



# A focus on the USA

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in the USA. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

**Whether you already sell to the USA or are considering doing so, these insights can help you sell to this market.**

## Key

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average



2024 Online Shopper Trends



## What does the USA buy online?

61% of American shoppers buy online at least once a week. And they are actively looking for their next purchase – **84% browse online** at least once a week and 15% do so more than once a day. When they do make a purchase, what do they buy most frequently?

**63%** →



**Clothing and footwear**

**33%** ↓



**Consumer electronics**

**30%** ↑



**Health supplements**

**43% of Americans have an online shopping subscription.** Pet food subscriptions are particularly popular with this market – 44% order pet food this way, compared to 25% of global shoppers. If you don't already offer a subscription service to this market, you might want to consider doing so.

## How does the USA shop online?

Shoppers in the USA actively shop on social media.



**61%** ↓

use social media for shopping inspiration.



**57%** ↑

have made a purchase on a social platform.



**26%** ↑

have bought something from YouTube.

## Spending habits of American shoppers

**61%** ↑

prefer to pay with a debit or credit card and 22% prefer to use their digital wallet.

**44%** ↓

have abandoned their basket when not offered their preferred payment option.

**57%**

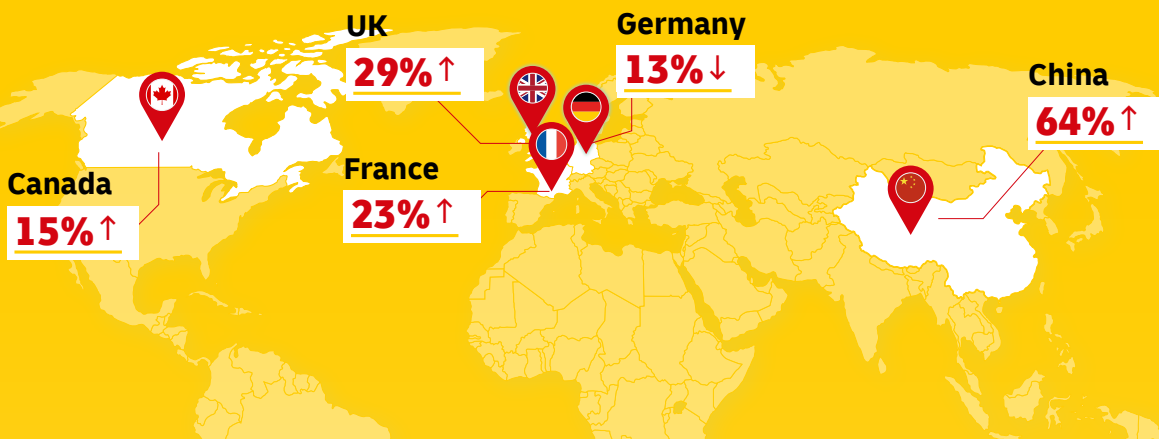
spend US-\$100 or less online each month.



## Selling to the USA

37% of Americans buy from online retailers in other countries. And 70% do so at least once a month. If you're thinking about selling to this country, understanding why they do (or don't) buy from abroad can help you ease any concerns this market has and secure those sales.

## Which countries do American shoppers buy from?



### Why do they buy from abroad?

**49%** ↓

To get lower prices.

**40%** ↓

A wider choice of products.

**40%** ↑

They had a previous good experience.

### Why don't they buy from abroad?

**53%** ↑

Fear of fraud.

**52%** ↑

Longer delivery time.

**36%** ↑

Prefer to support their own economy.

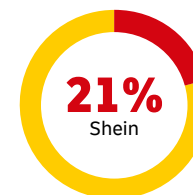
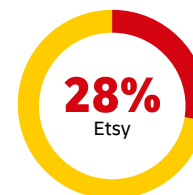
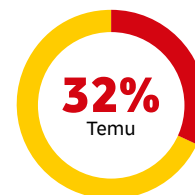
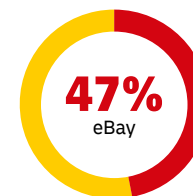


**44% of American shoppers would feel more confident** buying from abroad if they were offered simple, free returns.

**99%** ↑ of US shoppers buy from marketplaces.

**85% of people in America say reduced prices are important to them**, so it's no surprise that marketplaces are so popular in the USA. Consumers want lower prices and a wider choice of products, and these e-commerce channels offer both.

### Which marketplaces are most popular with American shoppers?



## Do you run an e-commerce business in America?

There are opportunities to grow your business by selling to other countries.

### American goods are most popular with shoppers in:



Canada



Argentina



India

**COUNTRY  
TRENDS  
REPORT**

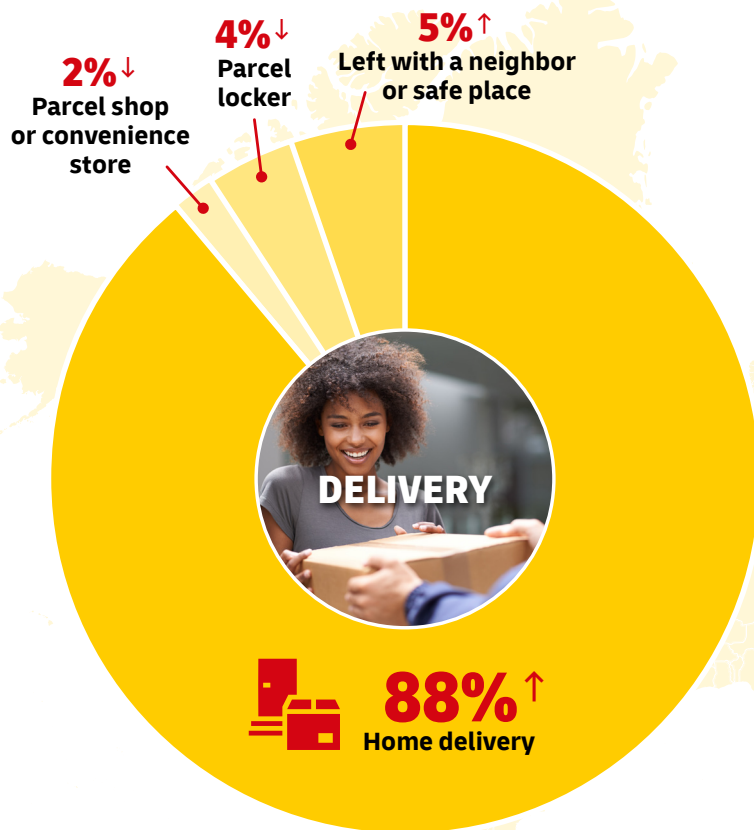


2024 Online Shopper Trends



# How do American shoppers want to receive and return their orders?

Did you know that 45% of consumers in America frequently abandon their baskets if not offered their preferred delivery option? If you're thinking about expanding into this market, here's all you need to know to create a great delivery and returns experience.



61% prefer to receive a return label with their order and 23% would prefer to print a label at home if they need one.



If not home when their parcel is due, **62% of American consumers want to be able to redirect their parcel to a safe place or change the delivery day.**

!! Delivery options influence almost all shoppers in this market. Offering a range of delivery options at checkout is essential to give people more control over their delivery experience. Consider offering free and paid, faster delivery options to give shoppers a choice based on what's important to them.



**94%** ↓

say delivery options influence where they shop online.



**69%** ↑

say next day delivery is important to them.



**67%** →

say free delivery would improve their online shopping experience.



**48%** ↑

feel frustrated if they have to wait a long time for their delivery.



## Anything else to know about this market?



**48%** ↓ always use a smartphone to shop online.  
vs  
**57%** of global shoppers always use a smartphone.



**26%** ↑ always use a retailer's mobile app.  
vs  
**22%** of global shoppers always use a retailer's mobile app.

### Why are American shoppers abandoning their baskets?

**30%** → There are unexpected costs at checkout.

**29%** ↓ Delivery is too expensive.

**27%** ↓ They find the items cheaper elsewhere.



**79%** ↑ prefer to create or have an account with an online retailer instead of checking out as a guest.

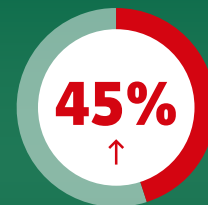
**62%** ↑ have subscribed to an online retailer's email newsletter to receive discounts or rewards.

## How important is sustainability to American shoppers?

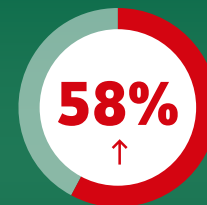
People in this market are aware of the impact their online orders have on the environment. However, they aren't necessarily willing to pay more to make their order more sustainable.



say sustainability is important to them when shopping online.



would never choose to pay more for a more sustainable delivery.



would be willing to accept a longer delivery time to make their delivery more sustainable.





# Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



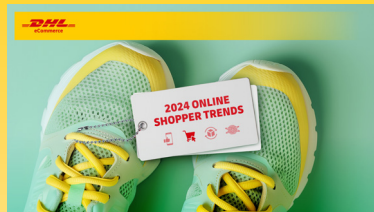
## E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



## Cross-Border Buying Report

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



## Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



## Beyond the Basket Report

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



## Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



## 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.