

E-commerce  
Country Factsheet

# UNITED KINGDOM




## The UK is still one of the biggest e-commerce markets in the world

Compared to EU-countries, the UK is by far the largest online shopping market, where up to 27% of total retail purchases is done online. In 2021, almost 50 million shoppers meant a total increased e-commerce value of 131 billion euros. This happened in spite of Brexit, which led to higher prices, increased customs fees and slower deliveries. Still the average spend doubled and cross-border purchases decreased slightly.

 **49,3 million**  
online shoppers

 **€2,316**  
Average spend per shopper

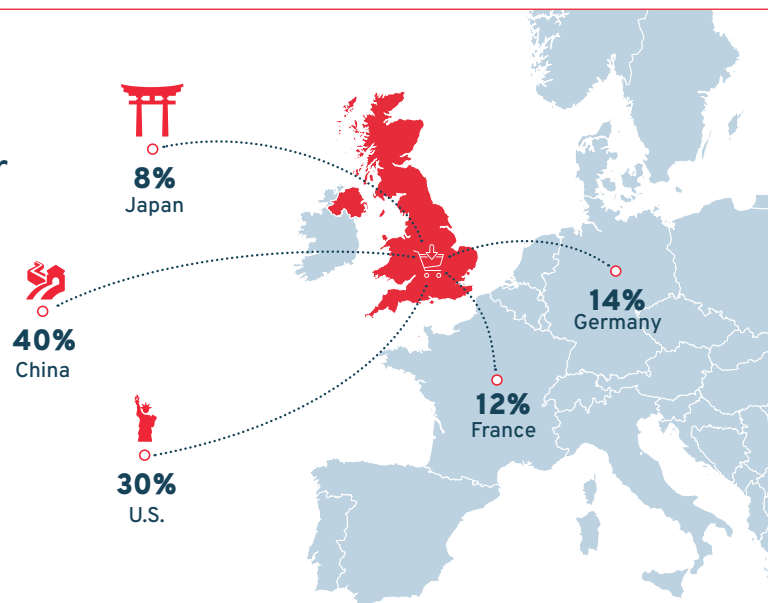
 **€131 billion**  
Value of e-commerce in 2021

 **8%**  
of e-commerce is cross-border

### CONSUMER INSIGHTS

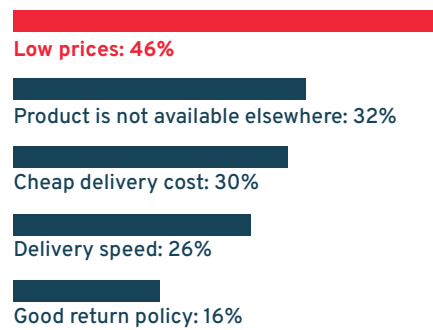
## China, the USA and Germany still top three for cross-border shopping

While the top 3 remains the same as in previous years, their share is decreasing over time in favour of France and Japan. Smaller countries lower down the ranking are growing slowly.



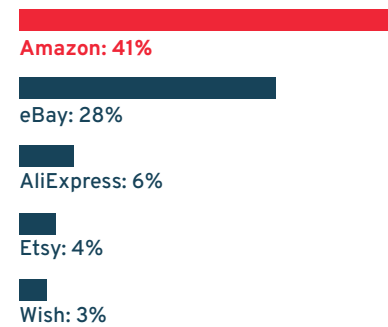
## Price, product availability and delivery cost are driving factors

While low prices, unavailability on the domestic market and low delivery costs stay in the top 3, they are decreasing. Both delivery speed and proper return policies show a 5% increase.



## Amazon is by far the most popular online marketplace in the UK

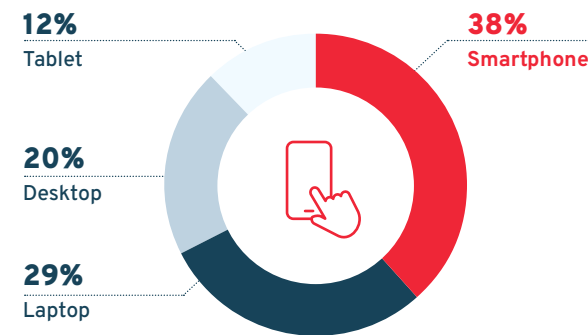
Amazon holds on to its number one ranking, and stays firmly on the rise. eBay sees a lower market share in 2021, but maintains its second position. Etsy takes over fourth place from Wish.



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

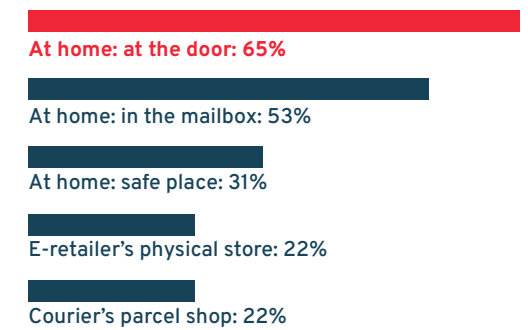
## 50% of orders via mobile device while laptop is getting less popular

Showing a spectacular increase, smartphones are on a steep rise for online purchases. Laptops steeply decline to the same degree, while tablets and desktops remain stable.



## Delivery at home remains most popular choice for online shoppers

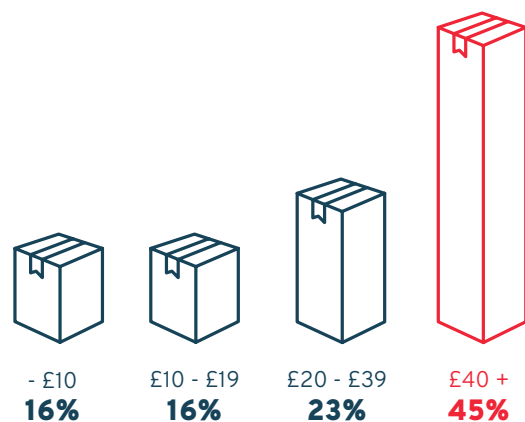
Delivery at the door, in the mailbox or a safe place are the most common delivery options. The in the mailbox delivery option increased strongly to 53%, as it was only 20% in 2020.



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

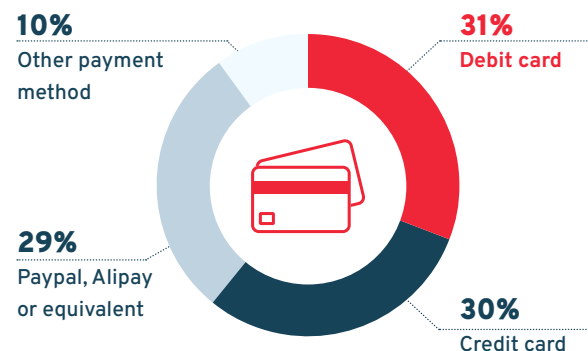
## Value of online purchases abroad keeps on rising

Compared to previous years, the value of cross-border purchases is rising, due to a decline in purchasing of cheap Chinese products, and the impact on pricing of Brexit and inflation.



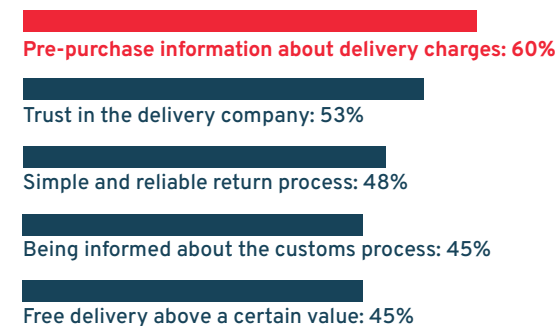
## UK shoppers equally prefer Credit card, Debit card or PayPal

All 3 payment methods are used for one third of online purchases. While PayPal has decreased significantly since 2017, Credit card payments show a continuing increase over the years.



## Information about delivery charges is key

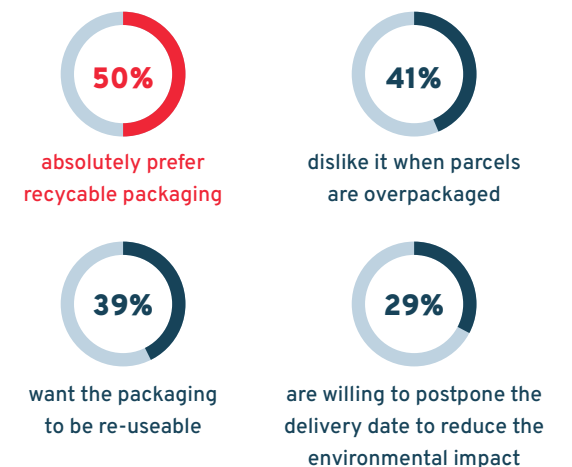
60% of British online shoppers want to get a clear view on delivery charges before purchasing, followed by the need for a trustworthy courier. 77% of online buyers tracks their parcels.



77% of the British online shoppers follow their parcel via tracking notifications

## Recyclable packaging is on top of the sustainability list

Above all British customers prefer recyclable packaging. To a slightly lesser extent they prefer their parcels not to be overpackaged as well as the packaging to be re-usable.



## Key Takeaways | How to succeed in the UK as an online retailer

- ✓ Think about selling your products online in the UK? Don't hesitate, about every Brit shops online.
- ✓ Keep in mind Brexit leads to price increases, higher customs fees, and longer delivery times.
- ✓ Look beyond pricing and delivery costs, delivery speed and return policies are gaining importance.
- ✓ Provide a mobile-friendly e-shop because more and more purchases are done via smartphones.
- ✓ Work with a reliable courier, and include tracking notification as it is crucial for UK shoppers.

## Get in touch with us

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## Open your world

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

#### Sources

- Euromonitor
- IPC Cross-border E-commerce Shopper Survey 2021 – UK Report
- E-commerce in Europe 2021 (Postnord)



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