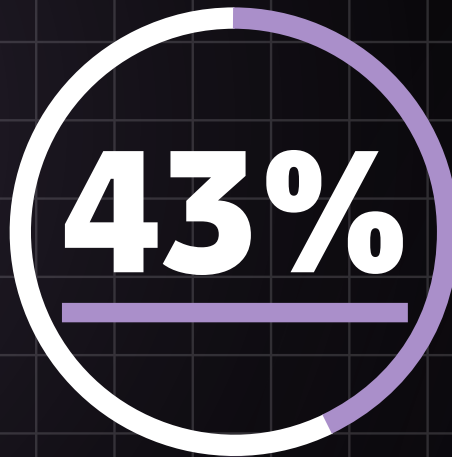
don't sell internationally as they don't want the hassle of customs

Loyalty starts with free delivery and returns

Micro businesses recognize the power of free delivery and returns – most agree it improves sales and the customer experience. Yet not all offer it, so this could be an effective way to stand out and strengthen customer loyalty.



say offering free delivery and returns improves their sales



offer their customers free delivery



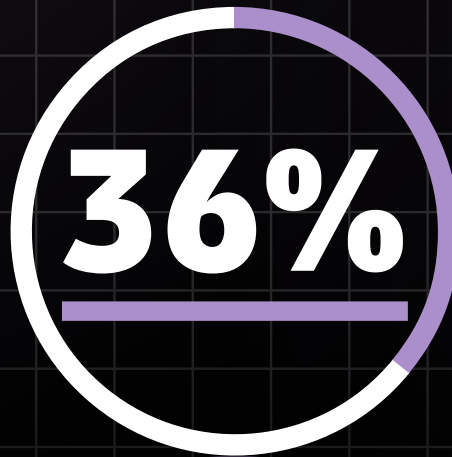
believe their customers feel frustrated if they have to pay for returns

Smarter content creation starts with AI

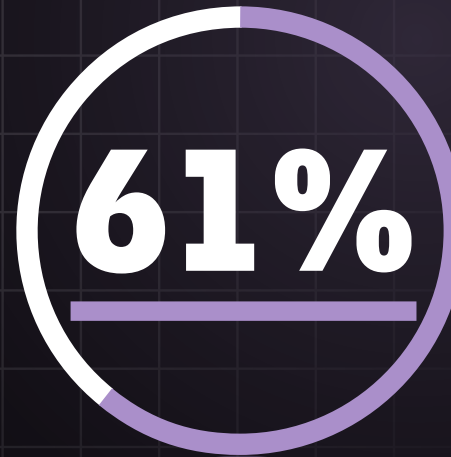
For micro businesses, time and resources are often limited. Nearly half use AI to support content production, and over a third are open to doing so in the future. With short videos among their most popular social content, AI can help speed up production.



use AI for content production



say they're likely to use content production tools in the future



create short videos for social media



57% of sole traders sell on just one or two e-commerce platforms, and they are most likely to sell on marketplaces or social media. Only 55% run their own website, making them the least likely of all business sizes to operate an owned online store.

Getting returns right is crucial

A third of sole traders say their customers feel frustrated when returns aren't free – but switching providers or improving processes isn't always straightforward. However, getting the returns experience right can encourage repeat purchases.

1 in 3

believe their customers feel frustrated if they have to pay for returns

24%

say it's not easy at all to switch to a new logistics provider

83%

receive up to 10% of orders back as returns

Selling through marketplaces is second nature

Marketplaces are central to how many sole traders sell, with over half reviewing their listings regularly and expecting steady growth. These platforms offer the reach they need without investing in owned sales channels such as a website or app.

63%

sell on marketplaces

57%

review their marketplace offering monthly

7 in 10

expect their marketplace sales to increase over the next three to five years

Peak season is their busiest time

Sole traders rely heavily on key trading periods, especially around November and December. Many also see higher demand around cultural and religious holidays, making these moments crucial to their annual sales performance.

59%

say December is one of their busiest trade months

45%

say November is one of their busiest trade months

58%

sell more during seasonal and religious holidays



Dropshippers have the strongest B2B focus of any business type – 22% sell exclusively to B2B customers. More than half (55%) are medium or large businesses, yet they're the least likely to sell through their own website (74%).

Turning buyers into subscribers

Subscriptions offer a reliable way to keep customers coming back. Over half already provide a product subscription service, and a third are planning to introduce one. Some also offer logistics subscriptions – encouraging shoppers to make multiple purchases.

60%

offer a product subscription service

33%

are likely to offer subscriptions in the future

16%

offer their customers an annual or monthly delivery and returns subscription

Optimizing marketplace presence pays off

Marketplaces remain a cornerstone for dropshippers, giving them instant access to large customer bases without the need to manage their own inventory or fulfillment. Over three quarters expect marketplace sales to grow strongly in the coming years.

71%

sell their products on marketplaces

1 in 2

review their marketplace offering monthly

78%

expect their marketplace sales to increase over the next three to five years

AI powers smarter selling for dropshippers

Many dropshipping businesses are already using AI within their platforms or the third-party tools they trust. Looking ahead, almost half plan to implement AI-powered product recommendations to personalize the shopping experience.

61%

use AI tools across their e-commerce platforms

68%

use the AI features in the third-party tools they already use

49%

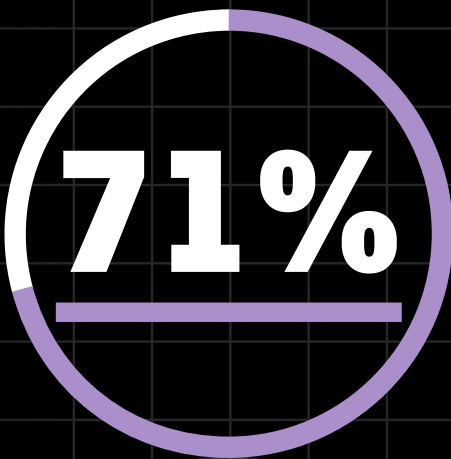
say they're likely to use AI-powered product recommendations on their e-commerce platforms



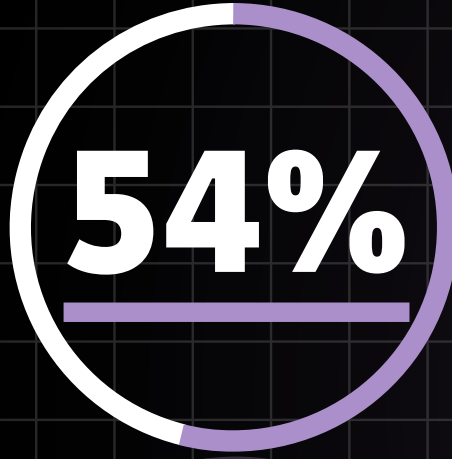
62% of wholesale businesses offer a product subscription service – the highest of any business type. More than half (51%) say email is a top traffic source to their website, also ranking highest across all business types.

Borders don't limit their reach

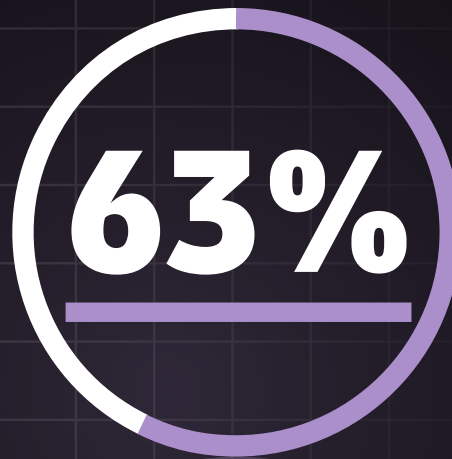
International demand is a key growth driver for wholesale distributors – over half ship more than a quarter of their orders overseas. Many tailor the buying experience to each market, making it easier to win and keep customers globally.



sell to customers in other countries



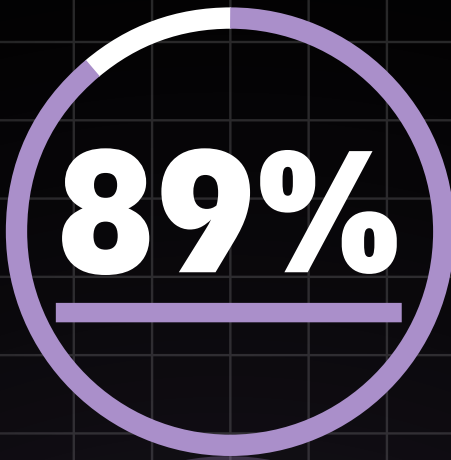
ship 26% to 50% of their orders internationally



provide their e-commerce store in the local language and currency for all countries

Free delivery delivers results

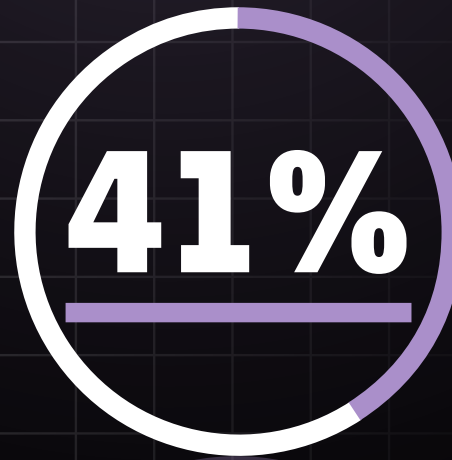
Nearly nine in ten wholesale distributors say free delivery drives more sales, and a third believe customers resent paying for it. But with less than half currently offering free delivery as standard, there's room to stand out by doing so.



say offering free delivery improves their sales



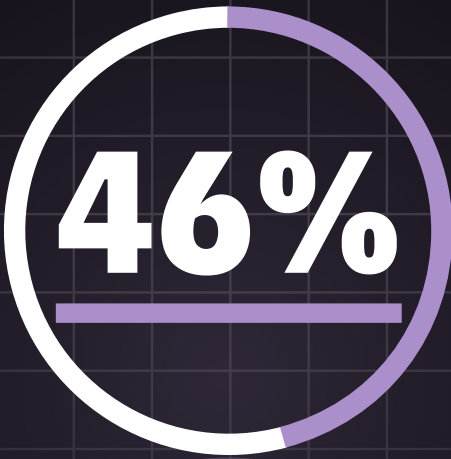
believe their customers feel frustrated if they have to pay for delivery



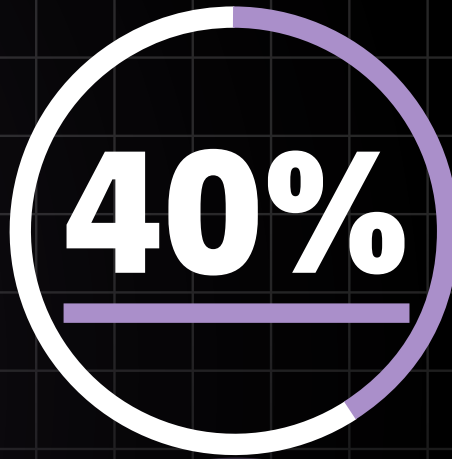
offer their customers free delivery

Giving products a second life

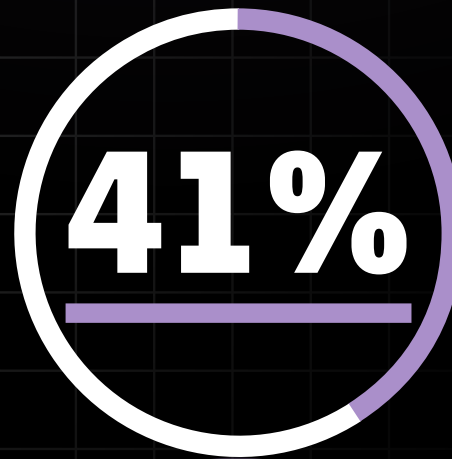
Extending the life of products is becoming a priority for wholesale distributors. Whether through repairs, buy-backs or resale, these approaches help cut waste and create new revenue streams.



sell spare parts so customers can fix or repair past purchases



offer a trade-in or buy-back program



sell pre-owned or refurbished items



Makers of handmade goods and manufacturers are the most likely to sell exclusively to consumers

– 23% operate purely B2C. They're also the most likely to be sole traders (11%) or micro enterprises (15%).

Turning social connections into sales

Social media is a core sales channel for makers and manufacturers, with most using at least one platform to promote or sell products. With more than three-quarters predicting sales growth, social media is set to become an even bigger driver of revenue.

90%

have at least one social media profile for their business

7 in 10

post on only, sell on only or post and sell on TikTok

77%

expect their social media sales to increase over the next three to five years

Growth across the generations

Makers and manufacturers are tapping into a broadening customer base – but seeing the strongest growth in Gen Z customers. This growth across generations opens up new opportunities for these businesses.

47%

are seeing an increase in Millennial customers

31%

are seeing an increase in Gen X customers

24%

are seeing an increase in Baby Boomer customers

Packaging and materials under review

Sustainability is a priority for most makers and manufacturers. From reducing unnecessary packaging to increasing the percentage of recycled materials in products, many are acting on their sustainability goals.

88%

say sustainability is important to their business

53%

are currently eliminating plastic and unnecessary packaging from their business

38%

is the average percentage of their products that contain recycled or reused materials



Private and white label sellers are ahead in multi-channel selling – 42% sell on four or more platforms. They're also the business type most likely to sell through their own app (44%) and their own e-commerce site (83%).

Fast, free delivery that's always improving

Speed and reliability are part of the promise these brands make. Many sellers combine tracked next day delivery with free shipping incentives – and regularly refine their delivery and returns options to keep up with customer expectations.

59%

offer tracked next day delivery

57%

offer free delivery to improve cart conversion

9 in 10

regularly review their delivery and returns offering

Out-of-home is part of the package

For private and white label sellers, out-of-home delivery and returns are essential. Many see it as a sales driver, with parcel lockers in particular helping to make returns easier for customers and more efficient for the business.

59%

say out-of-home points are essential for securing sales

47%

say the number of out-of-home points a logistics provider has is important

59%

of their customers return items to them via parcel lockers

Flexibility at the final step

Flexible payment options are part of the sales strategy for private and white label sellers. From digital wallets to Buy Now, Pay Later, they're making checkout simple and secure – and keeping fraud levels low in the process.

46%

offer Buy Now, Pay Later as a payment option

7 in 10

say less than 5% of their sales are affected by fraud

83%

support payment via a digital wallet at checkout

Is your e-commerce store built to stand out?

E-commerce retailers around the world are adapting to changing shopper behaviors and competitor actions – rethinking how they sell, ship and scale to meet expectations.

We hope this report gives you the insights you need to benchmark against other retailers in the market, remain competitive and move your business forward.

Whether you're refining what you already offer or exploring new opportunities, now's the time to turn insight into action – and take the next step for your business.

Want to know what really drives online shoppers to buy or abandon their carts?



“

This report offers a powerful snapshot of how e-commerce is evolving – from AI-driven personalization and social commerce to the rise of B2B and borderless trade. It's not just about trends; it's about transformation and the heartbeat of local and global e-commerce.



Businesses are scaling faster, selling smarter and prioritizing sustainability like never before. At DHL, we're proud to support this momentum, helping retailers deliver with speed, trust and responsibility in every market they serve.

Pablo Ciano
CEO at DHL eCommerce

”

76%

of global e-commerce retailers trust DHL to handle their deliveries and returns

Ready to grow your business?

At DHL eCommerce, we're here to help you ship smarter. To find out how our reliable, affordable and sustainable delivery and returns services can support your business, connect with our experts.

Appendix



How many platforms do e-commerce businesses sell on?

	1	2	3	4	5+
Globally	12%	25%	31%	16%	16%
Europe	13%	25%	30%	16%	16%
B2B	15%	27%	34%	12%	12%
B2C	14%	31%	32%	13%	10%
Hybrid	10%	21%	29%	19%	21%
Large business	9%	15%	24%	21%	31%
Medium business	6%	26%	36%	17%	15%
Small business	12%	28%	36%	13%	11%
Micro business	21%	28%	30%	14%	8%
Sole trader	24%	33%	24%	11%	8%
Dropshipping business	9%	23%	32%	18%	18%
Wholesale distributor	7%	21%	33%	18%	20%
Maker or manufacturer	12%	21%	32%	18%	18%
Private or white label seller	11%	19%	29%	17%	25%

Where do e-commerce businesses sell their products?

	Own website	Social media	Marketplaces	Own app
Globally	74%	65%	64%	33%
Europe	75%	60%	61%	33%
B2B	67%	57%	56%	30%
B2C	65%	62%	56%	25%
Hybrid	81%	69%	71%	38%
Large business	85%	64%	63%	54%
Medium business	78%	67%	67%	38%
Small business	73%	67%	60%	29%
Micro business	63%	61%	63%	15%
Sole trader	55%	58%	63%	10%
Dropshipping business	74%	70%	71%	39%
Wholesale distributor	79%	70%	69%	43%
Maker or manufacturer	80%	69%	67%	37%
Private or white label seller	83%	70%	67%	44%

Which marketplaces do retailers in each country sell on most?

Australia	eBay	81%
	Amazon	77%
	MyDeal	37%
Austria	Amazon	75%
	eBay	49%
	Mediamarkt	21%
Belgium	Amazon	78%
	Bol	35%
	Alibaba/AliExpress	31%
Canada	Amazon	84%
	eBay	52%
	Etsy	30%
The Czech Republic	Amazon	43%
	Aukro	42%
	Alza	37%
Denmark	Amazon	43%
	H&M	39%
	Matas	30%

France	Amazon	84%
	eBay	44%
	cdiscount	42%
India	Amazon	96%
	Flipkart	85%
	Meesho	60%
Italy	Amazon	82%
	eBay	66%
	Subito.It	42%
Malaysia	Shopee	90%
	Lazada	77%
	Mudah	34%
The Netherlands	Bol	71%
	Amazon	63%
	Vinted	25%
Poland	Allegro	89%
	Amazon	45%
	Vinted	34%

Portugal	Amazon	70%
	Worten	46%
	eBay	45%
Spain	Amazon	87%
	Alibaba/AliExpress	34%
	El Corte Inglés	30%
Switzerland	Amazon	62%
	Digitec Galaxus	54%
	Ricardo	49%
Thailand	Shopee	87%
	Lazada	67%
	Amazon	38%
Turkey	Trendyol	81%
	Hepsiburada	76%
	Amazon	61%
The UK	Amazon	82%
	eBay	73%
	Etsy	47%
The USA	Amazon	76%
	eBay	65%
	Etsy	47%

What split of e-commerce businesses orders are sent domestically vs internationally?

	Domestically				Internationally			
	0% to 25%	26% to 50%	51% to 75%	76% to 100%	0% to 25%	26% to 50%	51% to 75%	76% to 100%
Globally	7%	29%	38%	25%	30%	50%	14%	6%
Europe	9%	29%	37%	25%	29%	47%	16%	8%
B2B	9%	34%	34%	23%	25%	55%	12%	8%
B2C	9%	27%	36%	28%	32%	47%	13%	8%
Hybrid	6%	28%	42%	25%	31%	49%	16%	4%
Large business	8%	32%	40%	20%	24%	52%	17%	7%
Medium business	6%	29%	45%	20%	25%	54%	16%	4%
Small business	6%	27%	39%	28%	33%	50%	11%	5%
Micro business	8%	28%	28%	35%	39%	42%	12%	7%
Sole trader	11%	26%	21%	42%	44%	37%	9%	10%
Dropshipping business	6%	34%	39%	21%	25%	54%	16%	5%
Wholesale distributor	5%	32%	42%	22%	27%	54%	16%	3%
Maker or manufacturer	7%	31%	40%	23%	27%	54%	13%	6%
Private or white label seller	7%	26%	40%	27%	32%	49%	13%	6%

What customs and compliance regulations do e-commerce businesses export under?

	What incoterms does the business export under?			Is the business IOSS registered for EU customers?			Does the business have a registered EORI number for EU customers?		
	Delivery Duty Paid (DDP)	Delivery at Place (DAP) or Delivery Duty Unpaid (DDU)	Other	Yes	No	Business does not ship to the EU	Yes	No	Business does not ship to the EU
Globally	54%	40%	6%	80%	13%	7%	78%	15%	6%
Europe	53%	40%	8%	84%	12%	4%	83%	13%	4%
B2B	55%	39%	6%	N/A	N/A	N/A	82%	13%	5%
B2C	46%	45%	9%	70%	19%	10%	69%	20%	11%
Hybrid	58%	38%	5%	84%	11%	5%	80%	15%	5%
Large business	58%	39%	4%	88%	6%	5%	83%	11%	6%
Medium business	55%	40%	5%	85%	10%	6%	83%	11%	5%
Small business	49%	46%	5%	79%	13%	8%	78%	15%	7%
Micro business	55%	35%	9%	66%	27%	7%	67%	24%	9%
Sole trader	53%	32%	15%	54%	36%	9%	56%	36%	8%
Dropshipping business	55%	41%	4%	82%	11%	7%	79%	14%	7%
Wholesale distributor	54%	41%	5%	86%	9%	5%	82%	13%	5%
Maker or manufacturer	57%	38%	5%	82%	13%	5%	79%	16%	5%
Private or white label seller	55%	39%	6%	83%	12%	5%	82%	13%	5%

What delivery options do e-commerce businesses offer?

	Tracked domestic	Tracked next day	Tracked express international	Untracked domestic	Untracked next day	Tracked economy international
Globally	65%	52%	32%	26%	23%	20%
Europe	65%	47%	30%	26%	23%	21%
B2B	59%	46%	26%	25%	25%	11%
B2C	63%	43%	24%	23%	20%	15%
Hybrid	70%	59%	39%	29%	24%	26%
Large business	69%	58%	45%	28%	28%	27%
Medium business	68%	53%	34%	29%	25%	18%
Small business	63%	49%	28%	27%	21%	17%
Micro business	63%	46%	21%	21%	18%	18%
Sole trader	59%	50%	23%	23%	17%	18%
Dropshipping business	67%	52%	35%	29%	26%	21%
Wholesale distributor	68%	56%	38%	31%	27%	21%
Maker or manufacturer	66%	57%	34%	30%	26%	22%
Private or white label seller	69%	59%	40%	31%	26%	28%

How do e-commerce businesses charge for delivery and returns?

	Free delivery (cost built into the product)	Charge for it	Mix of free and chargeable	Subscription
Globally	42%	25%	20%	14%
Europe	42%	26%	18%	13%
B2B	46%	24%	11%	18%
B2C	40%	27%	19%	14%
Hybrid	41%	23%	24%	12%
Large business	46%	19%	20%	15%
Medium business	42%	22%	20%	16%
Small business	39%	26%	20%	15%
Micro business	43%	29%	18%	10%
Sole trader	38%	33%	21%	9%
Dropshipping business	41%	24%	19%	16%
Wholesale distributor	41%	23%	20%	16%
Maker or manufacturer	45%	25%	19%	11%
Private or white label seller	41%	21%	26%	12%

E-commerce retailers Black Friday sales, participation and consumer trust perception

	Sell more during the Black Friday sales	Black Friday sales increased in 2024 vs. 2023	Believe shoppers mostly trust their Black Friday offers and prices	Will take part in Black Friday in 2025
Globally	56%	60%	69%	84%
Europe	57%	57%	64%	84%
B2B	48%	63%	67%	85%
B2C	54%	53%	60%	80%
Hybrid	61%	62%	74%	85%
Large business	65%	69%	77%	89%
Medium business	59%	64%	71%	87%
Small business	53%	59%	66%	84%
Micro business	48%	49%	63%	78%
Sole trader	48%	42%	57%	70%
Dropshipping business	59%	66%	72%	89%
Wholesale distributor	59%	64%	72%	88%
Maker or manufacturer	57%	62%	73%	83%
Private or white label seller	60%	60%	70%	82%

What do e-commerce businesses use AI for?

	AI features in third-party tools	Content production	Customer service	Personalizing the website	Analytics/reporting
Globally	64%	49%	49%	49%	38%
Europe	60%	47%	45%	44%	34%
B2B	62%	48%	40%	47%	26%
B2C	58%	41%	42%	41%	33%
Hybrid	67%	54%	56%	53%	46%
Large business	66%	55%	59%	53%	47%
Medium business	63%	45%	50%	50%	36%
Small business	66%	45%	47%	47%	37%
Micro business	58%	49%	35%	45%	30%
Sole trader	56%	60%	34%	39%	32%
Dropshipping business	68%	52%	49%	52%	39%
Wholesale distributor	69%	52%	54%	53%	41%
Maker or manufacturer	69%	60%	52%	56%	39%
Private or white label seller	67%	59%	62%	54%	49%

How do businesses divide expenditure between different activities?

	Employees	Marketing	Operations	E-commerce platforms and tools	Inventory	Delivery and returns	Licenses/permits	Events
Globally	19%	14%	14%	14%	12%	10%	9%	8%
Europe	21%	15%	14%	14%	10%	10%	9%	8%
B2B	18%	14%	14%	13%	11%	11%	10%	10%
B2C	18%	15%	14%	14%	14%	10%	8%	8%
Hybrid	20%	14%	14%	14%	12%	10%	8%	8%
Large business	20%	14%	14%	13%	12%	9%	9%	9%
Medium business	19%	14%	14%	14%	12%	10%	9%	8%
Small business	20%	14%	14%	13%	12%	9%	9%	9%
Micro business	22%	14%	15%	13%	11%	10%	7%	8%
Sole trader	10%	16%	15%	18%	17%	11%	7%	6%
Dropshipping business	18%	15%	14%	14%	12%	10%	9%	9%
Wholesale distributor	18%	14%	14%	14%	12%	10%	9%	9%
Maker or manufacturer	19%	14%	15%	14%	13%	10%	9%	9%
Private or white label seller	19%	14%	14%	14%	13%	10%	8%	8%

How often do retailers carry out competitor research?

	App experience					Delivery and returns experience					Delivery and returns pricing				
	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly
Globally	4%	60%	21%	10%	6%	6%	50%	26%	12%	6%	5%	47%	28%	12%	7%
Europe	3%	58%	22%	11%	6%	6%	51%	25%	12%	6%	5%	47%	28%	13%	7%
B2B	3%	55%	22%	14%	6%	5%	49%	26%	14%	6%	5%	46%	27%	13%	9%
B2C	5%	57%	22%	11%	6%	9%	44%	26%	13%	8%	7%	42%	29%	13%	8%
Hybrid	3%	63%	20%	8%	5%	5%	53%	26%	10%	6%	4%	51%	28%	11%	6%

	Social media offering					Product features and benefits					Delivery and returns options				
	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly
Globally	6%	54%	23%	12%	5%	4%	49%	28%	13%	7%	6%	47%	27%	12%	8%
Europe	6%	54%	22%	13%	5%	4%	48%	27%	14%	7%	5%	46%	28%	13%	8%
B2B	5%	50%	23%	15%	7%	3%	46%	29%	14%	8%	5%	47%	26%	14%	8%
B2C	7%	52%	22%	13%	6%	6%	46%	27%	13%	8%	9%	42%	26%	14%	9%
Hybrid	5%	57%	24%	10%	4%	4%	51%	28%	12%	6%	5%	49%	27%	11%	8%

How often do retailers carry out competitor research?

	Price ranges					Website experience					User-generated content				
	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly
Globally	3%	51%	28%	12%	6%	5%	48%	28%	12%	7%	7%	46%	27%	14%	6%
Europe	3%	51%	28%	13%	5%	5%	48%	27%	13%	6%	7%	48%	26%	14%	6%
B2B	3%	47%	30%	14%	6%	5%	45%	28%	15%	8%	5%	43%	29%	16%	7%
B2C	3%	47%	30%	13%	6%	8%	45%	27%	12%	8%	10%	44%	25%	16%	5%
Hybrid	3%	54%	26%	11%	6%	4%	51%	28%	11%	6%	7%	49%	27%	12%	5%

	Marketplace offering					Offers, discounts and loyalty programs					Sustainability offering				
	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly	Never	Monthly	Quarterly	Bi-yearly	Yearly
Globally	5%	51%	27%	12%	6%	6%	47%	28%	12%	7%	9%	38%	28%	15%	10%
Europe	5%	52%	25%	13%	5%	6%	46%	28%	13%	7%	9%	38%	27%	17%	10%
B2B	5%	45%	28%	13%	8%	5%	44%	29%	13%	9%	7%	39%	30%	15%	9%
B2C	5%	50%	25%	13%	6%	8%	44%	28%	13%	7%	14%	34%	27%	16%	10%
Hybrid	4%	53%	27%	11%	4%	5%	50%	28%	11%	6%	8%	39%	28%	15%	10%



Methodology

Understanding our respondents

70+ questions were asked to 4,050 businesses across 19 countries. The business must have sold items online (via their own e-commerce website or app, on marketplaces or on social media platforms) regularly during the last three months to proceed, which took place between March and April 2025. The countries chosen for this survey represent some of the most active e-commerce markets across the globe.

Please note that where percentages within this report do not equal 100%, this is due to certain questions having multiple-choice options. Where there is a deviation of percentages over 100%, this is due to rounding of answer options.

The appendix showcases a selection of the full data, but not all data from the survey is included in this report. Country, regional, business type, business size and sales channel data are provided throughout this report, but they do not reach a level of statistical significance to make definitive statements about specific groups globally.

Due to insufficient sample sizes, data from certain countries has been excluded from the segment-level analysis. For the B2B segment, this applies to Australia, Denmark, the Netherlands, Thailand and Turkey. For the B2C segment, Denmark, the Netherlands, Thailand and Turkey have been excluded.

The report contains online shopper data from the DHL eCommerce 2025 E-Commerce Trends Report: Shopper Edit, which can be found [here](#). All figures are correct at the time of publishing.