

Clicks, carts & conversions in the UK



What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic UK market

74% ↓

make purchases during Black Friday weekend

The Black Friday shopper

63% ↓

buy directly from social media platforms

The social shopper

62% ↓

say sustainability is important to them when shopping online

The sustainable shopper

55% ↑

buy refurbished or pre-owned items online

The refurbished and recycled shopper

50% ↓

buy from online retailers based in other countries

The cross-border shopper

32% ↓

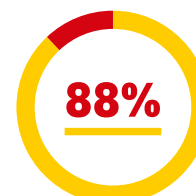
have an online shopping subscription

The subscription shopper

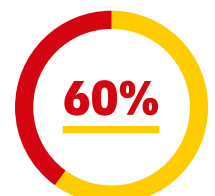


98% buy from marketplaces

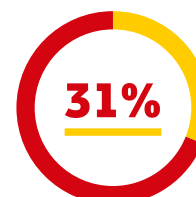
Which ones do they buy from the most?



Amazon



eBay



Temu



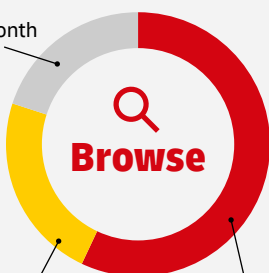
Etsy

The conversion challenge: Turning browsers into buyers

Shoppers in the UK browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

20% →

Once a month or less



23% ↑

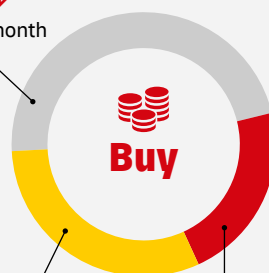
Once a week

57% ↓

At least two to three times a week

47% ↓

Once a month or less



31% ↑

Once a week

22% →

At least two to three times a week



What device do they use to shop?

Smartphone

87% ↓

Laptop/desktop

77% ↓

Retailer's mobile app

75% ↓

Voice commands

25% ↓



How do they pay?

Credit or debit card

95% ↑

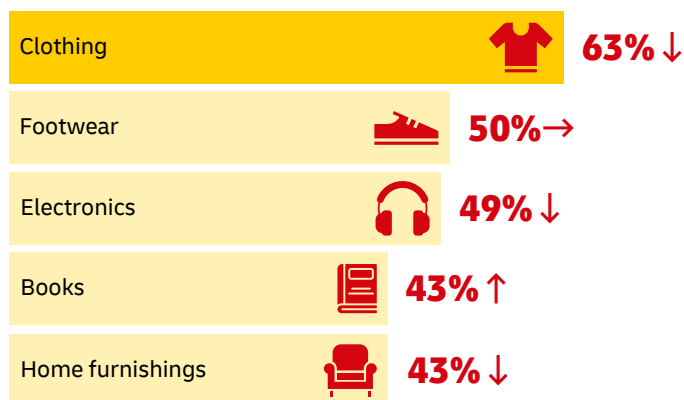
Digital wallet

73% ↑

Buy Now, Pay Later

46% ↓

What do shoppers in the UK buy online?



37% →
buy electronics during
Black Friday sales

22% ↑
buy cosmetics from
retailers in other countries

33% ↓
buy clothing via
social media

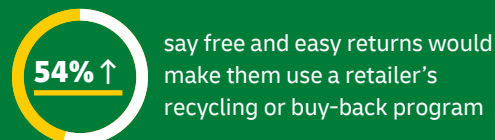
33% ↑
buy refurbished or
pre-owned electronics

33% ↑
buy books on marketplaces

18% ↓
buy household products
on subscription

The shift to more sustainable choices

50% of shoppers in the UK say sustainability will become more important to them in the next five years.



74% of Gen Z shoppers and **66% of Millennials** in the UK say sustainability is important to them, compared to **56% of Gen X shoppers** and **50% of Baby Boomers**.

Social shopping: connecting trends with the cart

3 in 5 shoppers in the UK have made a purchase on social media, and 53% say it could become their top shopping destination by 2030.

77% ↓
say trends or viral
products influence their
buying decisions

53% ↓
are interested or somewhat
interested in live-streamed
shopping events

58% ↓
say customer reviews on
social media influences their
buying decisions

Keeping up vs. buying: generational differences

Gen Z are the biggest social shoppers in the UK, and they mainly buy from Facebook and TikTok. Baby Boomers don't shop on social media as much, but they do use it to learn more about a brand or retailer.

Do shoppers in the UK believe the Black Friday hype?

74% buy online during Black Friday or Cyber Monday – but 17% don't believe the hype.

66% of shoppers in the UK are motivated by savings and discounts during Black Friday. Gen Z and Millennials lead in activity, while Baby Boomers are the least likely to trust retailers' offers and prices.

How much do shoppers in the UK buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	88%	12%	66%
Millennials	79%	21%	53%
Gen X	70%	30%	39%
Baby Boomers	59%	41%	29%

What does it take to win over shoppers in the UK?

From high delivery costs and long delivery times to not being offered their preferred options for receiving or returning their orders, the barriers to purchase for shoppers in the UK are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



What frustrates these shoppers?



What improvements do they want?

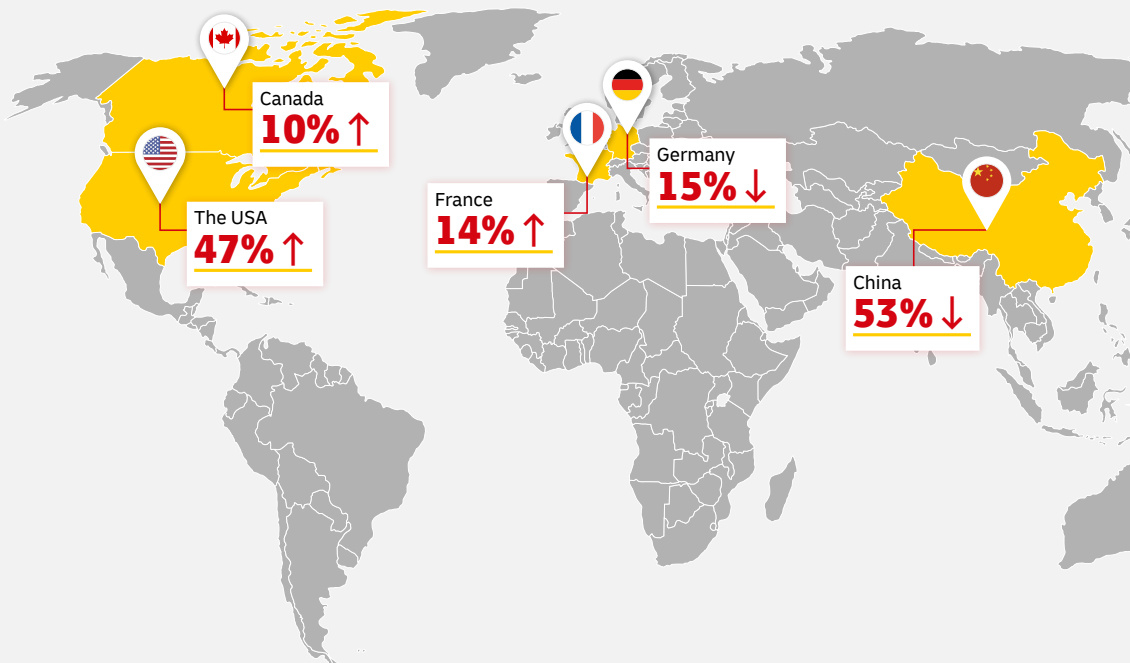


What makes them abandon their baskets?



Where does the UK shop?

50% of shoppers in the UK buy from retailers in other countries – and 36% do so at least once a month. This rises to 44% for Gen Z shoppers and Millennials and 57% for subscription shoppers in this market.



44% ↓

buy from other countries to get lower prices

38% ↑

don't buy from other countries due to return costs

49% ↑

say free returns would make them feel more confident buying across borders

Who buys from the UK?



Australia



Nigeria



Sweden

Do you run an e-commerce business in the UK?

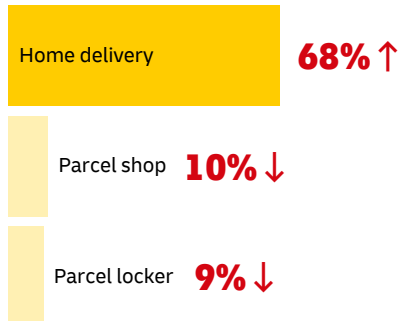
Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

How can you deliver on their expectations?

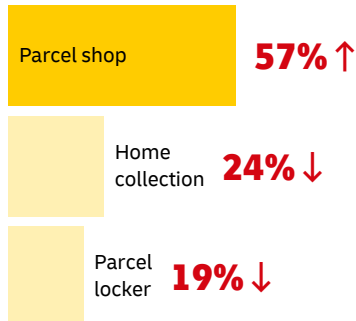
3 in 4 shoppers in the UK will abandon their baskets if their preferred delivery and returns options aren't available. Demand for parcel shop returns is high in this market, with more than half of shoppers choosing this returns method.

[Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



74% ↑

won't buy from an online retailer if they don't trust the delivery provider

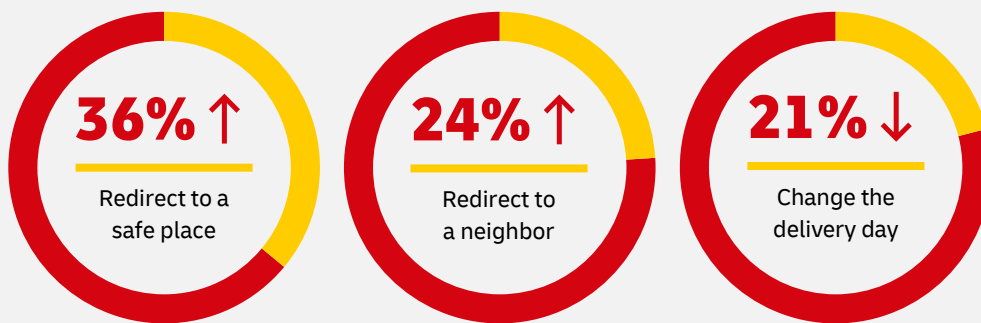


76% ↑

won't buy from an online retailer if they don't trust the returns provider

How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



35% ↓

track and redirect their deliveries using the delivery provider's app



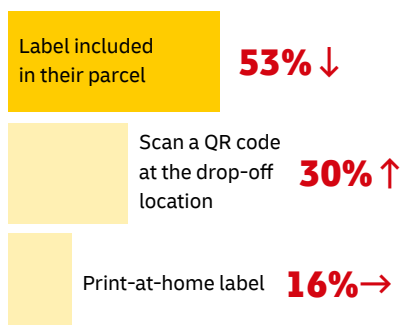
30% ↑

use the delivery provider's website

Return to retailer

69% of shoppers in the UK have returned an item to an online retailer, with 91% returning up to 30% of their purchases. Gen Z, cross-border shoppers and social shoppers are the most frequent returners. [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

1. Poor quality
2. Wrong size
3. Damaged during transit
4. Doesn't suit them
5. Doesn't look like the image



36% ↓

have spent more to get free delivery, then returned the extra items

76% ↑

prefer to return items via out-of-home locations



Unpack even more global insights...