



2024 ONLINE SHOPPER TRENDS



OPEN



Delivery and Returns Report

How can your business create a seamless delivery and returns experience?

How the world wants to receive and return online orders

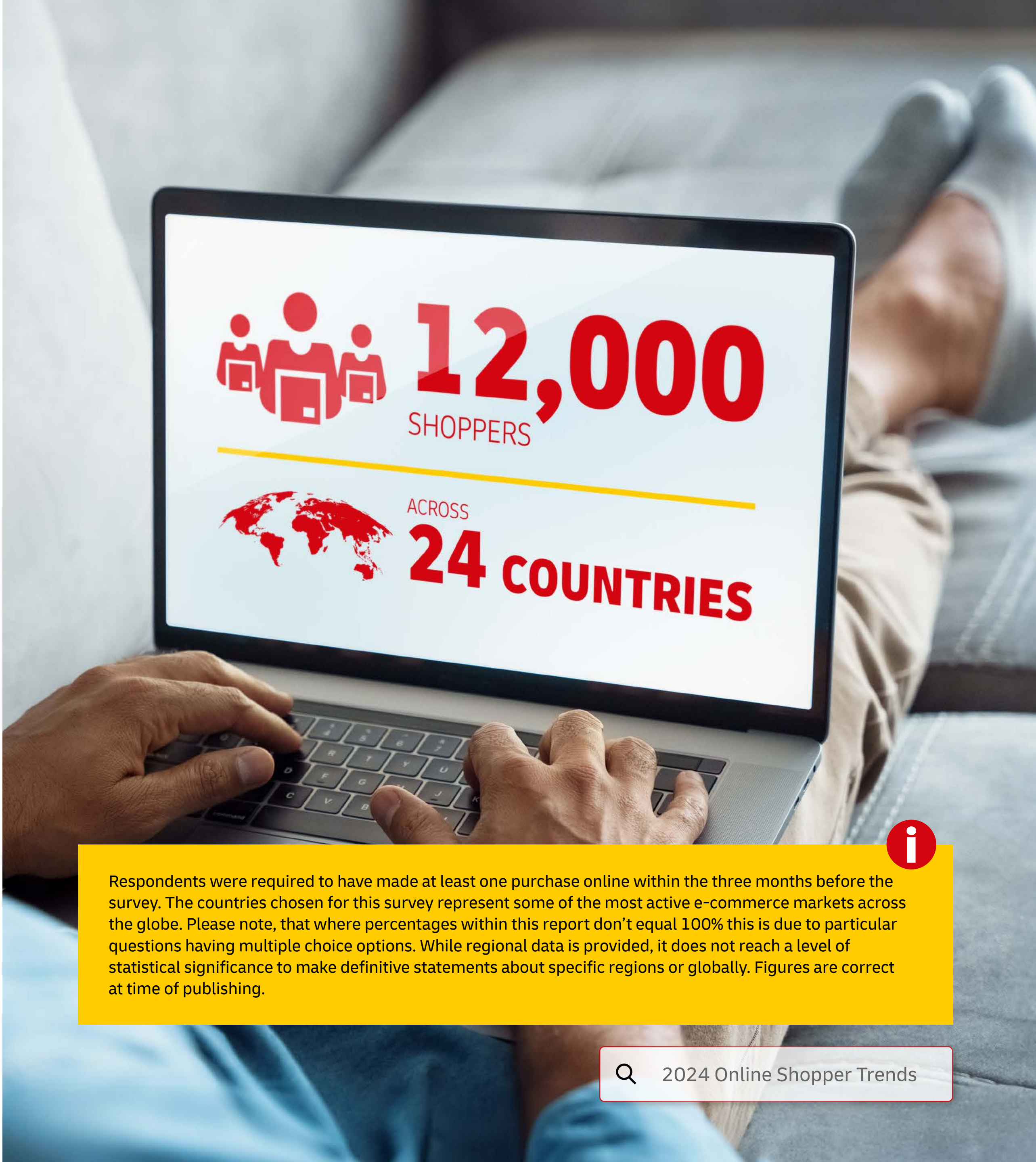
To help your business understand what shoppers want from online retailers in 2024, we’ve surveyed 12,000 shoppers across 24 countries.

 Austria	 Poland	 USA	 UAE
 Czech Republic	 Spain	 Argentina	 Australia
 France	 Sweden	 Brazil	 China
 Germany	 Turkey	 Nigeria	 India
 Italy	 UK	 South Africa	 Malaysia
 Netherlands	 Canada	 Morocco	 Thailand

Using these results, we’ve created a series of Online Shopper Trends Reports, uncovering the secrets behind the behavior of today’s online shoppers.

In this report, we explore delivery and returns. From next day delivery and parcel tracking expectations to preferred delivery and returns methods (including the rise of out-of-home parcel points), you’ll discover what’s most important to online shoppers when they receive and return purchases.

To help you create a great delivery and returns experience for your customers, we reveal the improvements online shoppers want and provide valuable insight that your business can action.



Respondents were required to have made at least one purchase online within the three months before the survey. 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 don’t equal 100% this is due to particular questions having multiple choice options. While regional data is provided, it does not reach a level of statistical significance to make definitive statements about specific regions or globally. Figures are correct at time of publishing.

How do online shoppers want their orders to be delivered?

While most prefer home delivery, a growing number of shoppers worldwide are using parcel lockers and in-store pick-up points.

With 48% of global online shoppers saying they frequently abandon their basket if their preferred delivery option is not available, your business should consider offering multiple options to ensure you don't miss out on sales.

DOES YOUR BUSINESS SELL TO EUROPE?

Out-of-home deliveries are more popular here than in any other region. **17% of European online shoppers prefer to have their orders delivered to a parcel locker** and **12% prefer a parcel shop or convenience store.**



Country		Home delivery	Parcel locker	Parcel shop or convenience store
	Argentina	78%	5%	14%
	Australia	79%	11%	4%
	Austria	82%	12%	4%
	Brazil	93%	2%	2%
	Canada	91%	5%	2%
	China	58%	23%	14%
	Czech Republic	33%	33%	32%
	France	70%	7%	22%
	Germany	78%	9%	5%
	India	89%	6%	2%
	Italy	68%	13%	6%
	Malaysia	89%	5%	3%
	Morocco	86%	4%	7%
	Netherlands	78%	6%	11%
	Nigeria	82%	2%	13%
	Poland	26%	64%	8%
	South Africa	86%	3%	9%
	Spain	75%	9%	11%
	Sweden	44%	26%	28%
	Thailand	94%	1%	3%
	Turkey	91%	4%	2%
	UAE	77%	10%	4%
	UK	85%	6%	3%
	USA	88%	4%	2%
	TOTAL	76%	11%	9%

Where row totals do not add up to 100%, the remaining percentage of respondents answered 'left with a neighbor or safe place'



What is the preferred way to return unwanted purchases?

While there is a strong preference for home delivery, many shoppers around the world are choosing out-of-home returns.

Parcel lockers and in-store parcel points give people a choice on when and how they return their unwanted purchases. And both options offer greater flexibility and convenience compared to waiting at home for a collection.

DID YOU KNOW?

The global parcel locker market is predicted to grow to over 2.5 billion US dollars by 2032.*

At DHL eCommerce, we can help you meet the growing demand for flexible delivery options with the largest out-of-home parcel network in Europe.



Just like deliveries, out-of-home options are most popular in Europe. **37% prefer to return purchases via a parcel shop or convenience store and 23% prefer a parcel locker.**

Country		Home collection	Parcel locker	Parcel shop or convenience store
	Argentina	61%	13%	26%
	Australia	45%	22%	33%
	Austria	27%	34%	39%
	Brazil	75%	14%	11%
	Canada	51%	10%	39%
	China	76%	13%	11%
	Czech Republic	28%	30%	42%
	France	24%	14%	61%
	Germany	39%	17%	44%
	India	85%	8%	7%
	Italy	58%	17%	25%
	Malaysia	62%	21%	17%
	Morocco	65%	22%	13%
	Netherlands	29%	9%	62%
	Nigeria	58%	9%	33%
	Poland	20%	68%	11%
	South Africa	69%	10%	22%
	Spain	58%	11%	31%
	Sweden	16%	30%	54%
	Thailand	69%	8%	23%
	Turkey	95%	3%	2%
	UAE	74%	17%	9%
	UK	44%	17%	38%
	USA	52%	13%	34%
	TOTAL	53%	18%	29%



*Source: Fortune Business Insights, 2024

Are online shoppers satisfied with their delivery experience?

85%

were satisfied with the delivery of their most recent purchase from a **local retailer**.



80%






were satisfied with the delivery of their most recent online purchase from an **international retailer**.

The percentage shown is the total of “very” or “quite” satisfied responses vs “neither” or “very” or “quite” dissatisfied.

Across the world, consumers are generally satisfied with their delivery experience.

WHEN ASKED ABOUT THEIR MOST RECENT DELIVERY EXPERIENCE FROM A LOCAL RETAILER, THESE ARE THE COUNTRIES WHERE SHOPPERS WERE MOST SATISFIED:

Globally

-  India
-  South Africa
-  China
-  UAE
-  Thailand

In Europe

-  Netherlands
-  Turkey
-  Czech Republic
-  France
-  Sweden



Want to ensure your customers are satisfied with their delivery experience?

We recommend partnering with a logistics provider that offers fast and reliable delivery and returns.



What would improve the delivery experience?

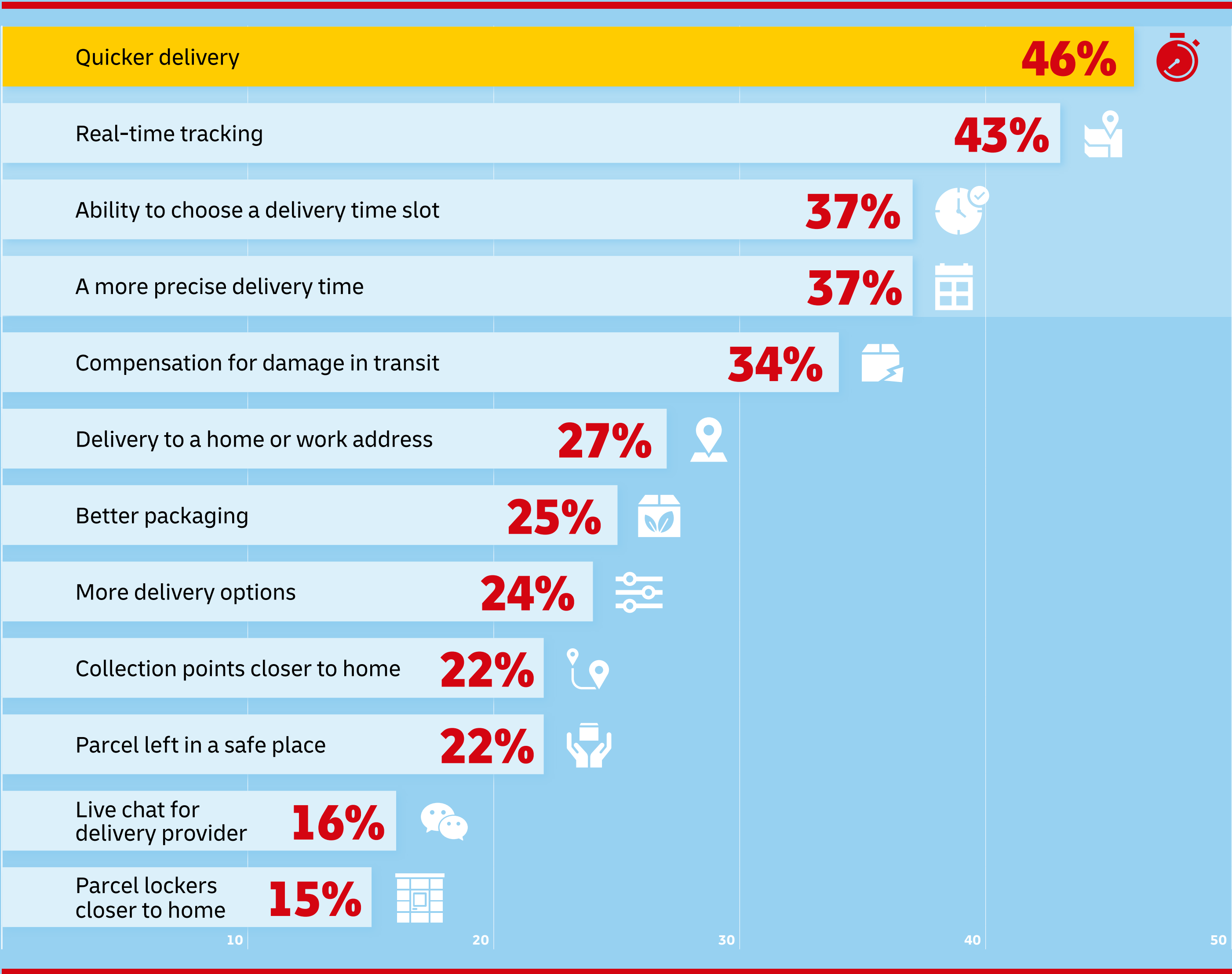


Giving your customers more control over their delivery can help improve their experience.

37% of online shoppers say they would like to choose a time slot or be given a more precise delivery time.

But apart from improving the customer experience, how could your business benefit from providing these delivery options?

- **Reduced basket abandonment:** Customers are more likely to click ‘buy now’ if they can choose a delivery time that works for them.
- **Fewer failed deliveries:** Save your business any costs associated with additional delivery attempts.
- **Increased trust:** Offering reliable and convenient delivery options builds trust with your customers.



Respondents were offered multiple choice options for this question.

How important is next day delivery (and are online shoppers willing to pay for it)?



expect next day delivery on purchases from online retailers in their own country but will wait longer for orders from other countries.



would like next day delivery on all their purchases – but are not willing to pay extra for it.








of global online shoppers say next day delivery is important to them.






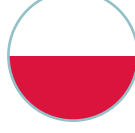

would always pay extra for faster delivery.

NEXT DAY DELIVERY IS MOST IMPORTANT TO SHOPPERS IN...

Globally

-  Brazil – **79%**
-  UAE – **77%**
-  South Africa – **74%**
-  Thailand – **74%**
-  Nigeria – **73%**

In Europe

-  Turkey – **73%**
-  Spain – **55%**
-  UK – **54%**
-  Poland – **52%**
-  Italy – **49%**

If you're considering offering next day delivery to your customers, we recommend incorporating the charges into the cost of your products.

46%

of shoppers say they would prefer to pay for delivery this way instead of seeing separate charges at checkout.



Should your business be offering end-to-end delivery tracking?

Yes! However, the importance of end-to-end tracking to global online shoppers varies depending on what is being delivered.

Is your business not always able to offer fast delivery?

End-to-end tracking could be the answer to ensuring your customers are satisfied – 60% of global shoppers say delivery speed is not important to them as long as they are told when their item will arrive.



How do online shoppers track their deliveries?

While we know that tracking is important to customers, it's key to also understand their preferred tracking methods. This way, you can provide options that will enhance the overall delivery experience for your customers.



The percentage shown is the total of “always” and “sometimes” responses vs “never”. Respondents were offered multiple choice options for this question.



DID YOU KNOW?
Online shoppers who buy on social media platforms are more likely to track their deliveries via an app – **88% use the retailer's app and 84% use the delivery provider's app.**

Which delivery redirection options are most important to online shoppers?

It's clear that people want to choose a delivery redirection that is convenient for them. To ensure your customers are satisfied with their delivery experience, it's important to give them a selection of redirection choices.



76%

Leave in a safe place



70%

Change delivery day



64%

Deliver to a parcel shop



59%

Deliver to a parcel locker



50%

Leave with a neighbor

HOW DO SHOPPERS TYPICALLY MANAGE THEIR DELIVERY REDIRECTIONS?

77%

Visit the delivery provider's website

75%

Visit the retailer's website

75%

By contacting the retailer or delivery provider

69%

Within the delivery provider's app

69%

Within the retailer's app

Redirecting their delivery to a parcel shop is most important to online shoppers in France (82%), Poland (77%) and Argentina (74%). While redirection to a parcel locker is most important to online shoppers in Poland (80%), China (74%) and South Africa (69%).



The real reasons online shoppers are returning their unwanted purchases

When we asked shoppers about the last item they returned, what was their reason for sending it back?



“Most returns are related to unmet expectations because online shopping experiences are 2D. Customers can’t touch, try, or feel the products in real life. While businesses typically focus on making the act of a return easier there is an opportunity to enhance the online shopping experience with better product descriptions, care instructions and using reviews with images from customers”.

Tony Sciarrotta
Executive Director Reverse Logistics Association



COULD 59% OF RETURNS BE AVOIDED?

Providing shoppers with better information on your website could help reduce returns due to size, quality, or the product not looking like it does online.







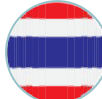



Consider adding additional details to your product descriptions, such as measurements, and include photos of your items from various angles to improve the shopping experience for your customers.



Should you be offering your customers free returns?

If you want to improve your customers' shopping experience, then the answer is yes – 37% of shoppers say they feel frustrated when they have to pay for returns. And with only 23% of shoppers saying free returns aren't important to them if they want the item, you risk losing sales if you charge your customers to send back their unwanted purchases.

IN WHICH COUNTRIES ARE FREE RETURNS MOST IMPORTANT?

Globally		In Europe	
1	 India	 Spain	
2	 Morocco	 Austria	
3	 Brazil	 Turkey	
4	 Thailand	 Italy	
5	 Argentina	 Germany	



Are paperless returns on the rise?

The growth of parcel lockers and in-store parcel points has changed the way returns are managed around the world.

Many shoppers say they still prefer to have a return label included in their parcel. However, the preference for paperless returns is rising – driven by a growing number of shoppers choosing out-of-home returns.

Are you considering paperless returns? Not only could this save money, but it can also reduce paper and printing waste – helping your business become more sustainable.

Discover how

our Parcel Connect service could make your returns process simpler.



If they need to return an item, online shoppers say they prefer to...



64%

Have a return label included



20%

Scan a QR code at the drop-off point



16%

Print a return label at home

IN WHICH COUNTRIES ARE PAPERLESS RETURNS MOST POPULAR?



30% of Chinese and Spanish, and 27% of Polish and Dutch shoppers prefer to scan a QR code.






What would online shoppers do to make their deliveries more sustainable?

With **59% of shoppers worldwide saying sustainability is ‘very’ or ‘quite’ important to them** when buying online, it’s no surprise that online shoppers are looking for ways to make their purchases more environmentally friendly. But when it comes to receiving their purchases, what are online shoppers willing to do to be more sustainable (and in which countries are they most willing to do it)?




46%
would accept a longer
delivery time



Globally

-  Canada – **59%**
-  USA – **58%**
-  Australia – **49%**




In Europe

-  Austria – **69%**
-  Germany – **61%**
-  Sweden – **61%**




28%
would switch to collection



Globally

-  China – **42%**
-  Argentina – **37%**
-  Brazil – **29%**




In Europe

-  France – **59%**
-  Czech Republic – **49%**
-  Spain – **42%**




25%
would pay a higher
delivery charge



Globally

-  Nigeria – **56%**
-  India – **43%**
-  Morocco – **40%**

In Europe

-  Turkey – **26%**
-  UK – **22%**
-  Germany – **19%**



We hope this report provides you with useful insights into delivery and returns so you can create a seamless experience for your customers.

In our next Online Shopping Trends Report, we explore what people are buying online from abroad. We reveal why they buy from other countries and where they tend to buy from – helping you better understand the international e-commerce market.

Let us help you grow your business

To access even more insights from our Delivery and Returns Report, or find out how our best-in-class products can support your business, **connect with one of our delivery experts in your country.**

DHL eCommerce ships within and all over the world from:

 Austria	 Denmark	 Netherlands	 Switzerland
 Australia	 France	 Poland	 Thailand
 Belgium	 Italy	 Portugal	 Turkey
 Canada	 India	 Spain	 UK
 Czech Republic	 Malaysia	 Sweden	 USA

DID YOU KNOW?

84%

of shoppers trust DHL to deliver an item they bought from an online retailer in their own country.

See how satisfied international shoppers are in our Cross-Border Buying Report.



It's no surprise that online shoppers want convenience and flexibility when it comes to the delivery and returns offering, and that they want both for free. While there's no such thing as 'free' delivery or returns for businesses, there's still an opportunity to get the pricing model right. By doing that, you can create brand loyalty, you'll have happier customers and you'll hopefully capture repeat business.

At DHL eCommerce we provide retailers with domestic and cross-border returns services – with a unique solution to consolidate returns before shipping them back to your business.

Pablo Ciano | CEO at DHL eCommerce



Interested in finding out more?



Read our series of Online Shopper Trends Reports and in-depth Country Reports, for data and insights that can help support and expand your business into new or existing markets.



E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



Beyond the Basket

Discover what's really influencing the buying decisions of social, sustainable and cross-border shoppers



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.

