

**2024 ONLINE  
SHOPPER TRENDS**



**E-Commerce Trends Report**

Why do online shoppers really abandon their baskets?



# How the world shops online

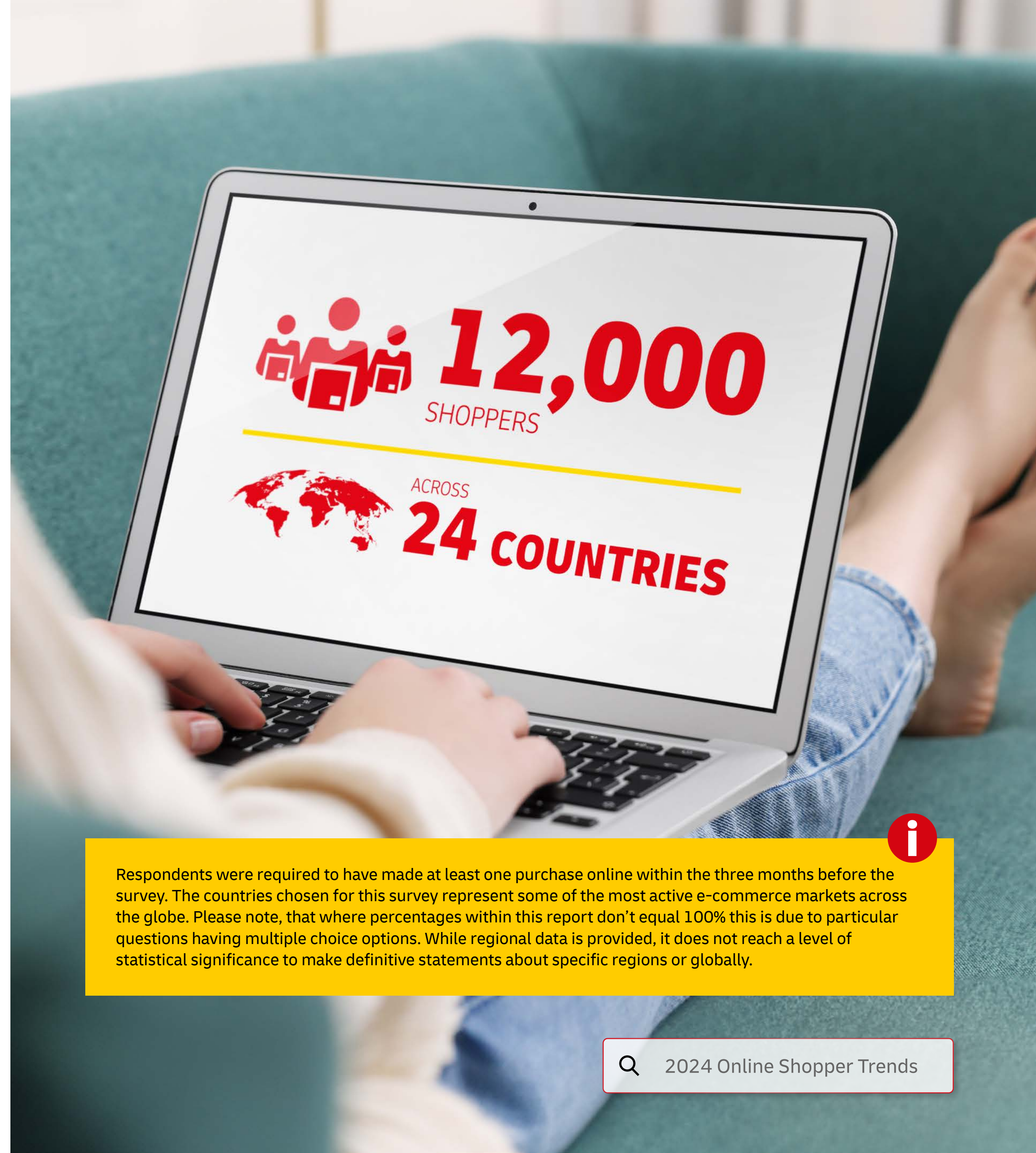
To help your business understand what consumers want from online retailers in 2024, we've surveyed 12,000 shoppers across 24 countries.

 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 reports that explore how shoppers are browsing and buying online – providing you with valuable insight into online shopper behavior around the world.

In this report, we explore the trends that are shaping today's e-commerce landscape. From social media shopping habits to the impact of delivery options on purchase decisions, you'll discover what's important to shoppers when buying online.

Equipped with the findings in this report, we hope you feel empowered to create a great online experience for your existing and potential customers.



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.



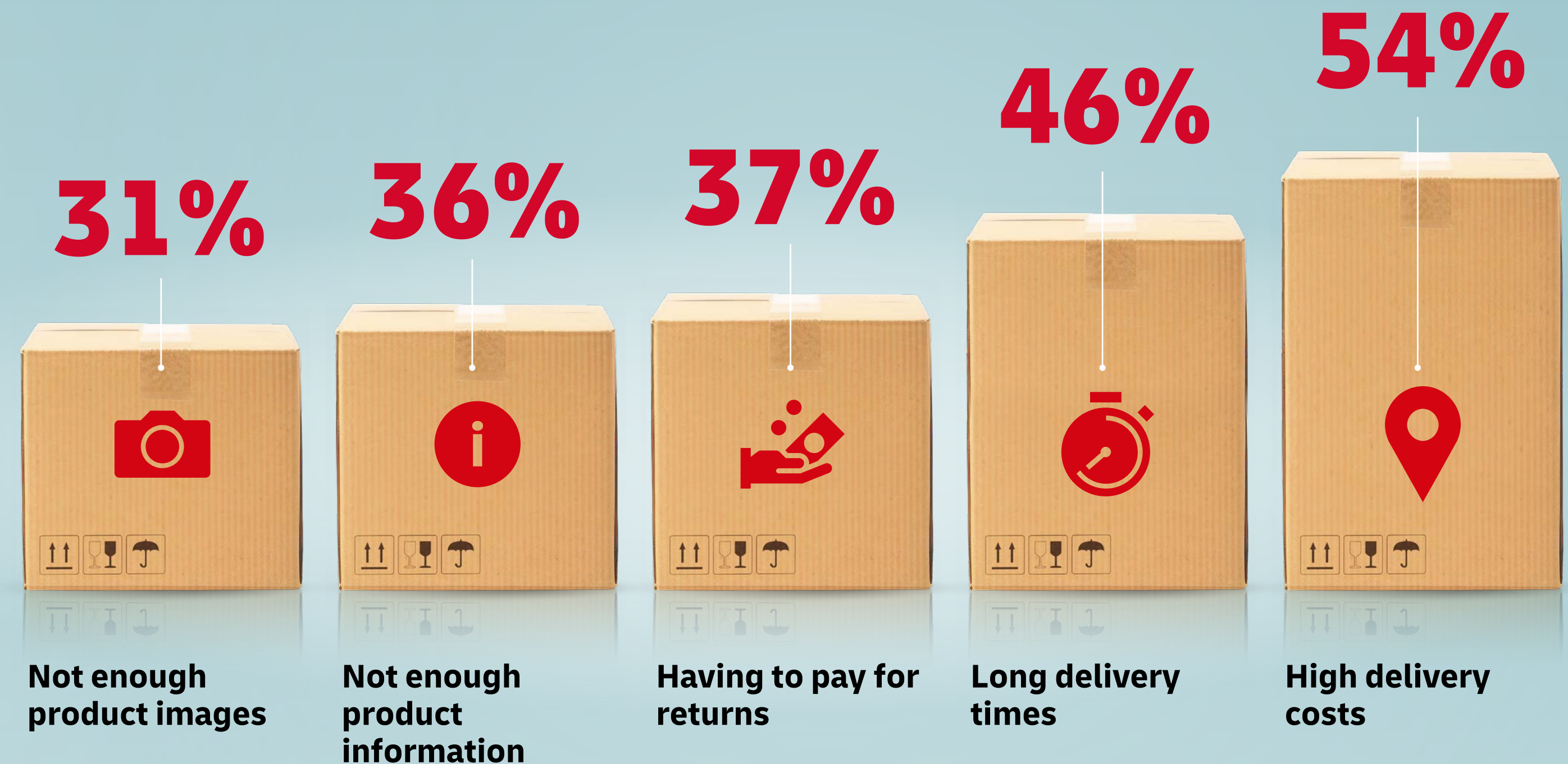
# What frustrates online shoppers the most?

Across the globe, high delivery costs are a clear frustration. And with 41% of shoppers not completing their purchase because delivery is too expensive, there's a serious risk of your business losing customers over delivery charges.

But how do you overcome this challenge when there is no such thing as truly free delivery? Consider incorporating delivery charges into the cost of your products – **46% of shoppers would prefer to pay for delivery this way.**

In Europe, shoppers are more frustrated than any other region by having to pay for returns. This frustration is highest in Spain, France, and the UK.

**32%** ★★★★★  
**OF SHOPPERS AGED 45 AND UNDER ARE ALSO PARTICULARLY FRUSTRATED BY A LACK OF CUSTOMER REVIEWS.**



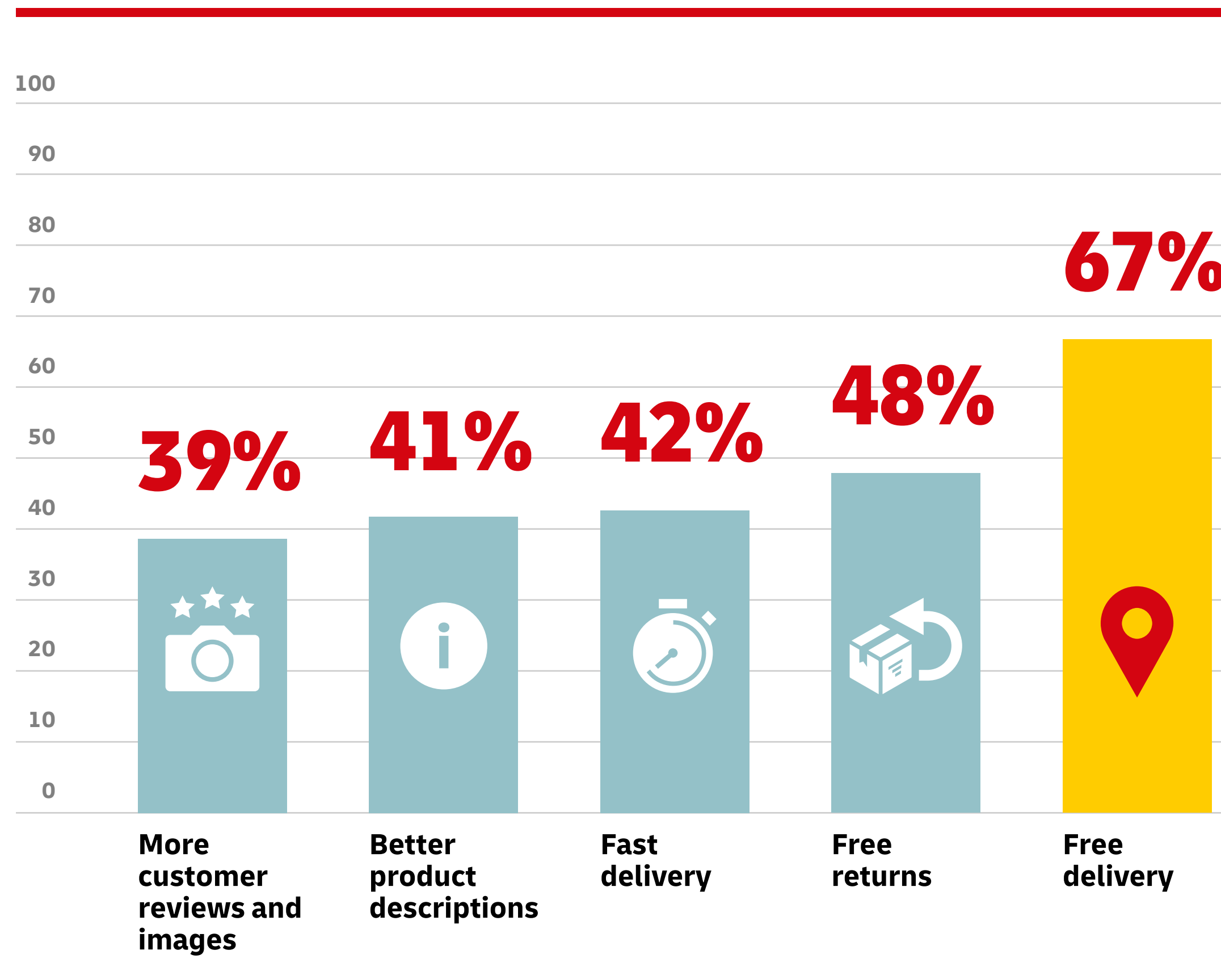
Respondents were offered multiple choice options for this question.



# What would improve the online shopping experience?

Even if your business has a great product, making these improvements could encourage more shoppers to click 'buy now'.

Offering reliable delivery and returns can help solve shoppers' frustrations and improve their experience. The right delivery provider can help your business connect deliveries and returns to help ensure your customers are satisfied.



Respondents were offered multiple choice options for this question.

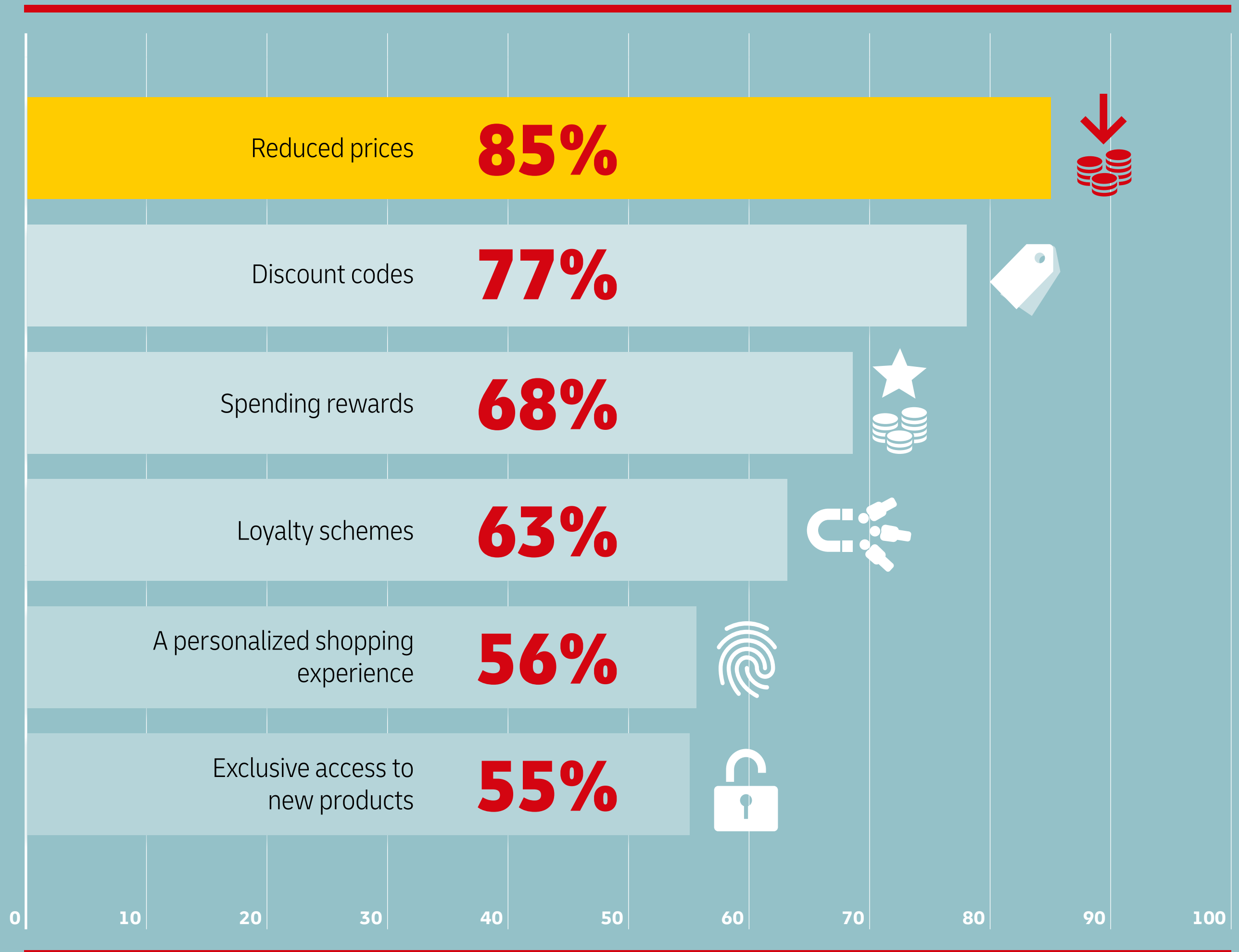


# Which benefits are important to shoppers when buying online?

With the three most important benefits being financial-related, it's clear that today's online shoppers are cost-sensitive.

**Reduced prices are particularly important to online shoppers in Turkey, with 74% ranking them as 'very important'.** While this decreases slightly in other countries across Europe, reduced prices remain the most important benefit.

Have you considered offering online shoppers a discount code for free delivery? With free delivery improving shoppers' online experience, this could persuade shoppers to make a purchase.

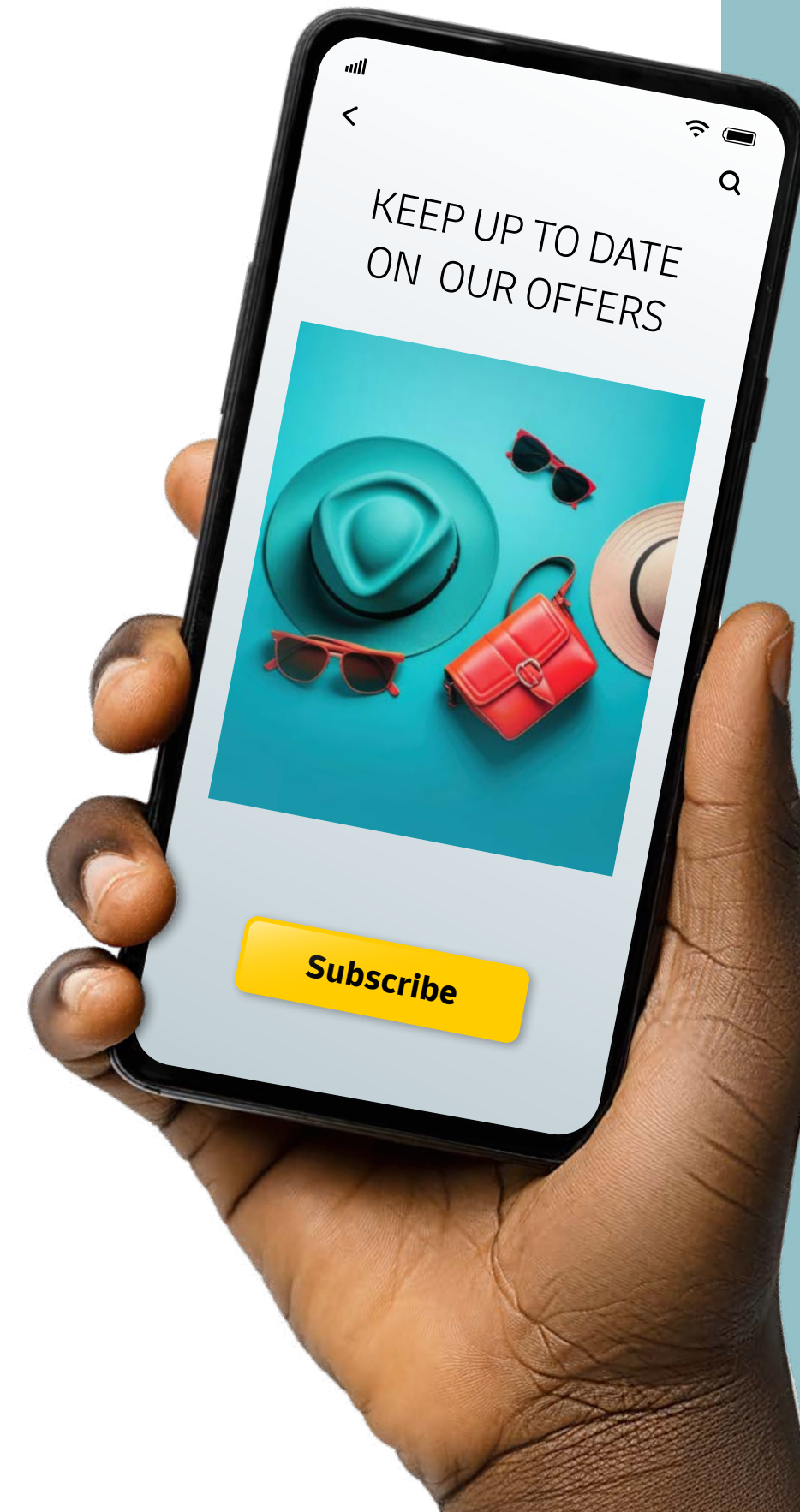
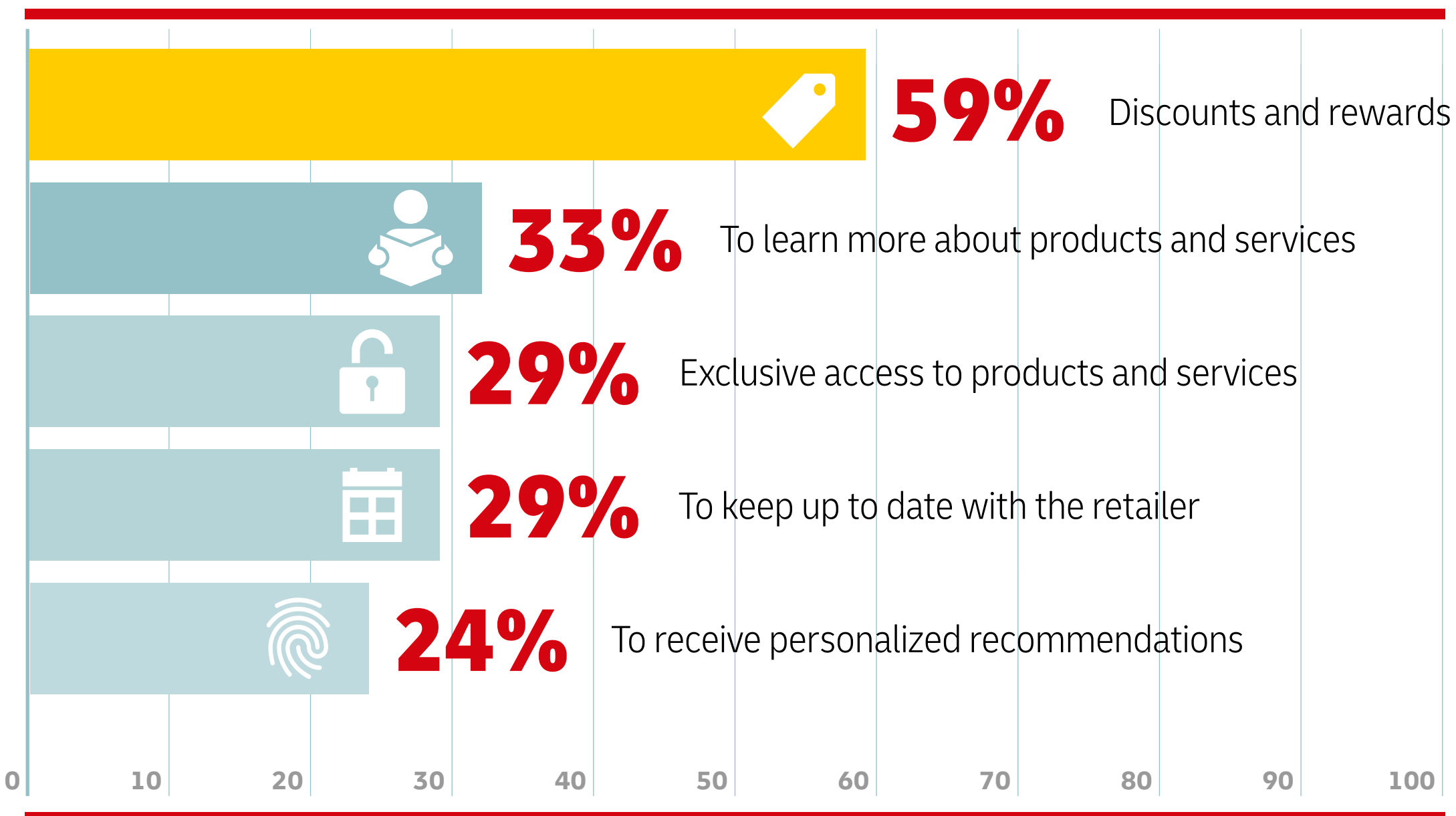




# What incentivises shoppers to subscribe to an online retailer's email newsletter?

Across the globe, only 17% of shoppers have never subscribed to an email newsletter.

With discount codes an important benefit to 77% of shoppers, it's no surprise that discounts and rewards are the main reason shoppers subscribe to email newsletters.



## IN WHICH COUNTRIES ARE SHOPPERS MOST AND LEAST LIKELY TO SUBSCRIBE TO EMAIL NEWSLETTERS?

### Most likely



UAE

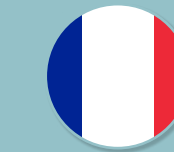


Turkey



Nigeria

### Least likely



France



Poland



China

### DID YOU KNOW?

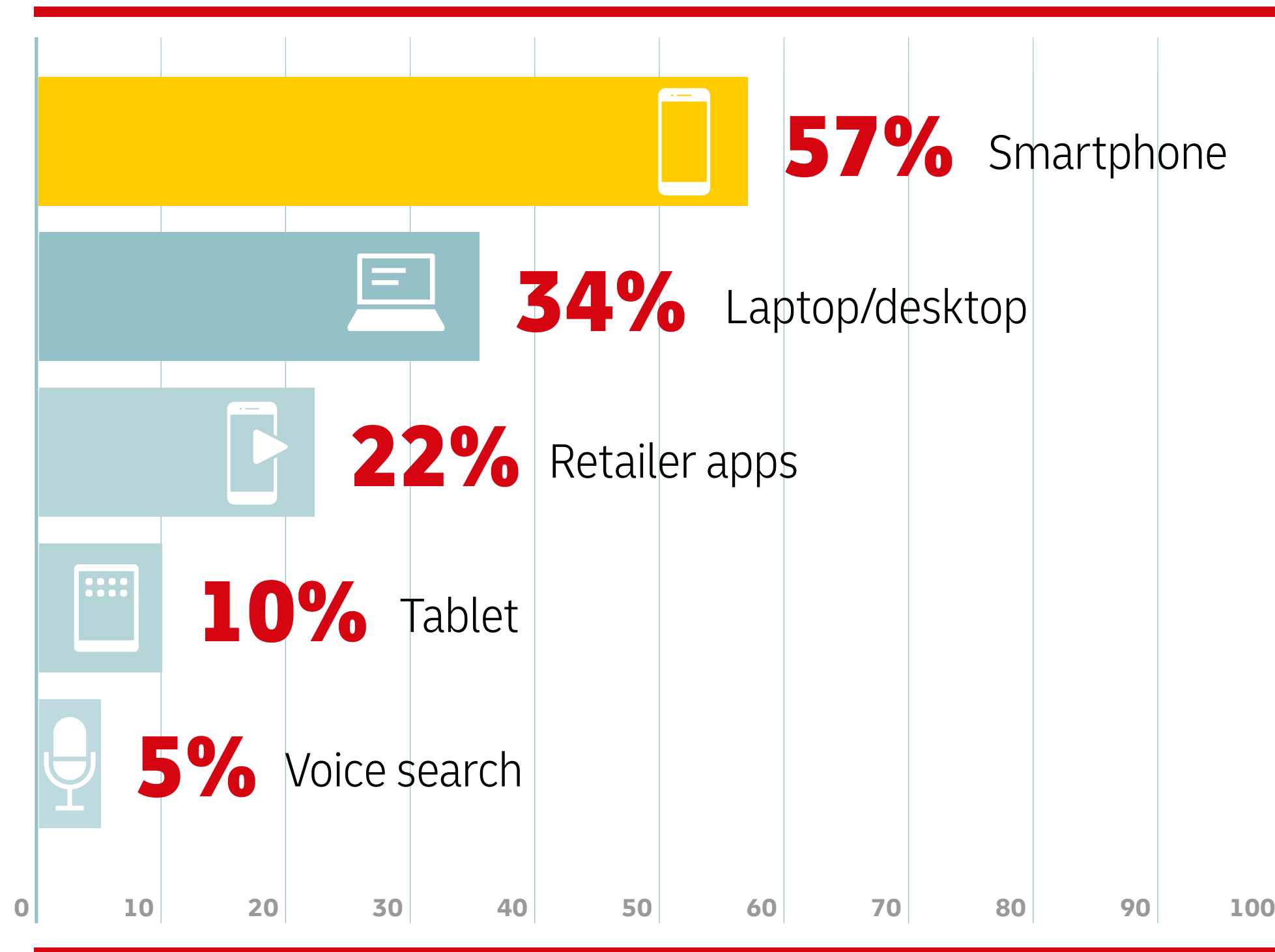
**Third-party cookies are gradually being phased out due to privacy concerns, changing how you can advertise to customers online.**

These changes make first-party data – such as email engagement, purchase history, and website activity – more important for understanding and targeting customers. Don't forget, that when collecting first-party data from your European customers, you need to comply with GDPR and cookie-consent policies.





# Which devices are used most often for browsing and buying?



The percentage shown is the total of "always" responses as opposed to "sometimes" and "never".

## 52%

OF ONLINE SHOPPERS ALSO STATE THEY 'SOMETIMES' USE A RETAILER'S APP.

**But why are retailer apps becoming more popular with online shoppers?**

- They give shoppers access to exclusive deals and offers.
- The shopping process is often streamlined and more convenient, with simple navigation and digital payment options.
- Shoppers receive a personalized experience based on browsing behavior and past purchases.

## THE USE OF VOICE ASSISTANTS IS ON THE RISE

The total worldwide transaction value of purchases made through voice assistants on smart home devices is expected to grow by **630%** between 2020 and 2025.\*

Online shoppers aged 45 and under are driving this growth, with 35% saying they 'always' or 'sometimes' use voice search to make a purchase, compared to just 19% of those over 45.



\*Source: Statista, 2023

## WHERE ARE SHOPPERS MOST ACTIVELY USING VOICE ASSISTANTS TO MAKE PURCHASES?

### Globally

- India
- China
- UAE
- Nigeria
- Thailand

### In Europe

- Turkey
- Italy
- UK
- Germany
- Poland





# Which social media platforms have online shoppers purchased from before?



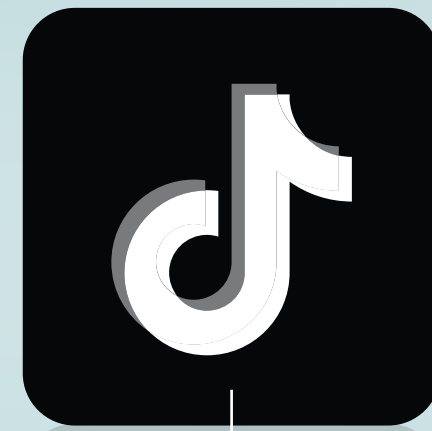
37%

Facebook



28%

Instagram



18%

TikTok



16%

YouTube



7%

Pinterest

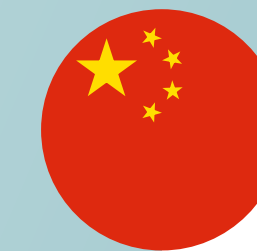


6%

Snapchat

## DID YOU KNOW?

1 in 2 people have made a purchase on social media, but in Thailand that jumps to 9 out of 10, with TikTok being the most popular channel to buy from for 7 in 10 shoppers.



Which social media platforms are most popular with online shoppers in China?

- 1 Douyin
- 2 WeChat
- 3 Kuaishou

















# The rise of social e-commerce

Social media shopping is becoming increasingly popular. Across the globe, sales through social media platforms are predicted to reach 8.5 trillion US dollars by 2030.\*

## IN WHICH COUNTRY IS EACH SOCIAL MEDIA PLATFORM USED THE MOST FOR SHOPPING?

	Globally	In Europe
Facebook	 Morocco	 UK
Instagram	 India	 Turkey
TikTok	 Thailand	 UK
YouTube	 India	 UK
Pinterest	 Australia	 UK
Snapchat	 UAE	 Turkey

\*Source: Statista, 2023



*“Consumer purchasing patterns change annually, often shaped by prevailing social and technological trends. One significant factor in this transformation has been the growing impact of social media.*

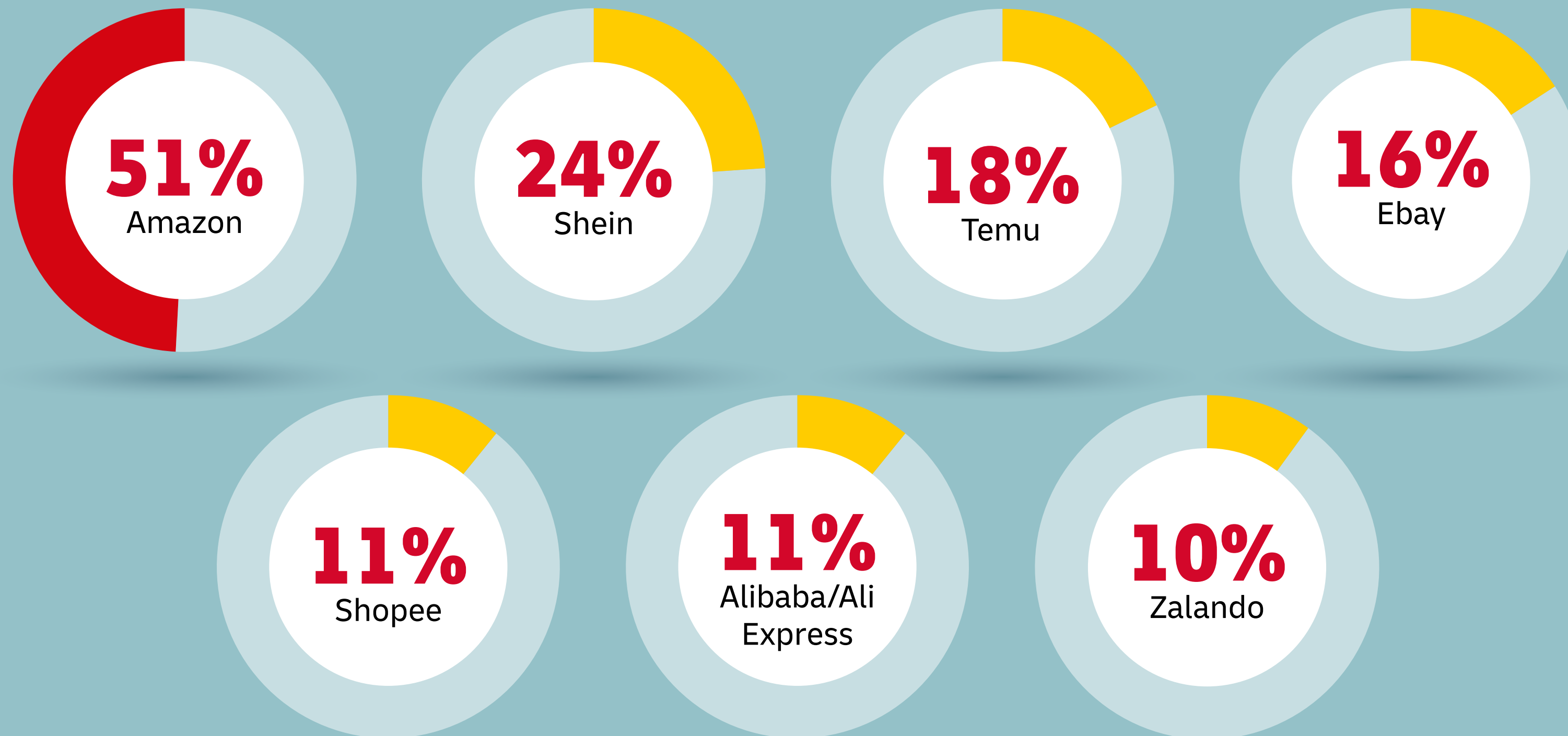
*The rise of social media has revolutionized online shopping behavior. Consumers are turning to social media platforms to learn about new products and services and research brands before making purchasing decisions. This shift has led to new marketing strategies to respond to these changes in consumer behavior.*

*With the social e-commerce market now mature and offering opportunities that cannot be overlooked, companies of all sizes must establish a social media presence to remain competitive.”*

**Nicolas J. Chevalier** | Founder & CEO of E-Commerce Nation



# Which marketplaces are online shoppers using?



## IN WHICH COUNTRY ARE THE MOST POPULAR GLOBAL MARKETPLACES SEEING THE HIGHEST USE?

	India	Amazon
	South Africa	Shein
	UAE	Temu
	Australia	eBay
	Malaysia	Shopee
	Nigeria	Alibaba/AliExpress
	Sweden	Zalando
	Nigeria	Jumia
	Argentina	Mercado Libre/Livre
	Poland	Vinted

ONLY **3%** OF SHOPPERS ACROSS THE GLOBE AREN'T USING MARKETPLACES.

With an established customer base and trusted reputation, marketplaces can be a great way to reach new customers.





Across the globe, there has been a surge in the popularity of app-based marketplaces **Shein** and **Temu** that offer shoppers a huge range of products at affordable prices.

**Shein** is most popular with shoppers in **UAE**, **Morocco**, and **Brazil**. Whereas **Temu** is used most by shoppers in the **USA** and the **Netherlands**.



In Europe, Zalando remains popular.

**22%**

of shoppers use Zalando to shop for the latest fashion and accessories.



Is your business thinking about selling via marketplaces? We recommend checking which is most popular in each country you are selling in.





**70%** of online shoppers prefer to create or have an account with a retailer



**30%**

of online shoppers prefer guest checkout



## Do online shoppers prefer an account or guest checkout?

Although there is a global preference for creating or having an account with retailers, this isn't a trend in every country.

In China, 58% of online shoppers prefer guest checkout.

In Czech Republic and Sweden, preferences are almost evenly split.

With online shoppers having different preferences, the best thing you can do is offer your customers a choice on how they buy from your business.

### WHAT BENEFITS SHOULD YOU CONSIDER OFFERING TO CUSTOMERS WHEN THEY CREATE AN ONLINE ACCOUNT WITH YOUR BUSINESS?

- The option to save payment details so they can check out faster when buying from your business again.
- The ability to track current orders and view order history.
- Security and privacy – **42% of online shoppers won't create an account if they don't feel safe providing personal information.\***
- Access to loyalty schemes and exclusive discount codes.

\*Source: Bolt, 2021



### THE RAPID RISE OF BUY NOW, PAY LATER

In recent years, providers such as Klarna, Afterpay, and Clearpay have made buy now, pay later a popular choice for everyday purchases.

But which countries have the highest number of shoppers who prefer to use buy now, pay later?

- 1 Sweden 
- 2 Netherlands 
- 3 Germany 
- 4 Austria 
- 5 Australia 

#### ARE YOU OFFERING SHOPPERS A CHOICE ON HOW THEY PAY FOR PURCHASES ON YOUR SITE?

With **61%** saying they have previously abandoned their basket because their preferred payment option was not available, you should consider doing so to avoid missing sales opportunities.



# How do shoppers prefer to pay when buying online?



**12%**  
Bank transfer

**9%**  
Buy now, pay later

**4%**  
Invoice

**41%**  
Credit or debit card

**23%**  
Digital wallet



# Why are online shoppers abandoning their baskets?



After abandoning their basket, shoppers most often decide to purchase with a different retailer.

With financial issues being so important to shoppers, it's no surprise that 16% will wait to see if they receive a discount code.

## 26%

OF SHOPPERS SAY THEY ABANDON THEIR BASKET BECAUSE THEY ARE JUST BROWSING.

### BUT WHAT CAN YOU DO TO HELP TURN THESE BROWERS INTO BUYERS?

- Encourage shoppers back with a reminder about their basket.
- Follow up with shoppers with a discount or free delivery code.
- Simplify the checkout process to make purchasing easier.





# Is your delivery partner impacting your sales?

Today's online shoppers are increasingly concerned about the reliability, speed, and cost of deliveries when shopping online.

With delivery providers influencing 66% of online shoppers' purchasing decisions, it's important your business offers a delivery provider that customers trust.

## 65%

of shoppers across the globe say it's important they know who the delivery provider is before making a purchase.



Country	Very or quite important	Not important and neither important or unimportant
Argentina	77%	23%
Australia	62%	38%
Austria	49%	51%
Brazil	65%	35%
Canada	53%	47%
China	67%	33%
Czech Republic	67%	33%
France	57%	43%
Germany	57%	43%
India	75%	25%
Italy	56%	44%
Malaysia	69%	31%
Morocco	65%	35%
Netherlands	56%	44%
Nigeria	67%	33%
Poland	61%	39%
South Africa	75%	25%
Spain	61%	39%
Sweden	63%	37%
Thailand	86%	14%
Turkey	76%	24%
UAE	71%	29%
UK	61%	39%
USA	59%	41%
<b>TOTAL</b>	<b>65%</b>	<b>35%</b>





# Should you be offering online shoppers a range of delivery options?

With shoppers expecting flexibility and convenience when ordering online, offering a broad range of delivery options at the checkout is essential.

Providing options such as parcel lockers, pick-up points, and rescheduling gives shoppers more control over their delivery experience.

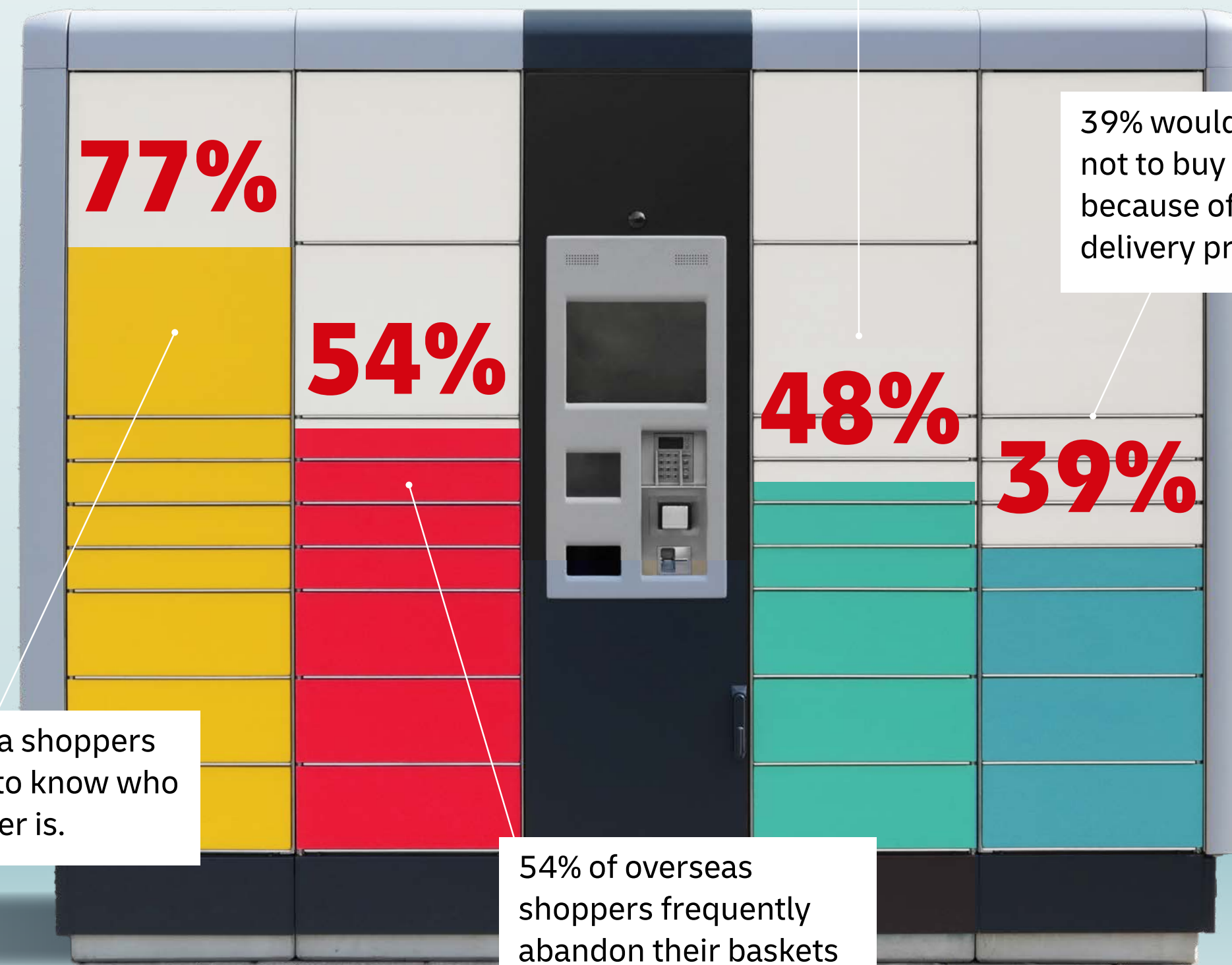
Offering free and paid delivery options gives shoppers a choice based on what's important to them. While faster delivery at a higher cost is likely to appeal to those who need their items quickly, budget-conscious shoppers can choose free delivery at a slower pace.

77% of social media shoppers say it is important to know who the delivery provider is.

54% of overseas shoppers frequently abandon their baskets due to delivery options.

48% of shoppers frequently abandon their baskets due to delivery options.

39% would choose not to buy a product because of the delivery provider.



*“Without the end-to-end solution that DHL provided, we would never have been able to expand into so many different markets so quickly.”*

**Carl-Johan Malm**  
Fulfillment Manager  
RevolutionRace

**Discover how**  
our Parcel Connect service helped RevolutionRace expand into 22 countries.





## We hope this report gives you useful insights into the e-commerce trends that are influencing the buying behavior of online shoppers across the globe.

In our next online shopping trends report, we explore online purchase trends – understanding why people choose to shop online, the factors influencing purchases, and the importance of sustainability to today’s online shoppers.

## Let us help you grow your business

To access even more insights from our E-Commerce 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	 Czech Republic	 Malaysia	 Sweden
 Australia	 Denmark	 Netherlands	 Thailand
 Belgium	 France	 Poland	 Turkey
 Canada	 Italy	 Portugal	 UK
 China	 India	 Spain	 USA

*With the rise of social commerce and online marketplaces, online shopping is growing and crossing borders fast. Businesses that leverage this trend and understand both global and local market preferences will grow with it.*



*At DHL eCommerce, our expertise in cross-border e-commerce enables us to assist online retailers in understanding customer trends and needs. We’re also there to demystify and simplify the process. We support everything from how to convert the shopping cart with the right delivery options, to managing the complexities of cross-border trade, helping you sell successfully across the world.*

**Pablo Ciano** | CEO at DHL eCommerce

