

2024 ONLINE SHOPPER TRENDS



Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?

What (and why) the world is buying online

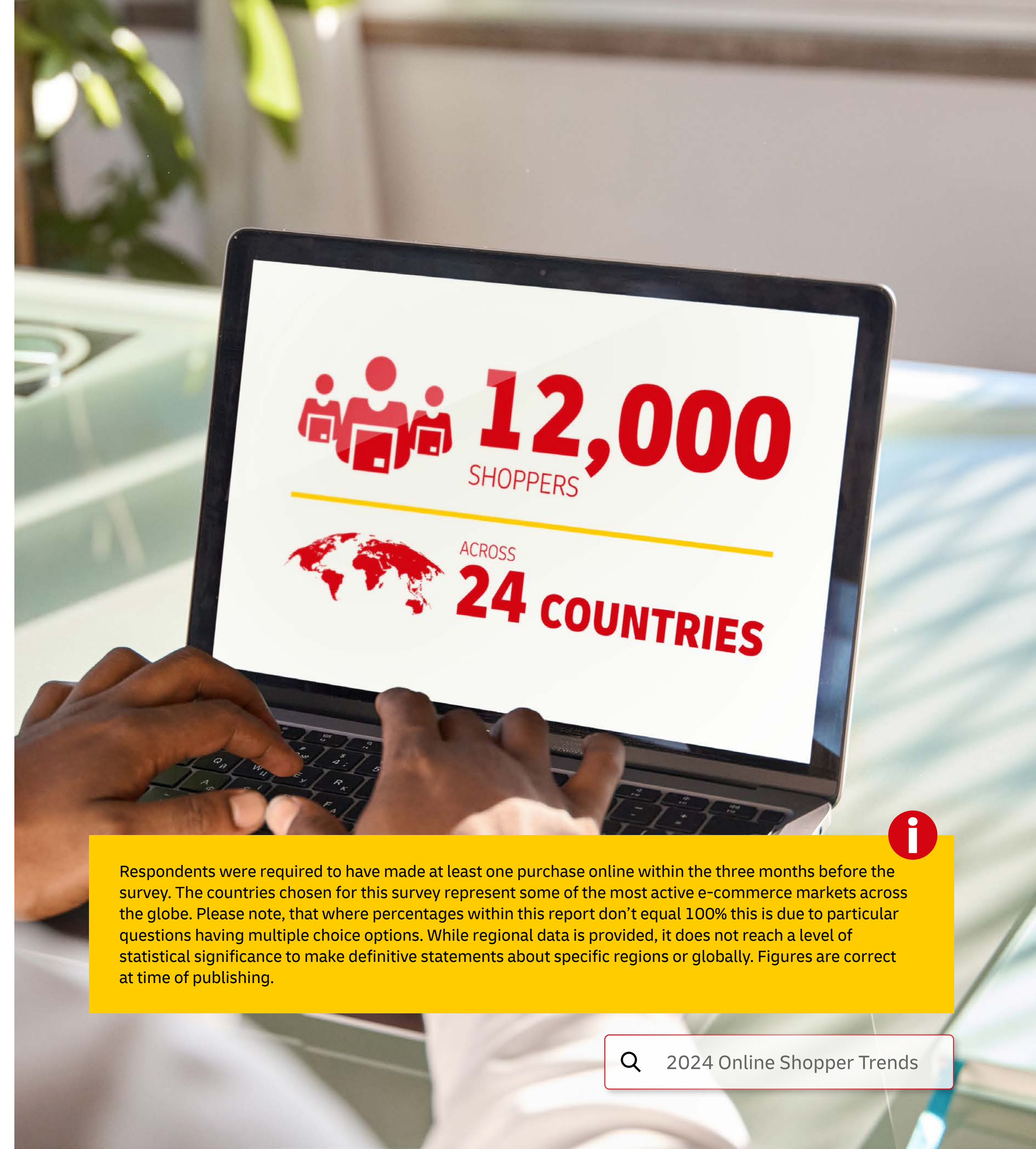
To help your business understand what shoppers want from online retailers in 2024, we've surveyed 12,000 shoppers across 24 countries.

 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

Through a series of trends reports, we uncover how shoppers browse and buy online, providing valuable insights to help you improve the shopping experience for your customers.

In this report, we explore how often shoppers buy online, the products they buy most often (including the ones they subscribe to), and that offering a range of delivery options is vital to securing those sales. We also uncover the differences between different types of online shoppers and the importance of sustainability in a world that's becoming more environmentally conscious.

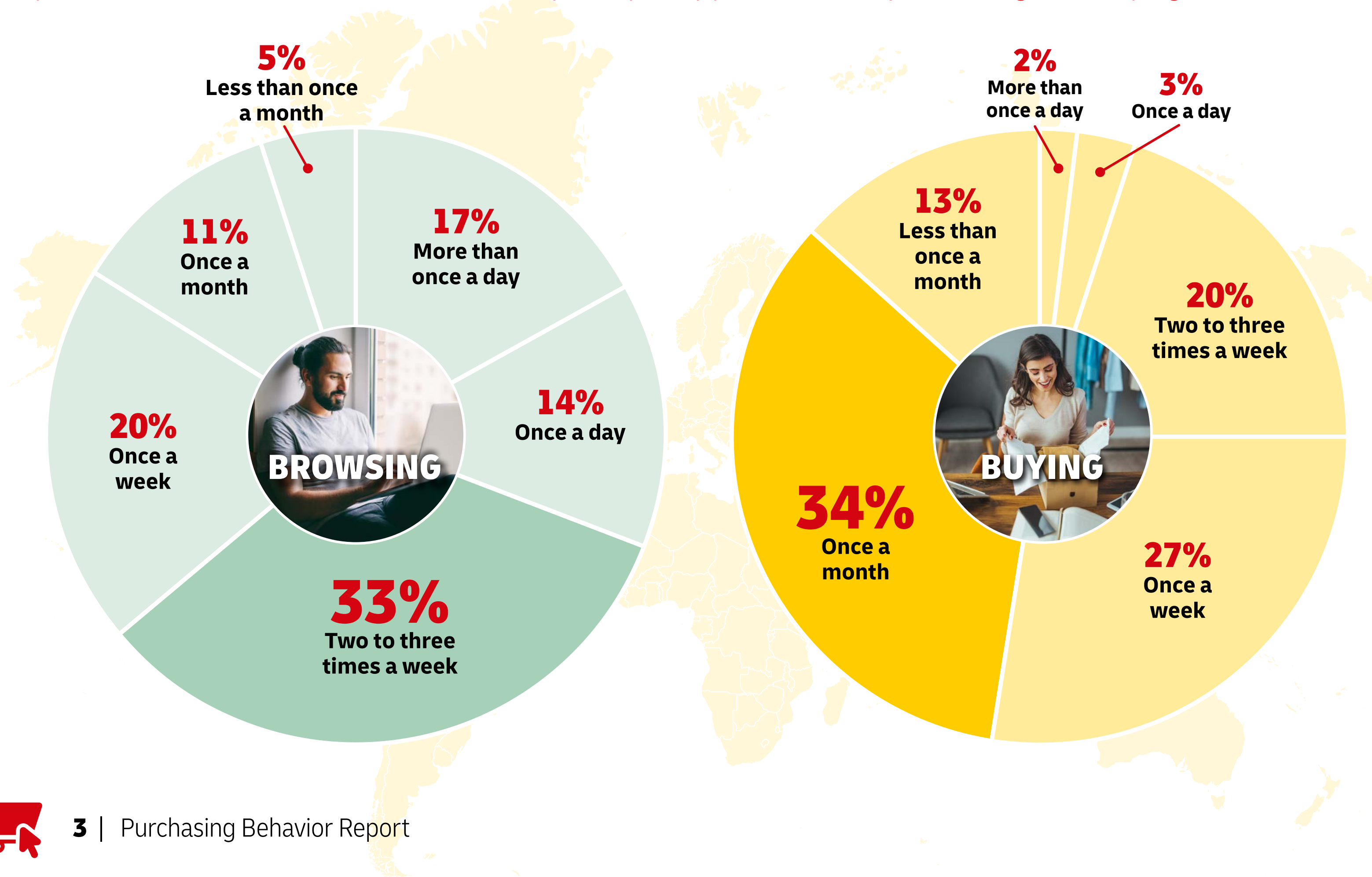
Does your business sell on social media or across borders? Keep reading to uncover what influences these shoppers most and how this impacts their buying decisions.



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 often are shoppers browsing and buying online?

Understanding where in the world consumers are most active can help you identify growth opportunities for your business. So let's find out how frequently shoppers are really browsing and buying online...



84% of shoppers across the globe say they browse online at least once a week.

In Europe, online shoppers browse slightly less frequently than in other regions. However, 23% still say they browse at least once a day and 32% two to three times a week.

Browsing more than once a day is highest in Morocco (32%), Brazil (31%), and China (31%).

52% of shoppers across the globe say they buy something online at least once a week.

In Europe, 27% of shoppers say they purchase online once a week. This increases in the Czech Republic (37%), Poland (35%), and the UK (32%).

48%

of social media shoppers say they browse online shopping sites at least once a day.

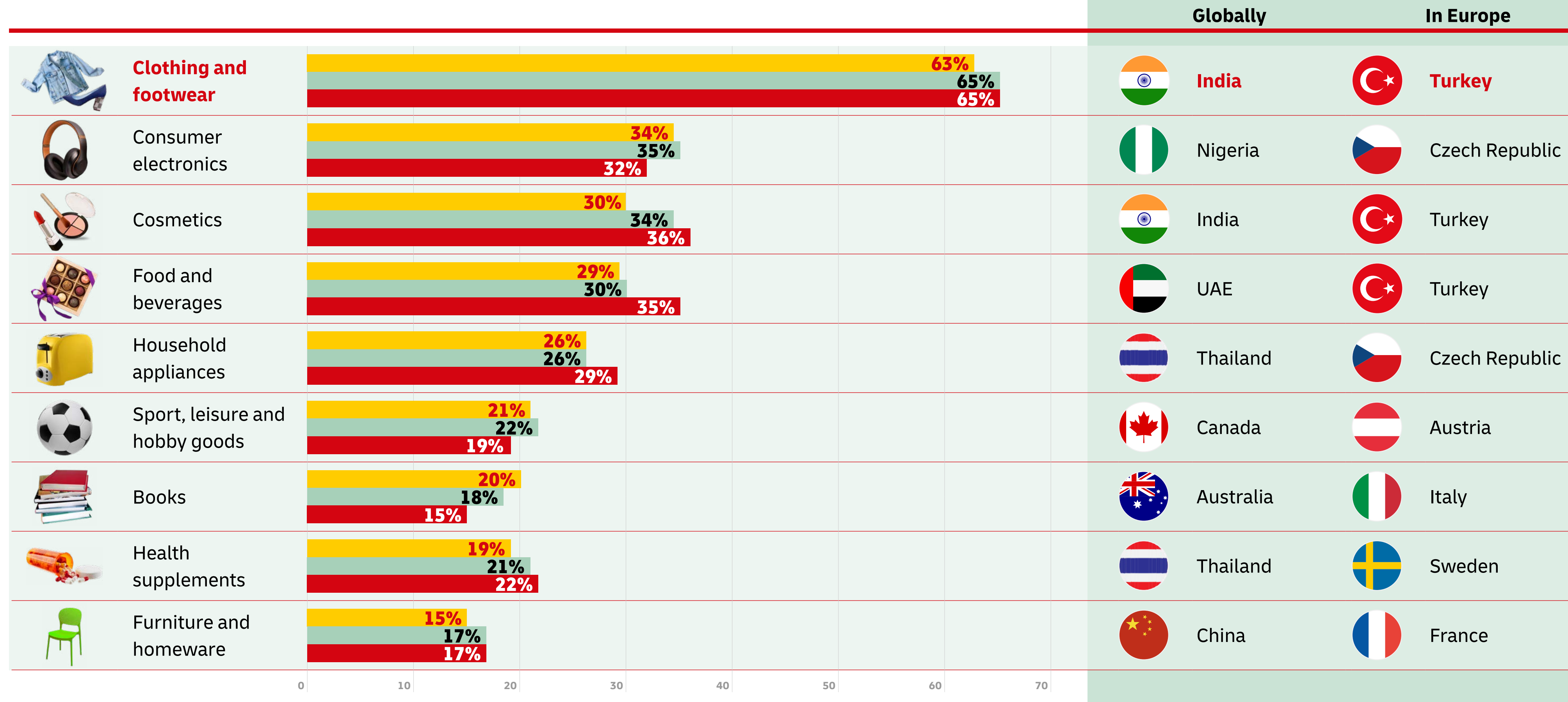
8%

of online shoppers under 45 buy online at least once a day, compared to 3% of those aged 45 and over.



What are online shoppers buying?

IN WHICH COUNTRIES ARE ONLINE SHOPPERS BUYING THESE PRODUCTS THE MOST?



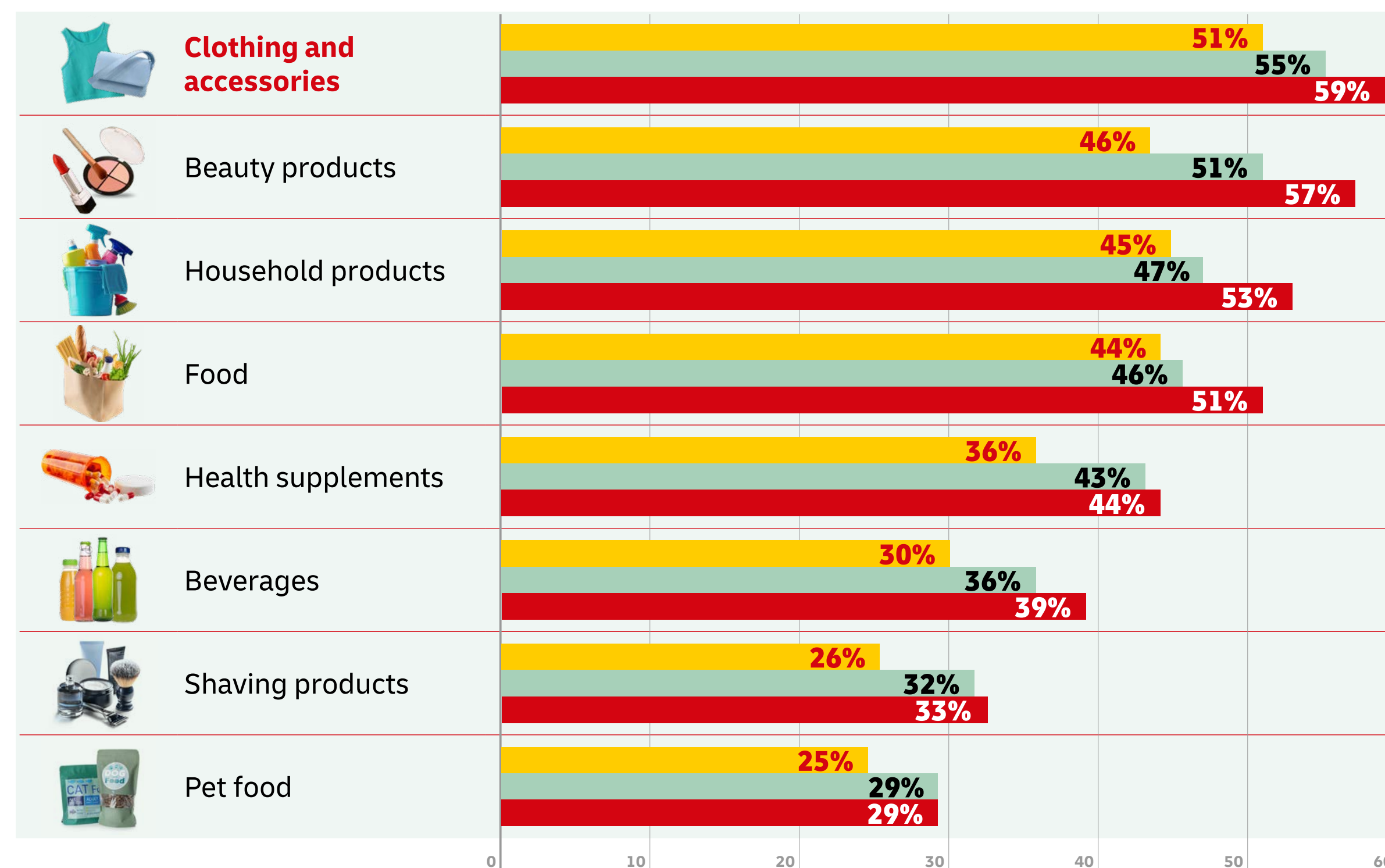
Knowing what types of products different shoppers are buying can help you reach new customers. Do you sell products which are particularly popular with social media shoppers? Start selling on popular social media channels to reach these buyers. Or could you take advantage of the cross-border market? Consider expanding into countries where shoppers are most actively buying the products you sell.

■ Globally
 ■ Cross-border shoppers
 ■ Social media shoppers



The rise of online shopping subscriptions

What are shoppers who have a regular online shopping subscription service buying?



■ Globally
 ■ Cross-border shoppers
 ■ Social media shoppers

IN WHICH COUNTRIES ARE THESE PRODUCT SUBSCRIPTIONS MOST POPULAR?

Globally		In Europe	
	South Africa		Turkey
	South Africa		Turkey
	China		Turkey
	China		Turkey
	South Africa		Netherlands
	Australia		UK
	Australia		UK
	USA		Poland



Does your business offer a subscription service? It might be time to consider doing so – **35% of shoppers across the globe have an online shopping subscription. This rises to 43% for those aged 45 and under, and 64% for social media shoppers.**

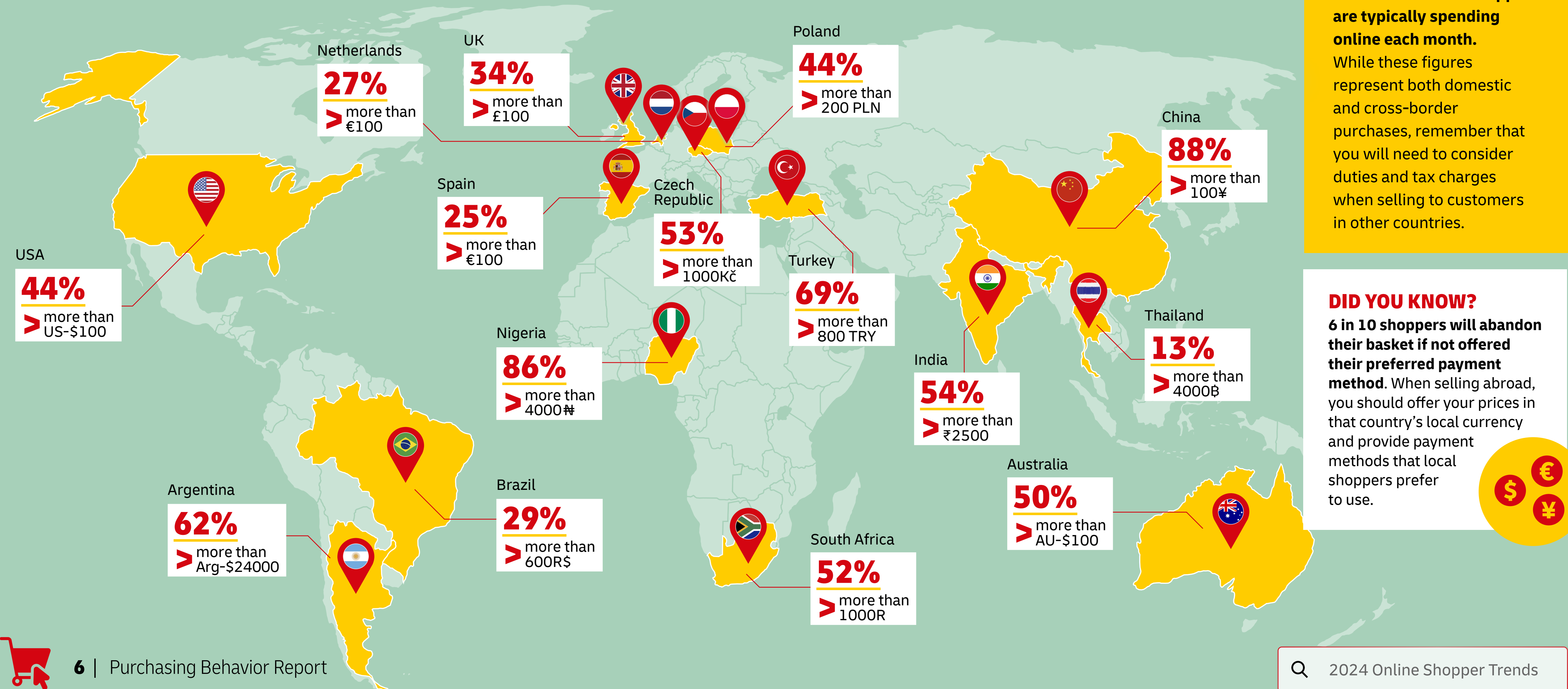
To incentivize shoppers to subscribe to your products, consider offering them exclusive benefits such as discounted prices, free delivery or even surprise gifts.



How much is the world spending online?

Does your business sell to other countries or are you considering doing so?

Knowing how much shoppers typically spend can help you set the right prices for your products.



If your business is thinking about expanding into new markets, it's good to get an idea of how much shoppers are typically spending online each month. While these figures represent both domestic and cross-border purchases, remember that you will need to consider duties and tax charges when selling to customers in other countries.

DID YOU KNOW? 6 in 10 shoppers will abandon their basket if not offered their preferred payment method. When selling abroad, you should offer your prices in that country's local currency and provide payment methods that local shoppers prefer to use.



How much are shoppers in each country spending online?

We asked shoppers in each country how much they typically spend each month on online purchases. Here's what they said...

Argentina	Arg-\$24000 or less	39%
	More than Arg-\$24000	62%
Australia	AU-\$100 or less	50%
	More than AU-\$100	50%
Austria	€100 or less	69%
	More than €100	31%
Brazil	600R\$ or less	71%
	More than 600R\$	29%
Canada	C\$100 or less	57%
	More than C\$100	43%
China	100¥ or less	12%
	More than 100¥	88%
Czech Republic	1000Kč or less	46%
	More than 1000Kč	53%
France	€100 or less	76%
	More than €100	24%
Germany	€100 or less	65%
	More than €100	35%
India	₹2500 or less	45%
	More than ₹2500	54%
Italy	€100 or less	78%
	More than €100	22%
Malaysia	200RN or less	65%
	More than 200RN	35%

Morocco	DH1000 or less	86%
	More than DH1000	14%
Netherlands	€100 or less	73%
	More than €100	27%
Nigeria	4000₦ or less	14%
	More than 4000₦	86%
Poland	200 PLN or less	57%
	More than 200 PLN	44%
South Africa	1000R or less	47%
	More than 1000R	52%
Spain	€100 or less	74%
	More than €100	25%
Sweden	2400kr or less	88%
	More than 2400kr	11%
Thailand	4000฿ or less	87%
	More than 4000฿	13%
Turkey	800 TRY or less	31%
	More than 800 TRY	69%
UAE	1000 AED or less	60%
	More than 1000 AED	39%
UK	£100 or less	66%
	More than £100	34%
USA	US-\$100 or less	57%
	More than US-\$100	44%

Social media shoppers around the world typically spend more each month. **55% of social media shoppers around the world fall into the 'more than' spend category. This compared to just 36% of online shoppers who don't buy on social media.**

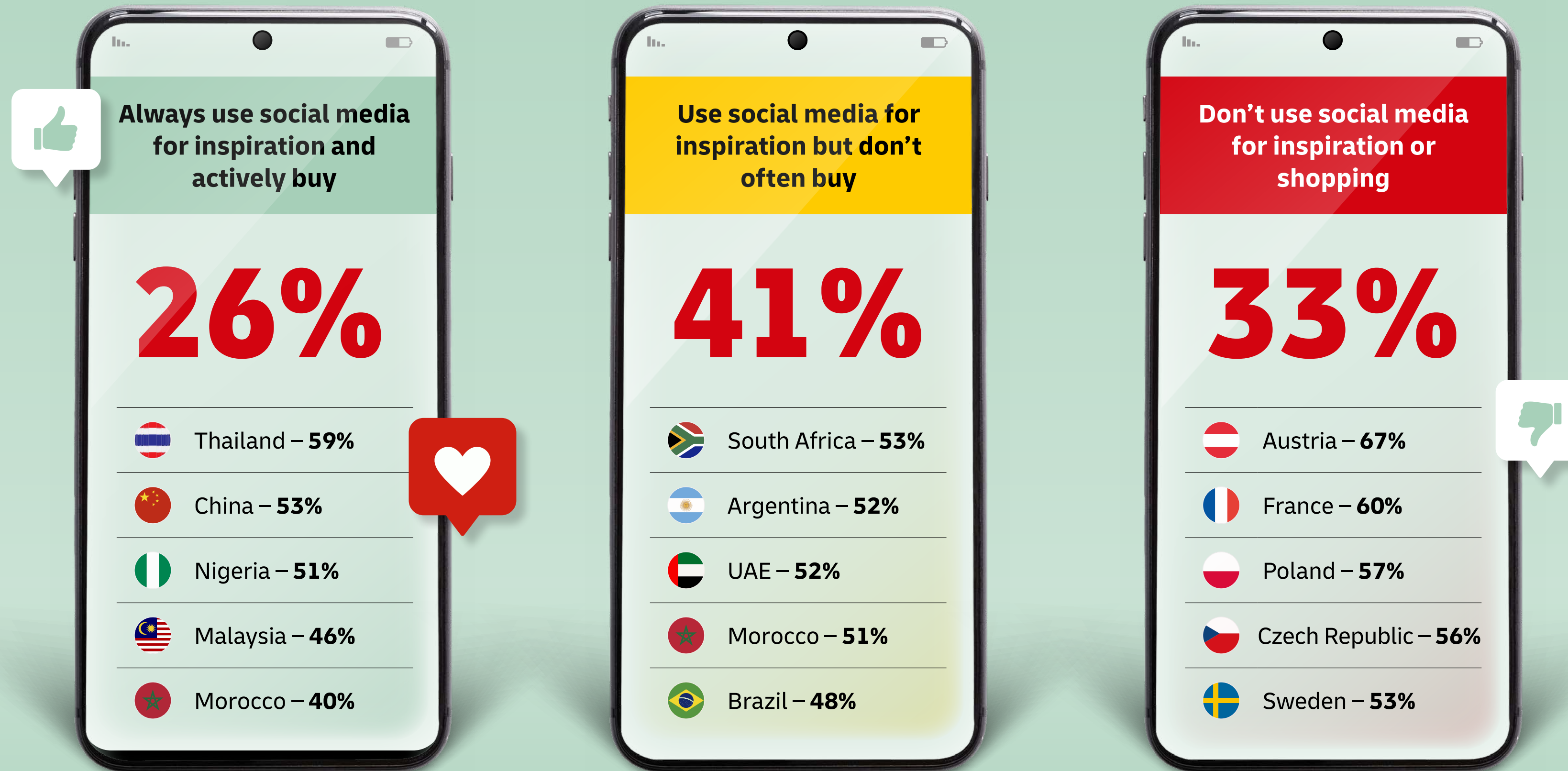
This increased spending is also true for online shoppers who buy from other countries.

51% of cross-border shoppers fall into the higher spending category.



Is social media influencing how shoppers browse, buy and subscribe online?

Social media has changed the way customers shop online. Here's how people around the world use social media and the five countries where these habits are most popular...



With almost **7 in 10 shoppers using social media** for either inspiration or purchasing, this is a channel your business shouldn't ignore if you want to build brand awareness or drive sales. Despite European shoppers not being as active on social as the rest of the world, over 1 in 2 still use social media for either inspiration or purchasing.



81%

of online shoppers under 45 use social media for shopping inspiration and 35% regularly buy on the platform.

48%

of those 45 and over who use social media for inspiration, and just 15% regularly buy on the platform.



How much do customer reviews influence online shoppers?

When deciding whether or not to click 'buy now', **customer reviews play a vital role in most online shoppers' decisions.**

98%

of online shoppers say customer reviews influence their buying decisions to some or a great extent

91%

of online shoppers say they check customer reviews before purchasing

“Reviews form a critical part of the online buying journey – helping to build trust and credibility between the brand and the consumer. Against a backdrop of economic uncertainty, we know that consumers rely more than ever on authentic reviews to help them make informed decisions.”



Kerry Leighton-Bailey

Chief Product & Marketing Officer, Feefo

WHERE IN THE WORLD ARE ONLINE SHOPPERS MOST INFLUENCED BY REVIEWS?

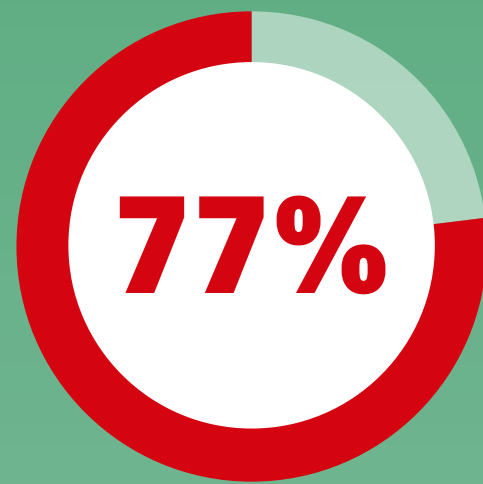
	Globally	In Europe
1	Brazil	Turkey
2	South Africa	Spain
3	India	Germany
4	Morocco	Poland
5	Nigeria	Czech Republic



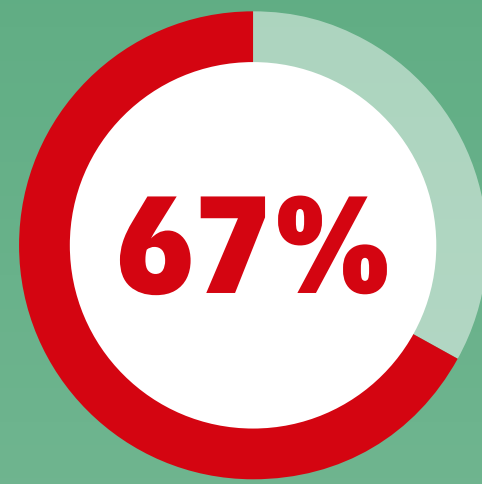
How important is sustainability to online shoppers?

Online shoppers are paying more attention to how their purchases impact the environment. From recyclable packaging to delivery emissions, sustainability is becoming more important.

With 59% of shoppers across the globe saying sustainability is ‘very’ or ‘quite’ important to them when buying online, understanding and considering sustainability within your business can help you attract these eco-conscious shoppers.



of social media shoppers say sustainability is ‘very’ or ‘quite’ important to them when shopping online.



of cross-border shoppers say sustainability is ‘very’ or ‘quite’ important to them.








Country	Very or quite important	Not important and neither important or unimportant
Argentina	62%	38%
Australia	57%	43%
Austria	39%	61%
Brazil	72%	28%
Canada	49%	51%
China	59%	41%
Czech Republic	26%	74%
France	59%	61%
Germany	46%	54%
India	83%	17%
Italy	59%	41%
Malaysia	67%	33%
Morocco	54%	46%
Netherlands	37%	63%
Nigeria	89%	11%
Poland	51%	49%
South Africa	80%	20%
Spain	50%	50%
Sweden	53%	47%
Thailand	77%	23%
Turkey	73%	27%
UAE	71%	29%
UK	53%	47%
USA	51%	49%
TOTAL	59%	41%








Where in the world are online shoppers most (and least) willing to pay more for green delivery?

WOULD ALWAYS OR SOMETIMES CHOOSE TO PAY MORE FOR A GREEN DELIVERY

Globally






-  Thailand – **87%**
-  India – **85%**
-  Nigeria – **84%**
-  UAE – **83%**
-  Morocco – **76%**

In Europe






-  Turkey – **76%**
-  Germany – **64%**
-  Austria – **53%**
-  Sweden – **53%**
-  Italy – **53%**

WOULD NEVER CHOOSE TO PAY MORE FOR A GREEN DELIVERY

Globally

-  Canada – **55%**
-  USA – **45%**
-  Argentina – **43%**
-  Australia – **40%**
-  Brazil – **31%**

In Europe

-  Czech Republic – **57%**
-  Netherlands – **55%**
-  Poland – **53%**
-  France – **53%**
-  Spain – **50%**

The percentage shown is the total of "I would always choose to" or "I would sometimes choose to" responses vs "I would never choose to" when asked 'Would you be prepared to pay more for a 'green' delivery.'



Across the globe,

38%

of online shoppers say they would never choose to pay more for a green delivery.

And only

20%

say they would always choose to pay for a green delivery.

With high delivery costs frustrating

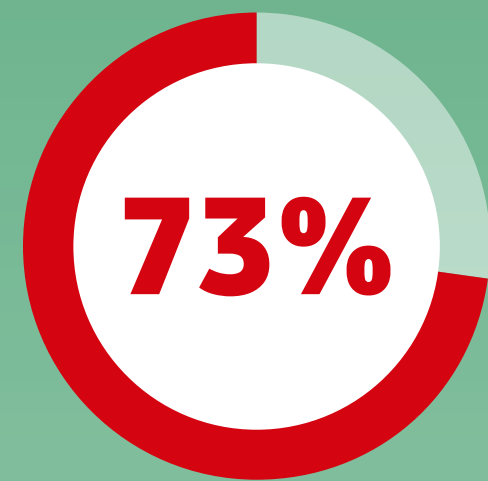
54%

of online shoppers, consider incorporating any additional green delivery charges into the cost of your goods and offering more sustainable delivery options as standard.

Do online shoppers want to see how climate-friendly their delivery is?

With sustainability becoming more important to online shoppers, it's no surprise that over half say they want transparency about the CO₂ emissions of their delivery.

This increases to 68% for shoppers who buy online more frequently – suggesting the more people buy, the more they care about the environmental impact of their online orders.



of social media shoppers say they'd like to see the CO₂ emissions or other information.



of cross-border shoppers say they'd like to see the CO₂ emissions or other information.



Country	Yes	No
Argentina	58%	42%
Australia	47%	53%
Austria	39%	61%
Brazil	72%	28%
Canada	40%	60%
China	60%	40%
Czech Republic	27%	73%
France	42%	58%
Germany	47%	53%
India	73%	27%
Italy	47%	53%
Malaysia	62%	38%
Morocco	67%	33%
Netherlands	33%	67%
Nigeria	77%	23%
Poland	41%	59%
South Africa	71%	29%
Spain	56%	44%
Sweden	44%	56%
Thailand	60%	40%
Turkey	77%	23%
UAE	72%	28%
UK	45%	55%
USA	45%	55%
TOTAL	54%	46%



Are online shoppers willing to pay more for sustainable/eco-friendly packaging?



DOES YOUR BUSINESS SELL TO EUROPE?

47% of online shoppers here say they would never choose to pay more for sustainable packaging. This rises to 56% in France and the Netherlands, closely followed by 50% in Italy and Spain.

With consumers becoming more sustainable in many aspects of their lives, it's no surprise that this is starting to influence how they shop online too.

Online retailers need to consider how they can integrate sustainability into their business to ensure they keep up with online shoppers' expectations. Despite shoppers wanting to know the environmental impact of their deliveries, they don't necessarily want to pay more to improve this. Online retailers could consider incorporating the cost of a greener delivery or more sustainable packaging into the product cost to give online shoppers what they want in their preferred way.



How important is free delivery?

Across the globe, free delivery is important to many online shoppers – 67% say free delivery would improve their online shopping experience and 54% say high delivery costs frustrate them.

Free delivery is slightly more important to social media shoppers – 59% say they mainly buy from shops that offer free delivery.

With delivery costs playing an important role in the online shopping experience, your business should consider offering free delivery to help convert browsers into buyers.

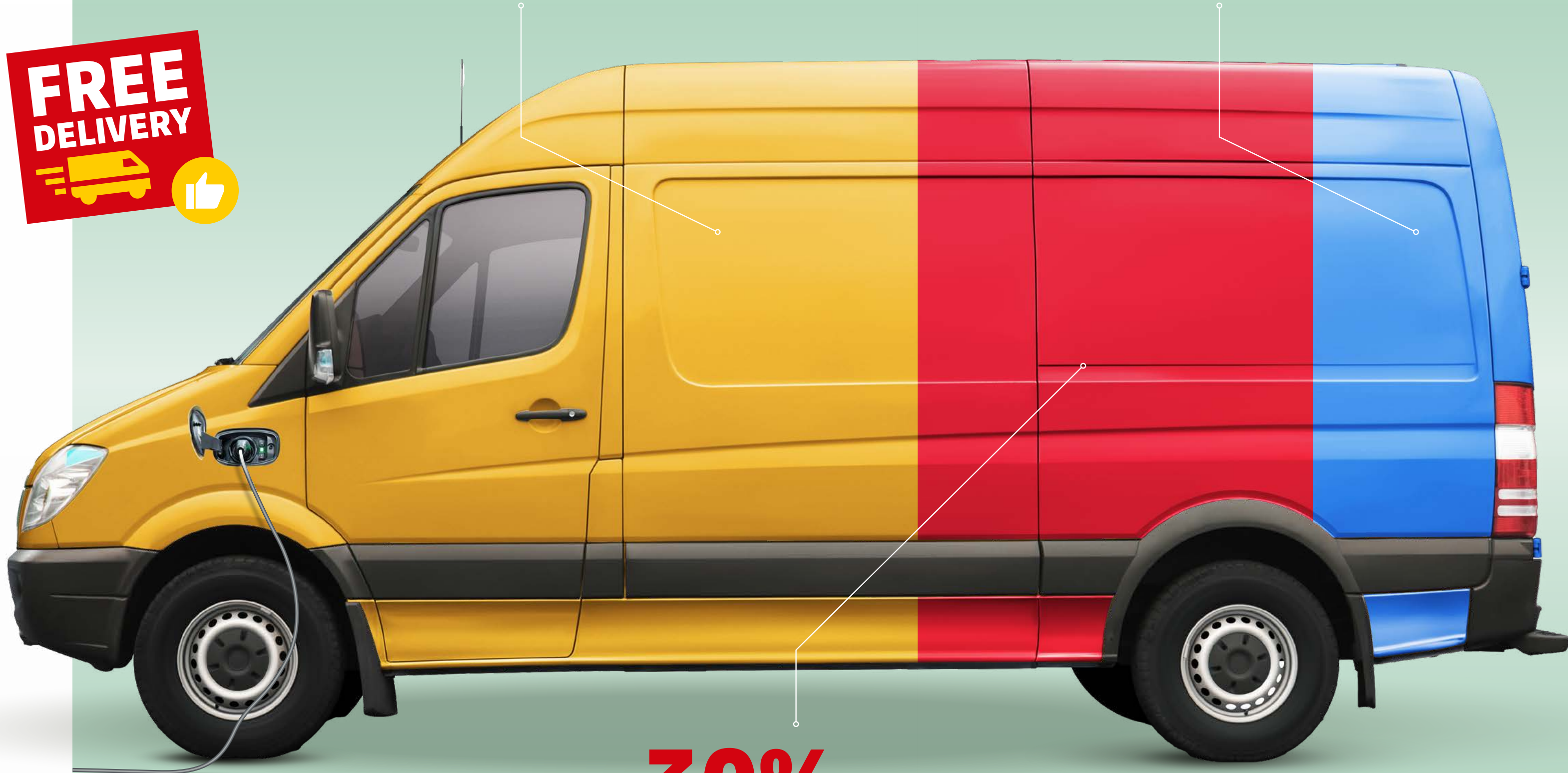


53%

Mainly buy from online shops that offer free delivery

16%

Free delivery isn't important if they want the item



30%

Sometimes buy from shops that don't offer free delivery

Discover further insights into how delivery influences purchasing decisions in our **E-commerce Trends Report**.



Are online shoppers getting the delivery options they want?

41%
Very satisfied

42%
Quite satisfied

12%
Neither satisfied
nor dissatisfied



On the whole, 83% of shoppers are very or quite satisfied with the delivery options on offer. But with 48% of shoppers saying they frequently abandon their baskets due to delivery options, are you offering your customers enough choice to ensure they click 'buy now'?

3%
Quite dissatisfied

2%
Very dissatisfied

WHERE WERE SHOPPERS MOST SATISFIED WITH THE DELIVERY OPTIONS OFFERED WHEN THEY LAST MADE A PURCHASE ONLINE?

	Globally	In Europe
1	India	Turkey
2	South Africa	Germany
3	Argentina	Austria
4	USA	UK
5	UAE	Netherlands

WHY ONLINE SHOPPERS ARE SATISFIED WITH THEIR DELIVERY...

"I was given the choice of either picking it up at a certain place or having it delivered right to my home."

"The delivery price was very reasonable, and the delivery date was what I needed at that time."

AND WHY THEY ARE NOT SO SATISFIED...

"The delivery time and date were not specifically stated, I had to keep waiting for the delivery."

"I needed to pay extra for delivery, delivery took longer than expected."



How many shoppers say delivery options influence where they buy from online?

95%
of global shoppers

97%
of social media shoppers

97%
of cross-border shoppers



It's clear that delivery options, such as speed, provider and location, have a huge influence on all types of shoppers. But in which countries do they have the biggest influence?

	Globally	In Europe
1	Brazil	Turkey
2	India	Spain
3	Morocco	Poland
4	Nigeria	Czech Republic
5	South Africa	Italy

ARE YOU OFFERING ONLINE SHOPPERS THE DELIVERY OPTIONS THEY WANT?



With delivery options influencing almost every type of shopper, it's important to provide options that meet shoppers' expectations. Give your customers a choice on how their order is delivered – from paying for faster delivery to choosing a time or location that suits them. **With out-of-home deliveries on the rise (20% of shoppers prefer to receive their order this way)** don't forget to consider offering this option to customers.

The percentage shown is the total of "to a great extent" or "to some extent" as opposed to "not at all". Delivery options refer to delivery speed, choice of delivery provider and/or delivery locations.



We hope the insights in this report help you better understand how online shoppers are discovering, buying, and subscribing across the globe.

In our next online shopping trends report, we explore what's important to shoppers when receiving a delivery or returning an order. From delivery preferences to order tracking, discover how to improve the delivery experience for your customers.

Let us help you grow your business

To access even more insights from our Online Purchase Trends 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

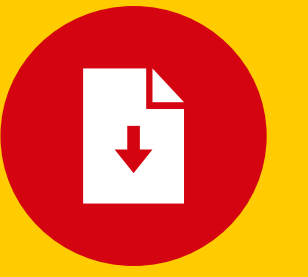


Whether it is social media shopping or cross-border shopping, the behavior of shoppers may differ from country or shopping channel. It's by understanding these differences in what online shoppers want and need, that makes DHL eCommerce the delivery provider of choice for today's online retailers – we provide the delivery options your customers prefer.

Pablo Ciano | CEO 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?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



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.

