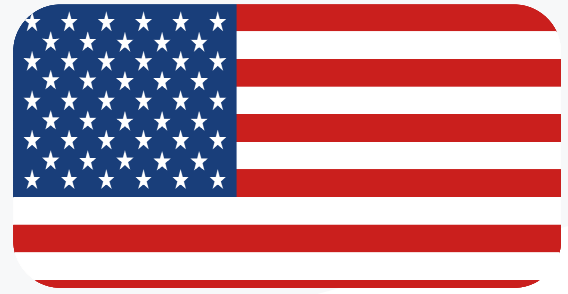


International online purchasing trends American Shoppers



This fact sheet delivers an overview of research findings and will provide businesses with insight into American customer habits, expectations and concerns.



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

\$907,800m

USA's estimated eCommerce revenue in 2022 ¹

USA is a huge marketplace due to the total size of its population and as a developed and mature marketplace ²

2nd

largest eCommerce market in the world ¹



Customer potential



79% of the population in the USA shops online ³



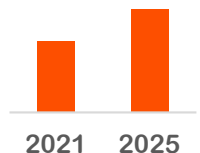
91% Internet penetration ³



68% of USA consumers agree that that shopping online is now better for all their purchases ⁴



On average, USA top 500 online stores achieved a year-over-year growth of **19%** in 2021 ³



263 million eCommerce users in 2021. Expected to grow by 11% to 291 million users by 2025 ³



54% of US shoppers reported making an online purchase from an international site ⁵

Advantages and disadvantages of cross border purchase



Among the customers who buy from abroad:⁶

- 34% do so for better prices
- 31% to access items not available in the US
- 23% to discover new and interesting products.



Reasons to not make cross-border purchases:⁷

- 39% because its harder to return products versus in stores
- 38% want to see and touch the products
- 36% think shipping costs are too high.



American purchasing habits

The majority of shoppers have purchased an item from: ⁶



China
(33%)



Canada
(14%)



UK
(12%)

Items purchased from abroad: ⁶



28% - clothing /
apparel



15% -
toys / hobbies



12% - entertainment
/ education

The most popular retailer websites ³ & payment options ⁸ in America

1. Amazon
2. Walmart
3. Bestbuy
4. Homedepot
5. Target



1. Debit card (52%)
2. Credit card (49%)
3. Online payments services, e.g. PayPal (48%)



Expectations and concerns ⁶

Language

24% of online shoppers would not make a purchase from another market if customer support was not available in their preferred language.

Technology

24% of USA online shoppers find cross border websites through social media.

61% of US online shoppers shop via smartphone.

Payment

PayPal is the most recognised payment service method amongst cross border US shoppers (90%). Capitalise on this momentum with a mobile friendly site and payment service options, where uptake is increasing.

Concerns

Many of these concerns can be addressed by providing clear, accurate **delivery and shipping information** to US consumers.

Shipping speed and costs are concerns amongst US online shoppers. Cross border retailers can address this by setting clear expectations and reminding consumers that items are worth the wait.

Consumers in the USA want better prices, the latest products and are no longer limited to local markets. For businesses wanting to expand their customer base, seeking opportunities in the USA is an ideal opportunity to attract and retain shoppers.

Contact us

Whistl offer a diverse portfolio of international parcel shipping solutions to help you to fulfil your customers' delivery expectations.

01628 703 538 **whistl.co.uk/enquiries**

Sources

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