

Country Factsheet

United Kingdom



The UK reaches a milestone: half of all retail now happens online

With deep digital maturity and a long-standing culture of online shopping, the UK stands as one of the most advanced e-commerce markets in the world. Online now accounts for half of all retail spend, and British consumers are shopping more than ever — with 37% increasing their online activity in 2025 compared to the previous year. Digitally savvy and increasingly mobile-first, UK shoppers expect fast and reliable delivery, full transparency on pricing, and seamless returns. To succeed in this market, retailers must combine operational excellence with strong trust signals — while keeping sustainability firmly on the agenda.



59 million
online
shoppers



€3,000
average yearly
spend per shopper



€177 billion
value
of e-commerce



50%
of total retail
is e-commerce

CONSUMER INSIGHTS

Cross-border preferences remain stable in the UK, with stronger growth from key partners

China continues to dominate cross-border shopping among UK consumers. The United States consolidates its position as the second most popular destination, while France and Japan gain ground this year, reflecting renewed interest in both European and Asian markets.


9%
Canada


39%
U.S.


51%
China


11%
Japan

17%
Germany

15%
France

UK shoppers prioritise speed, quality and reliability when buying cross-border

Fast delivery became the leading driver for UK cross-border purchases in 2025. Product quality and reliable delivery gained importance, while product variety and discovery remained key factors shaping shopper expectations.

Fast delivery speed: 39%

Sells good quality products: 36%

Reliable delivery: 35%

More choice of products / brands: 34%

Easy to find products: 33%

Low product prices: 29%

Fashion dominates, while lifestyle categories gain ground

Clothing remains by far the most purchased category across borders. Personal care and accessories follow, while electronics and home-related products maintain steady demand among UK cross-border shoppers.

Clothing and footwear: 43%

Personal care and beauty products: 20%

Accessories (jewellery, watches, bags): 19%

Consumer electronics and accessories: 18%

Household appliances: 13%

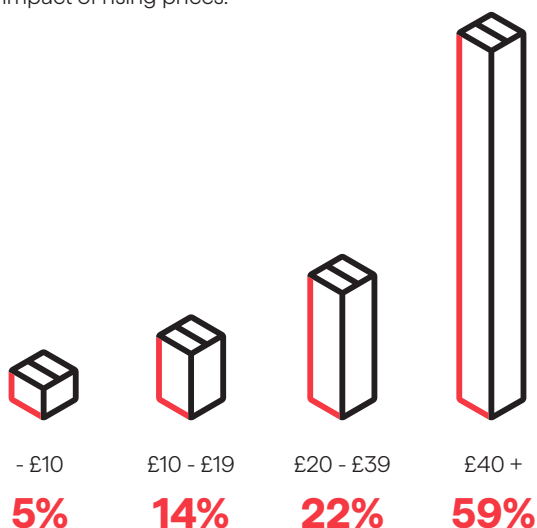
Sport, leisure and hobbies: 13%



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.

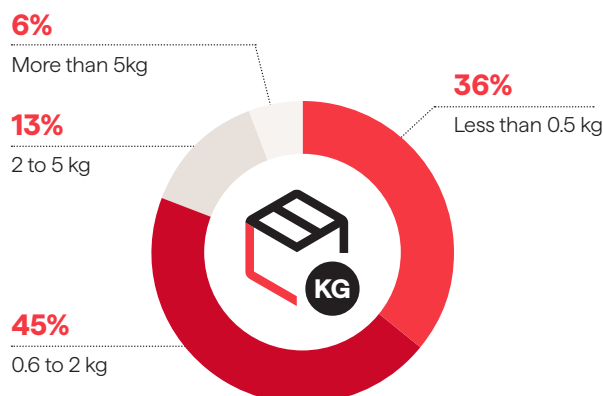
Average cross-border spend continues to rise

UK shoppers are increasingly making higher-value cross-border purchases. Lower-value orders continue to decline, while larger spending brackets gain ground, reflecting stronger demand for quality products and the impact of rising prices.



Parcel weight trends remain stable

Lightweight parcels remain the most common format in UK cross-border shipments. Mid-weight parcels gain slightly this year, while heavier orders remain a smaller but stable share of overall deliveries.



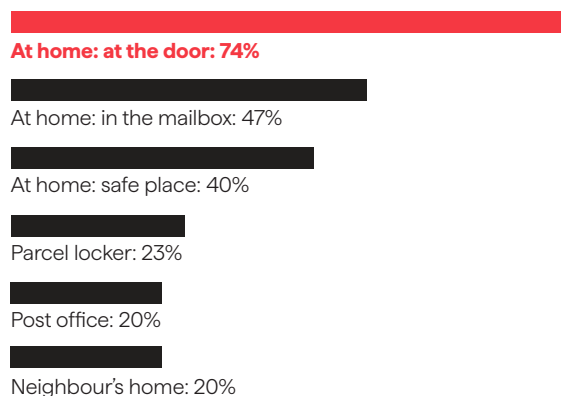
Smartphones dominate UK cross-border shopping

Mobile remains the leading device for cross-border purchases in the UK. Laptop usage grows slightly this year, while desktop continues to decline and tablets account for a smaller share of transactions.



Home delivery remains the top preference in the UK

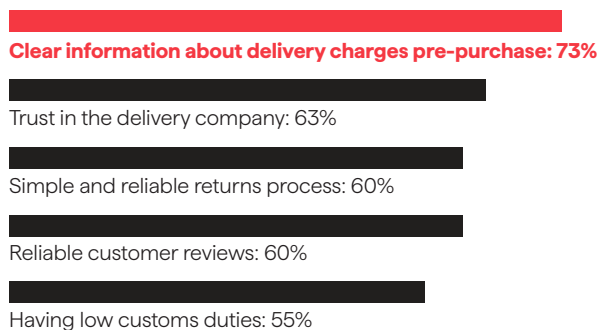
Doorstep delivery continues to dominate cross-border delivery preferences. Mailbox and safe-place delivery remain popular alternatives, while parcel lockers gain importance as flexible delivery options for UK shoppers.



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 remain central expectations

Clear information about delivery charges remains the top priority for UK cross-border shoppers. Trust in the delivery company and a reliable returns process continue to rank highly, while reliable customer reviews emerge as a key factor influencing purchase decisions. Customs-related clarity also remains an important expectation.



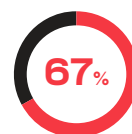
81% of the British follow their parcel via tracking notifications

Sustainability remains relevant for UK online shoppers

Environmental awareness continues to influence UK shoppers' expectations. Most already recycle parcel packaging, and many expect retailers to use recyclable materials. Frustration with excessive packaging remains common, while a growing share of consumers say they would accept slower delivery to reduce environmental impact.



already recycle the packaging of their parcels



are willing to delay the delivery date to reduce 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

 Prioritise delivery speed and reliability

Fast shipping is now the main driver of UK cross-border purchases.

 Focus on product quality and trust signals

Reliable delivery and strong customer reviews strongly influence purchase decisions.

 Offer competitive pricing while maintaining product variety

UK shoppers still value price, but choice and discovery remain key.

 Optimise the shopping experience for mobile

Smartphones now account for roughly half of all cross-border orders.

 Provide transparent delivery information and easy returns

Clear charges, simple returns and customs clarity are essential to build confidence.

Sources

IPC Cross-border E-commerce Shopper Survey 2025 – 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