

# Who is today's online shopper?

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



## 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

**↑6%** from last year

Asia Pacific saw the biggest year-over-year increases, led by India (18%), China (12%) and South Korea (8%)

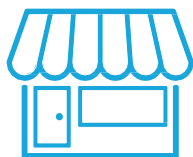


## THEY REQUIRE FLEXIBILITY



Nearly **40%** buy online and pick up in-store

**↑** from **28%** last year



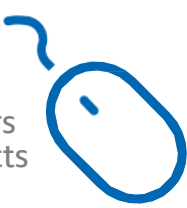
**31%** return unwanted items in-store  
**↑** from **19%** last year

**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

**↑4%** from 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 shipping, returns, lost products and miscalculated duties and taxes



The number of unhappy online holiday shoppers increased across all 12 markets

**↑6%** on average 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

**↑5%** from last year



## 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!

**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