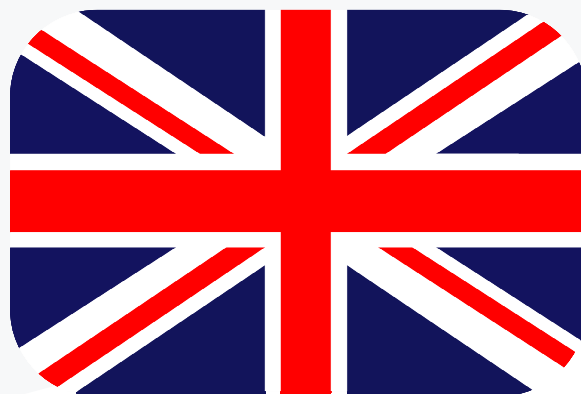


International online purchasing trends UK Shoppers



UK shoppers are highly experienced in online shopping since the country is a world leader in eCommerce.

Consumers in the UK want better prices, unique items and they are no longer limited to local markets. For businesses wanting to expand their customer base the UK is an ideal opportunity. This fact sheet delivers an overview of our research findings and will provide businesses with insight into British customer habits, expectations and concerns.

£138,850 m

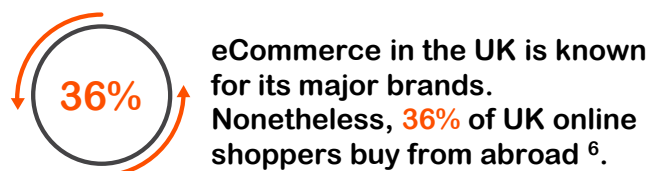
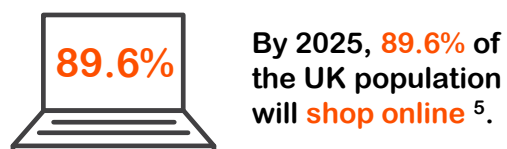
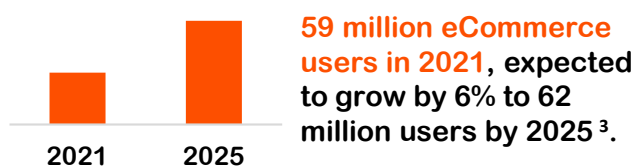
UK's estimated in the eCommerce market in 2022 ¹

The UK's eCommerce revenue is expected to continue to rise in growth well into 2025 ²

4th

Largest eCommerce market in the world ¹

Customer potential



Advantages and disadvantages of cross border purchase

✓ **Among the customers who buy from abroad** ⁷
40% did so to gain a product not available locally,
36% to take advantage of better prices, and
24% to discover new and interesting prices.

✗ **Reasons to not make cross-border purchases** ⁸
56% delivery costs are too high,
47% potential custom costs, and
43% complex return procedures.



British purchasing habits

The majority of shoppers have purchased an item from ⁹:



China
(42%)



USA
(30%)



Germany
(10%)

Items purchased from abroad ⁷



23%
clothing, apparel
& footwear



13%
Entertainment
or education products



12%
Toys or hobbies

The most popular retailer websites ³ & payment options in the UK ⁹

1. Amazon
2. Tesco
3. Argos
4. Sainsburys
5. Currys



1. Debit card (67%)
2. Online Payment service e.g. PayPal (66%)
3. Direct debit (58%)



Expectations

Preferred language

23% of online shoppers would not make a purchase from another market if customer support was not available in their preferred language ⁷.

71% of UK shoppers would be unlikely to buy from a retailer website that is not in English ¹⁰.

Payment methods

Accommodating **consumer payment preferences could help drive cross-border purchases**, as one in five shoppers (22%) say they will only shop abroad if they can use their usual payment methods, and 20% expect prices to be displayed in their local currency ¹¹.

Preferred payment method available (79%) is the top factor influencing online shopping ¹⁰.

Order Tracking

Tracking **influences repeat purchase decision**. A bad experience with the delivery company is one of the main reasons for consumers to choose one store over another.

One-fifth of consumers would not re-order at all if the possibility to track is not available or limited ⁸.

Technology trends

The UK is a mobile-first nation with 60% of online sales made via mobile devices. Capitalise on this momentum with a mobile friendly site and digital wallet options, where uptake is increasing ⁷.

“The United Kingdom is a mass consumer society, even though ecological and responsible consumption is growing. The main factors influencing purchase are price, quality, design, brand or environmental benefits. The British are increasingly buying online, thus online commerce is an important market.” ¹²

Contact us

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1. www.statista.com/outlook/dmo/ecommerce/worldwide#global-comparison
2. www.statista.com/outlook/dmo/ecommerce/united-kingdom
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