

# THE DHL ONLINE SHOPPER REPORT 2023

WE SURVEYED SHOPPERS ACROSS 10 EUROPEAN COUNTRIES  
AND DISCOVERED SOME VALUABLE COUNTRY-SPECIFIC INSIGHTS...

## FOCUS ON THE UK MARKET

Around 1 in 3 of UK's respondents said they purchased cross-border goods – quite low compared to other Europeans, and when they do shop with near neighbors, it's German products they like best. Their main concern is with long delivery times – and they would like to see pricing in pounds (£) rather than euros (€).

### Topics surveyed

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

# 31%

PERCENTAGE OF UK SHOPPERS WHO SHOP CROSS-BORDER

### UK cross-border shopping:

# 61%

CLOTHING AND FOOTWEAR



# 25%

FOOD AND BEVERAGE



# 25%

SPORTS, LEISURE AND HOBBY ITEMS



## Top 3 Countries UK shoppers buy from:

1. USA



# 41%

2. China



# 40%

3. Germany



# 12%

### Reasons UK shoppers shop cross-border:

1. Lower prices in other countries – **45%**
2. Product or brand is unavailable domestically – **30%**
3. Wider choice of products – **29%**



### Reasons shoppers in the UK DON'T shop cross-border:

# 50%

 LONGER DELIVERY TIME

# 42%

 FEAR OF FRAUD

### What would encourage UK shoppers to shop cross-border more:

# 52%

 PRICING IN OWN CURRENCY

# 50%

 SIMPLE, FREE RETURNS

## HOW MUCH UK SHOPPERS SPEND

- 4% spend over £250 per month
- 51% spend between £50 and £250 per month
- 45% spend less than £50 per month

# 6%

SPENT OVER  
£100 ON LAST  
PURCHASE



## DELIVERY AND RETURNS

### Delivery options

Delivery options are important to shoppers in the UK and fewer are happy with their options than last year.

Satisfied with delivery options...

96%

2022

vs

86%

2023

75%

SATISFIED WITH  
DELIVERY OPTIONS  
WHEN PURCHASING  
CROSS-BORDER

### Delivery location

Home delivery is still high in the UK although there is a growing preference for leaving parcels with a neighbor.

81%

PREFER PURCHASES  
DELIVERED TO  
THEIR HOME

12%

PREFER DELIVERIES  
LEFT WITH  
A NEIGHBOR

4%

PREFER  
PARCEL  
LOCKERS

3%

PREFER  
PARCEL  
SHOPS



53%\*

WOULD ABANDON  
A PURCHASE IF  
UNHAPPY WITH  
THE DELIVERY  
OPTIONS AVAILABLE

30%

SAY THEY ONLY  
BUY FROM  
STORES OFFERING  
FREE RETURNS



## PREFERRED PAYMENT METHODS

- Credit or debit card – 62%
- Digital wallet – 24%
- Buy now pay later – 6%



Most UK shoppers prefer to pay for their online purchases using a debit or credit card although almost a quarter say they like using their digital wallet. And buy now pay later providers are a good way to spread the cost.

*"We help simplify the customs processes and offer fast and convenient delivery options across the globe – giving UK consumers the confidence to buy cross-border and UK businesses to ship internationally again – following the changes Brexit introduced. "DHL-ing" it, is a way to give your customers confidence that customs complexities are a thing of the past."*

**John Pink**

Head of International  
DHL eCommerce UK



## SUSTAINABILITY

54%

SAY SUSTAINABILITY  
IS IMPORTANT WHEN  
SHOPPING ONLINE

39%

WOULD SOMETIMES  
PAY FOR MORE  
SUSTAINABLE PACKAGING

38%

WOULD SOMETIMES  
PAY MORE FOR A  
GREEN DELIVERY

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THE 2023 ONLINE SHOPPER SURVEYS**

[dhl.com/online-shopper-survey-2023](https://dhl.com/online-shopper-survey-2023)



Our survey took place in the first half of 2023, with 5,000 respondents across 10 countries. Participants were asked to complete an online survey, which examined their attitudes to cross-border shopping as well as their more general online shopping preferences.

For multiple choice questions, percentages do not add up to 100%.

\*Those saying quite and very frequently.