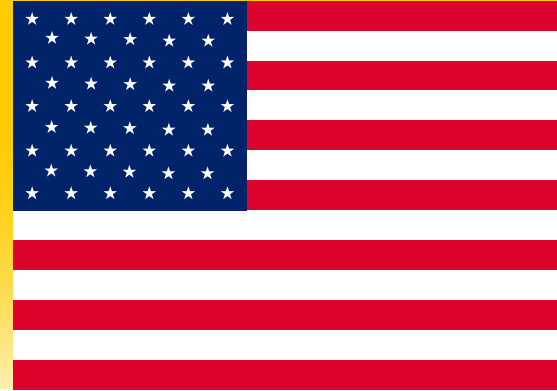


Clicks, carts & conversions in the USA



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 American market

75% →

make purchases during Black Friday weekend

The Black Friday shopper

69% ↓

buy directly from social media platforms

The social shopper

65% ↓

say sustainability is important to them when shopping online

The sustainable shopper

53% ↑

buy refurbished or pre-owned items online

The refurbished and recycled shopper

43% ↓

buy from online retailers based in other countries

The cross-border shopper

37% ↑

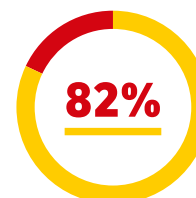
have an online shopping subscription

The subscription shopper

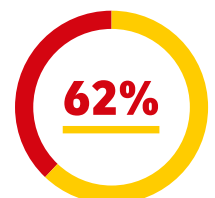


98% buy from marketplaces

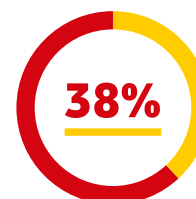
Which ones do they buy from the most?



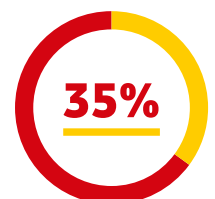
Amazon



Walmart



eBay



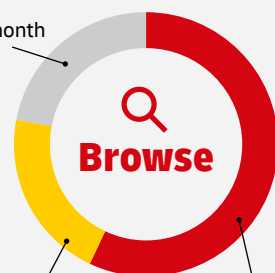
Temu

The conversion challenge: Turning browsers into buyers

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

22% ↑

Once a month or less



21% ↓

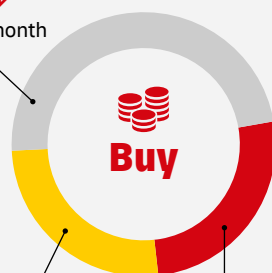
Once a week

57% ↓

At least two to three times a week

48% ↓

Once a month or less



27% →

Once a week

26% ↑

At least two to three times a week



What device do they use to shop?

Smartphone

88% ↓

Retailer's mobile app

77% →

Laptop/desktop

72% ↓

Voice commands

36% →



How do they pay?

Credit or debit card

93% ↑

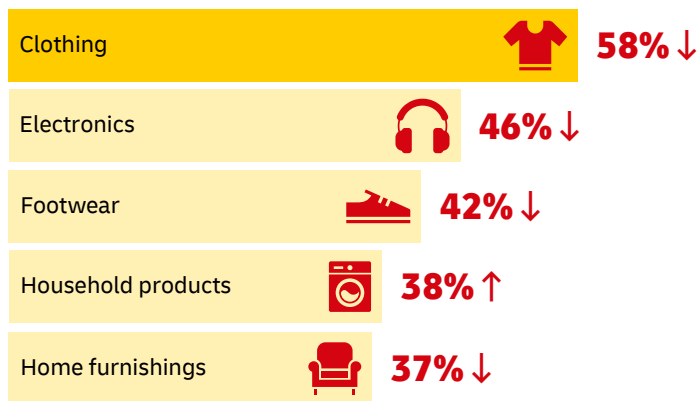
Digital wallet

71% ↓

Buy Now, Pay Later

47% ↓

What do American shoppers buy online?



42% ↑
buy refurbished or pre-owned electronics

21% ↓
buy cosmetics via social media

30% ↓
buy clothing on marketplaces

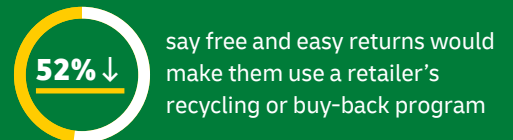
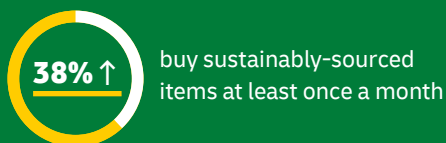
21% ↑
buy health supplements on subscription

26% ↓
buy electronics during Black Friday sales

17% ↓
buy footwear from retailers in other countries

The shift to more sustainable choices

2 in 5 American shoppers say sustainability will become more important to them in the next five years.



80% of Gen Z and 70% of Millennial shoppers say sustainability is important to them, compared to **63% of Gen X** and **46% of Baby Boomers**.

Social shopping: connecting trends with the cart

3 in 5 shoppers in the USA have made a purchase on social media, and 61% say it could become their top shopping destination by 2030.

76% ↓
say trends or viral products influence their buying decisions

63% ↓
are interested or somewhat interested in live-streamed shopping events

54% ↓
say customer reviews on social media influences their buying decisions

Keeping up vs. buying: generational differences

TikTok is the platform of choice for Gen Z shoppers in this market, whereas Millennials and Gen X shop more on Facebook. Baby Boomers are the least active social shoppers, mainly using social media for shopping inspiration.

Do American shoppers believe the Black Friday hype?

75% buy online during Black Friday or Cyber Monday – but 16% don't believe the hype.

63% of American shoppers are motivated by savings and discounts during Black Friday. Gen Z and Millennials lead in activity, despite Millennials being 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	78%	22%	66%
Millennials	84%	16%	57%
Gen X	74%	26%	59%
Baby Boomers	62%	38%	60%

What does it take to win over American shoppers?

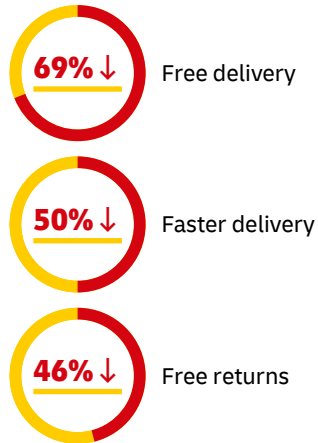
From long delivery times and high shipping costs to not being offered their preferred options for receiving and returning their orders, the barriers to purchase for American shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise,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



What frustrates these shoppers?



What improvements do they want?

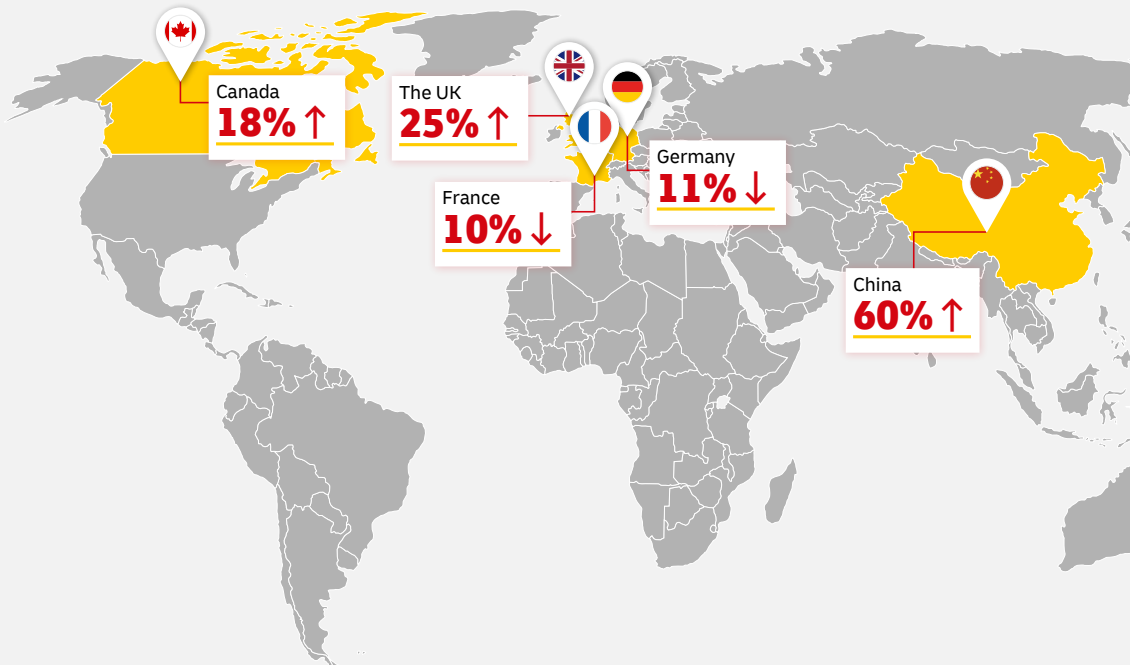


What makes them abandon their baskets?



Where does the USA buy from?

43% of shoppers in America buy from retailers in other countries – and 47% do so at least once a month. This rises to 59% for Gen Z and 66% for subscription shoppers in this market.



53% ↑

buy from other countries to get lower prices

43% ↓

don't buy from other countries because of long delivery times

58% ↑

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

Who buys from the USA?



Argentina



Australia



China

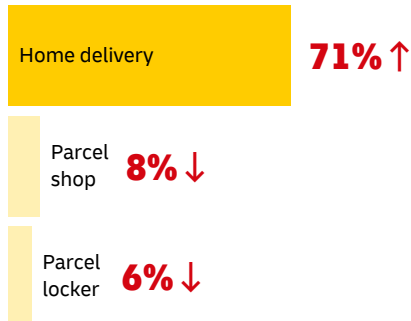
Do you run an e-commerce business in the USA?

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

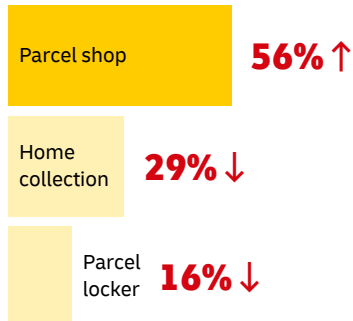
How can you deliver on their expectations?

7 in 10 American shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Free delivery and returns is important to this market – 52% mainly buy from online retailers that offer free delivery, and 55% from those that offer free returns. [Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



72% ↓

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



73% ↓

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:



31% ↓

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



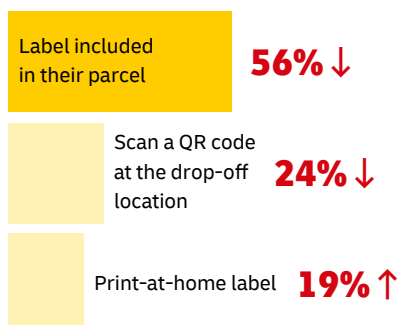
27% ↓

use the delivery provider's website

Return to retailer

68% of shoppers in the USA have returned an item to an online retailer, with 88% returning up to 30% of their purchases. Gen Z, cross-border shoppers and social shoppers are some of the most frequent returners. [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

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



42% ↑

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

71% ↑

prefer to return items via out-of-home locations



Unpack even more global insights...