

Country Factsheet

United Kingdom



The UK confirms its position as a global e-commerce leader

With deep digital maturity and a long-standing culture of online shopping, the UK is one of the most attractive and competitive e-commerce markets in Europe. British consumers are digitally savvy and value fast, transparent, and mobile-first experiences. To win them over, retailers must focus on trust, seamless delivery, and clear pricing—while standing out in a market where convenience, service quality, and sustainability increasingly drive purchasing decisions.



59 million
online
shoppers



€3013
average yearly
spend per shopper



€177 billion
value
of e-commerce

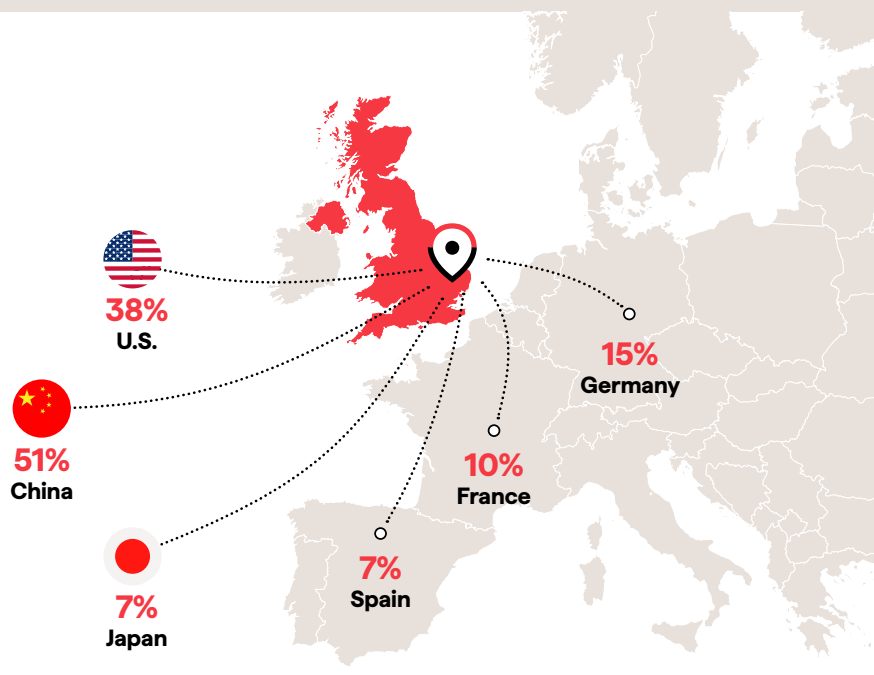


27%
of total retail
is e-commerce

CONSUMER INSIGHTS

Cross-border preferences remain steady in the UK, with a slight US rebound

Cross-border shopping trends among UK consumers remained largely stable in 2024. China maintained its lead, while the United States showed a notable rebound, regaining some of the share lost in 2023. European countries like Germany and Ireland saw marginal gains, while France dropped slightly and Japan edged back into relevance.



UK shoppers prioritise speed, choice and price when buying cross-border

Fast delivery, easy product access and variety lead UK cross-border drivers. Low prices remain key, while quality and reliability gain ground—suggesting growing expectations around both value and trust.

Fast delivery speed: 37%

Easy to find products: 37%

More choice of products / brands: 36%

Low product prices: 33%

Sells good quality products: 31%

Reliable delivery: 31%

Clothing and footwear remains the top cross-border purchase

Apparel continues to dominate cross-border buying in the UK, with a slight increase in 2024. Personal care products gain traction and take second place, overtaking electronics and home & garden. Jewelry also climbs, indicating growing interest in smaller luxury goods.

Clothing and footwear: 44%

Personal care and beauty products: 17%

Home and garden: 14%

Consumer electronics: 14%

Jewelry and watches: 13%

Sport, leisure and hobbies: 12%

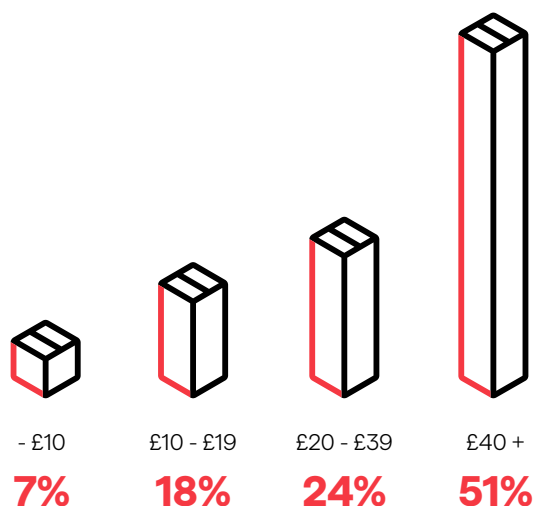
Books, music and media: 10%



Landmark Global partners with both postal and commercial logistics operators to deliver your parcels from anywhere to the UK on time and in a cost-effective way.

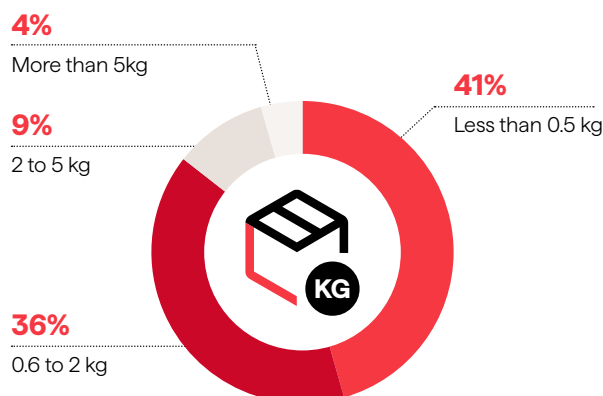
Average cross-border spend continues to rise

UK cross-border shoppers are spending more per order in 2024. The share of purchases under £20 continues to drop, while higher-value brackets are gaining ground. This shift reflects increasing expectations for quality and the impact of inflation.



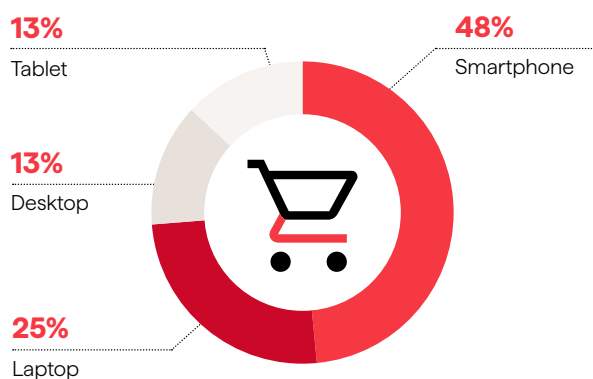
Parcel weight trends remain stable in the UK

Lightweight parcels under 0.5 kg still represent the largest share of UK cross-border shipments, although their share dipped slightly this year. Mid-weight parcels between 0.6 and 2 kg remain stable, while heavier orders show little movement overall.



UK cross-border shoppers increasingly rely on smartphones

Smartphone use continues to rise among UK cross-border shoppers, now accounting for nearly half of all orders. Laptop and desktop usage declined slightly, while tablets remain the least-used device, continuing their downward trend.



Home delivery preferences in the UK show fragmentation

Doorstep delivery remains the top-ranked delivery option in the UK, but its dominance has lessened in 2024. Mailbox and safe-place delivery gain weight when combining secondary preferences, while neighbours' homes and parcel lockers remain relevant fallback choices.

At home: at the door: 78%

At home: in the mailbox: 45%

At home: safe place: 45%

Neighbour's home: 25%

Post office: 21%

Parcel locker: 21%



Landmark Global can deliver your shipments directly to your British customers' doorstep or their selected pick-up location of their choice. End-to-end tracking comes with every delivery.

Transparency and trust shape delivery expectations

UK shoppers now prioritise clear delivery charge information above all, with trust in the provider and a smooth return process following closely. While fast delivery remains important, it has been overtaken by transparency, customs simplicity, and value-driven expectations.

Clear information about delivery charges pre-purchase: 70%

Trust in the delivery company: 61%

Simple and reliable returns process: 59%

Having low customs duty: 53%

Free delivery on purchases over a particular value: 49%



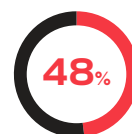
78% of the British follow their parcel via tracking notifications

Sustainability remains relevant for UK online shoppers

Eco-conscious habits remain widespread among UK consumers, though generally at lower levels than in some other markets. Recycling is well established, and half of shoppers say they would accept slower delivery for environmental reasons.



already recycle the packaging of their parcels



are willing to delay the delivery date to reduce the environmental impact



prefer that retailers use recyclable packaging



dislike it when parcels are overpackaged

Key Takeaways

How to score in the UK as an online retailer

- ✓ Offer fast and reliable delivery—speed remains the top reason for buying cross-border.
- ✓ Be transparent about delivery charges—70% of Brits want clear pricing before purchase.
- ✓ Make your webshop mobile-first: smartphones are used in nearly half of all purchases.
- ✓ Provide recyclable packaging and avoid overpackaging—it still frustrates over half of UK shoppers.
- ✓ Keep returns simple and include tracking—these are key to building trust and loyalty.

Sources

- IPC Cross-border E-commerce Shopper Survey 2024 – UK Report
- European e-commerce report 2024 – Ecommerce Europe / EuroCommerce
- Statista

How Landmark Global can help your business

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

Our fully integrated logistics services



Parcel
Delivery



Returns
Management



Customs
Clearance



International
Mail Delivery

Get in touch with us

Landmark Global is the cross-border e-logistics specialist, helping online retailers ship parcels worldwide with speed, reliability and local market expertise. We provide end-to-end e-commerce solutions, including delivery, returns, customs and fulfillment, serving over 220 destinations on 4 continents.



Learn more at www.landmarkglobal.com