

# CROSS-BORDER E-COMMERCE SHOPPER SURVEY



The global insight into consumer preferences and experiences

## Why?

The IPC Cross-border E-commerce Shopper Survey aims to provide a comprehensive analysis of the global trends and drivers shaping cross-border e-commerce from the perspective of online consumers. The aim is to inform postal operators of changing customer needs so that they can take informed decisions in regard to their international product portfolio and delivery service specifications.

## How does it work?

The IPC Cross-border E-commerce Shopper Survey is conducted with an online sample of around 32,000 global consumers with approximately 1,000 in each country (depending on population). The target group is frequent cross-border online shoppers, who have made a cross-border online purchase in the last year. The target group is determined by quotas based on the age and gender profiles of the online population per country. In line with the IPC Sustainability strategy, consumer expectations and habits related to sustainability are an important focus of the survey.

The 2020 Cross-border E-commerce Shopper Survey took place in 40 countries: Australia, Austria, Belgium, Canada, China, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, India, Indonesia, Ireland, Italy, Japan, Latvia, Lithuania, Luxembourg, Mexico, Morocco, the Netherlands, New Zealand, Nigeria, Norway, Poland, Portugal, Russia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, United Kingdom and the United States.



## The study covers some of the following topics:

### Delivery

- Delivery preferences when shopping cross-border
- Importance of delivery elements
- Delivery speed expectations
- Delivery locations used in the past year
- Preferred delivery location
- Preferred returns delivery location
- Delivery status preference
- Sustainable delivery preferences

### Online shopping behaviours

- Website bought from when shopping cross-border
- Which countries consumers had bought from in the past year
- Frequency of online shopping by country
- Payment option preferences when shopping cross-border
- Country of most recent purchase
- Category of goods bought cross-border
- Product weight of goods bought cross-border
- Whether the goods would fit into a mailbox / letterbox
- Product value of goods bought cross-border
- Customs duties
- Returns
- Satisfaction with delivery experience
- What actions do consumers take on receipt of direct mail from e-retailers

## Benefits

- **A public report** of the key findings
- **A country-specific report containing graphs and analysis** for all questions in the survey, along with comparisons to all the other participating countries
- **A report comparing each country's results to the average** along with an analysis at country level
- **Major economies of scale** through centralised research commissioned, managed, analysed and reported by IPC based on common methodology and questionnaire translated into local language by the participating postal operator.

## More information

To find out more about the IPC Cross-border E-commerce Shopper Survey, contact us via e-mail at [helpdesk@ipc.be](mailto:helpdesk@ipc.be).



More info