

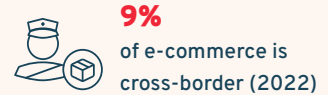
E-commerce
Country Factsheet

UNITED KINGDOM



Still one of the biggest e-commerce markets in the world

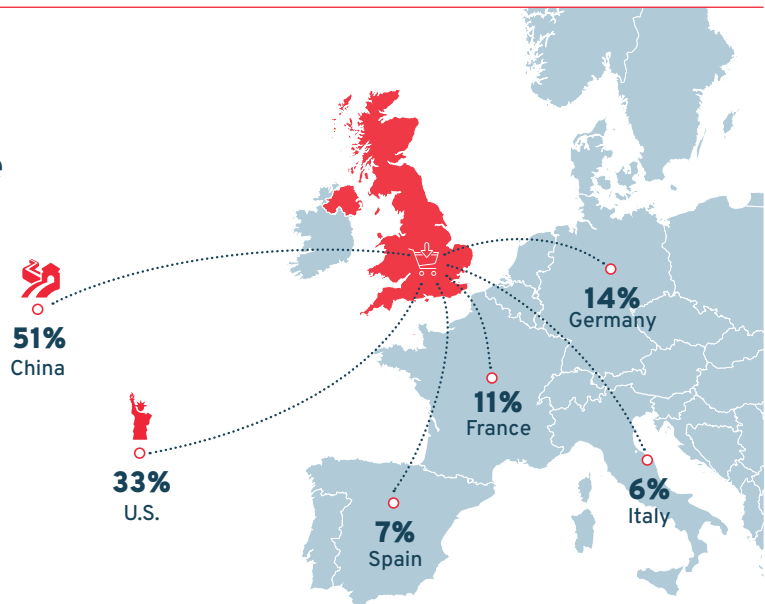
The UK once again stood as the largest online shopping market in Europe. Even in a year of high inflation, e-commerce continued to thrive in the UK. The number of online shoppers increased further, to 53 million. Also, the total value of e-commerce rose from 291 billion euros in 2022 to an estimated 306 billion euros in 2023. Additionally, the proportion of cross-border online purchases is on the rise, reaching 9%.



CONSUMER INSIGHTS

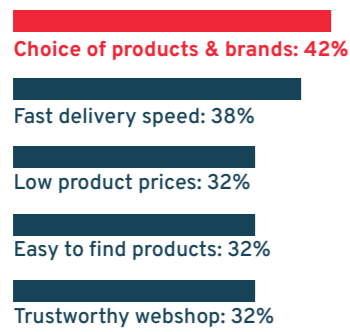
China, the USA and Germany remain top three for cross-border shopping

The top 3 remained unchanged from previous years. However, China widened the gap with other countries. In 2023, over half of online purchases happened in Chinese webshops, marking a notable 11% increase from 2021. Online purchases in Europe remained stable.



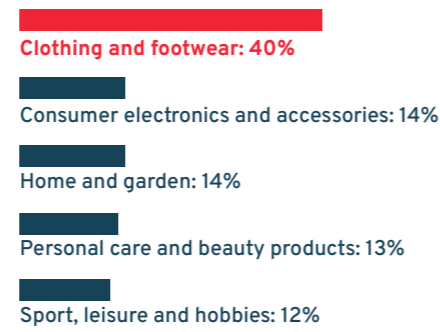
Product range and delivery speed drive cross-border purchasing

Both product and brand choice, as well as delivery speed, saw an increase of over 10% in the last two years. Price, which was the primary reason for cross-border purchases in 2021, drops to third place in 2023.



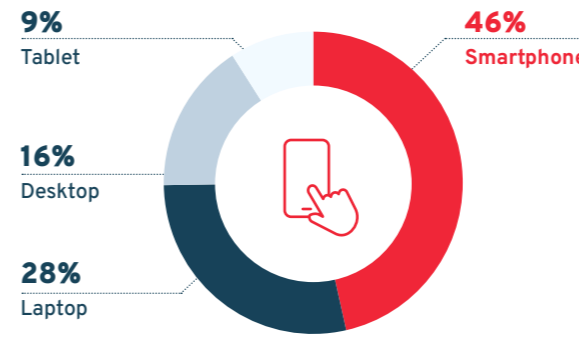
UK shoppers primarily buy clothing and footwear from abroad

Clothing and footwear stand out as the most popular cross-border purchases, scoring nearly three times higher than other categories like electronics or home and garden products.



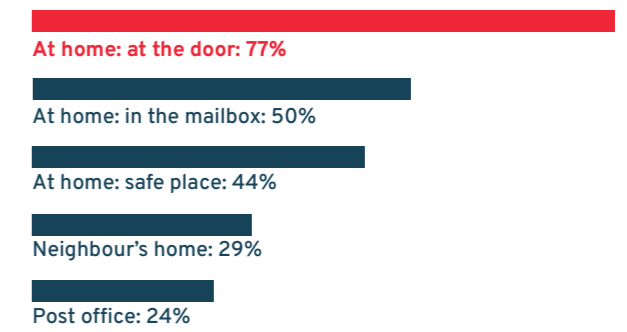
Almost half of cross-border purchases are made via smartphone

Smartphones continue to rise for online purchases, increasing from 38% in 2021 to 46% in 2023. In contrast, purchases via tablet, desktop and laptop were all losing ground during that period.



Doorstep delivery is by far the most used delivery method

Home delivery is king. In 2023, 77% of UK shoppers chose doorstep delivery at least once, marking a 12% increase compared to 2021. Safe place delivery made an even larger leap, with 13%.



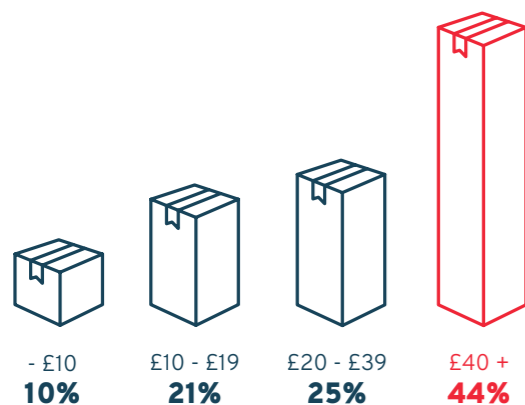
Landmark Global partners with both postal and commercial logistics operators to deliver your parcels from anywhere to the UK on time and in a cost-effective way.



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.

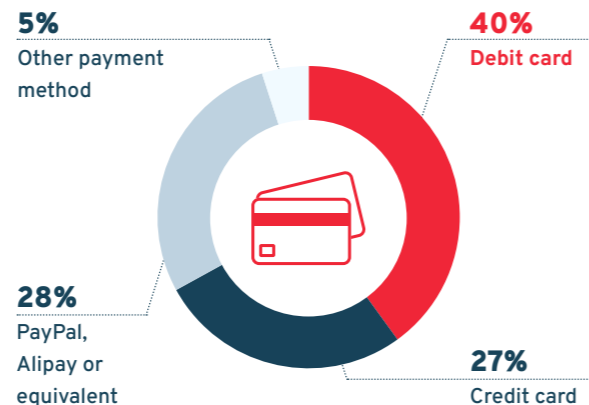
Value of online purchases abroad keeps on rising

Compared to previous years, the value of cross-border purchases keeps on rising. It is noteworthy that the most significant shift is occurring in the lower price categories.



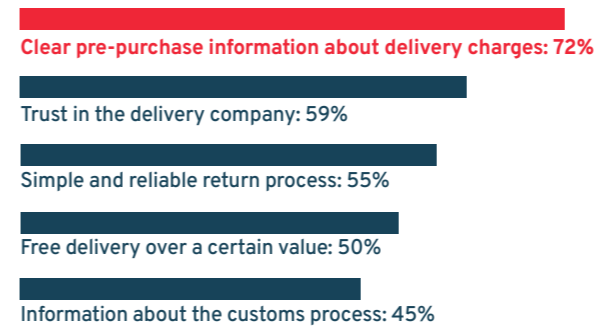
UK shoppers prefer using debit cards for cross-border purchases

40% of cross-border purchases are paid for with debit cards, reflecting a 9% increase compared to 2021. The usage of credit cards, PayPal and equivalents, and notably other payment methods all witnessed a decline.



Pre-purchase information about delivery charges is key

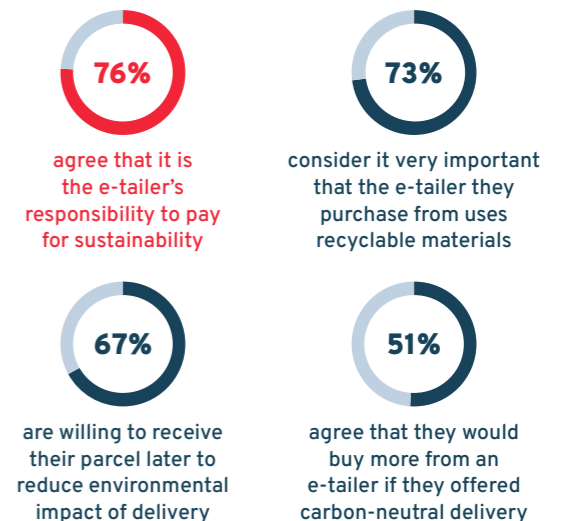
When shopping abroad, the British want clear information on delivery charges. 6 out of 10 want a trustful courier with a simple return process, and half of them expect free delivery above a certain value.



75% of the British online shoppers follow their parcel via tracking notifications

Recyclable packaging is on top of the sustainability list

Sustainability is gaining importance among UK shoppers, although they believe that it is the e-tailer's responsibility to absorb associated costs.



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

- ✓ Consider selling your products online in the UK as about every Brit shops online.
- ✓ Look beyond pricing and delivery costs. Product range and delivery speed are gaining importance.
- ✓ Provide a mobile-friendly webshop as more and more purchases are made via smartphones.
- ✓ Work with a reliable courier that offers home delivery with tracking, as it is crucial for UK shoppers.
- ✓ Invest in sustainable initiatives, such as carbon-neutral deliveries and recyclable packaging.

Get in touch with us

Find out how we can help you grow your e-commerce: landmarkglobal.com/contact

Read more news & insights: landmarkglobal.com/news

Follow us on LinkedIn: linkedin.com/company/landmark-global

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

- IPC Cross-border E-commerce Shopper Survey 2023 – UK Report
- Europe Ecommerce Region Report 2023 – RetailX
- Euromonitor

