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 require flexibility

- Nearly 40% buy online and pick up in-store (from 28% last year)
- 31% return unwanted items in-store (from 19% last year)
- 37% choose to ship to a location other than their home (from 25% last year)

They want choice

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

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 shopping, returns, lost products and miscalculated duties and taxes
- The number of unhappy online holiday shoppers increased across all 12 markets on average
- 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
- Average order value of a cross-border purchase is 17% higher than the domestic

Retailers are racing to keep up

- 62% have a cross-border ecommerce business today
- 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!
- Rate “international selling” as a top growth lever

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