In the lead up to this year’s holiday shopping season, Pitney Bowes analyzes today’s online shopper, and reveals how retailers can keep up with their rapidly evolving expectations.

Who is today’s online shopper?

**THEY SHOP ONLINE MORE FREQUENTLY**
- 94% shop online
- 1/3 make online purchases at least once a week
- 4% from last year

**THEY SHOP INCREASINGLY GLOBALLY**
- 70% shop online internationally
- Nearly 28% of last year
- Asia Pacific saw the biggest year-over-year increases, led by India (18%), China (12%) and South Korea (8%)

**THEY REQUIRE FLEXIBILITY**
- 90% will buy online and pick up in-store
- 31% will return unwanted items in-store
- 37% will choose to ship to a location other than their home
- 19% last year

**THEY WANT CHOICE**
- 67% of online shoppers search for products via online marketplaces
- 59% will shop for domestic products via online marketplaces versus retailer websites
- Shoppers in Germany do this most (70%), followed by India (68%) and China (67%)
- 4% from last year

**THEY CHOOSE SAVINGS OVER SPEED**
- 3/4 prefer free shipping with longer wait time versus paying to receive items fast

**THEY ARE MORE DEMANDING**
- Nearly half (47%) are frustrated with shipping, returns, lost products and miscalculated duties and taxes
- The number of unhappy online holiday shoppers increased across all 12 markets
- 16% compared to last year
- Shoppers in Asia Pacific – particularly India (73%), Hong Kong (69%), China (64%) and South Korea (58%) reported the most challenges
- In the US, 36% experience problems
- 15% from last year

**RETAILERS ARE RACING TO KEEP UP**
- 31% plan to launch a cross-border business in the next 12 months that equates to 93% of retailers offering cross-border shopping by this time next year, and a potential 50% increase in cross-border retailers in just one year!
- 1/3 rate “international selling” as a top growth lever
- The average order value of a cross-border purchase is 17% higher than the domestic

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