

International online purchasing trends UK Shoppers



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

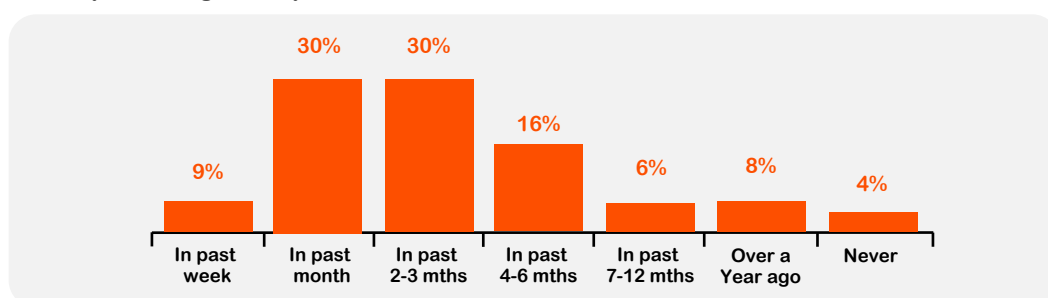
£65,903m
UK's estimated
ecommerce revenue
in 2020²

The UK is the No.1 ecommerce market
in Europe, offering sellers a great
opportunity to grow their business¹

3rd
in Global
eCommerce market
list¹



Frequency of purchases



96% of UK shoppers had made an online purchase from abroad in the last 12 months



69% having made a purchase in the last 3 months

Advantages and disadvantages of cross border purchase



Among the customers who buy from abroad, 60% do so to take advantage of better prices, 59% to gain a product not available locally and 45% to access a unique product.



73% of shoppers in the UK were concerned about longer delivery times, 50% about receiving low quality or fraudulent goods and 44% about complex return procedures.



British purchasing habits

The majority of shoppers have purchased an item from:



China
(66%)



USA
(42%)



Germany
(25%)



France
(18%)

Almost half of UK international customers purchased **fashion items** such as clothing, shoes & accessories.



48% - clothing, shoes & accessories.



37% - electronics & telecoms



21% - household items



23% - entertainment products

The most popular retailer websites & payment options in the UK

1. Amazon (72%)

2. eBay (55%)



1. PayPal (65%)

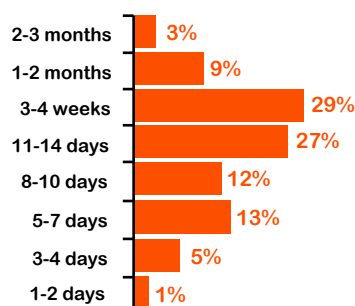
2. Credit card (35%)

3. Debit Card (19%)



Expectations and concerns

Although 73% claim that longer **delivery times** are a disadvantage of shopping abroad, UK customers are fairly lenient with their expectations. On average **16.2 days** for delivery is acceptable.



27% of UK customers cited the cost and complexity of import and custom taxes as a disadvantage of international buying.



44% said a complex returns process was a concern when purchasing from abroad - 36% remembered to check the return policy, of whom 63% did so when selecting the product.

“The UK market is driven by millennials, seeking fast fashion and bargains from abroad and expect fast shipping and a flexible returns policy ”

Contact us

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1 https://www.worldretailcongress.com/_media/Global_ecommerce_Market_Ranking_2019_001.pdf
2 <https://www.statista.com/outlook/243/156/e-commerce/united-kingdom?currency=gbp>