

2025 E-COMMERCE TRENDS REPORT

SHOPPER EDIT

Clicks, carts and conversions:
What today's online shoppers really want (and how to deliver).

What really drives online shoppers to buy or abandon their carts?

We surveyed 24,000 online shoppers across 24 global markets to bring you in-depth insights into how the world browses and buys online.

Explore how shoppers’ expectations shift across generations, shopper types and countries. From frustrations to purchase drivers, this report reveals what matters most – from the rise of social commerce and growing opportunities in cross-border shopping, to the demand for seamless delivery and flexible returns, sustainable practices and AI-powered e-commerce features.

Uncover what makes today’s online shoppers click ‘buy now’ – and why they abandon their carts – so you can grow your e-commerce sales.



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

Looking for more data and insights from the report? Fill out the enquiry form on our website to connect with one of our experts.

Inside this report



The e-commerce landscape

See how shoppers browse, buy and subscribe online – and what’s stopping them from checking out. From payment preferences to cart dealbreakers, dive into today’s e-commerce habits.



Social commerce

Social platforms aren’t just influencing shopping – they’re driving it. Discover which platforms are rising, how to convert shoppers and how social is set to shape the next five years of e-commerce.



Marketplaces

Which marketplaces are winning over shoppers across the globe?



Black Friday

Do shoppers still believe the Black Friday hype – or are they losing trust in retailers’ offers and prices?



Cross-border buying behavior

Where are shoppers buying from, how often and what’s holding them back? See which countries they trust – and get the insights you need to grow in new markets.



Delivery & returns

Free delivery, flexible returns, real-time tracking – see what it takes to get shoppers to click ‘buy now’ or risk losing the sale.



Sustainability & the circular economy

How much do shoppers really care about sustainability – and what do they expect from retailers? See what matters most, what’s driving decisions and how circular choices are catching on.



AI: The future of e-commerce?

Which AI features do shoppers actually want – and how will they shape the future of e-commerce? Find out what’s next to stay ahead.



Meet the people behind the purchases



Gen Z

Gen Z shoppers are respondents who were born between 1997–2012



Millennials

Millennial shoppers are respondents who were born between 1981–1996



Gen X

Gen X shoppers are respondents who were born between 1965–1980



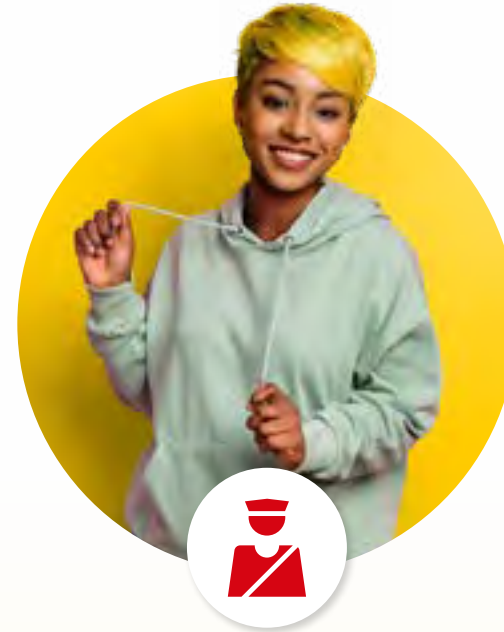
Baby Boomers

Baby Boomer shoppers are respondents who were born between 1946–1964



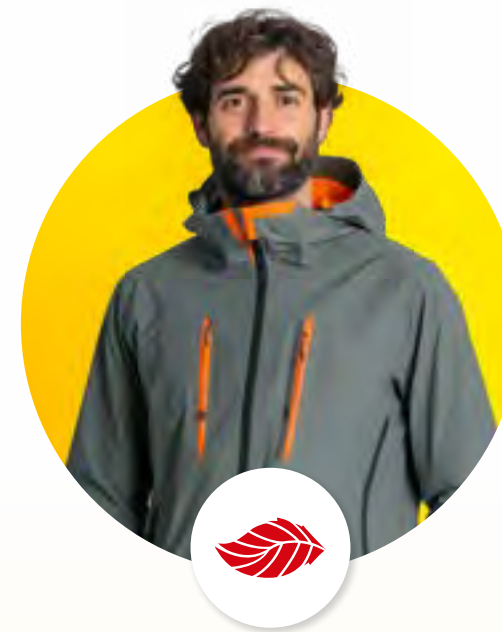
Social shoppers

Social shoppers are respondents who have made a purchase through a social media platform



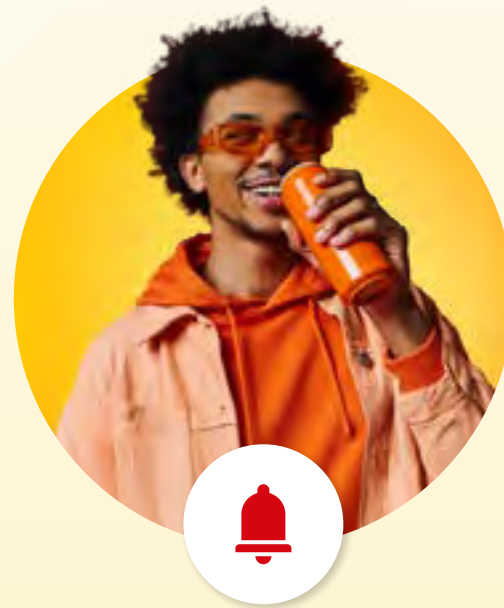
Cross-border shoppers

Cross-border shoppers are respondents who buy from online retailers based in other countries



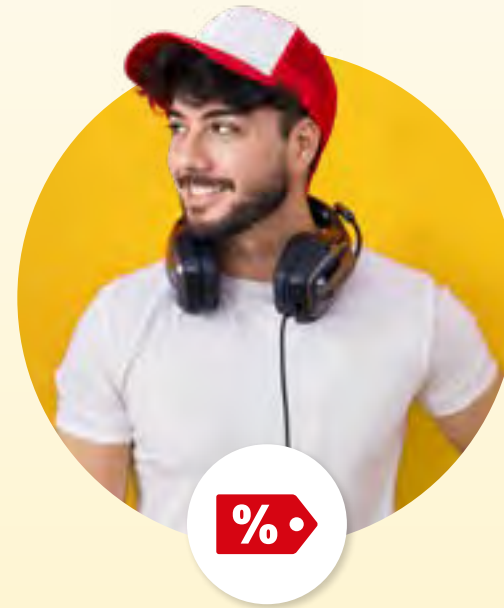
Sustainable shoppers

Sustainable shoppers are respondents who say sustainability is important to them when making a purchase online



Subscription shoppers

Subscription shoppers are respondents who have an online shopping subscription



Black Friday shoppers

Black Friday shoppers are respondents who make purchases online during Black Friday/Cyber Monday weekend



Refurbished and recycled shoppers

Refurbished shoppers are respondents who buy pre-owned or refurbished items online



The e-commerce landscape

The e-commerce landscape

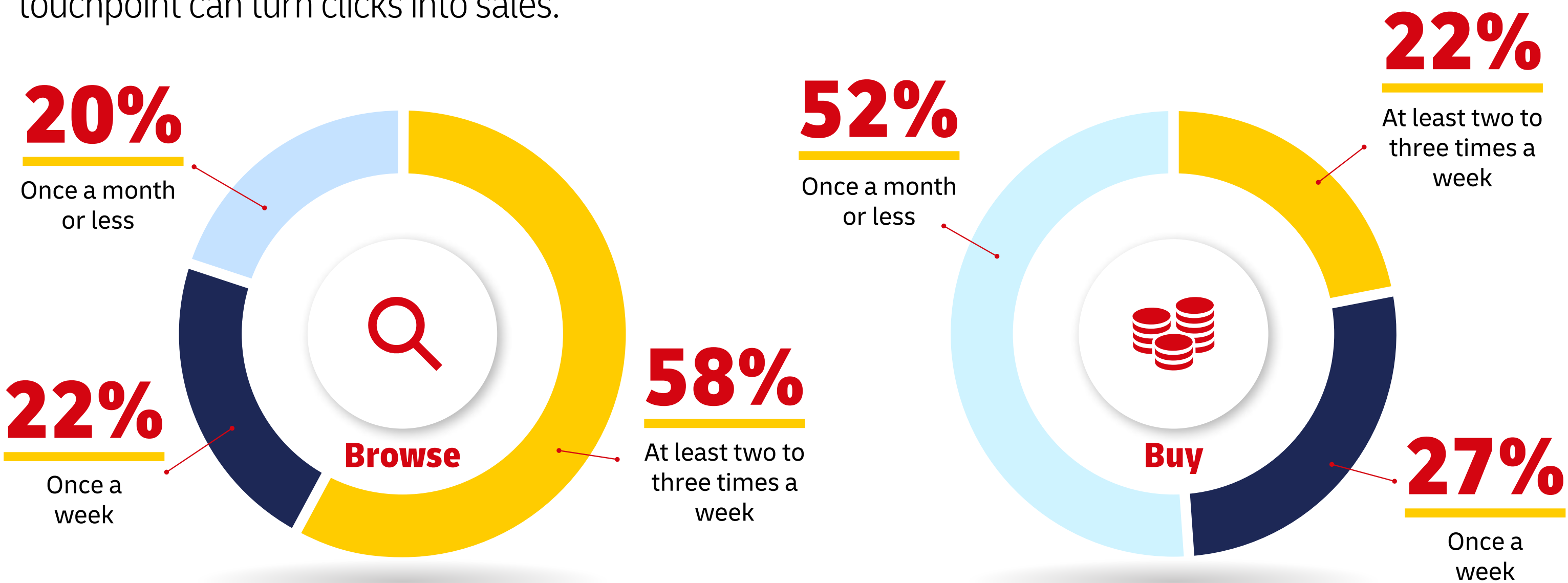


Today’s shoppers are anything but one-size-fits-all. They live in different countries, span different generations and have their own motivations for shopping online.

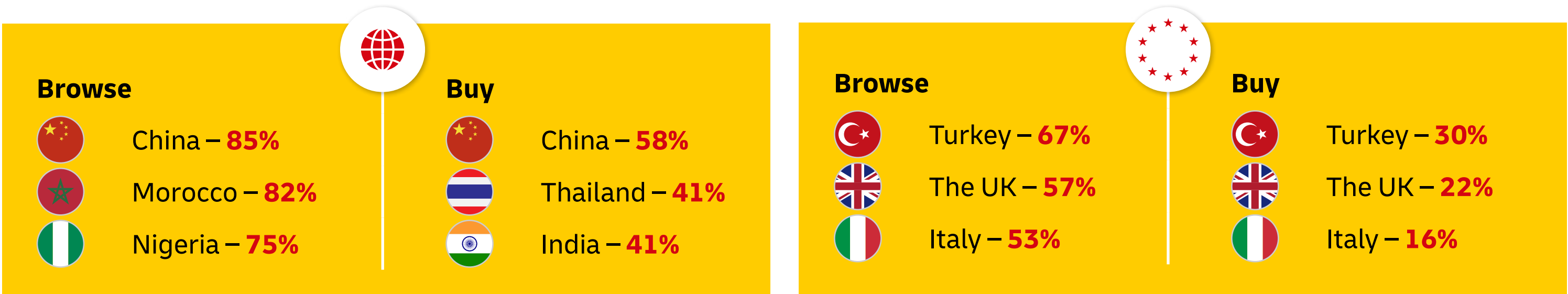
To succeed in today’s competitive e-commerce market, online retailers need to understand how they can attract a diverse mix of shoppers – and turn these browsers into repeat buyers.

The conversion challenge

Shoppers browse more than they buy – but getting the online journey right at every touchpoint can turn clicks into sales.



Where are the most active browsers and buyers globally and in Europe?



Based on respondents who browse or buy online at least two to three times a week.

Shopping starts in the palm of your customer's hand

9 in 10 shoppers use their smartphones to shop – but it's not just about mobile browsers anymore. Retailer apps and voice commands are changing how people buy online.

By the end of 2025, the worldwide value of voice-enabled purchases on smart home devices is forecast to reach 164 billion U.S. dollars.¹ However, as people speak differently than they type, you need to ensure your website and product listings reflects this more natural, conversational language by:

- Optimizing content for voice search
- Creating voice-friendly shopping experiences
- Using AI to personalize interactions²

83%

of Millennials shop using a retailer's mobile app

3 in 5

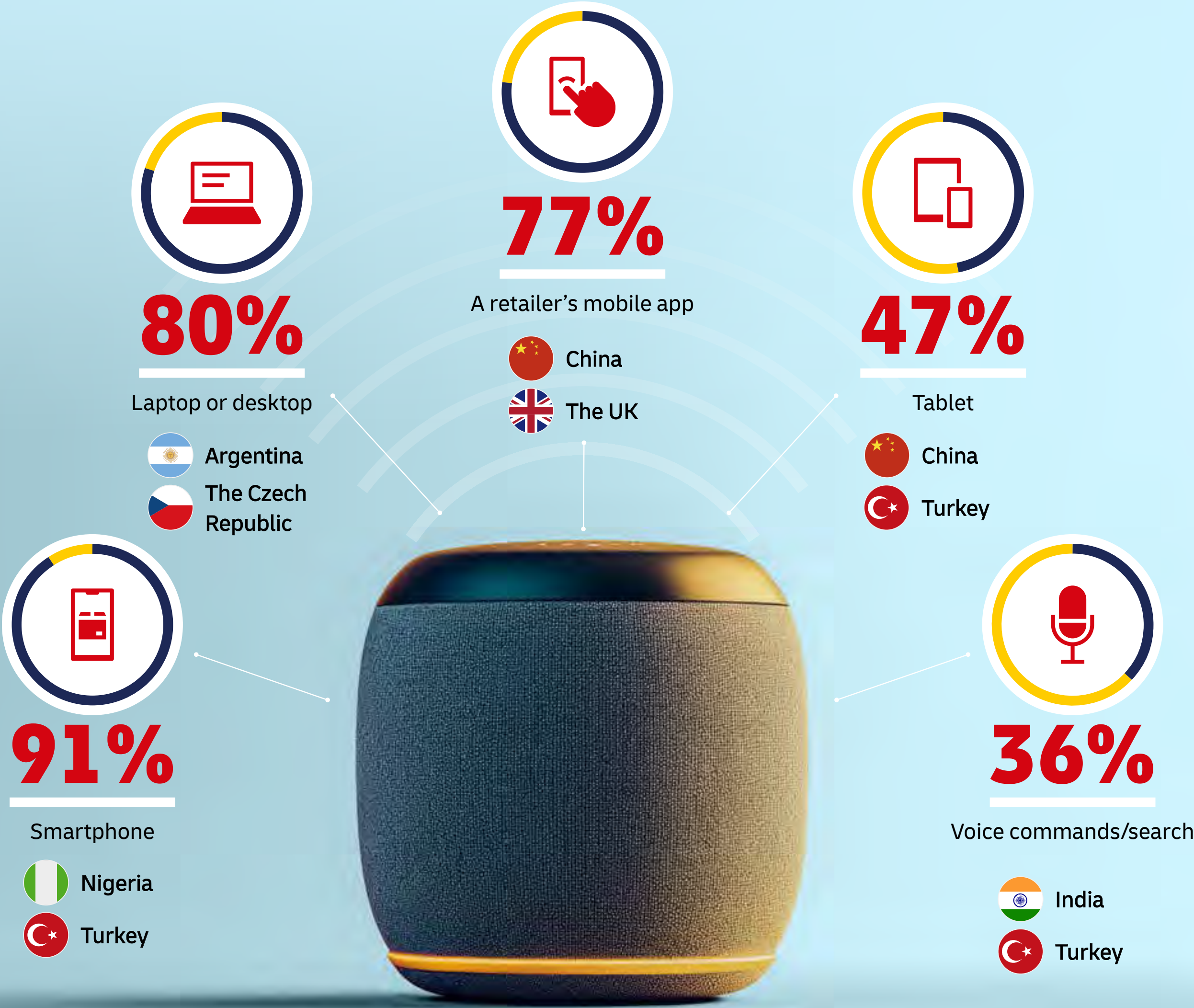
subscription shoppers use voice commands to shop

47%

of social shoppers use voice commands to shop

¹ Statista, 2023 ² TechHub Insider, 2025

What device do people use to shop online – and where is each one most popular globally and in Europe?



Based on respondents who 'regularly' or 'sometimes' use this device.

If delivery's not fast or free, expect frustrated customers

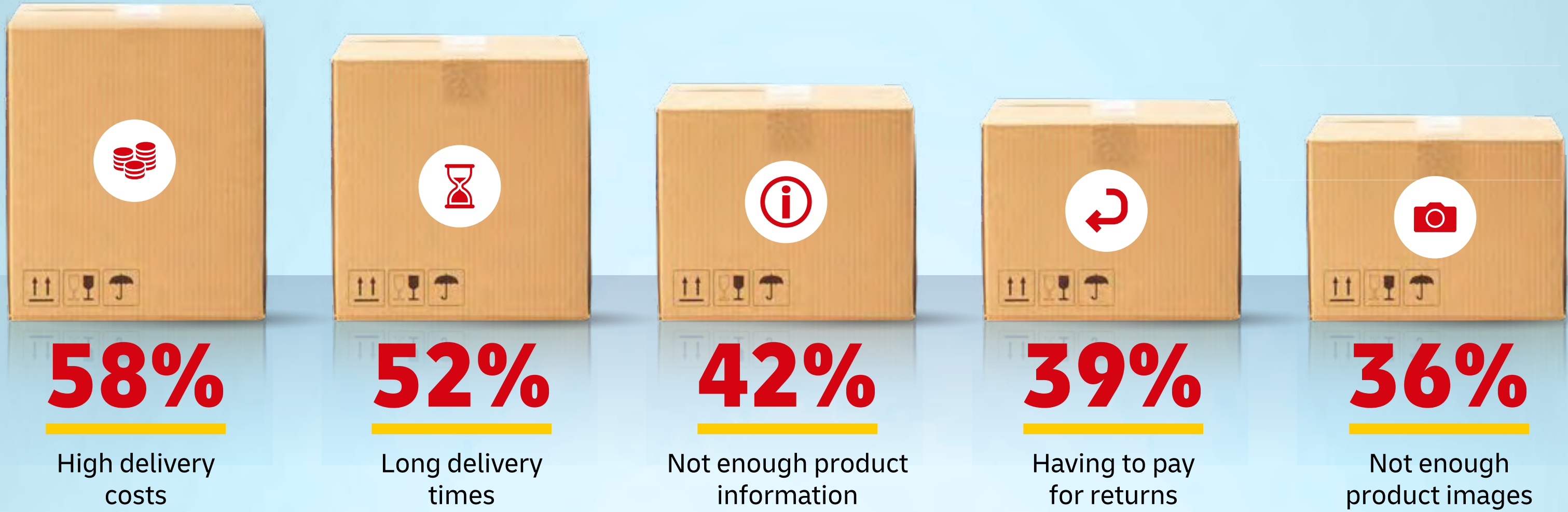
Delivery and returns are make-or-break moments for shoppers around the world. But the good news? Shoppers biggest frustrations are your biggest opportunities to improve.

There's no such thing as truly 'free' delivery or returns –but including this cost in your product pricing instead of adding additional charges at checkout could be the solution.

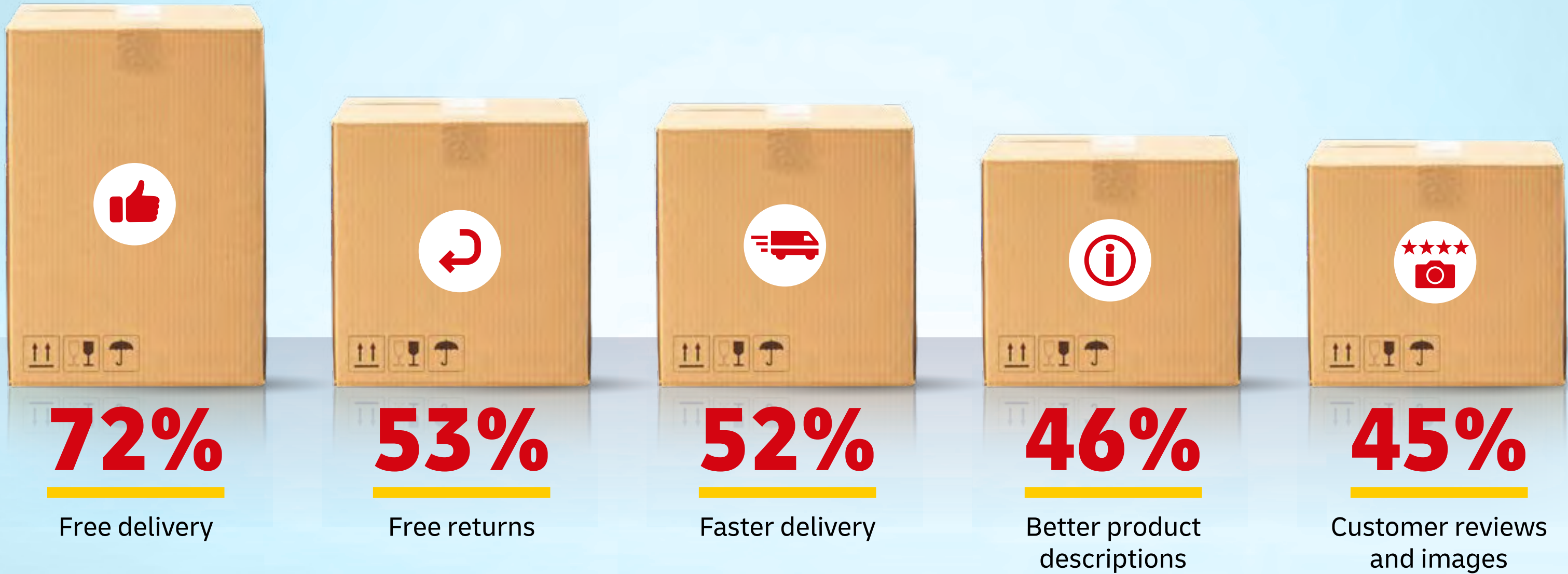
Shoppers in Europe, particularly in Turkey (50%), Austria (46%) and Spain (46%), are especially frustrated when they have to pay for returns.

Alongside the shipping experience, your product descriptions matter too. Clear, detailed information doesn't just improve the shopping experience – it helps prevent returns. Shoppers in Malaysia (67%), China (65%) and Nigeria (65%) especially want better product descriptions to support their buying decisions.

What are shoppers' biggest frustrations?



What improvements do shoppers want?



Respondents were offered multiple choice options for this question.

Inside the world's digital cart

What do shoppers buy online?

Clothing	64%
Electronics	58%
Footwear	50%
Cosmetics & beauty products	46%
Home furnishings	45%
Books	42%
Sport, leisure & hobby items	39%
Household products	36%
Toys or games	35%
Food & beverages	32%
Health supplements	31%
Jewelry	25%
Pet food/products	24%
Designer goods	19%
CDs, vinyl or DVDs	17%

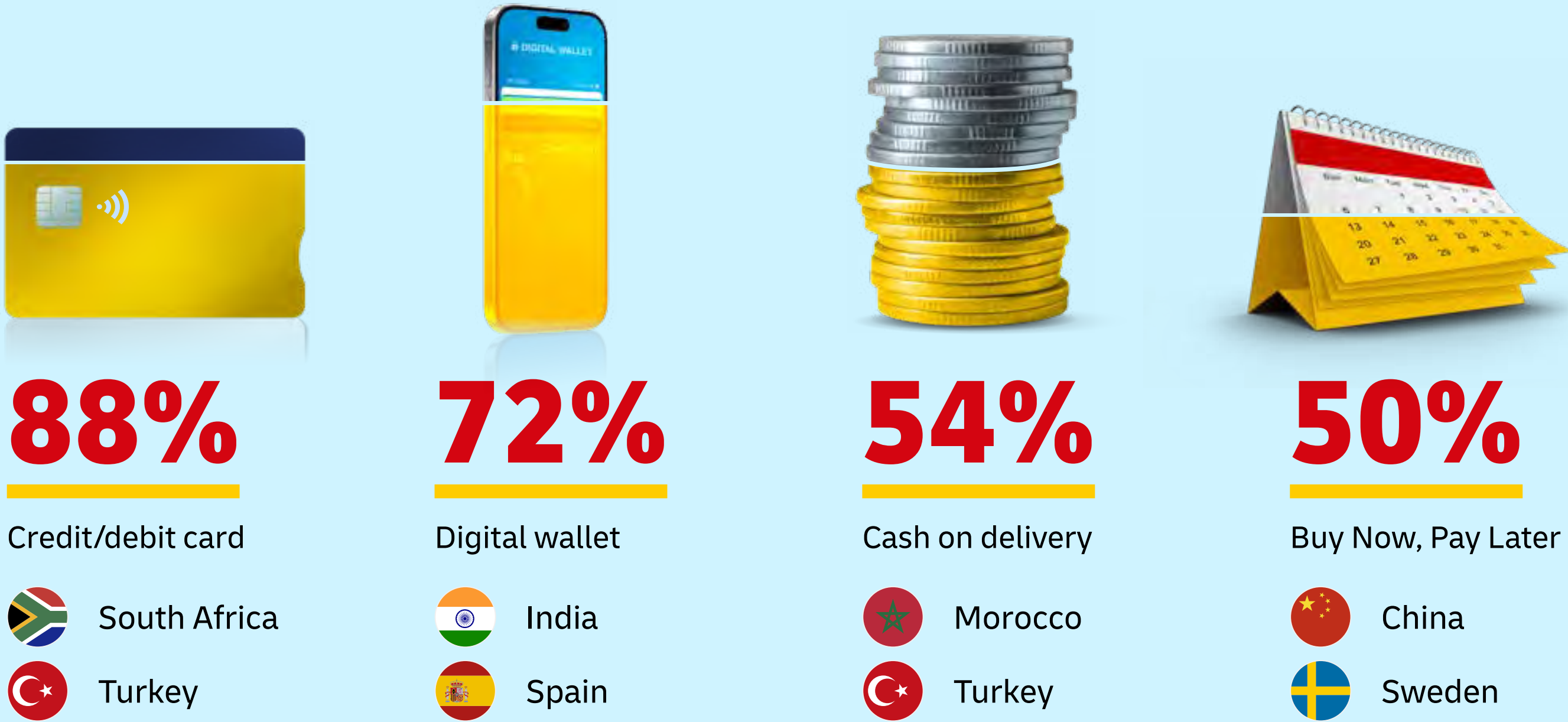
How shoppers around the world buy best-selling products and where are products the most popular globally and in Europe?



Digital payments dominate the checkout

The payment options you offer matter more than you might think – 1 in 3 shoppers say they’ve abandoned their cart because their preferred payment method wasn’t available. Giving customers choice, including the digital payment options many expect, can stop them dropping out just before they click ‘buy now’.

Which payment methods do shoppers prefer – and where is each one most popular globally and in Europe?



Based on respondents who ‘regularly’ or ‘sometimes’ use this payment method.

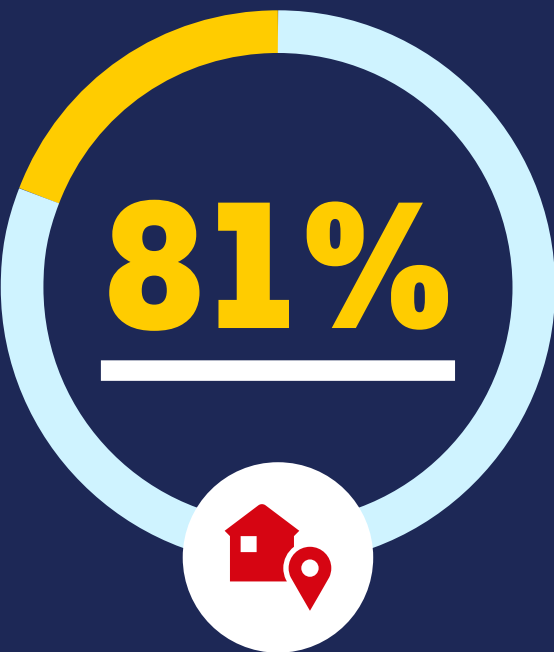
Buy Now, Pay Later is here to stay

Buy Now, Pay Later (BNPL) is becoming a go-to payment option for many online shoppers. 1 in 2 shoppers now use this payment method – and it’s especially popular among younger generations. As shoppers look for more flexibility at checkout, the option to spread the cost could be what’s making BNPL so appealing.



Check out your checkout – it could be costing you sales

Knowing what’s stopping shoppers from completing their purchase is key to getting them over the line at checkout. Slow delivery is the number one reason shoppers walk away – especially in Thailand (50%), China (49%) and Malaysia (49%).



of shoppers would abandon their cart if their preferred delivery option wasn't offered



of shoppers would abandon their cart if their preferred returns option wasn't offered



7 in 10

shoppers won't shop with a retailer if they don't trust the delivery and returns provider



Baby Boomers are the generation most likely to abandon a purchase over delivery and returns.

If their preferred options aren't available – or they don't trust the logistics provider – they're more likely than any other generation to walk away from the sale.

Why do shoppers abandon their carts?

Delivery is too slow		36%
Preferred payment method isn't available		35%
Unexpected customs charges		33%
Discount code doesn't work		33%
Have to pay for delivery		32%

Respondents were offered multiple choice options for this question.

Fast, affordable shipping matters.
See how we can help your business deliver this.



It's not just about having reviews – it's about shoppers trusting them

No matter what you sell, reviews matter. But it's not just about quantity, it's also about quality and trust. If reviews are too brief, too generic or too few, trust breaks down – and so does the sale.

Encourage customers to leave feedback about the products they buy, ideally with photos or videos. If you don't already, consider using verified purchase badges to build extra trust. Ultimately, when shoppers trust what they read, they're far more likely to complete their purchase.



shoppers say customer reviews influence their buying decisions



say customer reviews and images would improve their online shopping experience

Customer photos and videos build trust – but not for everyone. 63% of Gen Z and 60% of Millennials say they're more likely to trust reviews that feature them, compared to just 50% of Gen X and 38% of Baby Boomers.

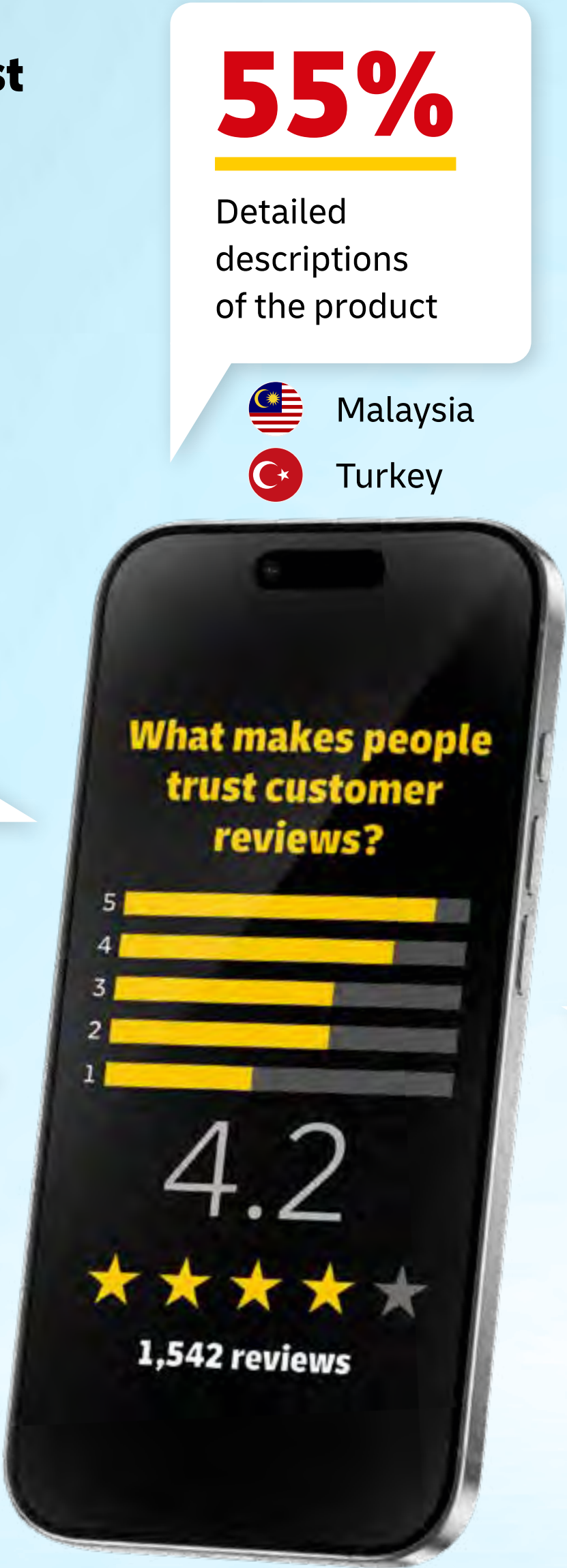
What makes people trust customer reviews – and where globally and in Europe does it have the most impact?



- Malaysia
- Turkey



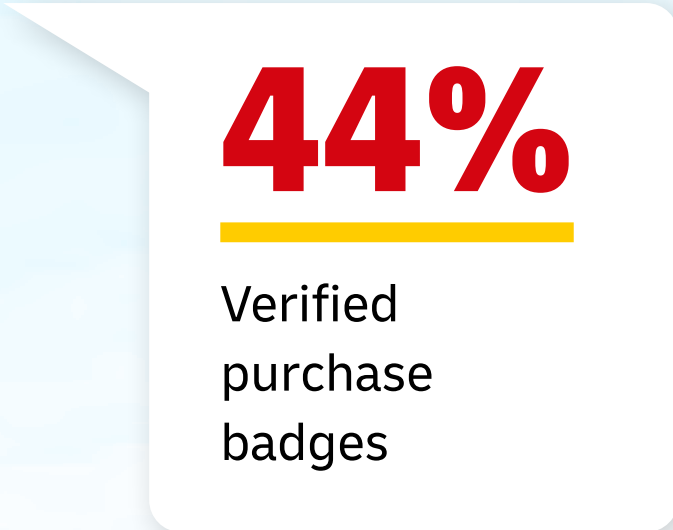
- South Africa
- Turkey



- Malaysia
- Turkey



- Brazil
- Poland



- Nigeria
- The Czech Republic

Respondents were offered multiple choice options for this question.

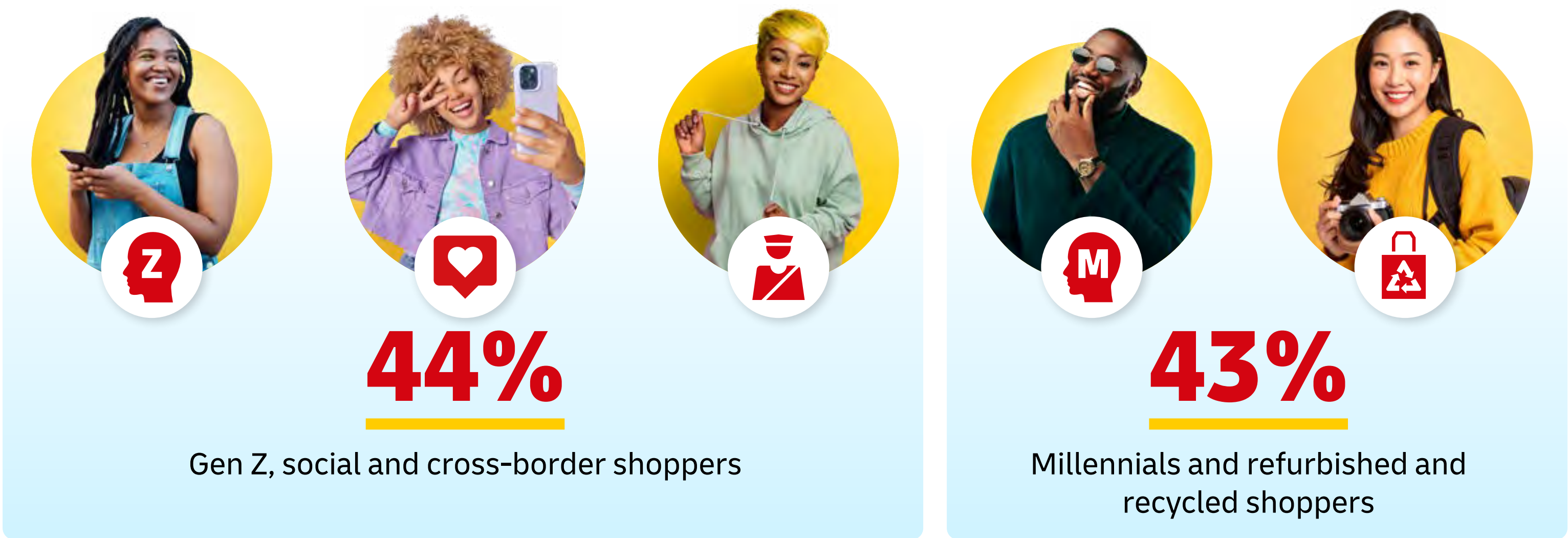
The sign-up that keeps shoppers coming back

34% of shoppers across the globe have an online shopping subscription – but it’s not just about monthly refills or surprise boxes anymore. People are signing up for delivery and returns subscriptions – giving them convenience, speed and savings all year round.

The top reason consumers choose subscriptions? Convenience. The second? To save money.³ Subscriptions create the perception of ‘free’ – free delivery, free returns, free access – and that keeps shoppers coming back.

Subscription models can increase customer lifetime value, create predictable revenue and build loyalty – all while driving repeat purchases.

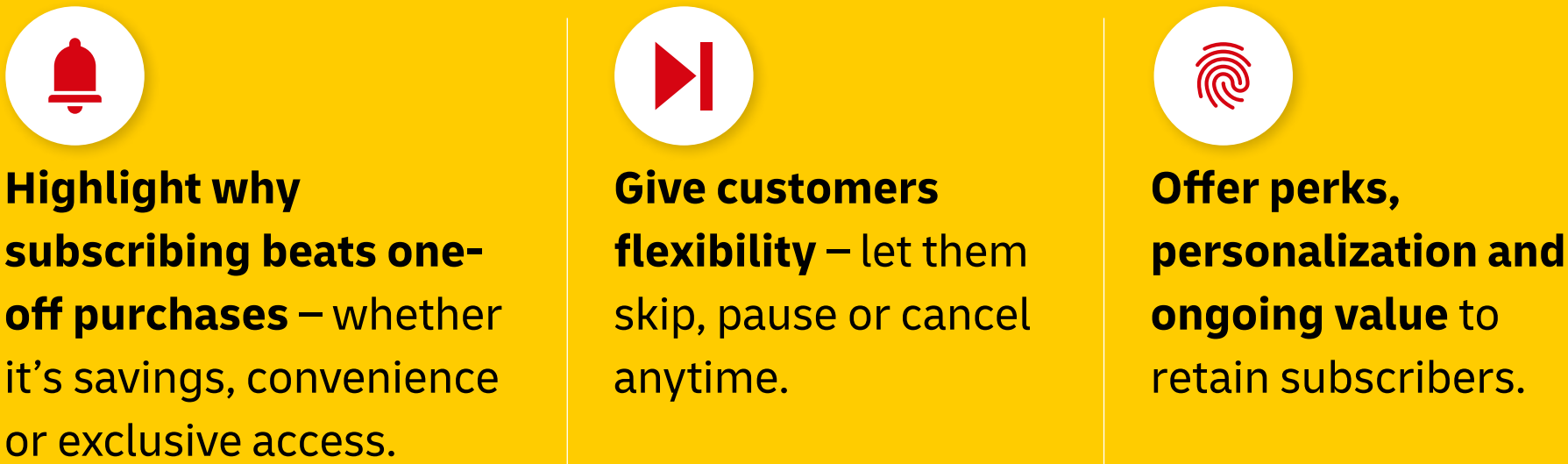
Who’s signing up for online shopping subscriptions the most?



Where are subscriptions most popular?



In the fast-growing subscription market – forecast to reach 687 billion U.S. dollars by 2025⁴ – what can your business do to succeed?



³Statista, 2025 ⁴Statista, 2022



Social commerce

Social commerce

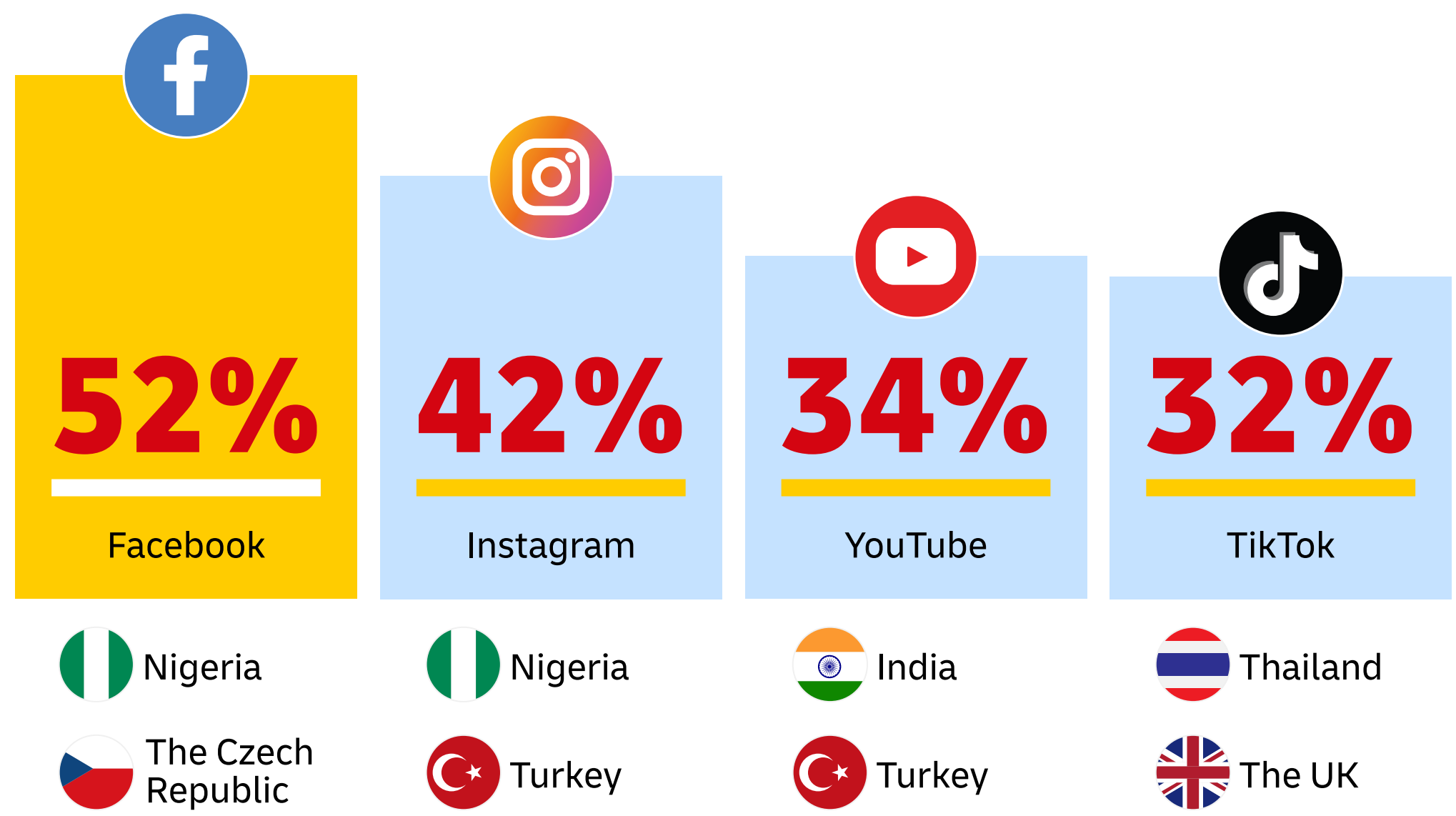


Social media isn't just where shoppers discover products – it's where they increasingly buy them.

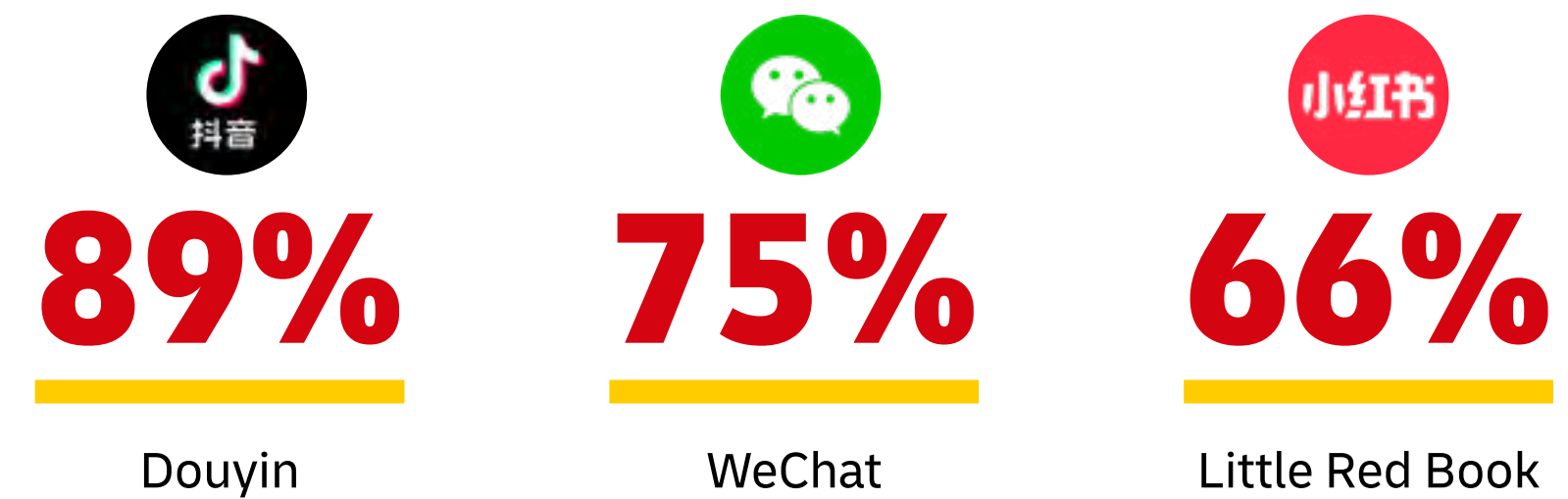
From targeted ads and influencer campaigns to live demos and customer support, social platforms offer multiple ways to reach, engage and convert customers. Whether it's through exclusive deals or shoppable posts, social commerce is a part of the e-commerce journey your business can't afford to ignore.

The platforms turning scrolls into sales

Which social platforms do shoppers buy from – and where is each one most popular globally and in Europe?



Which social platforms do shoppers in China buy from?



Instagram and TikTok are especially popular with Gen Z, while Facebook and YouTube are the social platforms of choice for Millennials. Gen X and Baby Boomers shop less on social – but when they do, their preferred platform is Facebook.

Based on respondents who have 'regularly' or 'sometimes' purchased items on this social media platform.

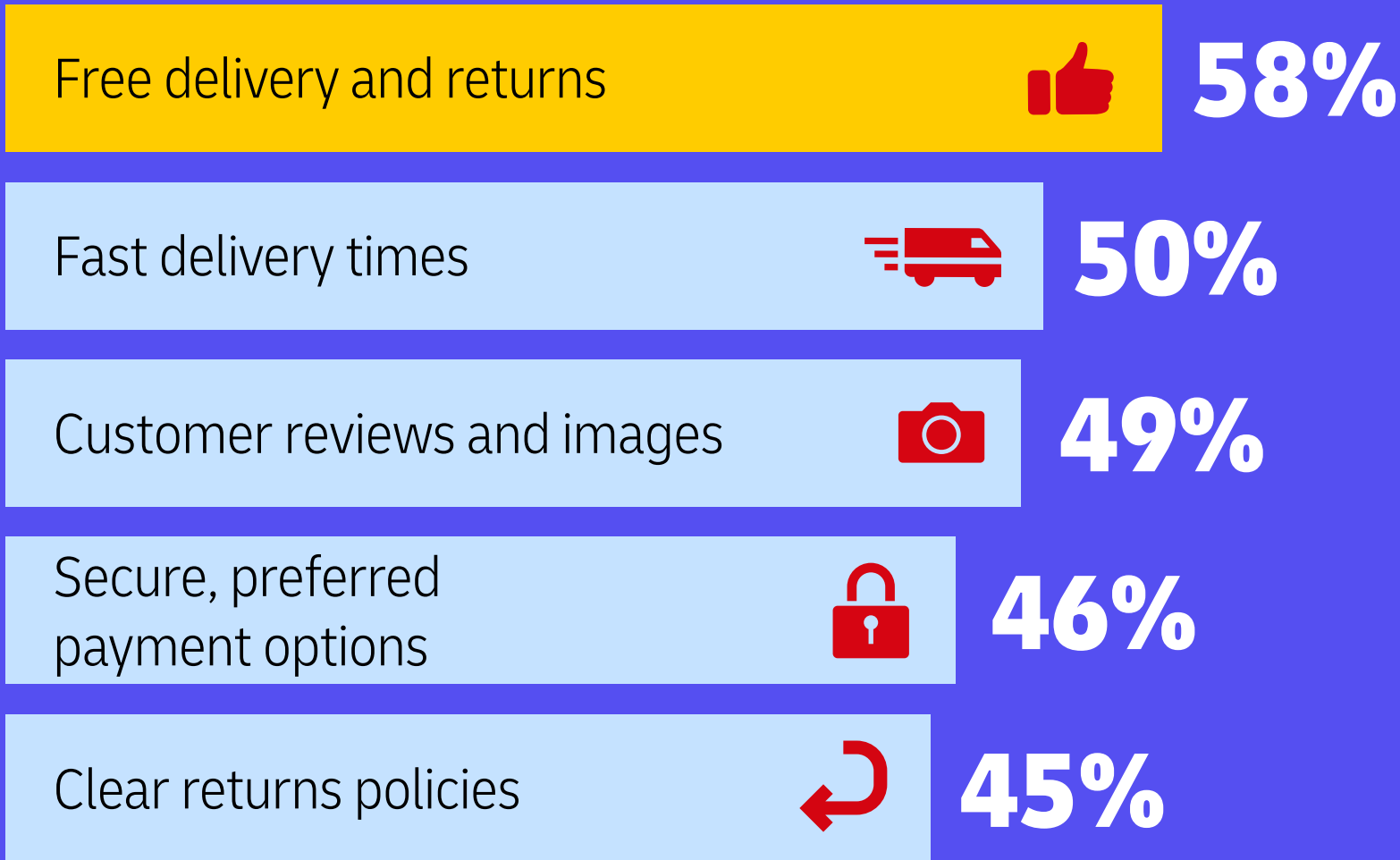
Social media isn't just influencing purchases – it's increasing them

Social commerce generated an estimated 571 billion U.S. dollars in 2023. This figure is expected to grow in the coming years, and is forecast to exceed one trillion U.S. dollars by the end of 2028.⁵

How has social media changed shoppers' buying habits?



What gives shoppers the confidence to hit 'buy now' on social media?



Respondents were offered multiple choice options for this question.

Shoppers are spending more time and money on social media, but trust is still a barrier for some.

To grow your sales on these platforms, focus on what builds shopper confidence and act on those expectations. Delivery and returns are a key area to get right – shoppers want to know they can easily send something back if it's not quite right.

Trending now

Social media can turn an unknown product into a bestseller overnight. **Gen Z are quick to follow what's trending**, with 88% saying viral products influence what they buy. And it's not just them – 91% of subscription shoppers say the same.

82%

of shoppers say trending or viral products influence their buying decisions

Based on respondents who answered 'always and often' or 'sometimes'.

Going live

Live shopping events on social media are growing in popularity – only 34% of shoppers say they're not interested. These events give people a chance to interact with brands, grab a deal or get first access to new products. They're especially popular with subscription shoppers, social shoppers and younger generations.

2 in 3

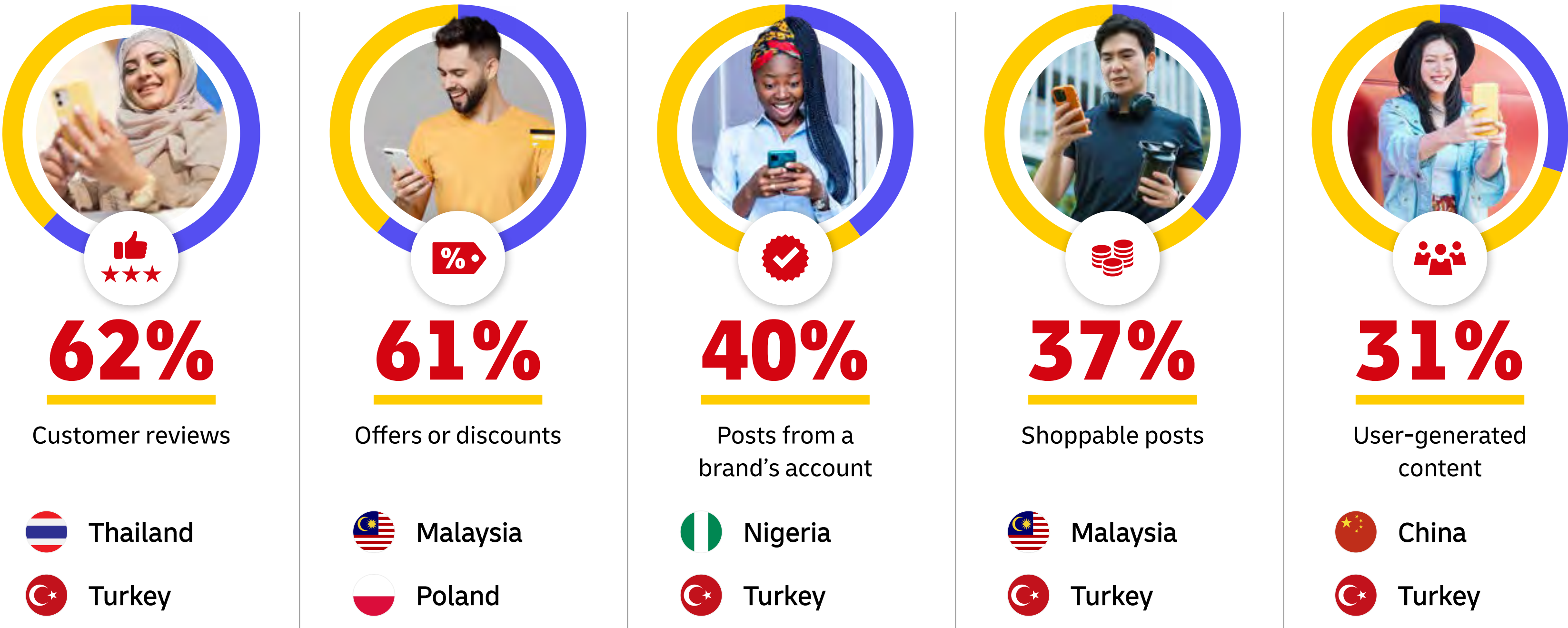
global shoppers say they are interested in live-streamed shopping events

Based on respondents who answered 'interested' or '50/50'.

The social content that makes shoppers click

Social media might not always be where the sale happens, but it's what gets shoppers ready to buy. Social platforms are vital sales channels for e-commerce businesses. From targeted ads and influencer campaigns to live product demos and customer support, they offer countless ways to engage and convert shoppers.

What content influences shoppers' decisions – and where globally and in Europe does it have the most impact?



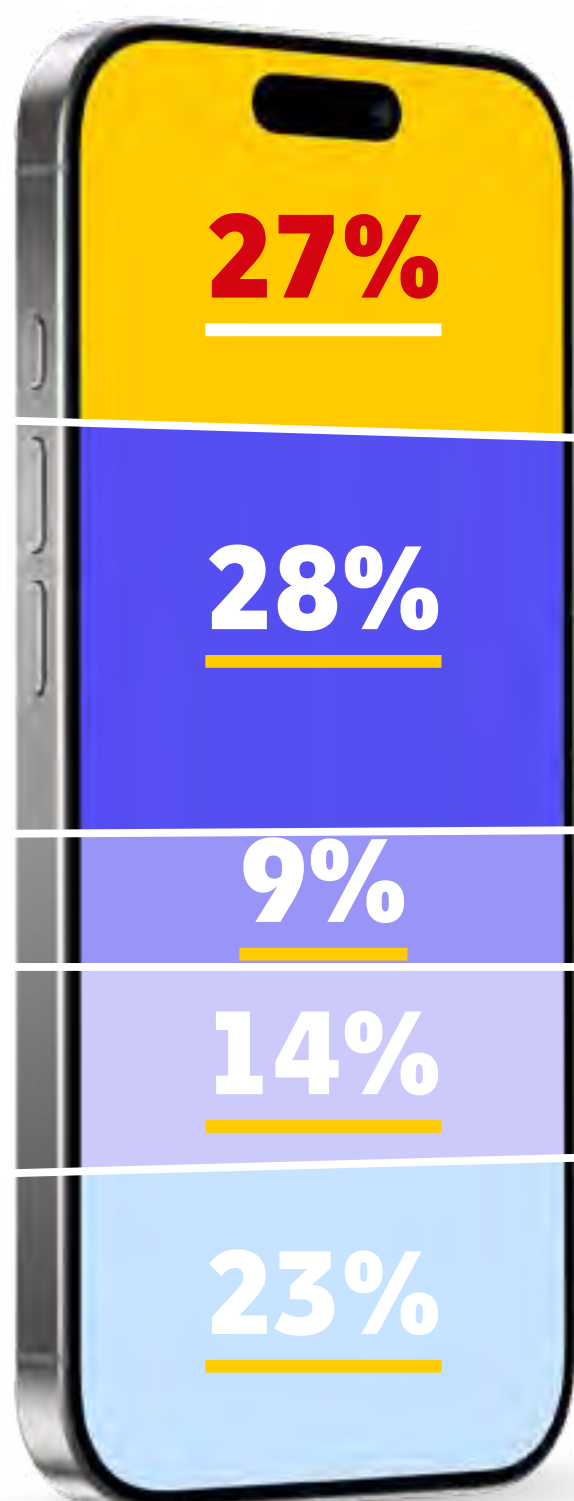
Respondents were offered multiple choice options for this question.

Revealed: The social platforms set to rise

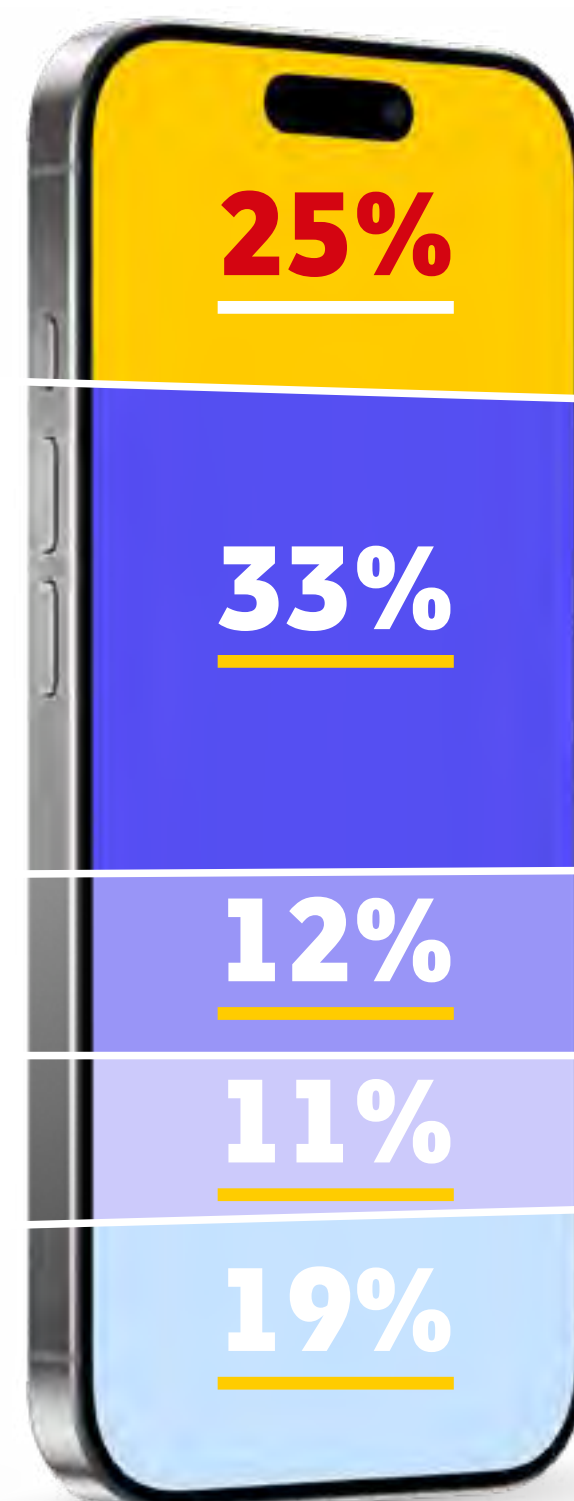
How will shoppers' buying behavior change on each platform by 2030?



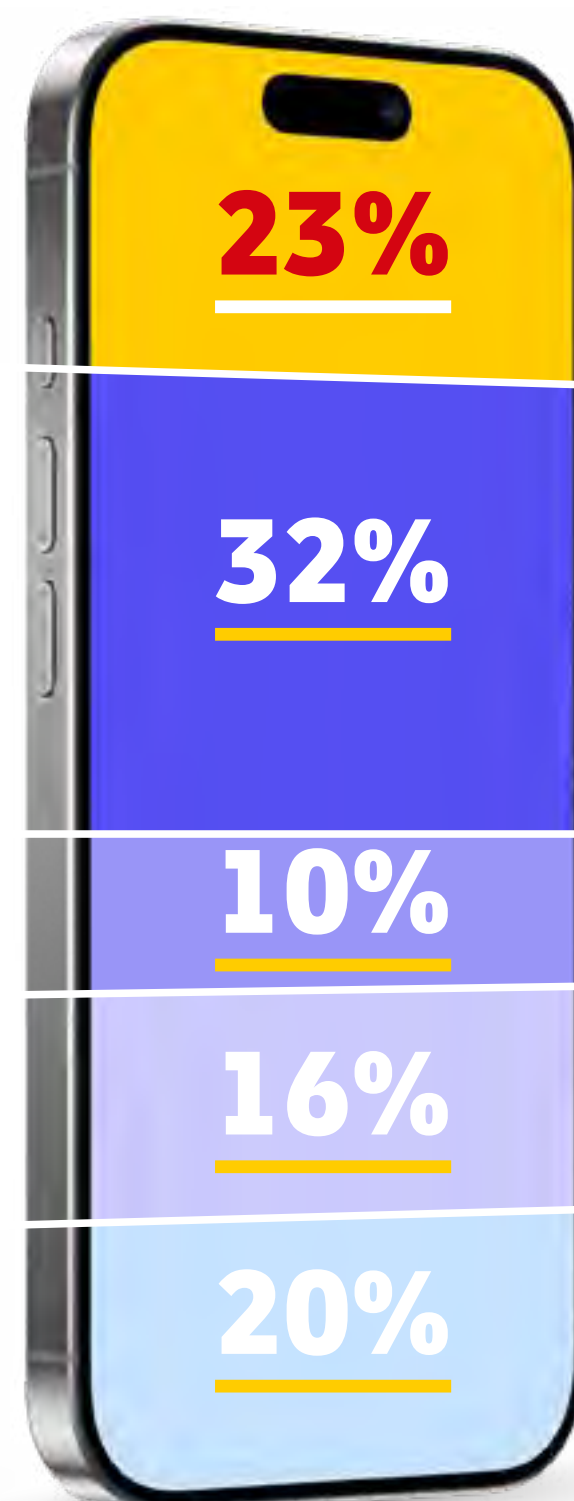
Instagram



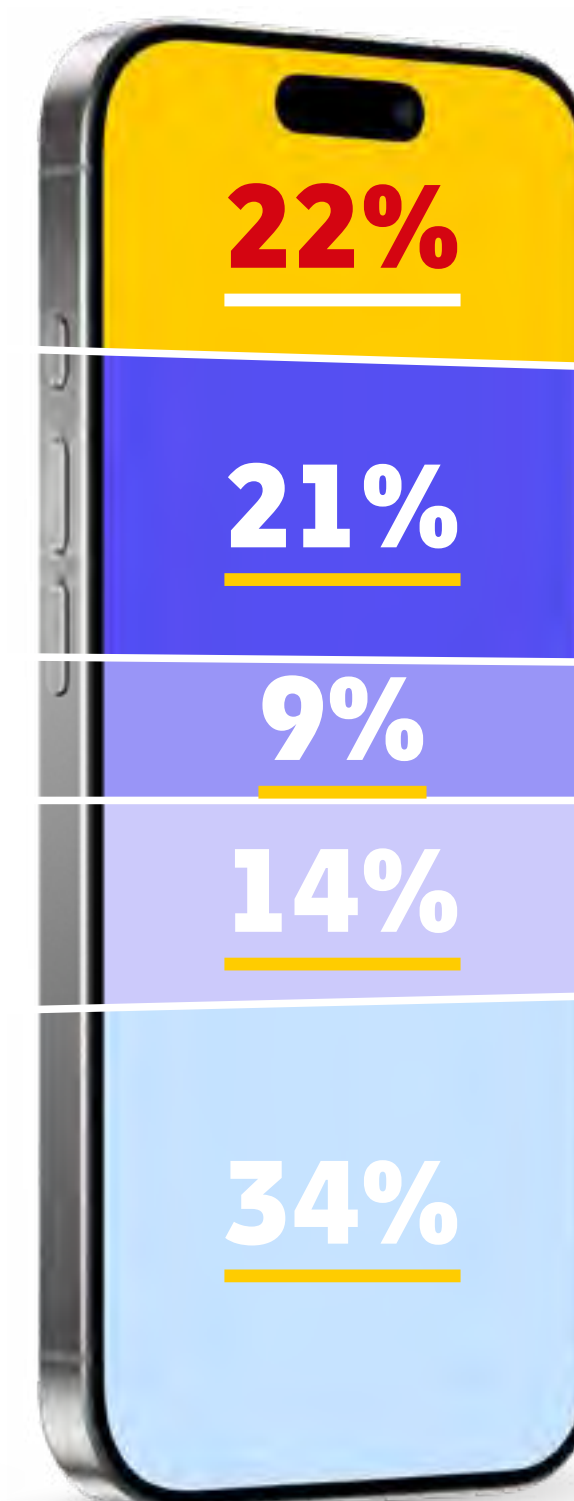
Facebook



YouTube



TikTok



Buy more



Buy the same



Buy less



Might use in the future



Would never use



67%

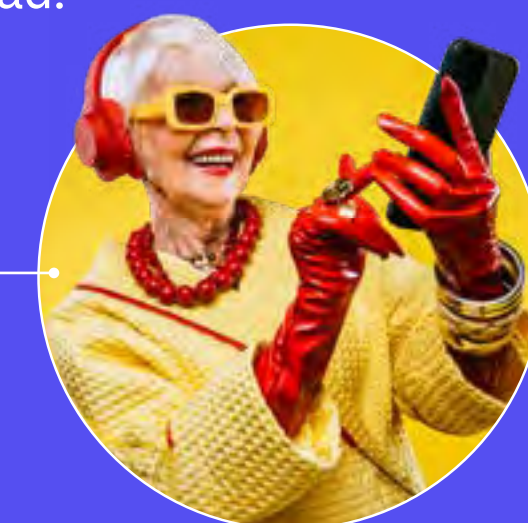


Millennials are the biggest users of Facebook, with 67% saying they plan to shop the same or more on the platform over the next five years. Meanwhile, Gen Z is driving growth across most other channels – especially TikTok (34%) and Instagram (40%), where they plan to increase their shopping the most.

However, not all generations are following the same trend. **Baby Boomers remain resistant to TikTok**, with 60% saying they would never use it to shop. Gen X are split on most social platforms – except for Facebook, where 1 in 4 say they plan to shop more in the years ahead.



60%





Marketplaces

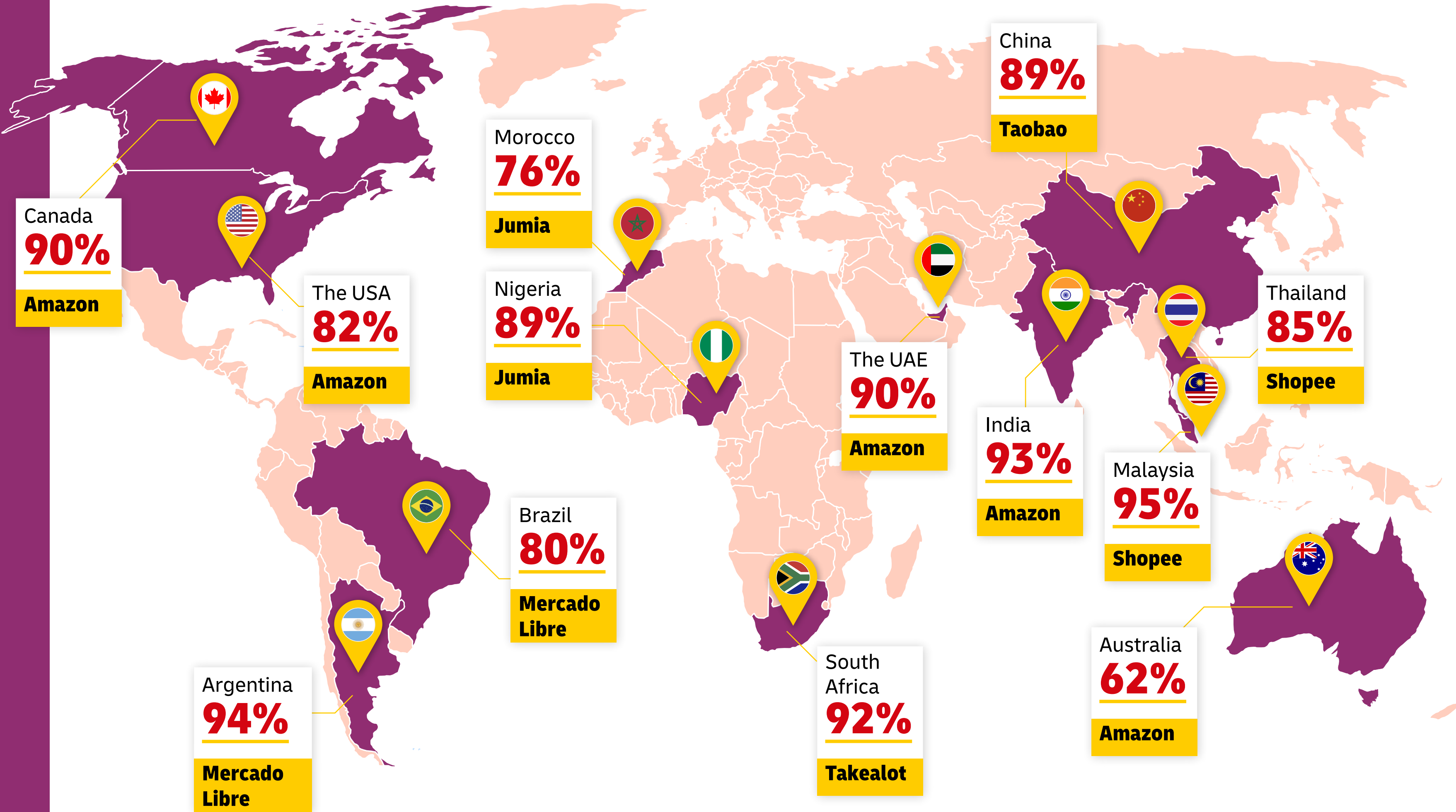
Marketplaces



Marketplaces are the go-to shopping destination for consumers worldwide.

With endless choice, different price points for every budget and hassle-free experiences, it's easy to see why they dominate the online shopping landscape. But shopper behavior isn't the same everywhere – preferences vary by country, and each market has its own leading platforms. Understanding the marketplaces shoppers buy from is key for e-commerce businesses looking to grow in 2025 and beyond.

Most popular marketplaces globally





6 in 10

global shoppers buy from **Amazon**



1 in 10

global shoppers buy from **Zalando**



4 in 10

cross-border shoppers buy from **Temu**



Vinted

is the most popular with shoppers who buy refurbished or recycled products online



Shein

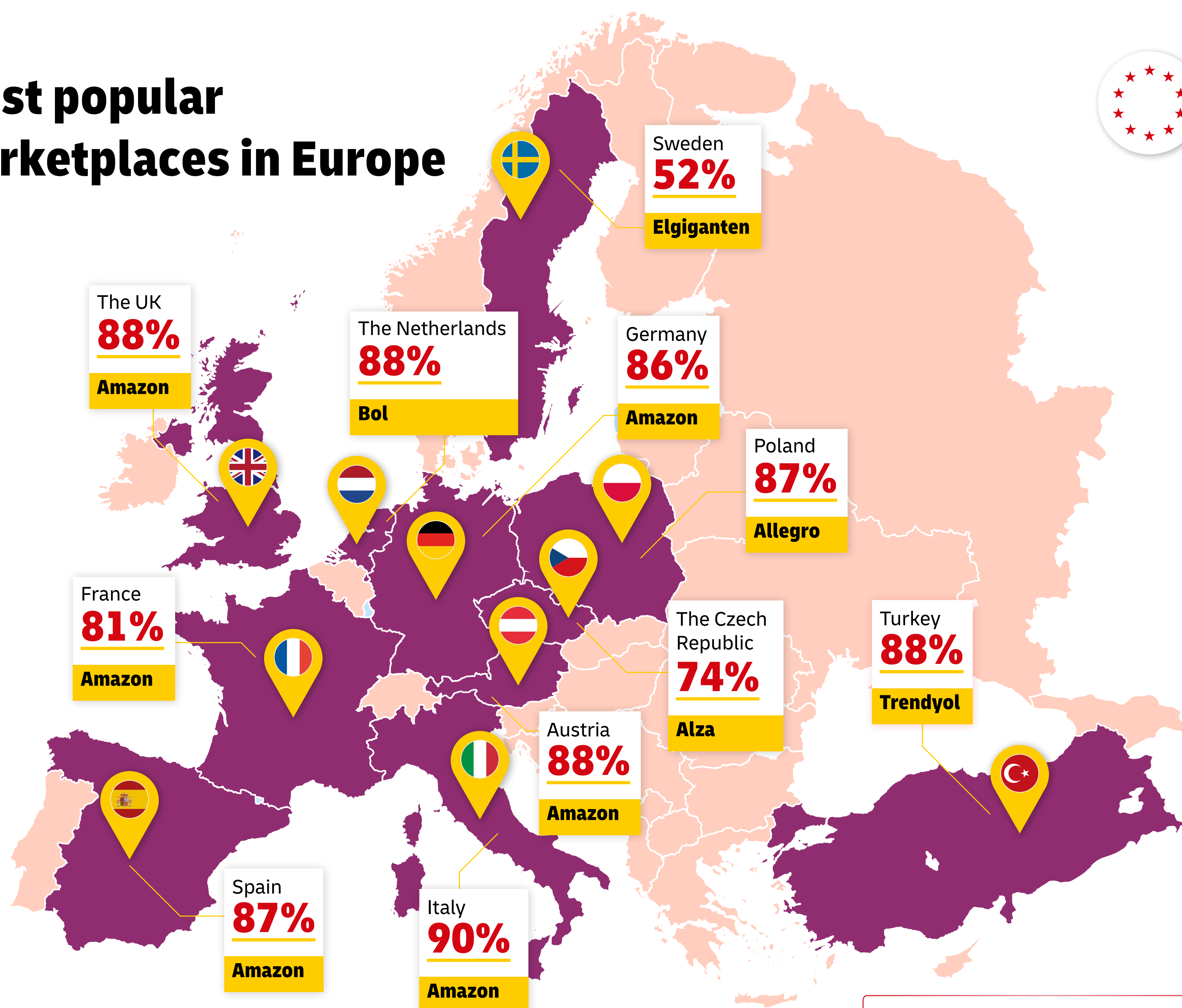
is most popular with Gen Z shoppers

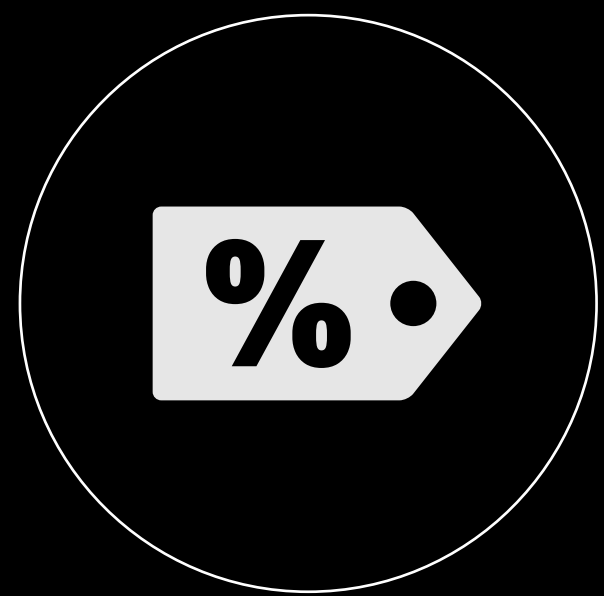


eBay

is most popular with Baby Boomers

Most popular marketplaces in Europe





Black Friday

Black Friday



56% of Gen Z trust retailers’ prices, compared to just 38% of Baby Boomers.

Along with social and subscription shoppers, they’re also more motivated by limited-time deals – so consider creating a sense of urgency with your Black Friday offers.

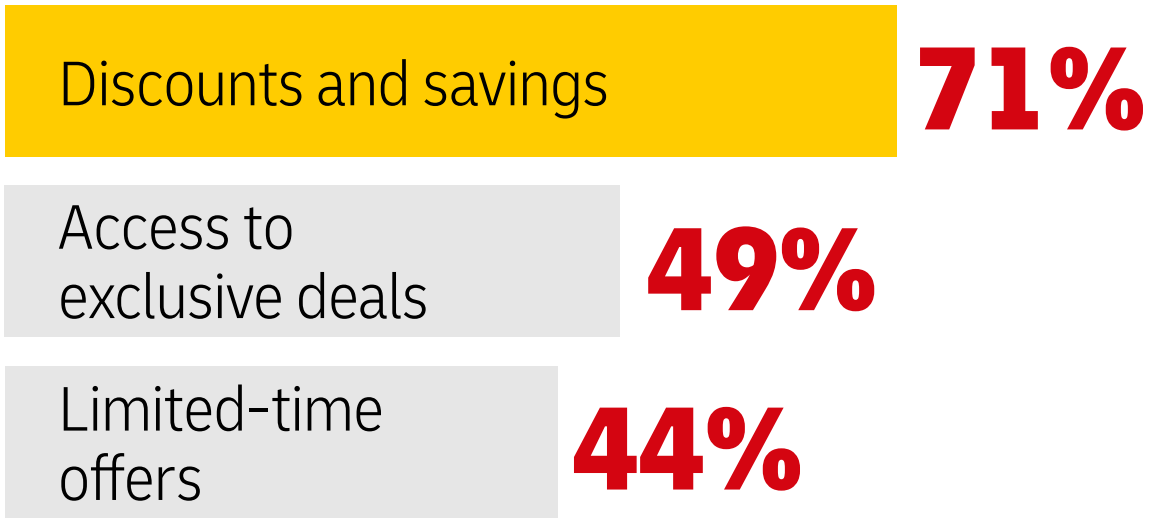
Do shoppers still believe the Black Friday hype?

Younger generations are the most active and most trusting Black Friday shoppers.



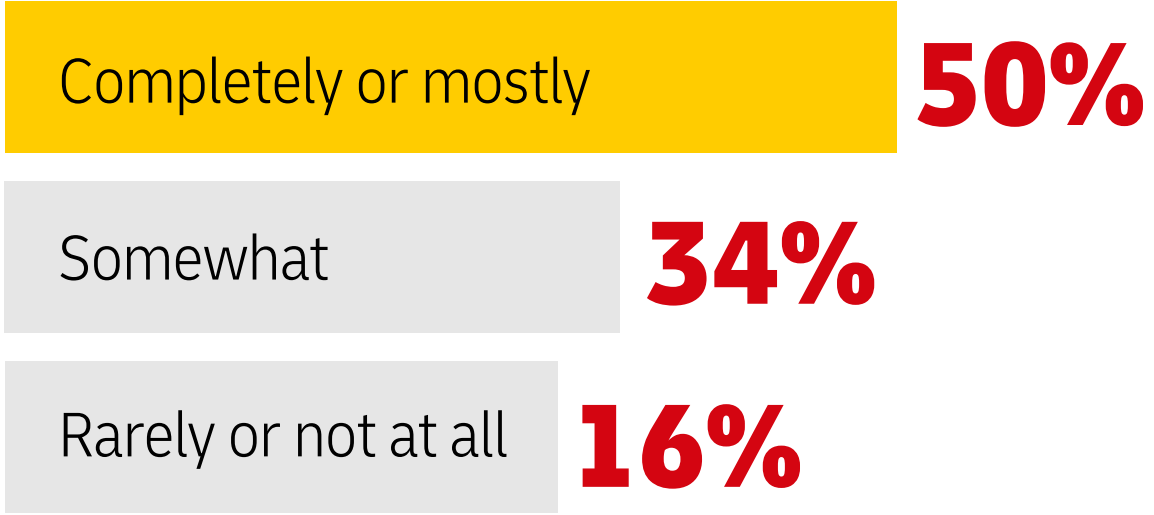
	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers’ offers
Gen Z	78%	22%	56%
Millennials	81%	19%	54%
Gen X	74%	26%	46%
Baby Boomers	64%	36%	38%

What motivates consumers to spend?



Respondents were offered multiple choice options for this question.

Do shoppers trust retailers’ offers and prices during this time?



37% of shoppers buy electronics during this seasonal sale



Cross-border buying behavior

Cross-border buying behavior



Consumers want more choice, better prices and unique products – and they’re looking beyond borders to find them.

But purchasing from an international retailer comes with high expectations. Trust, delivery and returns all influence the decision to click ‘buy now’.

For retailers, it’s a chance to reach a wider audience and grow your sales. The demand is there, now it’s about delivering on it.

Who buys from other countries the most?

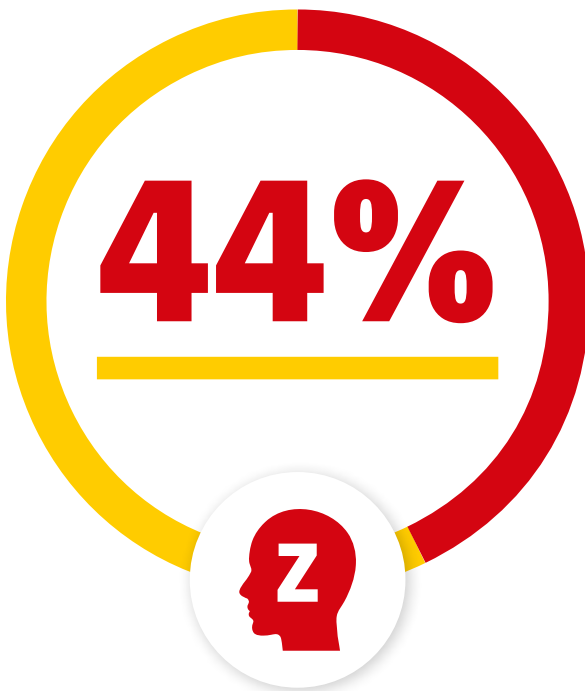
Subscription shoppers		75%
Refurbished and recycled shoppers		68%
Gen Z		66%
Social shoppers		65%
Millennials		64%
Black Friday shoppers		62%



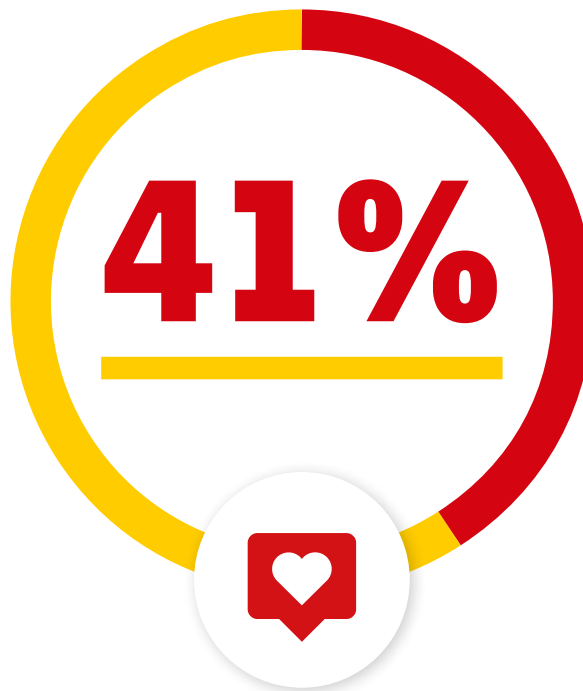
Respondents were offered multiple choice options for this question.



shoppers buy from other countries at least once a month



of Gen Z buy from other countries at least once a month



of social shoppers buy from other countries at least once a month

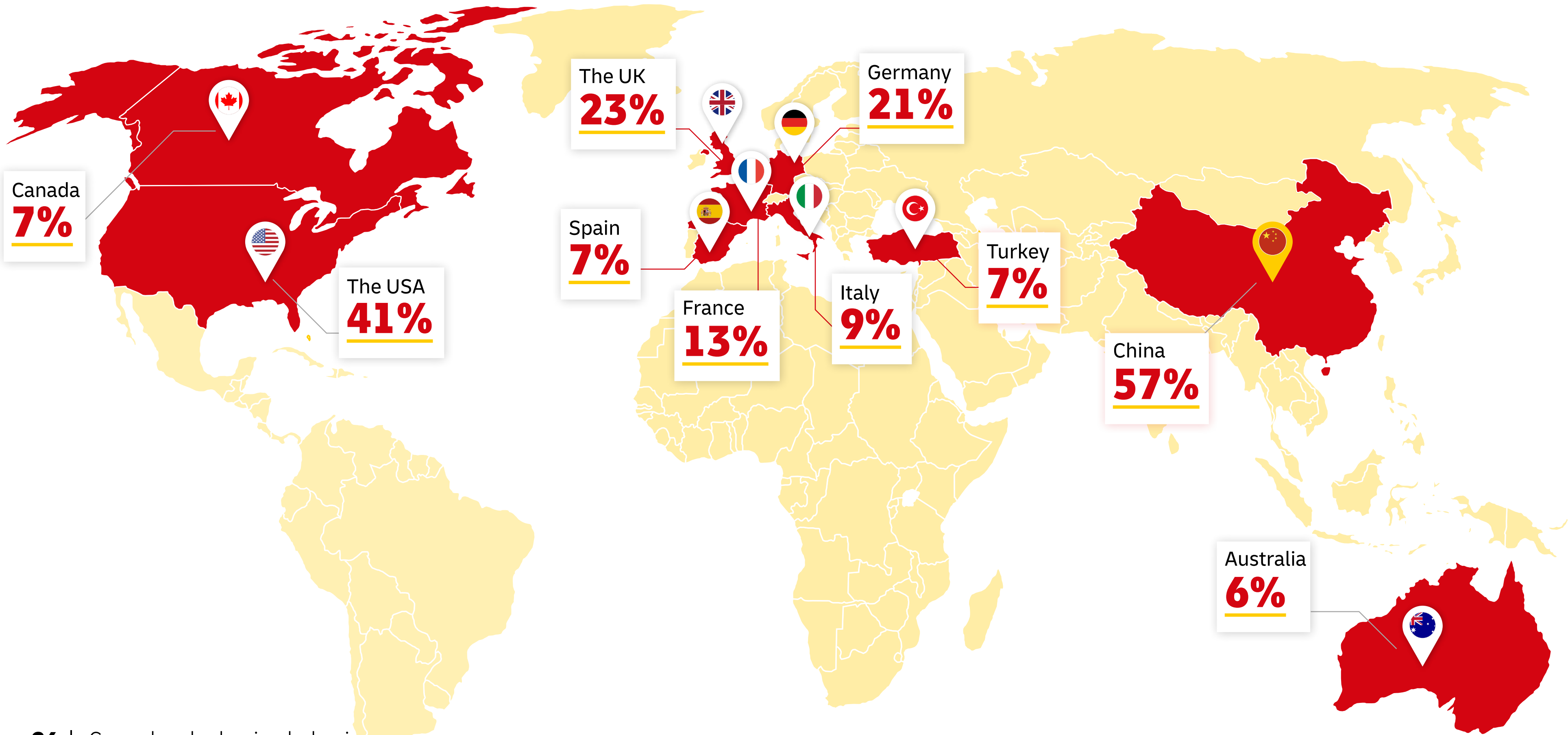
Did you know?

The value of the global cross-border e-commerce market is expected to reach 4.81 trillion U.S. dollars by 2032.⁶

⁶Coherent Market Insights, 2025

Where the world shops: The winning markets for cross-border sales

Which countries do shoppers buy from the most?



7 in 10

shoppers will only buy from countries they trust

The USA, the UK, Germany, China, France, Italy, Canada and Australia are among the most trusted destinations for global shoppers.

Younger generations are shifting away from purchasing goods from China, instead buying from a broader mix of global and European markets. **Only 53% of Gen Z buy from China, compared to 64% of Baby Boomers.** But they lead the way when it comes to shopping from Australia, Canada and the USA.

Want to expand into new markets? At DHL eCommerce we offer affordable, reliable & sustainable logistics.

Price opens the door – trust and delivery keep it open

Cross-border opportunities hold real growth potential for online retailers.

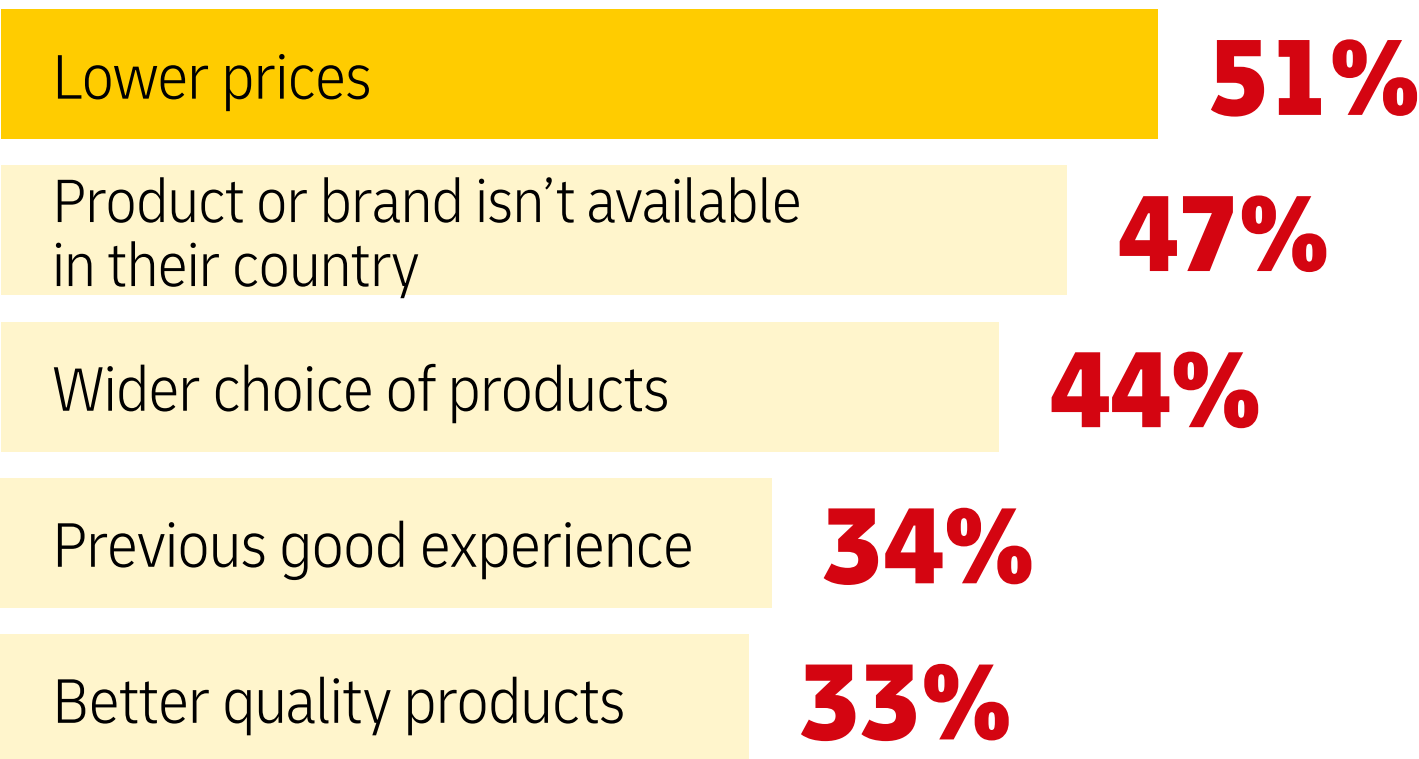
Lower prices are the main reason shoppers look beyond their own country – especially in the Czech Republic and Brazil (62%), followed by Sweden (60%), Argentina and France (59%).

But what’s holding shoppers back? Fear of fraud – highest in South Africa (69%), Malaysia (66%), Nigeria (65%) and Argentina (64%).

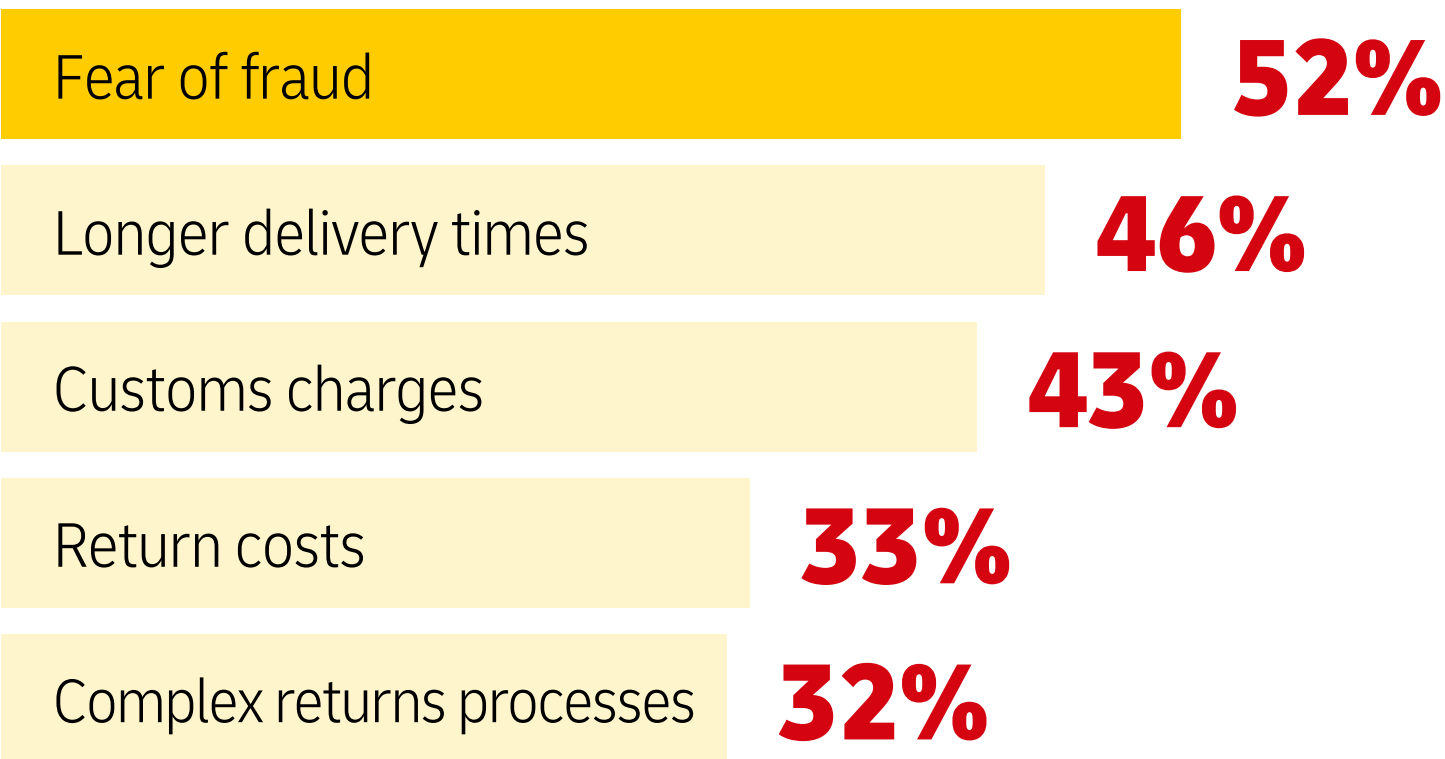
If you’re expanding into new markets, check that your pricing aligns with local competitors. To build trust and secure sales, offer secure payment options, be transparent about your returns offering and offer prices in local currencies.



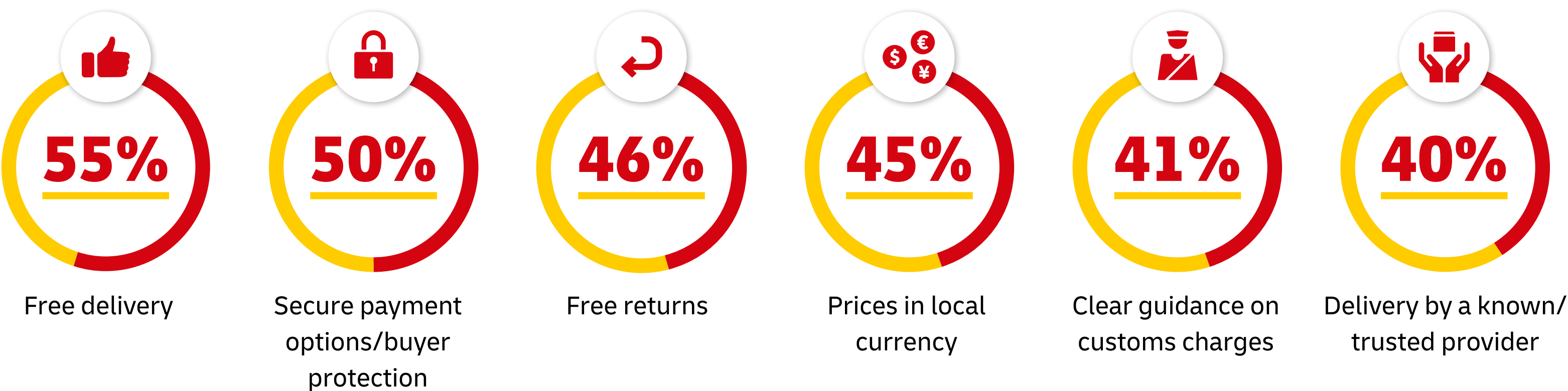
Why do shoppers buy from other countries?



Why don’t shoppers buy from other countries?



What would encourage shoppers to buy from abroad?



Respondents were offered multiple choice options for these questions.



Delivery & returns

Delivery & returns



The delivery and returns experience plays a huge role in whether customers complete their purchases.

Shoppers want speed, affordability and flexibility. If they encounter slow shipping, high costs or tricky return processes, they're likely to abandon their carts. On the flip side, getting it right can boost the chances of a sale and encourage them to come back.

Even though returns might feel like the end of the shopping journey, they actually influence many customers' decisions to buy.

'Free' is the word shoppers want to see (or you risk losing the sale)

When it comes to delivery and returns, cost is a dealbreaker. Shoppers increasingly expect free options as standard – and many will walk away if they're not offered. To create a perception of free shipping and boost sales, integrate delivery and return costs into your product pricing.

Delivery



1 in 2

shoppers mainly buy from online retailers that offer free delivery

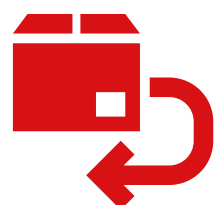


of shoppers say free delivery would improve their online shopping experience



European shoppers say they've abandoned their cart because of delivery fees

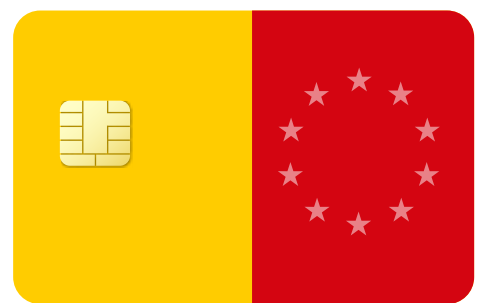
Returns



of global shoppers mainly buy from online retailers that offer free returns



shoppers say free returns is the improvement they want to see from retailers



23%

of European shoppers say they've abandoned their cart because of returns fees

Delivered to home, returned on the go

Shoppers want convenience – but that doesn’t always mean the same thing for delivery and returns. Home delivery is still the top choice, with most shoppers preferring the ease of receiving orders at their door.

But when it comes to returns, out-of-home options like drop-off points and parcel lockers are growing in popularity. For retailers, offering flexible options at both points of the journey is key to meeting shopper expectations.



		Delivery			Returns		
							
		Home delivery	Parcel locker	Parcel shop	Home collection	Parcel locker	Parcel shop
	Argentina	73%	2%	11%	28%	16%	55%
	Australia	64%	6%	8%	24%	16%	60%
	Austria	70%	12%	5%	8%	47%	45%
	Brazil	83%	2%	6%	24%	36%	40%
	Canada	77%	6%	8%	26%	11%	62%
	China	38%	24%	26%	65%	15%	20%
	The Czech Republic	25%	41%	29%	11%	33%	56%
	France	53%	9%	28%	11%	17%	72%
	Germany	60%	14%	10%	15%	26%	59%
	India	76%	5%	8%	67%	13%	19%
	Italy	51%	10%	25%	43%	13%	44%
	Malaysia	77%	7%	7%	37%	29%	34%
	Morocco	77%	6%	9%	45%	33%	22%
	The Netherlands	70%	6%	17%	13%	11%	76%
	Nigeria	75%	3%	15%	33%	11%	56%
	Poland	26%	56%	13%	11%	67%	21%
	South Africa	86%	6%	7%	64%	10%	26%
	Spain	64%	8%	10%	35%	14%	51%
	Sweden	32%	26%	38%	7%	16%	77%
	Thailand	76%	4%	9%	44%	11%	45%
	Turkey	73%	6%	7%	57%	17%	26%
	The UAE	79%	5%	6%	73%	14%	13%
	The UK	68%	9%	10%	24%	19%	57%
	The USA	71%	6%	8%	29%	16%	56%
Globally		64%	12%	13%	34%	22%	45%

The demand for out-of-home keeps rising

35% of European shoppers and 25% of global shoppers choose to have their items delivered to an out-of-home location. When it comes to returns, even more opt for flexibility and convenience – 79% of Europeans and 66% of global shoppers returned unwanted items via a parcel locker or parcel shop.

While home delivery remains the default for most online purchases, on-the-go returns are quickly becoming the new norm, especially in Europe. Globally, delivery to out-of-home locations has grown by 25%, with Europe close behind at 21%. Out-of-home returns have surged even further, rising by 43% globally and 32% across Europe.

 Globally	Delivery *			Returns		
	2024	2025	+/-	2024	2025 **	+/-
 Home	76%	64%	-16%	53%	34%	-36%
 Parcel locker	11%	12%	9%	18%	22%	22%
 Parcel shop	9%	13%	44%	29%	45%	55%

 Europe	Delivery *			Returns		
	2024	2025	+/-	2024	2025	+/-
 Home	66%	54%	-18%	40%	21%	-48%
 Parcel locker	17%	18%	6%	23%	26%	13%
 Parcel shop	12%	17%	42%	37%	53%	43%

1 in 4

Gen Z shoppers return items via a parcel locker

32%

of Gen Z prefer label-free returns using a QR code at the drop-off point

54%

of Baby Boomers return items via a parcel shop

23%

of Millennials would switch to collection or drop-off for a more sustainable delivery

2 in 3

cross-border shoppers choose out-of-home returns

2 in 5

Gen X shoppers return items via a parcel shop

At DHL eCommerce, we can help you meet the demand for out-of-home. With over 110,000 ServicePoints and 30,000 parcel lockers, we offer the largest out-of-home parcel network in Europe.

Delivery flexibility is an expectation

Shoppers want flexibility when it comes to tracking and redirecting their parcels – whether it’s changing the delivery day or choosing a new drop-off point. Make it easy for your customers to manage, and you’ll create a delivery experience that meets their expectations.

Where do shoppers prefer to redirect their parcels to – and where globally and in Europe is this most popular?



27%

Safe place

- Australia
- Turkey



26%

Change the delivery day

- South Africa
- Italy



19%

Parcel shop

- Argentina
- France



15%

A neighbor

- India
- The UK



14%

Parcel locker

- China
- Poland

2 in 5

European shoppers prefer to redirect their parcel to an out-of-home pick-up point



How do shoppers track and redirect their parcels – and where globally and in Europe is this most popular?

37%

Within the delivery provider’s app

- India
- The Netherlands

28%

On the delivery provider’s website

- Argentina
- Germany

16%

On the retailer’s website

- Brazil
- France

11%

Within the retailer’s app

- Thailand
- Italy

Get that ‘tracking happy’ feeling. Our simple, easy-to-integrate technology delivers end-to-end tracking visibility – for your business and your customers.

Returns come as standard

92% of global shoppers return up to 30% of their online purchases. The demand for ‘free’ and easy returns matters – and so does the provider – or shoppers are likely to abandon their cart.

How often do shoppers typically return purchases?



Connecting you to Europe and back with **Parcel Return Connect**. Get simple and hassle-free reverse logistics for you and your customers, with one return label for 27 countries.



Shoppers’ returns behavior

	Have ever returned an online purchase	Return up to 30% of their online purchases	Won't shop with a brand if they don't trust the returns provider
Argentina	45%	94%	79%
Australia	52%	90%	75%
Austria	80%	92%	75%
Brazil	58%	92%	81%
Canada	69%	93%	78%
China	81%	95%	71%
The Czech Republic	64%	94%	79%
France	62%	91%	73%
Germany	78%	91%	74%
India	83%	83%	58%
Italy	69%	94%	79%
Malaysia	49%	93%	68%
Morocco	52%	94%	72%
The Netherlands	67%	92%	79%
Nigeria	44%	93%	82%
Poland	66%	94%	81%
South Africa	54%	94%	83%
Spain	58%	94%	72%
Sweden	66%	91%	76%
Thailand	52%	82%	67%
Turkey	73%	94%	81%
The UAE	75%	89%	67%
The UK	69%	91%	75%
The USA	68%	88%	72%
Globally	64%	92%	75%
Gen Z	64%	87%	70%
Millennials	68%	90%	72%
Gen X	64%	94%	77%
Baby Boomers	59%	96%	82%

What if most returns could be avoided?

Understanding why shoppers send back orders is the first step to reducing return rates.

Poor product quality is the number one reason – especially for shoppers in China (70%), Nigeria (68%), Turkey (65%), South Africa (64%) and Austria (63%).

Reducing returns remains a challenge for online retailers. Without the chance to see, touch or try a product before buying, shoppers rely on accurate sizing, clear imagery and detailed product information.

But there’s also a clear opportunity. With 77% of shoppers open to virtual try-on features, interactive online experiences could help customers get a better feel for what they’re buying and therefore, return less.

37%

of global shoppers have spent more online to get free delivery – then returned the extra items. This jumps to **48% for Gen Z shoppers.**



Why do shoppers typically return unwanted items?



55%

Item was poor quality or faulty



54%

Wrong size



44%

Damaged during transit



39%

Didn't look like the image



33%

Didn't suit them



16%

Ordered more than one size or color

Respondents were offered multiple choice options for this question.

The return label is going digital

Receiving a return label in the parcel is still the top choice for over half of shoppers – but the shift toward paperless returns is gaining momentum.

With 66% of shoppers preferring to return items via a parcel locker or shop, scanning a QR code is quickly becoming the new norm. It offers a more convenient, flexible alternative to printed labels.

For retailers, the benefits are clear. Paperless returns cut the cost of unused printed materials – while also supporting sustainability by reducing paper waste. If you don’t already offer digital return options, it’s a simple switch that can enhance the customer experience and reduce unnecessary spend.



32%

of Gen Z shoppers prefer a paperless return



28%

of Millennials shoppers prefer a paperless return



66%

of Baby Boomers prefer to receive a return label in their parcel



62%

of Gen X prefer to receive a return label in their parcel

	 Return label included	 Print label at home	 Scan a QR code at the drop-off point
 Argentina	58%	18%	24%
 Australia	64%	16%	20%
 Austria	61%	24%	15%
 Brazil	60%	13%	28%
 Canada	55%	25%	20%
 China	60%	10%	31%
 The Czech Republic	61%	14%	25%
 France	54%	28%	18%
 Germany	50%	20%	29%
 India	56%	17%	28%
 Italy	52%	26%	22%
 Malaysia	65%	12%	24%
 Morocco	65%	12%	23%
 The Netherlands	57%	15%	29%
 Nigeria	65%	6%	30%
 Poland	49%	20%	31%
 South Africa	62%	10%	28%
 Spain	53%	17%	30%
 Sweden	66%	12%	22%
 Thailand	62%	14%	25%
 Turkey	64%	11%	25%
 The UAE	56%	12%	32%
 The UK	53%	16%	30%
 The USA	56%	19%	24%
Globally	58%	16%	26%

Online retailers need to get delivery and returns right

81% of shoppers abandon their cart if their preferred delivery option is not offered, and 79% if their preferred returns option is not offered.



Free and fast delivery

are the top two ways to build trust when selling on social media



say free delivery would encourage them to buy from online retailers in other countries



won't shop with an online retailer if they don't trust the delivery & returns providers offered at the checkout



Slow delivery

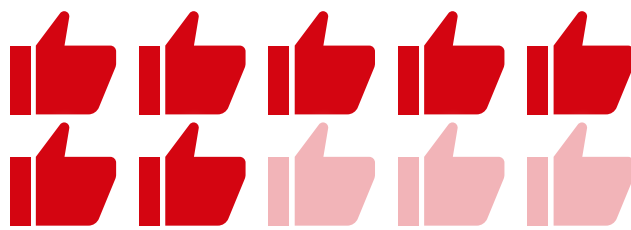
is the number one reason shoppers have abandoned their cart



At DHL eCommerce, we make delivery and returns simple. Our reliable, affordable and sustainable service helps you ship locally and globally – while giving your customers the experience they expect.

Partner with us and benefit from:

- **Europe's largest parcel network** – over 140,000 access points
- **Real-time tracking** – so you and your customers stay informed at every step
- **All-in-one solution** – European parcel delivery & returns with Parcel Connect



7 in 10

shoppers trust DHL to deliver their online purchases and handle their returns



Sustainability & the circular economy

Sustainability & the circular economy



Sustainability matters, but how shoppers define it varies. While many are increasingly drawn to brands that reflect their values, perspectives differ across the globe.

For e-commerce businesses, embracing more sustainable and circular practices isn't just good for the planet – it's key to building trust and responding to different shopper expectations.



7 in 10

global shoppers say sustainability is important to them when making a purchase online

Where are shoppers most and least concerned about sustainability?

Based on respondents who say sustainability is important to them when making an online purchase.

Most concerned		
	Nigeria	93%
	India	92%
	Thailand	84%
	Brazil	83%
	China	83%
	Morocco	83%
	South Africa	83%

Least concerned		
	The Netherlands	49%
	The Czech Republic	56%
	Australia	56%
	Canada	57%
	Austria	57%
	Germany	59%
	Sweden	61%

Who has abandoned their cart due to sustainability concerns?



49%

of Gen Z



39%

of Millennials



30%

of Gen X



20%

of Baby Boomers

Caught between values and value



Many shoppers care about sustainability – but concerns around trust and transparency remain. They want to make responsible choices, but they need straightforward, reliable information to do so. For online retailers, that means going beyond vague claims and making sustainability easy to see and easy to trust.

Why it is important

“Sustainability generates more trust between buyers and sellers.”

“It reflects the quality of products and services of an online shopping platform.”

“To ensure the products I use don’t impact the environment.”

“It is important to understand climate change issues and contribute to improving this.”

“It gives me a reason to trust the manufacturer.”

“I am committed to sustainable purchasing to reduce my carbon footprint on the planet.”



Why it isn't important

“I have no way of really knowing if the company is really practicing sustainability.”

“Uncertainty in all the information provided by websites about sustainability.”

“I buy for what I need and I trust the company to do the right thing.”

“My available budget is low, I have to prioritize price.”

“I would assume the seller tries to be as sustainable as possible with packaging material.”

“Sustainability is usually an expensive process, so I’d rather not choose expensive things when it’s not necessary.”

The sustainability wishlist

Shoppers want retailers to take action on sustainability. To meet expectations, it's important to understand which actions matter most to your customers – and make visible, credible changes across your business that show you're serious about sustainability.

What do shoppers want to see more of from retailers to support sustainability?



57%

of shoppers say it's important to know the **environmental impact** of their delivery

This rises to 87% in Nigeria and India, and 75% in Thailand. In Europe, it matters most to shoppers in Turkey, Italy and Spain. If you're not already doing so, consider sharing CO₂ emissions data with your customers at checkout – and offering alternative delivery options with a lower environmental impact.

How far will shoppers go for sustainability?

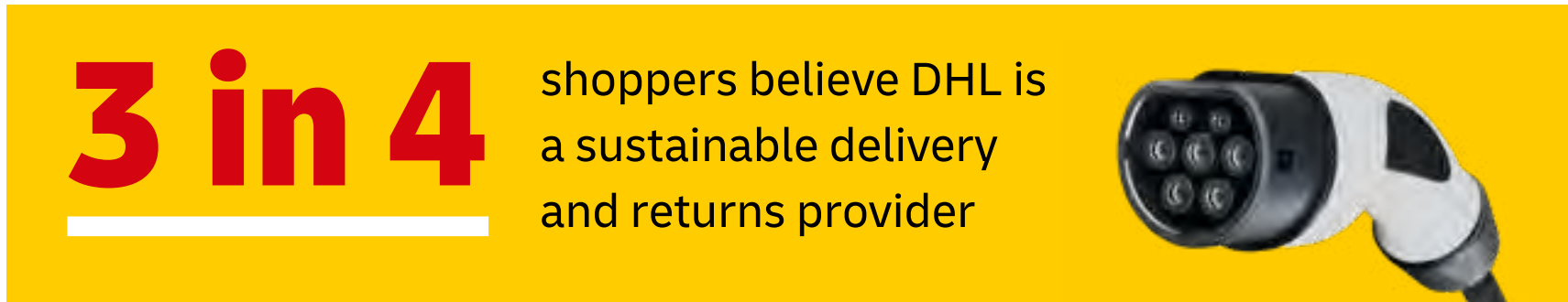


of shoppers say sustainability will become more important to them over the next five years

While shoppers expect retailers to take action, many are also ready to make changes themselves.

Almost half are willing to shop only with retailers that use a sustainable delivery and returns provider – especially in Nigeria (71%), Thailand (67%), and across Europe in Turkey (52%) and Poland (47%).

So how can you support them? Start by partnering with a sustainable delivery and returns provider with an extensive out-of-home network – giving shoppers the option to choose a more environmentally friendly, flexible way to receive or return their items.



What are shoppers willing to do to be more sustainable?



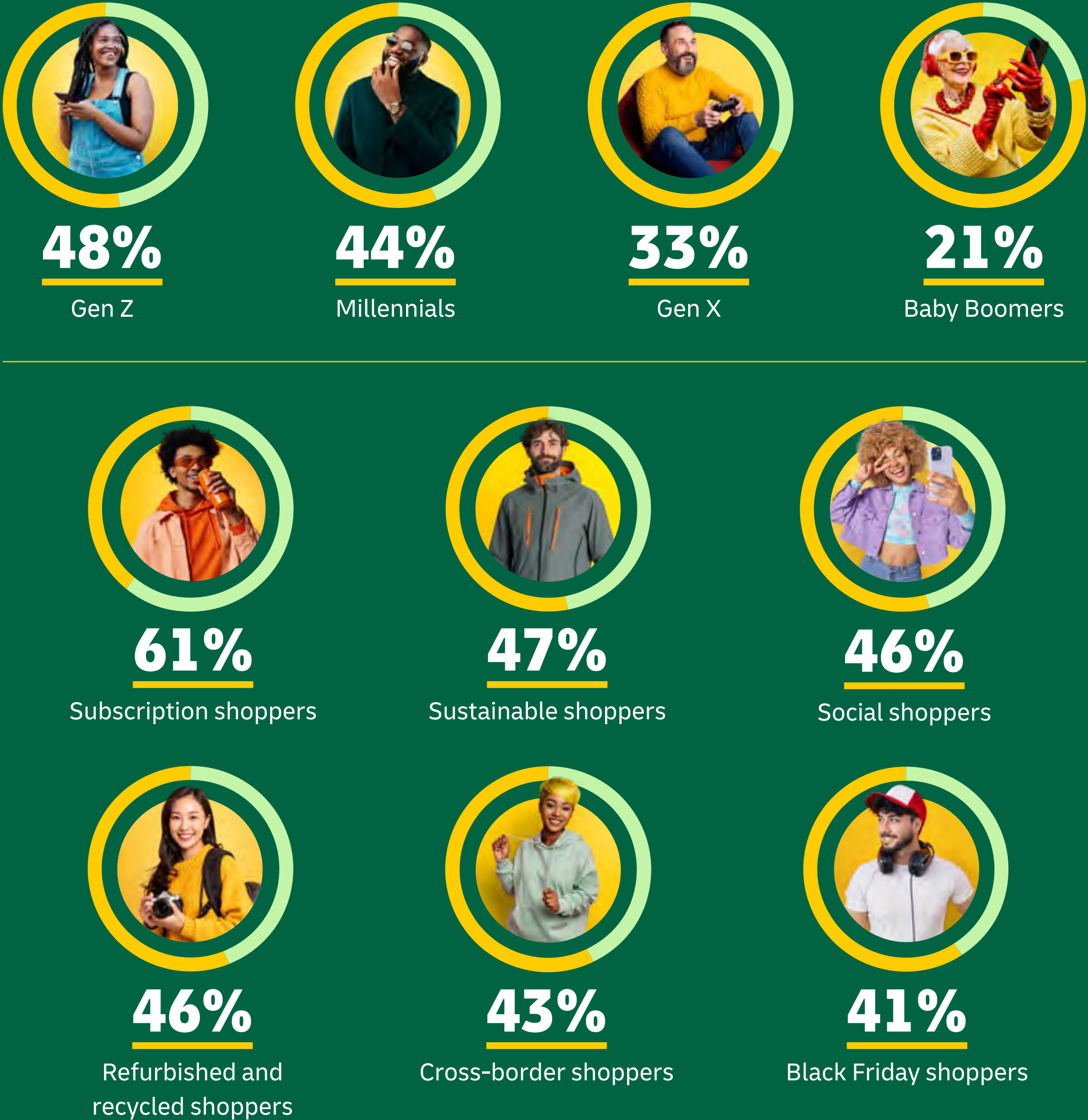
Who's buying sustainably-sourced products?

The sustainable products market was valued at approximately 355.3 billion U.S. dollars in 2024 and is expected to reach 692 billion U.S. dollars by 2033.⁷

Meanwhile, the sustainable materials market – which supplies the materials used to create these products – is expected to 1.07 trillion U.S. dollars by 2034.⁸

As consumers place greater focus on sustainability, online retailers across all industries need to rethink how they source and produce products – considering options like biodegradable plastics, second-life components and recycled materials.

⁷Business Research Insights, 2025 ⁸Precedence Research, 2024



Based on respondents who buy sustainably-sourced products once a month or more.

	Argentina	25%
	Australia	30%
	Austria	23%
	Brazil	38%
	Canada	27%
	China	64%
	The Czech Republic	19%
	France	25%
	Germany	31%
	India	68%
	Italy	35%
	Malaysia	47%
	Morocco	37%
	The Netherlands	26%
	Nigeria	53%
	Poland	31%
	South Africa	30%
	Spain	29%
	Sweden	23%
	Thailand	69%
	Turkey	50%
	The UAE	46%
	The UK	33%
	The USA	38%
	Globally	37%

The shift towards a second life for products

The circular economy is all about keeping items in use for longer through recycling, reuse and repair. As sustainability becomes a growing priority, online retailers should consider how pre-owned goods could become a valuable part of their strategy.

Electronics (41%), clothing (34%), books (33%), and home furnishings (25%) top the list of what shoppers are buying second-hand.

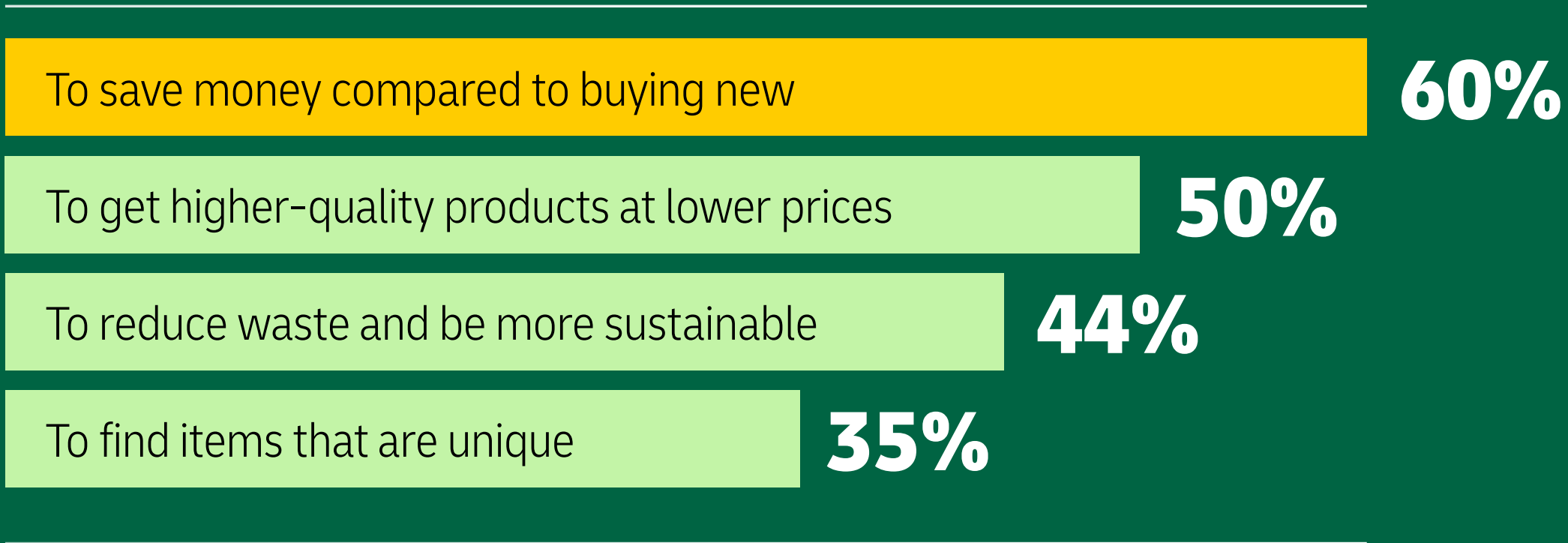
Where are pre-owned or refurbished purchases most popular?

Globally	Europe
 Morocco	 Sweden
 China	 Germany
 The USA	 France
 South Africa	 Poland
 Australia	 The UK

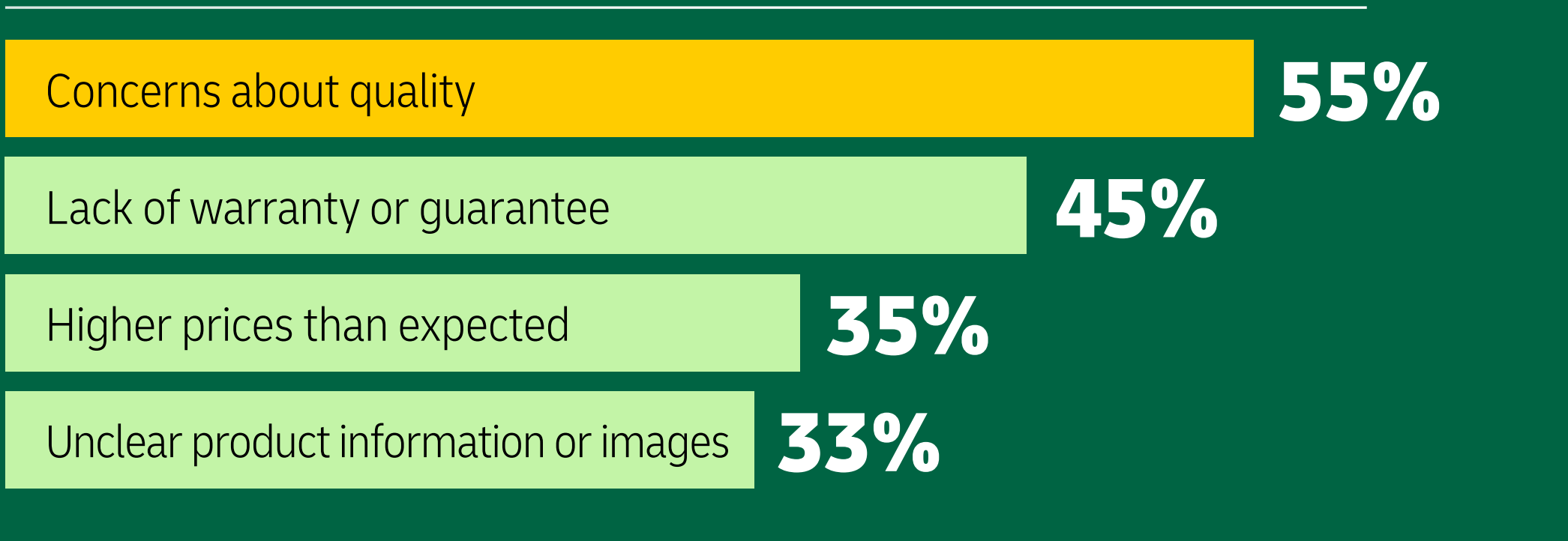
Vinted, commonly used by individuals, allows e-commerce businesses to create accounts and sell pre-owned products – giving retailers the chance to tap into rising demand for second-hand goods.



Why do shoppers buy pre-owned or refurbished items?



What stops shoppers from buying more often?



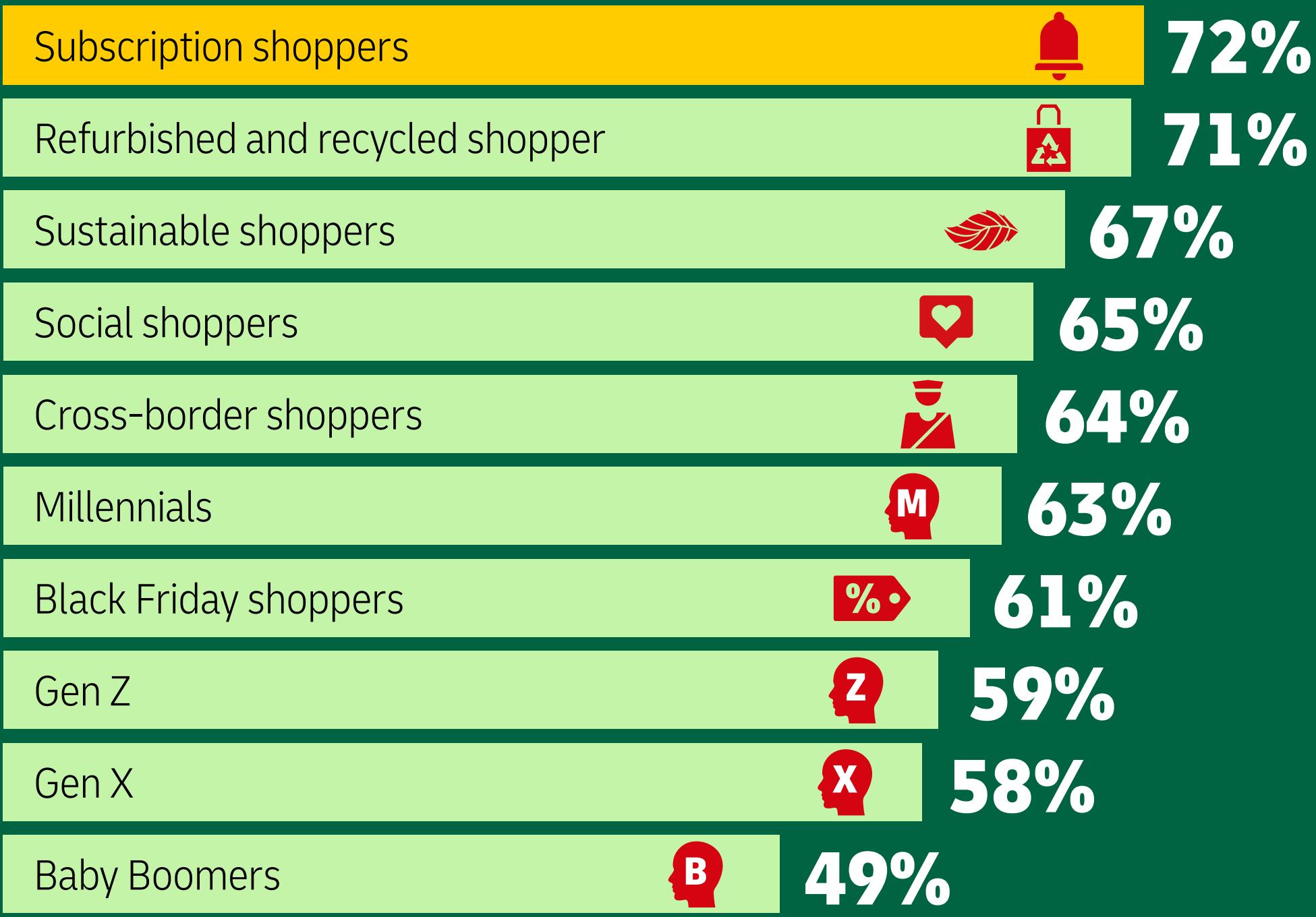
Respondents were offered multiple choice options for this question.

Recycling and resale: A growing retail opportunity

58% of global shoppers say they’d use a retailer’s recycling or buy-back program if available. These programs give customers the chance to return used products in exchange for rewards like discounts or store credit – reducing waste, extending product life and promoting more responsible consumption.

As shopper interest in sustainability grows, so does the opportunity for retailers to lead the way. Offering easy, accessible ways to return, recycle or repurpose items can help your business meet customer expectations.

Who’s most likely to use a retailer’s recycling or buy-back program?



Based on respondents who said ‘very likely’ or ‘somewhat likely’.

What would make shoppers more likely to use these programs?

53%

Free and easy item returns

47%

Clear instructions on how it works

45%

Transparency about how items will be recycled or reused

42%

Rewards for taking part

42%

Convenient drop-off or pick-up options



Shoppers in China, India and Nigeria are the most likely to use recycling or buy-back programs. In Europe, Turkey, the UK and Austria top the list.



AI: The future of e-commerce?

Is AI set to transform online shopping?



AI is quickly becoming the next big shift in e-commerce.

The estimated value of the AI-enabled e-commerce market in 2024 was 7.25 U.S. billion dollars – and it’s predicted to reach around 64.03 billion U.S. dollars by 2034.⁹

AI isn’t a passing trend – it’s the next evolution of how people shop online. And it’s something retailers can’t afford to ignore.

⁹Precedence Research, 2024

Which AI shopping features do consumers want?



Respondents were offered multiple choice options for this question.

How do different generations browse and buy online?

The buying behaviors of Gen Z

They are social-first shoppers

Platforms like TikTok and Instagram are powerful purchase drivers for this generation. They're not only more likely to have shopped via social media – 85% expect these platforms to potentially become their main shopping destination by 2030.

They go global to get what they want

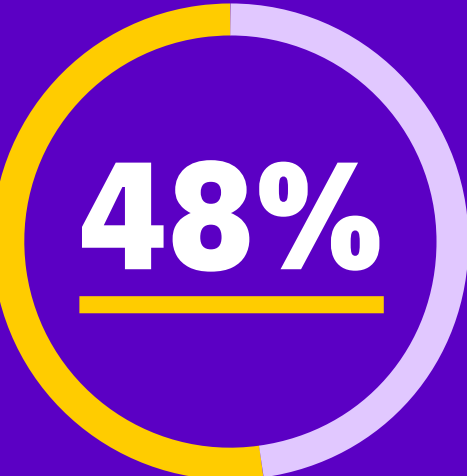
Two-thirds of Gen Z shoppers buy from other countries – mainly to buy products they can't find locally. This generation is motivated by variety and higher-quality products, and they're happy to look overseas to find this.

Sustainability concerns can stop a sale

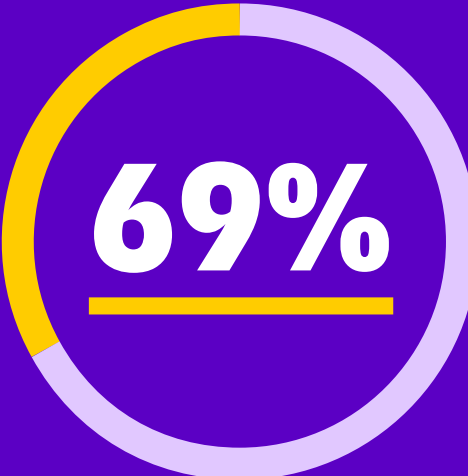
Sustainability isn't just a nice-to-have for Gen Z. They are more likely than any other generation to abandon a purchase due to environmental concerns. Retailers that don't act responsibly risk being left behind by this generation.

They are the generation most concerned about sustainability – 77% say it is important to them when shopping online.

They're also the most likely to use Buy Now Pay Later for all or most of their online purchases – 59% use it.



make purchases on TikTok



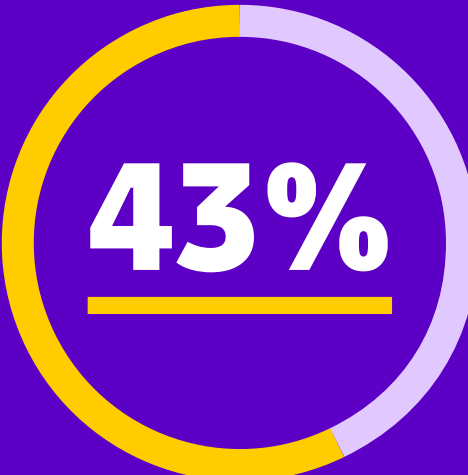
expect to shop more or the same amount on Instagram in the next five years



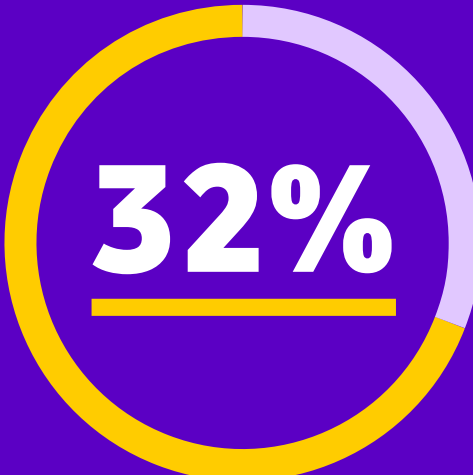
expect to shop more or the same amount on TikTok in the next five years



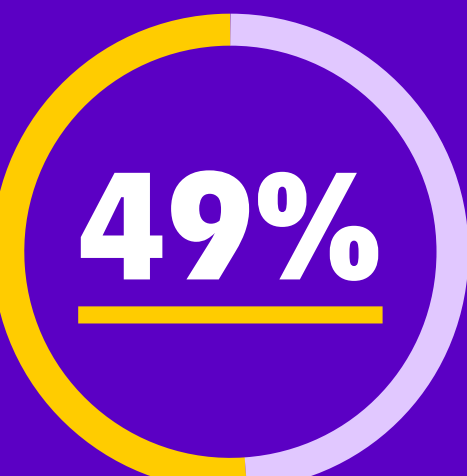
buy from other countries to find better quality products



buy from other countries at least once a month



buy clothing from online retailers in other countries



have abandoned their cart due to sustainability concerns



say sustainability will become more important to them in the next five years



say it's important to know the environmental impact of their delivery

The buying behaviors of Millennials

They're frequent browsers and buyers

Millennials are frequent online shoppers. They've embraced the convenience of shopping online, regularly buying across different product categories – making them a valuable generation to sell to.

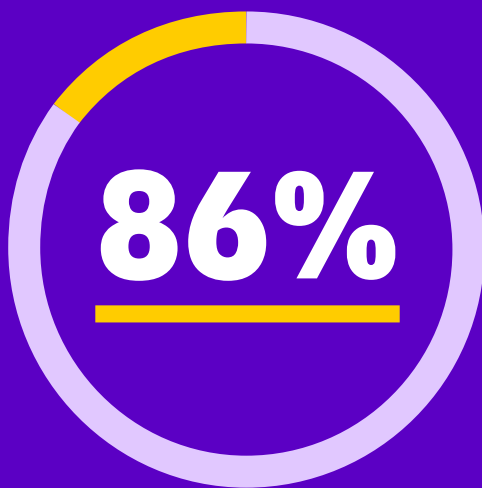
They're not afraid to return

Millennials are more likely than most to return items, especially when return policies are free and easy. They expect flexible, transparent options, so retailers offering hassle-free returns will appeal to this generation.

Leading the pay later trend

Millennials are the generation most likely to use Buy Now, Pay Later (BNPL) when they shop. Online retailers should offer flexible payment options to win these shoppers over at checkout.

They are the generation using apps the most – 83% prefer to shop online using a retailer's mobile app. They're also the most likely to use social media to keep up to date with new products or services – 63% do this.



browse online at least once a week

3 in 5

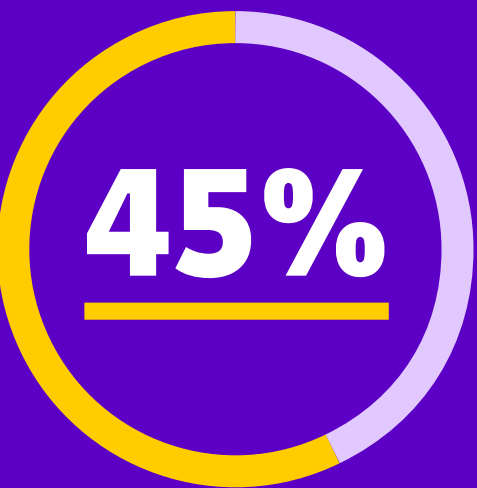
make a purchase online at least once a week



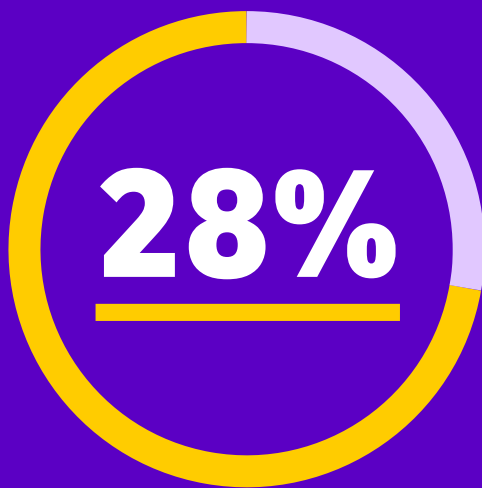
shop more when they receive offers or discounts from an online retailer

1 in 5

return an item to an online retailer at least once a month



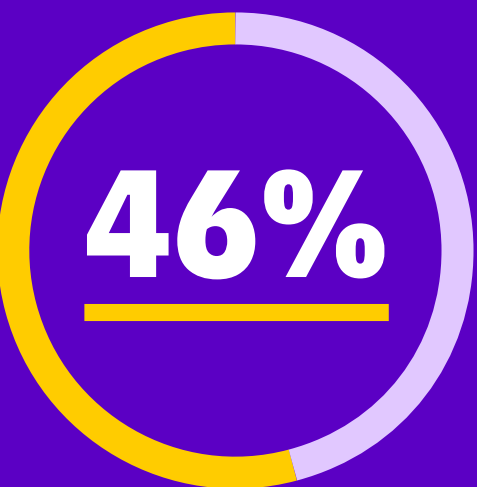
have spent more to get free delivery (then returned the extra items)



prefer paperless returns (scan a QR code at the drop-off point)



use BNPL when making a purchase online



say BNPL encourages them to buy more



have abandoned their cart because their preferred payment option wasn't available

The buying behaviors of Gen X

They expect transparency

Gen X want clear information about delivery charges and return options. High costs frustrate them, and a lack of trust puts them off. Retailers that offer free, reliable shipping and returns are far more likely to win their business.

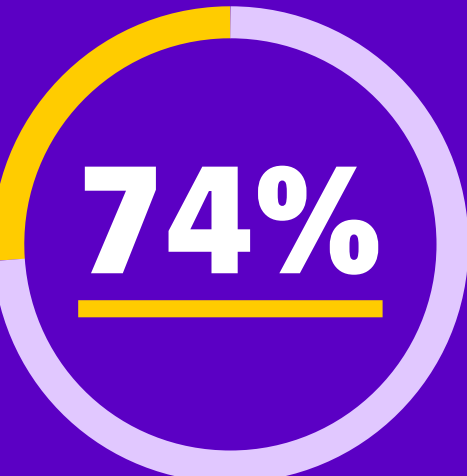
They are cautious social shoppers

Unlike younger generations, Gen X are slower to adopt social media as an e-commerce channel. While 1 in 2 do use Facebook to shop, they're less likely to see these platforms as a primary retail destination.

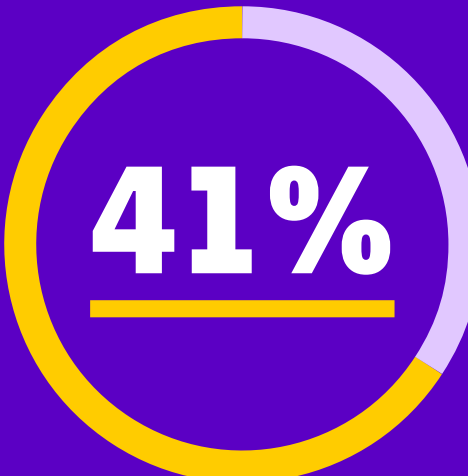
Proof before purchase

Gen X shoppers lean heavily on customer reviews when making purchase decisions. They're less influenced by trends or influencer marketing and more focused on other customers' experiences.

64% say customer reviews on social media influence their buying decisions, but they're the least swayed by seasonal shopping holidays. Typically, they spend the same or less during Black Friday, around payday or when offered a discount code.



say free delivery would improve their online shopping experience



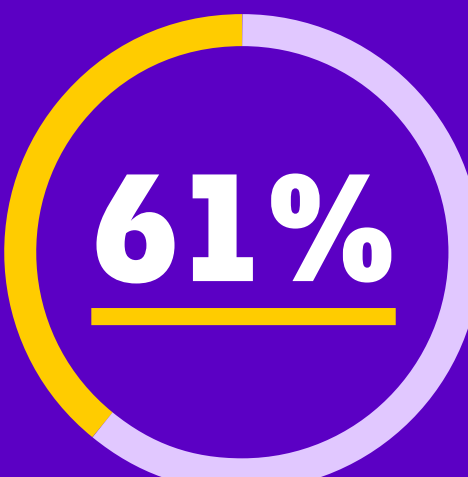
feel frustrated if they have to pay for returns

3 in 4

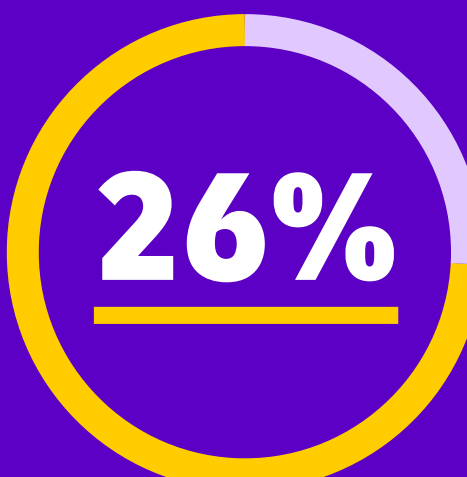
would not buy from an online retailer if they didn't trust the delivery provider



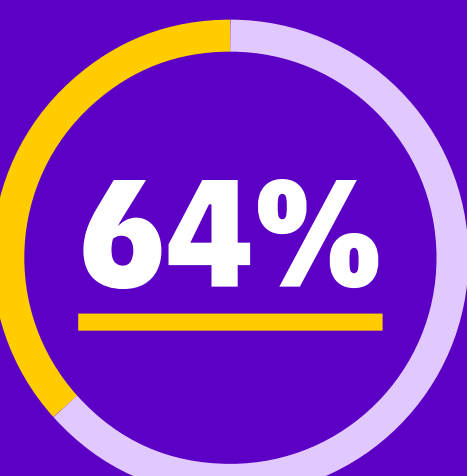
use social media to keep up to date with new products or services



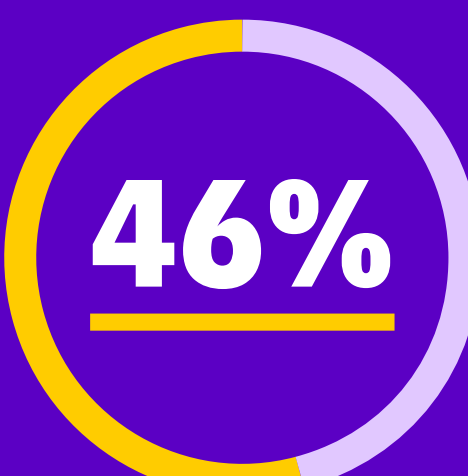
say free delivery and returns would increase their confidence to buy on social media



plan to browse and buy more on Facebook within the next five years



say customer reviews on social media influence their social buying decisions



say retailers responding to reviews makes them trust them

1 in 3

say customer reviews would encourage them to buy from other countries

The buying behaviors of Baby Boomers

Trust gets them to hit ‘buy now’

Baby Boomers value clear, dependable delivery and returns from a provider they trust. Hassle-free returns, clear delivery information and familiar providers all help secure a sale with this generation.

They want the full picture before they buy

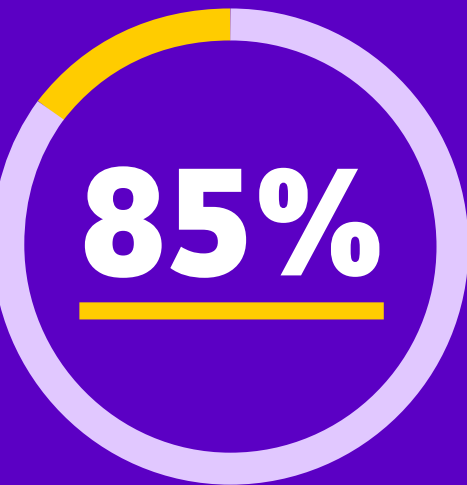
This generation doesn’t like uncertainty when shopping online. They want detailed, trustworthy product descriptions and the ability to ask questions if needed, otherwise they might not complete the sale.

Quietly conscious

Boomers care about sustainability – but may not shout about it. They’re less likely to abandon purchases over sustainability concerns than younger shoppers, but they still value responsible sourcing and transparency.

They are the least trusting of Black Friday and Cyber Monday deals, with only 38% saying they trust retailers’ offers and prices.

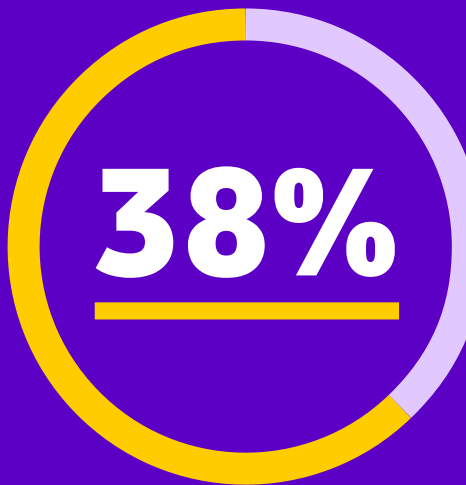
They’re also the generation most likely to avoid shopping with an online retailer if they don’t trust the delivery or returns provider.



would not shop with a retailer if they didn’t trust the delivery or returns provider



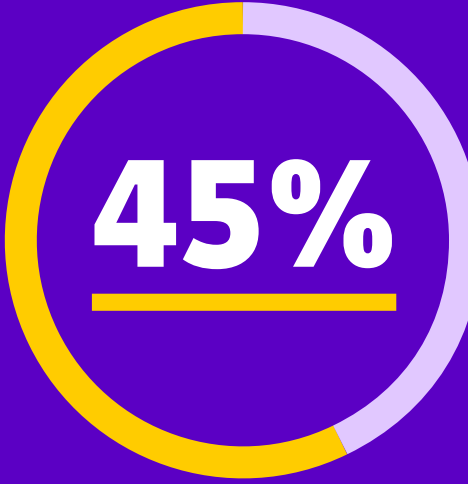
prefer to return items via a parcel shop



would feel more confident buying on social media if sellers named their delivery and returns providers



feel frustrated if they are unable to ask a retailer for advice



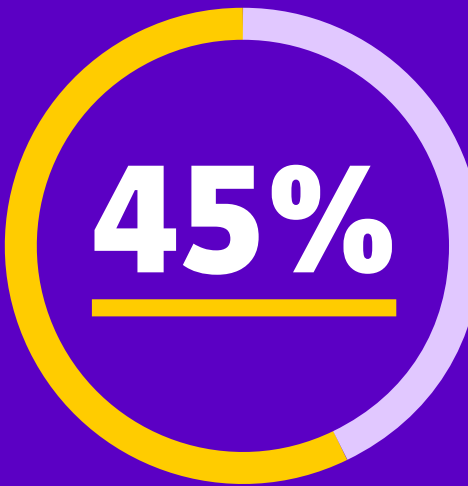
say retailers responding to reviews makes them trust them



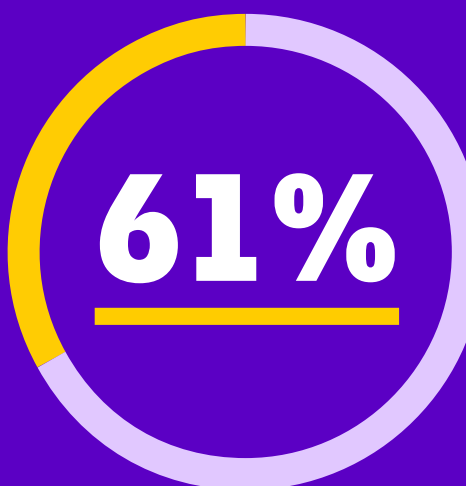
say prices in their local currency would encourage them to buy cross-border



say sustainability is important to them when shopping online



say its important to them as they want to reduce their impact on the environment



want retailers to eliminate plastic or unnecessary packaging

Meet today's shoppers

The social shopper

Discovery drives their decisions

Social shoppers aren't going to social media with a purchase in mind – they're going for inspiration. They use social platforms to explore, spot new trends and find products they didn't know they needed.

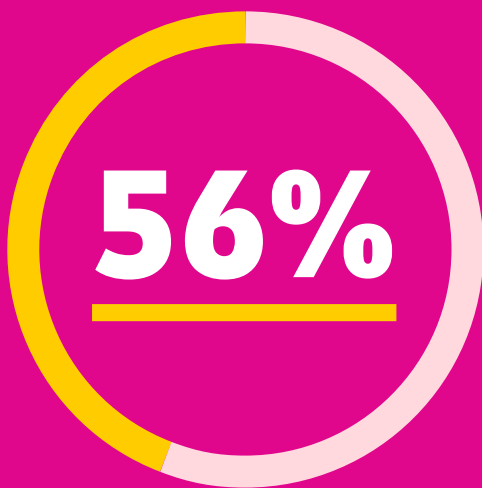
They shop more and expect items faster

Social shoppers browse and buy more often than the average consumer. They're also more likely to abandon purchases if there are problems – like hidden costs or slow delivery.

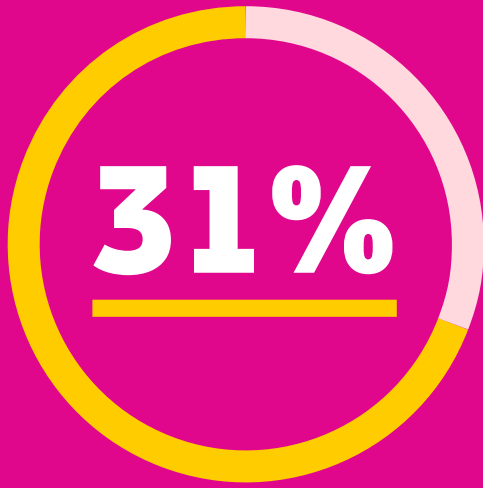
They trust people, not just brands

What others say and do influences social shoppers. From product reviews to live-streamed shopping, they value real opinions and social proof.

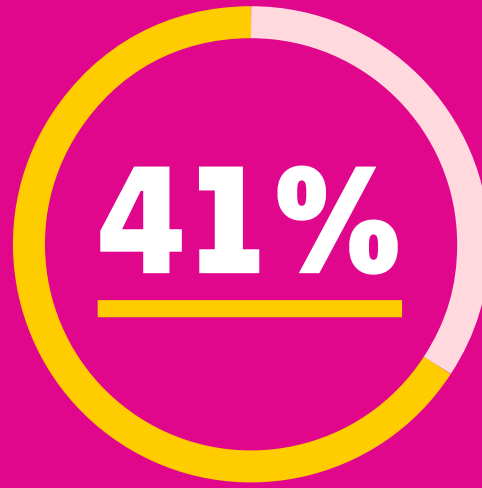
Their in-app behavior goes beyond social platforms – 83% use retailers' apps to browse and buy. They are one of the most trusting shopper types during the Black Friday sales, with 56% completely or mostly trusting retailers' offers and prices during this seasonal event.



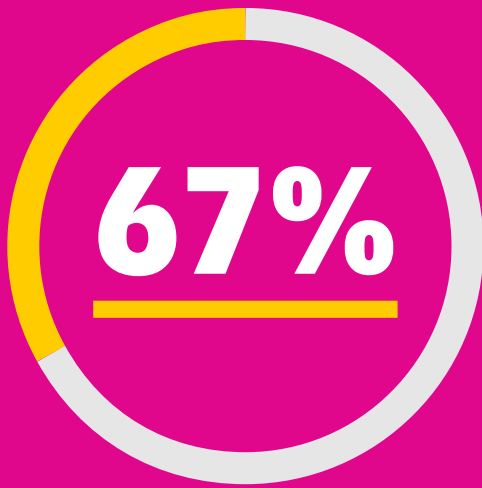
use social media to discover new products



make more impulse purchases on social media



see social media becoming their main way to shop by 2030



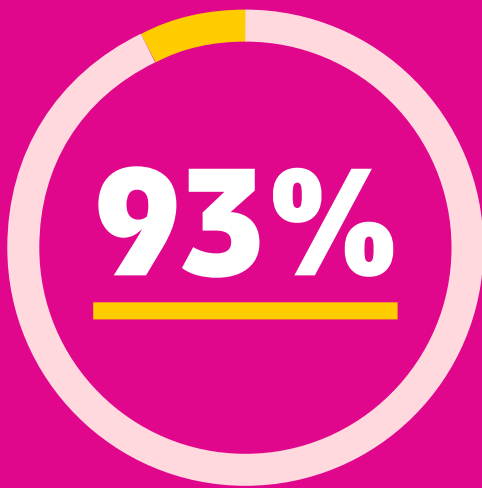
browse online shopping sites at least two to three times a week



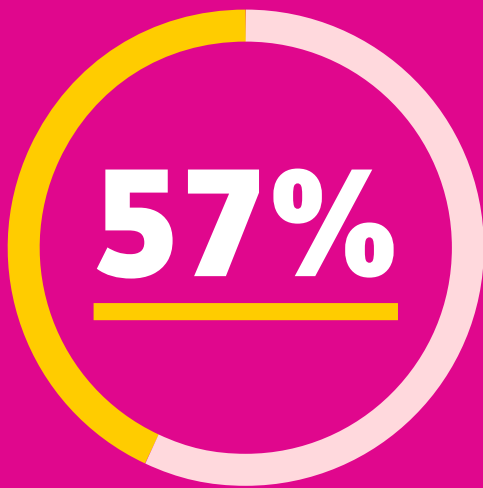
Slow delivery is the number one reason they abandon their cart

1 in 2

say fast delivery would improve their online shopping experience



say reviews influence their buying decision



say photos or videos make them trust reviews

4 in 5

have some level of interest in live-streamed shopping events

The cross-border shopper

Cross-border but conscious

Cross-border shoppers aren't just looking for deals – they're also mindful of sustainability. They're more likely to buy pre-owned items and take part in recycling schemes.

Free delivery wins – surprise charges don't

Cross-border shoppers are willing to spend more to get free delivery, but unexpected charges at checkout are a dealbreaker. They expect transparency or they'll walk away.

Proof points build confidence

Cross-border shoppers are more likely to rely on reviews and social proof to guide their decisions. They also engage with influencer content and live-shopping events to learn more about products.

This group is among the most likely to use Buy Now Pay Later for all or most of their online purchases – 55% use it. When browsing social platforms, they don't hesitate to hit 'buy now' – 34% say they make more impulse purchases on social media.



6 in 10

buy pre-owned or refurbished items online

43%

buy sustainably-sourced products at least once a month

64%

would likely use a retailer's recycling or buy-back scheme if available

44%

have spent more to get free delivery (then returned the extra items)

36%

have abandoned their cart due to unexpected customs charges

3 in 10

say clear customs information would improve their shopping experience

93%

say reviews influence their buying decisions

85%

say social media trends or viral products influence their buying decisions

72%

have some level of interest in live-streamed shopping events

The sustainable shopper

Environmentally conscious (but not at any cost)

These shoppers expect online retailers to balance sustainability with fair pricing, clear delivery fees and easy returns.

Trust goes beyond sustainability claims

For these shoppers, trust goes beyond how environmentally-friendly their order is. They don't just care about what they buy – they want to feel confident at every step of the online shopping journey.

Buying better means buying reused

Sustainable shoppers are buying pre-owned and refurbished items as part of their effort to shop more responsibly. Online retailers that offer high-quality second-hand options are likely to appeal.

They are the shopper type most likely to use social media to stay up to date with new products or to learn more about a brand or retailer.

They're also the least active during the Black Friday sales, with 23% saying they buy less or not at all.

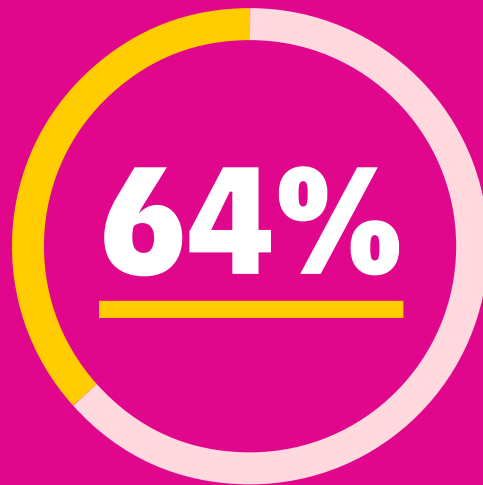


4 in 5

would abandon their cart if not offered their preferred returns option



say high delivery costs frustrate them



prefer to return items via an out-of-home parcel point or locker



say better site security would improve their online shopping experience



say secure payment options would encourage them to buy from other countries

7 in 10

won't buy from an online retailer if they don't trust the delivery or returns provider



buy pre-owned or refurbished items online



buy pre-owned or refurbished to reduce waste and be more sustainable



say concerns about quality stop them buying pre-owned or refurbished more often

The subscription shopper

High frequency, high expectations

Subscription shoppers are some of the most active buyers in the market. Their shopping habits are frequent – but with that comes a demand for a reliable, affordable and flexible delivery experience.

What other shoppers say matters

Subscription shoppers trust other people. Reviews, social media posts, photos and videos from other customers all have a big influence on whether they decide to buy.

Tech-first and trend-ready

Subscription shoppers embrace new trends and features, from live-streamed shopping events to AI features. They're open to change, as long as it improves their online experience.

They're leading the way in new ways to buy online – 62% use voice commands to shop. But it doesn't stop there. They're also the most likely to use social media as their primary shopping destination in the future, with 90% saying it could become their main way to shop by 2030.



The Black Friday shopper

Delivery terms can make or break the deal

Black Friday Shoppers want free delivery – and they’re more selective about who they buy from based on delivery and return policies. When it comes to selling during sales periods, additional charges matter.

They’re not afraid to look further afield

Black Friday Shoppers are more likely to buy from retailers outside their home country. They’re open to trying new international brands – as long as the deal is right.

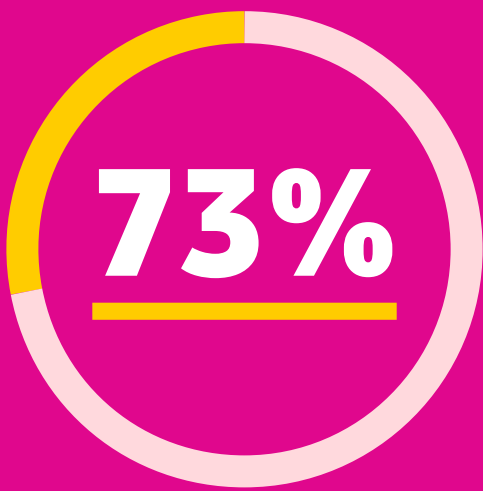
They’re ready to make impulse purchases

From trending products to social influences, Black Friday Shoppers shop more frequently if the influence is there. Offering flexible payment options and getting your products trending on social is likely to attract these shoppers.

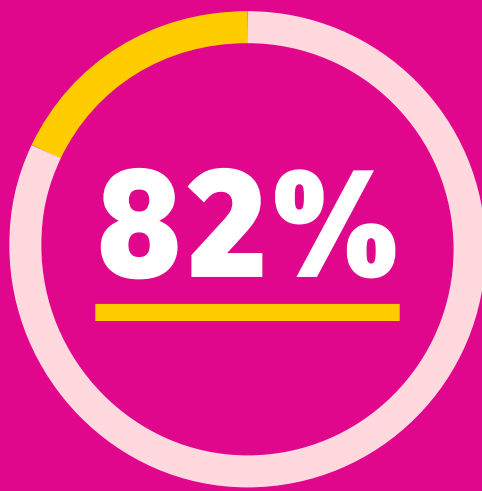
Real voices influence their choices – 64% are influenced by customer reviews on social media. Their temptation to shop when offers are available goes beyond Black Friday, with 53% saying they shop more when they receive an offer or discount code from a retailer.



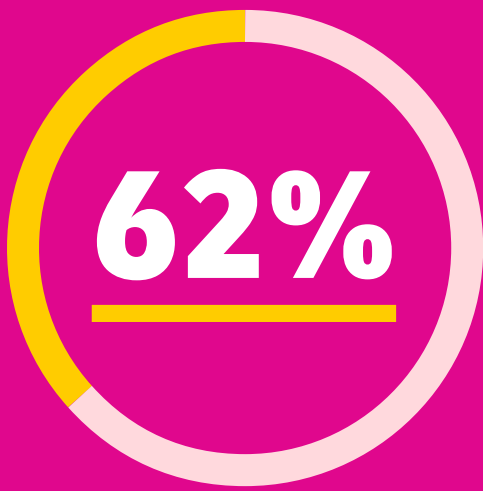
mainly buy from online retailers that offer free delivery



say free delivery would improve their online shopping experience



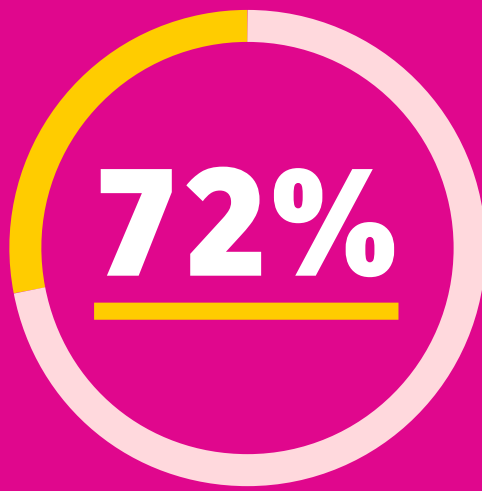
would abandon their cart if not offered their preferred delivery option



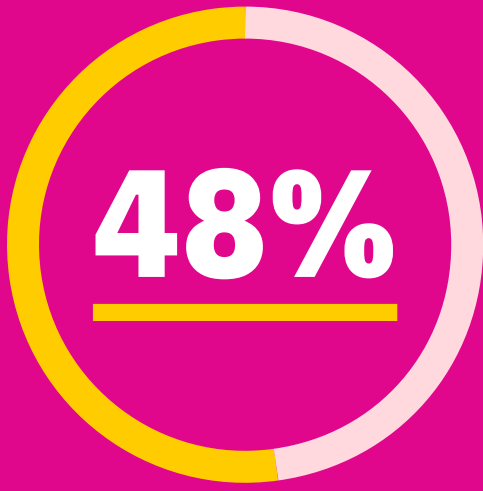
buy from retailers in other countries



buy from other countries to get lower prices



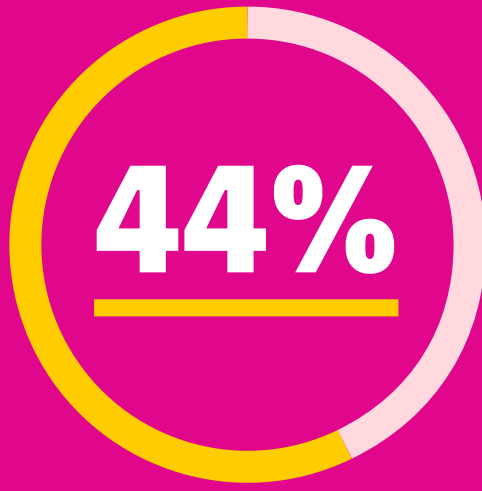
will only buy from countries they trust



say trends or viral products always or often influence their buying decisions



say social media makes them shop more frequently



say Buy Now, Pay Later encourages them to buy more online

The refurbished and recycled shopper

Sustainability drives their habits

These shoppers don't just talk about sustainability – they act on it. Buying refurbished is part of their efforts to reduce waste and be more conscious of the environment when buying online.

They don't want second-best delivery and returns

Refurbished and recycled shoppers may be buying second-hand products, but they still expect a first-class service. They value speed and convenience when it comes to delivery and returns.

Confidence comes before conversion

Refurbished and recycled shoppers make careful choices – detailed product information, customer reviews and secure checkouts all help them feel confident enough to hit 'buy now'.

They frequently buy from retailers in other countries, with 41% saying they make a purchase at least once a month. Free delivery is important to them – 45% are willing to spend more to get 'free' delivery and then return the extra items.



4 in 5

say sustainability is important to them when shopping online

64%

say it's important to know the environmental impact of their delivery

42%

want retailers to start selling more items made of recycled materials

53%

say long delivery times frustrate them

83%

would abandon their cart if not offered their preferred delivery option

68%

prefer to return their unwanted purchases via an out-of-home point

44%

say higher-quality product images would improve their online shopping experience

93%

say customer reviews have a great or some influence on their buying decisions

52%

say secure payment options/buyer protection would encourage them to buy from other countries

Understand the world's shoppers – one country at a time

Every market is different – and understanding those differences is key to global success. Our Country Reports break down shopper behaviors and expectations country by country, so you can enter new markets with clarity and confidence.

With insights in hand, where will you take your business next?

E-commerce is constantly evolving, just like your customers. As expectations shift and new behaviors emerge, staying ahead means staying informed. From sustainable choices to changing delivery and return expectations, as well as evolving shopping habits, online retailers encounter both challenges and exciting opportunities to stand out, build loyalty and lead the market. We hope these insights empower you to navigate the future and thrive in the coming years. Now it's your turn to trends into action and make every shopper interaction count.



As we navigate the everchanging e-commerce landscape, understanding consumer behavior has never been more vital. With the growth of social commerce and the increasing emphasis on sustainability, we must adapt to meet our customers' expectations. At DHL eCommerce, we focus on providing reliable, affordable and sustainable solutions that are not just a perfect fit for our customers but meet and exceed the needs of shoppers around the world.

Pablo Ciano
CEO at DHL eCommerce

Ready to grow your business?

At DHL eCommerce, we're here to help you reach more shoppers – locally and globally. To find out how our reliable, affordable and sustainable delivery and returns services can support your business, connect with our experts.

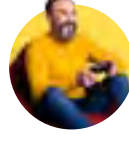
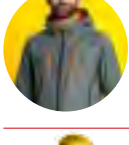
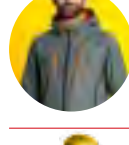
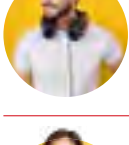
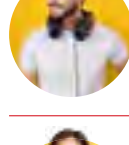
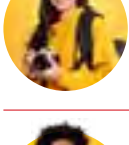
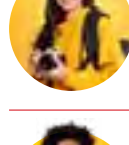
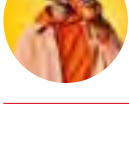
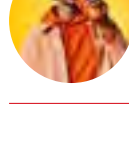
Appendix

A snapshot of the data behind the insights

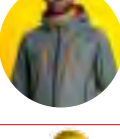
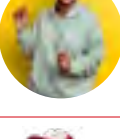
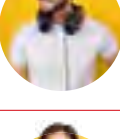
How often do shoppers in each country browse and buy online?

Browse		At least two to three times a week	Once a week	Once a month or less	Buy		At least two to three times a week	Once a week	Once a month or less
	Argentina	57%	24%	19%		Argentina	15%	24%	61%
	Australia	50%	26%	24%		Australia	15%	25%	60%
	Austria	33%	29%	38%		Austria	10%	23%	67%
	Brazil	72%	18%	11%		Brazil	23%	28%	50%
	Canada	51%	24%	25%		Canada	15%	27%	58%
	China	85%	11%	5%		China	58%	29%	13%
	The Czech Republic	44%	31%	25%		The Czech Republic	10%	25%	65%
	France	34%	26%	40%		France	11%	23%	66%
	Germany	39%	28%	32%		Germany	13%	27%	60%
	India	69%	19%	12%		India	41%	32%	27%
	Italy	53%	27%	20%		Italy	16%	27%	57%
	Malaysia	71%	16%	13%		Malaysia	29%	30%	41%
	Morocco	82%	12%	6%		Morocco	20%	26%	54%
	The Netherlands	48%	28%	24%		The Netherlands	13%	25%	62%
	Nigeria	75%	16%	10%		Nigeria	32%	25%	43%
	Poland	49%	31%	20%		Poland	13%	33%	54%
	South Africa	68%	19%	13%		South Africa	11%	21%	69%
	Spain	46%	24%	30%		Spain	14%	25%	62%
	Sweden	47%	25%	27%		Sweden	11%	21%	68%
	Thailand	59%	22%	19%		Thailand	41%	31%	28%
	Turkey	67%	21%	12%		Turkey	30%	27%	43%
	The UAE	72%	18%	10%		The UAE	34%	28%	38%
	The UK	57%	23%	20%		The UK	22%	31%	47%
	The USA	57%	21%	22%		The USA	26%	27%	48%
	Europe	47%	27%	26%		Europe	15%	26%	59%
Global		58%	22%	20%	Global		22%	27%	52%

How often do different shoppers browse and buy online?

Browse		At least two to three times a week	Once a week	Once a month or less	Buy		At least two to three times a week	Once a week	Once a month or less
	Gen Z	63%	21%	15%		Gen Z	26%	26%	48%
	Millennials	66%	20%	14%		Millennials	30%	30%	41%
	Gen X	56%	23%	21%		Gen X	19%	28%	53%
	Baby Boomers	42%	26%	32%		Baby Boomers	10%	22%	68%
	Social shoppers	67%	20%	13%		Social shoppers	28%	29%	42%
	Sustainable shoppers	63%	21%	16%		Sustainable shoppers	26%	27%	47%
	Cross-border shoppers	65%	21%	14%		Cross-border shoppers	27%	28%	45%
	Black Friday shoppers	62%	22%	16%		Black Friday shoppers	24%	29%	47%
	Refurbished and recycled shoppers	65%	21%	14%		Refurbished and recycled shoppers	27%	29%	44%
	Subscription shoppers	72%	18%	10%		Subscription shoppers	41%	30%	29%
Global		58%	22%	20%	Global		22%	27%	52%

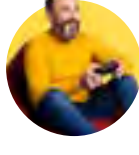
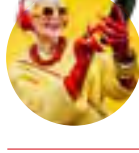
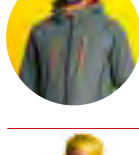
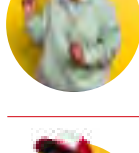
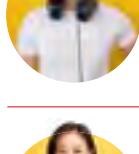
What products do shoppers buy online?

	Clothing	Electronics	Footwear	Cosmetics & beauty products	Home furnishings	Books	Sport, leisure & hobby items	Household products	Toys or games	Food & Beverages	Health supplements	Jewelry	Pet food/ products	Designer goods	CDs, vinyl or DVDs
 Gen Z	62%	53%	51%	48%	41%	39%	40%	35%	37%	32%	25%	35%	21%	23%	17%
 Millennials	65%	59%	52%	49%	48%	42%	43%	39%	44%	35%	33%	28%	26%	23%	17%
 Gen X	66%	60%	51%	47%	46%	42%	39%	38%	32%	33%	32%	21%	26%	17%	17%
 Baby Boomers	62%	59%	45%	39%	44%	45%	31%	32%	27%	27%	33%	15%	24%	10%	17%
 Social shoppers	63%	57%	52%	49%	46%	40%	41%	40%	37%	35%	32%	29%	25%	23%	17%
 Sustainable shoppers	64%	58%	52%	48%	46%	42%	41%	39%	37%	34%	32%	27%	25%	21%	17%
 Cross-border shoppers	65%	60%	52%	49%	47%	42%	42%	38%	38%	34%	33%	30%	26%	23%	19%
 Black Friday shoppers	66%	60%	53%	49%	47%	43%	42%	38%	38%	34%	32%	27%	25%	21%	18%
 Refurbished and recycled shoppers	64%	60%	51%	47%	47%	44%	43%	37%	40%	33%	32%	29%	26%	23%	20%
 Subscription shoppers	59%	55%	50%	48%	45%	40%	43%	42%	39%	38%	33%	30%	27%	27%	20%

How do shoppers buy products online?

	On subscription	Via social media	From other countries	Via marketplaces	During Black Friday/ Cyber Monday	Refurbished or pre-owned	Made of sustainable materials
Clothing	28%	37%	34%	40%	32%	34%	44%
Electronics	26%	25%	23%	35%	37%	41%	30%
Footwear	24%	28%	22%	30%	26%	19%	33%
Cosmetics & beauty products	25%	27%	21%	27%	22%	10%	33%
Home furnishings	21%	22%	17%	29%	23%	25%	31%
Books	23%	21%	15%	28%	15%	33%	23%
Sport, leisure & hobby items	22%	23%	20%	26%	22%	22%	26%
Household products	22%	19%	13%	23%	16%	12%	29%
Toys or games	19%	19%	17%	24%	22%	24%	21%
Food & beverages	22%	15%	10%	19%	10%	7%	20%
Health supplements	20%	15%	12%	16%	10%	6%	19%
Jewelry	14%	17%	16%	15%	13%	13%	17%
Pet food/products	16%	11%	8%	13%	8%	6%	14%
Designer goods	15%	14%	14%	11%	11%	13%	14%
CDs, vinyl or DVDs	10%	9%	10%	12%	8%	14%	9%

What type of social media content influences shoppers’ purchasing decisions?

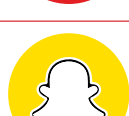
	Posts by influencers or celebrities	Sponsored adverts	Posts from a brand’s official channel	Customer reviews	Shoppable posts	Promotional offers or discounts	User-generated content	Live shopping events
 Gen Z	38%	31%	38%	60%	37%	56%	32%	25%
 Millennials	32%	29%	41%	63%	38%	61%	31%	27%
 Gen X	25%	28%	41%	64%	36%	65%	30%	26%
 Baby Boomers	16%	25%	42%	64%	35%	67%	26%	22%
 Social shoppers	30%	29%	40%	62%	37%	61%	31%	25%
 Sustainable shoppers	32%	31%	43%	63%	40%	62%	32%	28%
 Cross-border shoppers	33%	31%	42%	62%	40%	61%	32%	27%
 Black Friday shoppers	32%	30%	42%	64%	38%	63%	32%	26%
 Refurbished and recycled shoppers	33%	30%	41%	63%	39%	61%	33%	27%
 Subscription shoppers	36%	35%	44%	59%	44%	57%	34%	34%

What type of social media content influences shoppers’ purchasing decisions?

	Posts by influencers or celebrities	Sponsored adverts	Posts from a brand’s official channel	Customer reviews	Shoppable posts	Promotional offers or discounts	User-generated content	Live shopping events
 Argentina	21%	23%	46%	63%	40%	66%	31%	16%
 Australia	28%	24%	37%	60%	32%	57%	24%	15%
 Austria	29%	25%	31%	53%	25%	57%	29%	15%
 Brazil	31%	40%	47%	70%	41%	69%	34%	25%
 Canada	25%	21%	33%	61%	24%	58%	21%	16%
 China	39%	26%	46%	68%	43%	65%	41%	36%
 The Czech Republic	22%	23%	37%	66%	16%	60%	28%	16%
 France	23%	29%	24%	49%	21%	46%	26%	19%
 Germany	27%	24%	28%	50%	25%	49%	28%	17%
 India	43%	37%	53%	70%	49%	59%	40%	43%
 Italy	18%	24%	29%	48%	24%	60%	32%	16%
 Malaysia	34%	31%	43%	73%	51%	82%	36%	47%
 Morocco	29%	25%	44%	54%	46%	58%	31%	26%
 The Netherlands	23%	19%	26%	53%	24%	51%	21%	12%
 Nigeria	39%	52%	62%	72%	49%	66%	28%	34%
 Poland	25%	21%	36%	63%	29%	63%	34%	19%
 South Africa	30%	33%	49%	74%	41%	74%	26%	22%
 Spain	26%	27%	36%	54%	36%	53%	35%	18%
 Sweden	18%	22%	27%	50%	33%	56%	22%	13%
 Thailand	38%	32%	37%	75%	32%	73%	32%	38%
 Turkey	34%	34%	45%	69%	43%	62%	44%	29%
 The UAE	39%	30%	43%	58%	47%	59%	35%	33%
 The UK	25%	26%	32%	58%	31%	48%	18%	17%
 The USA	23%	20%	30%	54%	33%	48%	22%	21%
 Europe	25%	25%	32%	56%	29%	55%	29%	18%
Global	30%	29%	40%	62%	37%	61%	31%	25%

What social platforms do shoppers buy from?

						
	Facebook	Instagram	You Tube	TikTok	Pinterest	Snapchat
 Argentina	67%	56%	22%	14%	12%	6%
 Australia	50%	32%	23%	22%	18%	15%
 Austria	25%	27%	21%	18%	15%	10%
 Brazil	53%	55%	38%	27%	22%	13%
 Canada	48%	29%	26%	19%	17%	14%
 The Czech Republic	47%	23%	24%	13%	13%	8%
 France	32%	26%	26%	22%	19%	20%
 Germany	29%	34%	28%	25%	20%	15%
 India	69%	70%	65%	27%	44%	40%
 Italy	35%	31%	24%	20%	15%	11%
 Malaysia	61%	46%	29%	81%	17%	13%
 Morocco	88%	66%	50%	42%	23%	17%
 The Netherlands	36%	31%	26%	22%	18%	15%
 Nigeria	88%	74%	63%	56%	41%	34%
 Poland	44%	26%	30%	21%	17%	13%
 South Africa	65%	30%	27%	27%	19%	9%
 Spain	31%	35%	27%	24%	15%	12%
 Sweden	45%	29%	26%	18%	15%	15%
 Thailand	78%	49%	42%	86%	26%	24%
 Turkey	43%	66%	47%	27%	29%	22%
 The UAE	69%	68%	53%	55%	39%	43%
 The UK	46%	30%	28%	39%	22%	18%
 The USA	51%	33%	38%	40%	27%	23%
Global	52%	42%	34%	32%	22%	18%

				
	Gen Z	Millennials	Gen X	Baby Boomers
 Facebook	54%	64%	52%	36%
 Instagram	60%	53%	34%	17%
 You Tube	46%	42%	32%	20%
 TikTok	48%	39%	27%	13%
 Pinterest	40%	29%	17%	10%
 Snapchat	66%	23%	14%	7%

China						
						
Douyin	WeChat	Little Red Book	Kuaishou	Bilibili	Weibo	Zhihu
89%	76%	66%	64%	45%	37%	34%

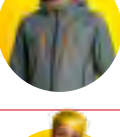
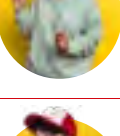
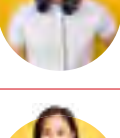
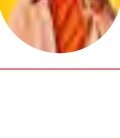
What social platforms do shoppers plan to browse and buy more or less from in the next five years?

		Facebook					Instagram					TikTok				
		More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform
	Argentina	32%	34%	11%	8%	14%	42%	27%	6%	15%	11%	15%	19%	10%	22%	34%
	Australia	21%	34%	12%	10%	23%	20%	23%	8%	14%	35%	17%	20%	6%	12%	46%
	Austria	8%	32%	17%	10%	33%	15%	31%	10%	10%	34%	12%	21%	11%	7%	49%
	Brazil	28%	33%	13%	11%	15%	44%	27%	7%	11%	11%	25%	23%	10%	18%	24%
	Canada	16%	37%	12%	11%	24%	15%	29%	10%	12%	34%	12%	17%	9%	13%	49%
	The Czech Republic	13%	40%	12%	14%	21%	16%	29%	8%	14%	33%	10%	19%	7%	12%	51%
	France	11%	33%	11%	11%	34%	13%	27%	9%	12%	39%	13%	17%	9%	10%	50%
	Germany	11%	30%	13%	10%	35%	21%	28%	10%	10%	31%	17%	21%	8%	10%	44%
	India	45%	27%	11%	9%	8%	52%	26%	6%	9%	8%	10%	17%	14%	18%	41%
	Italy	3%	40%	12%	19%	27%	4%	37%	7%	23%	29%	4%	23%	9%	21%	43%
	Malaysia	23%	34%	16%	15%	13%	21%	28%	14%	18%	19%	57%	20%	7%	8%	8%
	Morocco	55%	28%	8%	6%	3%	41%	25%	12%	16%	6%	21%	23%	16%	26%	15%
	The Netherlands	12%	32%	11%	12%	34%	17%	28%	7%	12%	36%	13%	21%	7%	9%	52%
	Nigeria	65%	21%	7%	6%	2%	58%	23%	8%	10%	2%	39%	25%	13%	19%	4%
	Poland	18%	41%	9%	14%	18%	13%	33%	8%	17%	28%	13%	30%	8%	16%	34%
	South Africa	34%	34%	10%	10%	12%	26%	22%	8%	24%	21%	29%	18%	8%	19%	26%
	Spain	15%	33%	11%	14%	27%	28%	30%	6%	14%	22%	20%	24%	6%	16%	33%
	Sweden	16%	36%	13%	10%	24%	16%	32%	12%	10%	30%	11%	23%	8%	9%	49%
	Thailand	45%	33%	9%	7%	5%	31%	32%	9%	15%	13%	65%	21%	4%	5%	5%
	Turkey	19%	33%	19%	11%	19%	45%	31%	9%	9%	6%	16%	23%	13%	11%	37%
	The UAE	40%	32%	12%	8%	8%	44%	31%	9%	11%	5%	38%	26%	12%	14%	10%
	The UK	17%	33%	10%	13%	27%	18%	23%	8%	16%	35%	20%	21%	8%	11%	41%
	The USA	22%	35%	10%	12%	21%	18%	24%	9%	16%	34%	20%	20%	9%	13%	39%
Global		25%	33%	12%	11%	19%	27%	28%	9%	14%	23%	22%	21%	9%	14%	34%

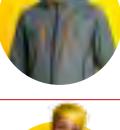
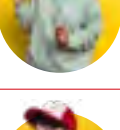
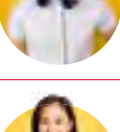
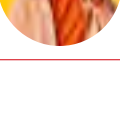
What social platforms do shoppers plan to browse and buy more or less from in the next five years?

	Pinterest					Snapchat					YouTube				
	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform
 Argentina	9%	21%	10%	28%	32%	3%	16%	10%	23%	48%	22%	27%	9%	22%	21%
 Australia	10%	20%	7%	19%	43%	6%	15%	10%	15%	54%	15%	29%	8%	17%	31%
 Austria	9%	27%	10%	14%	40%	5%	20%	12%	10%	53%	12%	36%	13%	13%	27%
 Brazil	16%	25%	12%	25%	23%	6%	19%	12%	28%	36%	31%	34%	9%	15%	11%
 Canada	8%	24%	8%	19%	40%	5%	16%	11%	15%	53%	16%	35%	8%	15%	26%
 The Czech Republic	5%	26%	9%	16%	44%	3%	20%	8%	14%	56%	14%	34%	8%	18%	26%
 France	8%	21%	11%	13%	48%	8%	24%	10%	10%	49%	14%	30%	11%	14%	32%
 Germany	10%	24%	12%	14%	41%	5%	19%	14%	12%	50%	18%	35%	12%	11%	25%
 India	19%	29%	17%	17%	18%	18%	27%	17%	18%	21%	54%	25%	7%	9%	5%
 Italy	2%	21%	9%	25%	44%	2%	15%	8%	20%	56%	3%	40%	8%	23%	25%
 Malaysia	6%	17%	11%	25%	40%	3%	14%	9%	25%	50%	19%	28%	10%	23%	21%
 Morocco	10%	16%	16%	37%	21%	6%	15%	18%	33%	28%	27%	30%	18%	18%	8%
 The Netherlands	9%	24%	7%	13%	48%	7%	21%	6%	9%	58%	14%	32%	8%	12%	34%
 Nigeria	26%	23%	14%	32%	5%	16%	24%	20%	31%	9%	48%	24%	11%	14%	3%
 Poland	6%	28%	10%	18%	39%	3%	26%	10%	16%	45%	15%	37%	8%	18%	22%
 South Africa	17%	23%	9%	29%	23%	5%	14%	13%	30%	39%	29%	24%	9%	22%	17%
 Spain	9%	27%	9%	19%	35%	4%	23%	9%	18%	48%	21%	36%	8%	16%	19%
 Sweden	7%	27%	11%	14%	42%	6%	26%	11%	11%	47%	15%	34%	12%	9%	30%
 Thailand	16%	29%	8%	24%	24%	14%	25%	8%	25%	29%	41%	33%	5%	15%	7%
 Turkey	12%	28%	16%	21%	23%	7%	24%	16%	17%	36%	36%	36%	11%	13%	5%
 The UAE	15%	29%	14%	25%	17%	20%	31%	16%	19%	14%	36%	33%	12%	13%	6%
 The UK	9%	20%	8%	20%	42%	8%	17%	9%	14%	52%	16%	30%	8%	17%	30%
 The USA	12%	23%	10%	21%	34%	10%	18%	11%	14%	47%	21%	33%	10%	15%	22%
Global	11%	24%	11%	21%	33%	7%	20%	11%	18%	42%	23%	32%	10%	16%	20%

What social platforms do shoppers plan to browse and buy more or less from in the next five years?

	 Facebook					 Instagram					 TikTok				
	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform
 Gen Z	25%	29%	16%	12%	18%	40%	29%	11%	11%	8%	34%	25%	12%	13%	16%
 Millennials	31%	36%	12%	9%	12%	33%	32%	10%	12%	14%	25%	25%	11%	13%	26%
 Gen X	26%	35%	10%	10%	18%	21%	29%	8%	16%	26%	17%	21%	8%	15%	39%
 Baby Boomers	15%	33%	8%	13%	31%	10%	22%	5%	17%	47%	8%	14%	5%	14%	60%
 Social shoppers	33%	36%	13%	9%	9%	35%	30%	10%	13%	12%	29%	24%	11%	15%	21%
 Sustainable shoppers	30%	33%	12%	11%	15%	32%	29%	9%	13%	17%	26%	22%	10%	15%	28%
 Cross-border shoppers	29%	33%	12%	10%	15%	33%	30%	9%	12%	16%	27%	24%	10%	14%	27%
 Black Friday shoppers	28%	35%	11%	10%	16%	31%	30%	8%	13%	18%	24%	24%	9%	14%	30%
 Refurbished and recycled shoppers	30%	33%	13%	10%	15%	32%	29%	9%	13%	17%	26%	22%	10%	14%	27%
 Subscription shoppers	38%	30%	13%	9%	10%	42%	28%	11%	10%	10%	34%	24%	12%	12%	18%
Global	25%	33%	12%	11%	19%	27%	28%	9%	14%	23%	22%	21%	9%	14%	34%

What social platforms do shoppers plan to browse and buy more or less from in the next five years?

	Pinterest					Snapchat					YouTube				
	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform	More	The same	Less	Don't currently use it, but might in the future	Would never use this platform
 Gen Z	16%	27%	16%	20%	22%	11%	24%	18%	16%	31%	25%	33%	15%	14%	13%
 Millennials	13%	29%	12%	21%	26%	9%	25%	13%	18%	34%	28%	35%	11%	14%	13%
 Gen X	9%	22%	9%	24%	37%	5%	19%	9%	22%	45%	24%	32%	8%	17%	20%
 Baby Boomers	5%	17%	5%	20%	52%	3%	11%	5%	18%	63%	14%	27%	5%	19%	35%
 Social shoppers	14%	26%	13%	23%	23%	10%	23%	14%	21%	31%	30%	33%	11%	15%	11%
 Sustainable shoppers	13%	26%	12%	23%	27%	9%	22%	13%	20%	36%	28%	32%	10%	16%	15%
 Cross-border shoppers	14%	27%	12%	21%	26%	10%	24%	13%	19%	35%	28%	33%	10%	14%	14%
 Black Friday shoppers	13%	27%	10%	22%	28%	9%	23%	12%	19%	38%	26%	34%	9%	15%	16%
 Refurbished and recycled shoppers	14%	27%	12%	21%	26%	10%	23%	13%	19%	35%	27%	33%	10%	15%	15%
 Subscription shoppers	19%	28%	16%	19%	18%	16%	26%	17%	18%	23%	39%	30%	12%	11%	8%
Global	11%	24%	11%	21%	33%	7%	20%	11%	18%	42%	23%	32%	10%	16%	20%

Which marketplaces do shoppers use?

Global

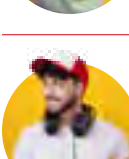
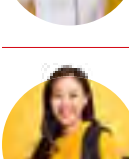
Amazon	60%
Temu	32%
Shein	26%
eBay	15%
Alibaba/AliExpress	11%
Zalando	11%
Vinted	9%

	Argentina	Mercado Libre	94%
		Amazon	32%
		Alibaba / AliExpress	19%
	Australia	Amazon	62%
		eBay	58%
		Temu	43%
	Austria	Amazon	88%
		Mediamarkt	43%
		Shop-apotheke.at	42%
	Brazil	Mercado Libre	80%
		Shopee	76%
		Amazon	70%
	Canada	Amazon	90%
		Walmart	48%
		Temu	29%
	China	Taobao	89%
		JD	86%
		Pinduoduo	70%
	The Czech Republic	Alza	74%
		Temu	44%
		Bazos	34%
	France	Amazon	81%
		cdiscount	41%
		Shein	33%
	Germany	Amazon	86%
		eBay	58%
		Otto	45%
	India	Amazon	93%
		Flipkart	90%
		Myntra	65%
	Italy	Amazon	90%
		eBay	39%
		Shein	30%
	Malaysia	Shopee	95%
		Lazada	72%
		Mudah	24%

	Morocco	Jumia	76%
		Avito	57%
		Temu	52%
	The Netherlands	Bol	88%
		Amazon	55%
		Zalando	42%
	Nigeria	Jumia	89%
		Alibaba/AliExpress	59%
		Konga	53%
	Poland	Allegro	87%
		Temu	50%
		Zalando	42%
	South Africa	Takealot	92%
		Temu	60%
		Shein	54%
	Spain	Amazon	87%
		Shein	45%
		Alibaba/AliExpress	39%
	Sweden	Ikea	56%
		Elgiganten	52%
	Thailand	Amazon	50%
		Shopee	85%
		Lazada	82%
	Turkey	Amazon	19%
		Trendyol	88%
		Hepsiburada	80%
	The UAE	Amazon	66%
		noon.com	90%
		Shein	78%
	The UK	Amazon	57%
		eBay	88%
		Temu	60%
	The USA	Amazon	31%
		Walmart	82%
		eBay	62%

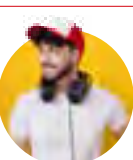
Do shoppers buy from online retailers based in other countries?

	Yes	No
 Argentina	44%	56%
 Australia	63%	37%
 Austria	69%	31%
 Brazil	55%	45%
 Canada	53%	47%
 China	42%	58%
 The Czech Republic	48%	52%
 France	57%	44%
 Germany	49%	51%
 India	58%	42%
 Italy	51%	49%
 Malaysia	54%	46%
 Morocco	72%	29%
 The Netherlands	60%	40%
 Nigeria	72%	28%
 Poland	60%	40%
 South Africa	74%	26%
 Spain	67%	33%
 Sweden	71%	29%
 Thailand	66%	34%
 Turkey	58%	42%
 The UAE	74%	26%
 The UK	50%	50%
 The USA	43%	57%
Global	59%	41%

	Yes	No
 Gen Z	66%	34%
 Millennials	64%	36%
 Gen X	55%	45%
 Baby Boomers	46%	54%
 Social shoppers	65%	35%
 Sustainable shoppers	62%	38%
 Cross-border shoppers	100%	0%
 Black Friday shoppers	62%	38%
 Refurbished and recycled shoppers	68%	32%
 Subscription shoppers	75%	25%

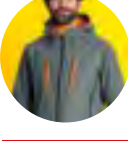
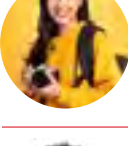
How frequently do shoppers buy from online retailers based in other countries?

	Once a week or more	Once a month or more	A few times a year	Once a year
 Argentina	5%	14%	46%	36%
 Australia	9%	23%	48%	20%
 Austria	3%	25%	54%	18%
 Brazil	8%	27%	49%	16%
 Canada	8%	25%	51%	17%
 China	11%	34%	41%	14%
 The Czech Republic	4%	20%	49%	26%
 France	8%	26%	42%	24%
 Germany	7%	25%	49%	19%
 India	23%	28%	32%	18%
 Italy	7%	23%	45%	25%
 Malaysia	10%	32%	46%	12%
 Morocco	9%	29%	45%	17%
 The Netherlands	4%	25%	52%	19%
 Nigeria	11%	24%	53%	12%
 Poland	5%	26%	53%	16%
 South Africa	3%	22%	58%	17%
 Spain	5%	22%	50%	23%
 Sweden	6%	19%	53%	23%
 Thailand	21%	43%	26%	10%
 Turkey	9%	27%	43%	20%
 The UAE	15%	36%	37%	12%
 The UK	13%	22%	49%	15%
 The USA	17%	30%	37%	16%
Global	9%	26%	46%	18%

	Once a week or more	Once a month or more	A few times a year	Once a year
 Gen Z	12%	31%	40%	16%
 Millennials	11%	28%	44%	17%
 Gen X	6%	24%	51%	19%
 Baby Boomers	4%	17%	55%	24%
 Social shoppers	11%	30%	44%	15%
 Sustainable shoppers	11%	28%	44%	17%
 Cross-border shoppers	9%	26%	46%	18%
 Black Friday shoppers	10%	27%	46%	17%
 Refurbished and recycled shoppers	12%	29%	44%	16%
 Subscription shoppers	18%	36%	36%	10%

How do different shoppers prefer to receive and return their orders?

Delivery preferences

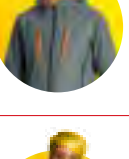
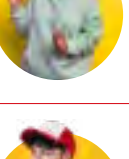
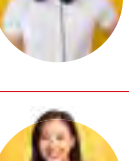
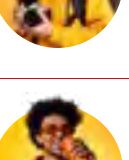
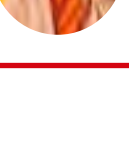
	Home delivery	Parcel locker	Parcel shop	Left in a safe place	Left with a neighbor
 Gen Z	58%	13%	14%	10%	4%
 Millennials	61%	12%	14%	9%	3%
 Gen X	67%	11%	13%	7%	2%
 Baby Boomers	73%	9%	12%	5%	1%
 Social shoppers	63%	11%	13%	9%	4%
 Sustainable shoppers	65%	11%	13%	8%	3%
 Cross-border shoppers	63%	12%	13%	8%	3%
 Black Friday shoppers	64%	12%	13%	8%	3%
 Refurbished and recycled shoppers	59%	13%	15%	9%	3%
 Subscription shoppers	59%	12%	14%	11%	5%

Returns preferences

	Home collection	Parcel locker	Parcel shop
	32%	27%	40%
	35%	23%	43%
	36%	19%	45%
	31%	15%	54%
	37%	23%	40%
	36%	22%	41%
	33%	24%	43%
	33%	22%	45%
	32%	24%	44%
	40%	23%	37%

Where do shoppers prefer to redirect their deliveries to?

	Redirect to a safe place	Redirect to a neighbor	Redirect to a parcel shop	Redirect to a parcel locker	Change delivery day
 Argentina	38%	9%	22%	6%	25%
 Australia	53%	6%	18%	10%	13%
 Austria	31%	14%	22%	14%	18%
 Brazil	32%	18%	14%	7%	29%
 Canada	29%	15%	14%	10%	31%
 China	32%	2%	19%	30%	17%
 The Czech Republic	10%	3%	29%	35%	24%
 France	14%	7%	40%	10%	29%
 Germany	25%	22%	19%	12%	22%
 India	15%	35%	8%	7%	36%
 Italy	23%	15%	19%	14%	30%
 Malaysia	41%	6%	14%	14%	25%
 Morocco	34%	9%	18%	12%	26%
 The Netherlands	16%	23%	26%	9%	26%
 Nigeria	21%	30%	15%	7%	27%
 Poland	12%	9%	23%	42%	14%
 South Africa	13%	32%	8%	7%	40%
 Spain	25%	15%	21%	12%	27%
 Sweden	11%	4%	36%	26%	23%
 Thailand	27%	22%	17%	11%	23%
 Turkey	42%	17%	12%	8%	20%
 The UAE	29%	9%	13%	10%	39%
 The UK	36%	24%	10%	9%	21%
 The USA	30%	20%	8%	10%	32%
Global	27%	15%	19%	14%	26%

	Redirect to a safe place	Redirect to a neighbor	Redirect to a parcel shop	Redirect to a parcel locker	Change delivery day
 Gen Z	29%	15%	19%	16%	22%
 Millennials	27%	13%	19%	15%	25%
 Gen X	26%	15%	18%	14%	27%
 Baby Boomers	24%	18%	18%	10%	29%
 Social shoppers	28%	15%	18%	14%	25%
 Sustainable shoppers	27%	15%	18%	14%	25%
 Cross-border shoppers	26%	15%	19%	15%	25%
 Black Friday shoppers	26%	15%	19%	14%	26%
 Refurbished and recycled shoppers	26%	14%	20%	16%	24%
 Subscription shoppers	28%	16%	18%	14%	24%



Methodology

Understanding our respondents

Respondents were required to have made at least one purchase online within the three months prior to the survey, which took place between February and March of 2025. 70+ questions were asked to 24,000 respondents across 24 countries (1,000 per country) with an equal split across demographics – where possible.

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 do not equal 100%, this is due to certain questions having multiple-choice options. Where there is a deviation of percentages over 100%, this is due to rounding of answer options.

The appendix showcases a selection of the full data, but not all data from the survey is included in this report. Country, regional, generational, and shopper profile data are provided throughout this report, but they do not reach a level of statistical significance to make definitive statements about specific groups globally. Figures are correct at the time of publishing.

Curious how online shopper behavior has changed over the years?