

eCommerce Consumer Research

Key findings for your business



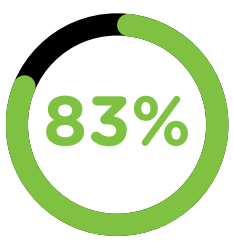
The core of your business is your customers. It's vital to know your target audience in order to thrive rather than just survive. The following statistics and insights can be used when making decisions and developing growth plans.

Behaviour of Online Shoppers

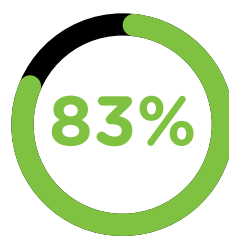


Only 3% of the customers are loyal to particular online retailers. Even with a different attitude to finances, consumers show comparable attitude to online behaviour (hunting for bargains, even small savings, not being loyal to online retailers)

Attitude towards Finances



83% of the consumers hunt around to find bargains



70% of the consumers shop around to make a saving, however small.

Online Expenditure

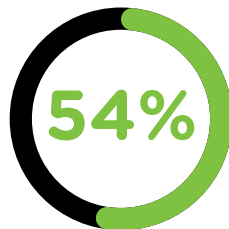
3%

decrease in online expenditures is expected by respondents in 2023 vs 2022



Groups that are expecting increase in expenditures are: Male (2% average increase), having household income over £70k (8% increase), people with kids (2%), those who shop online weekly or more often

Importance of Delivery Options

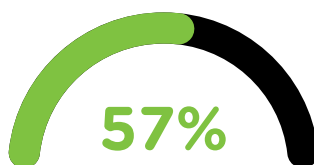


54% ranked delivery cost to be #1 important delivery factor. If delivery costs are higher than £5.95 you can lose more than 50% of your customers.

Appealing Online Offers

£20

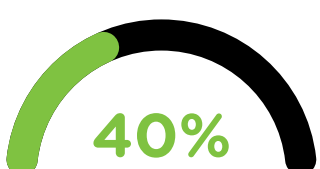
£20 annual fee for free returns is somewhat appealing for 48% frequent e-shoppers



57% of those who do not have a subscription are open to this idea.

Most attractive non-delivery features: Free samples of other products and exclusive offers for existing customers

Sustainability



40% of respondents ranked green/sustainable delivery to be the least important delivery feature



[Download our latest eCommerce consumer research guide](#)