

# Country Factsheet United States



## The United States confirms its position as a global e-commerce powerhouse

The United States remains the world's second-largest and most competitive digital retail market, with a deeply embedded culture of online shopping across all demographics. American consumers are demanding and digitally savvy — they expect speed, transparency, and seamless returns as standard. To succeed in this market, cross-border retailers must deliver on clarity, performance and trust at every step of the customer journey.



**288 million**  
online shoppers



**\$4,280**  
average yearly spend per shopper



**\$1.23 trillion**  
value of e-commerce

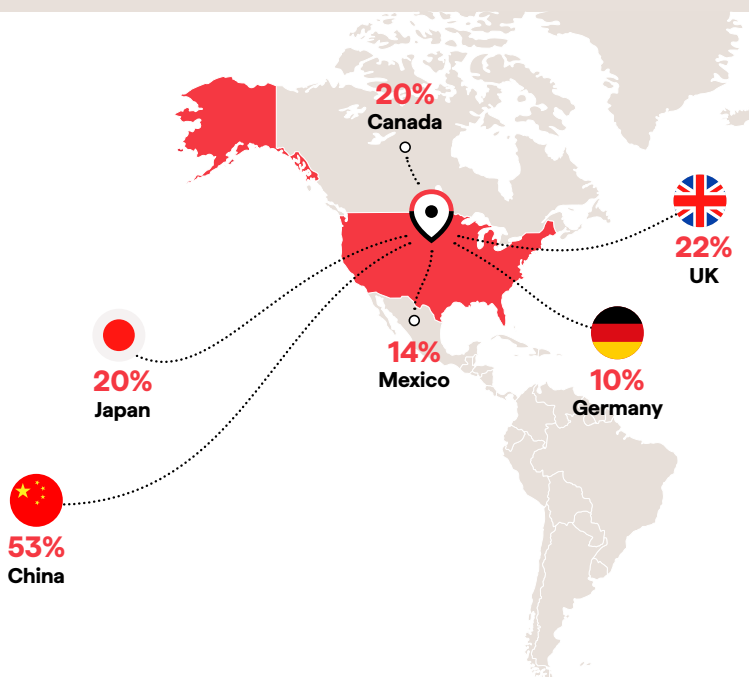


**16.4%**  
of total retail is e-commerce

### CONSUMER INSIGHTS

## European destinations gain traction in US cross-border preferences

Germany enters the top 6 this year, pointing to growing interest in European retailers. The overall ranking remains otherwise very stable, with China still dominating and the UK, Canada and Japan holding their positions. Mexico, by contrast, loses some momentum after gaining ground last year.



CONSUMER INSIGHTS

### US shoppers focus on delivery speed, product discovery and price

Fast delivery further strengthens its lead as the main driver for cross-border purchases. Product discovery gains importance this year, while price and product variety remain key considerations. Delivery reliability and quality continue to shape expectations around the overall shopping experience.



### Clothing leads, while accessories and everyday products gain traction

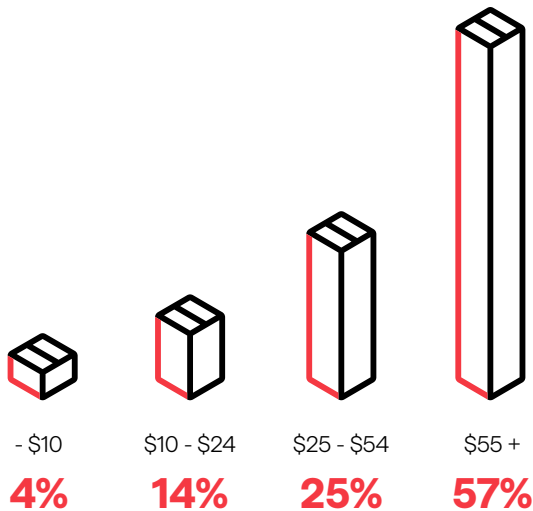
Clothing and footwear continues to dominate cross-border purchases. Accessories move into second place, overtaking personal care. Food and beverage also gains ground, reflecting growing interest in everyday and lifestyle products.



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

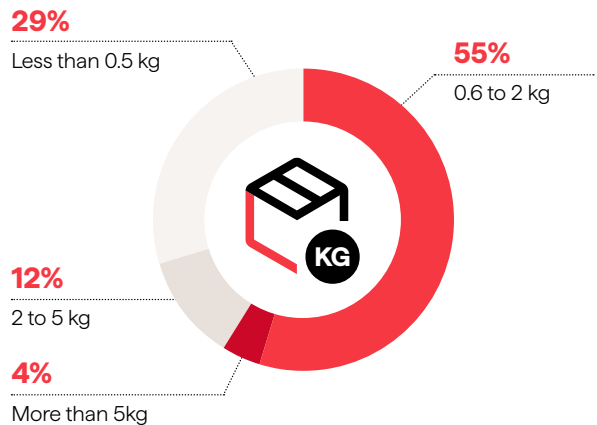
### High-value purchases continue to grow among US cross-border shoppers

Higher-value baskets continue gaining ground in cross-border purchases. Orders above \$80 increase their share, while lower-value purchases decline further, reinforcing the shift toward larger transactions.



### Mid-weight parcels remain dominant in US cross-border orders

Packages between 0.6 and 2 kg remain the most common weight for cross-border shipments. Ultra-light parcels decline slightly this year, while heavier parcels maintain a stable share.



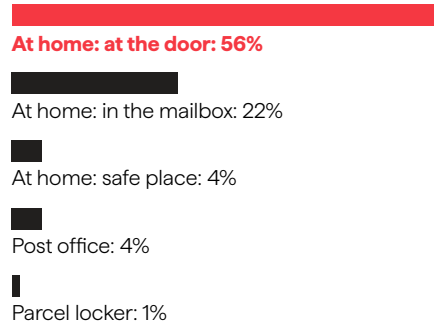
## Mobile continues to dominate US cross-border shopping

Smartphones further strengthen their lead as the primary device for cross-border purchases. Laptop usage declines slightly, while desktop continues its gradual decrease. Tablets remain stable, confirming the ongoing shift toward mobile-first shopping.



## Home delivery remains the top preference for US online shoppers

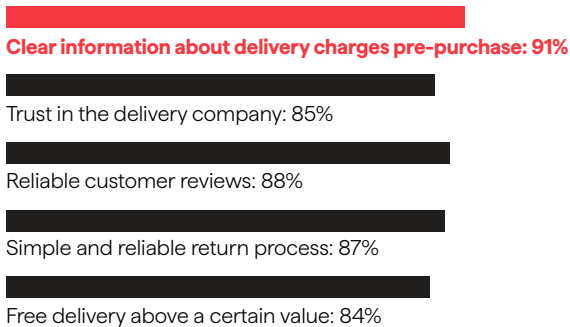
Home delivery continues to dominate cross-border preferences, with doorstep delivery gaining further share this year. Mailbox delivery declines slightly, while alternative locations remain marginal options.



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

## Transparency, trust and reviews shape US delivery expectations

Clear delivery cost information remains the most important factor for US shoppers. Trust in the delivery provider and reliable customer reviews rank among the key expectations, while simple returns and free delivery thresholds continue to influence purchase decisions.



88% of Americans follow their parcel via tracking notifications

## Sustainability is gaining attention among US shoppers

Many shoppers already recycle packaging when receiving parcels. Expectations toward retailers are also rising, with growing preference for recyclable materials and increasing willingness to accept slower deliveries to reduce environmental impact.



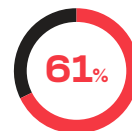
already recycle the packaging of their parcels



prefer retailers to use recyclable packaging



dislike over-packaged purchases



are willing to delay delivery to reduce environmental impact

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## Key Takeaways

### How to succeed in the US as a retailer

- ✓ Prioritise **fast and reliable delivery**, as speed remains the strongest driver of cross-border purchases.
- ✓ Provide **clear delivery costs and transparent checkout information** to build trust and reduce purchase friction.
- ✓ Maintain **competitive pricing and strong product availability** to attract and convert US shoppers.
- ✓ Optimise the **mobile shopping experience**, as smartphones dominate cross-border purchases.
- ✓ Offer **simple returns and reliable delivery services** to strengthen customer confidence.

#### Sources

- IPC Cross-border E-commerce Shopper Survey 2025 – US Report
- Statista
- US Census Bureau
- Digital Commerce 360
- eMarketer
- Capital One Shopping / US Census
- US Census Bureau (full year 2025)
- Calculé (\$1.23T / 288M)
- US Census Bureau 2025

## 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](http://www.landmarkglobal.com)