



UPS Pulse of the Online ShopperTM

European Study

This infographic contains selected insights from the UPS Europe 2017 Pulse of the Online Shopper study which evaluates consumer shopping habits from pre-purchase to post-delivery. The 2017 study was fielded in Q3 2017 and is based on a comScore survey of 6,478 online shoppers from France, Germany, Italy, Poland, Spain and the U.K. Respondents made at least two online purchases in a typical three-month period.



UPS Europe Pulse of the Online Shopper Study 2017

Online shoppers are purchasing from international retailers, are using their smartphones to shop and are turning to marketplaces. Driving these behaviours is the desire for better prices, unique products and more convenience. To win with today's avid online shopper, retailers must evolve to meet their preferences and needs.

CORE ONLINE SHOPPER LOGISTICS CONSIDERATIONS :



Retail is global



71% of European online shoppers **have purchased from an international retailer**

Of those:

73% purchased from an international retailer **within Europe**

57% purchased from an international retailer **outside of Europe**

TOP CONSIDERATIONS WHEN MAKING AN INTERNATIONAL PURCHASE: (% IMPORTANT)



75%
payment security



72%
total cost including duties and fees is shown



68%
retailer is reputable



63%
clear return policy



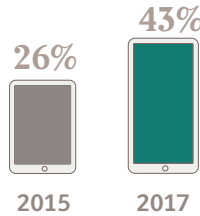
63%
all prices are stated in home currency



62%
speed of delivery

Smartphones gain ground

Smartphone owners who **used their phone to make a purchase**



30%

of those who have made an online purchase on their smartphone consider digital payment tools their preferred payment method



Marketplaces make inroads



96% of online shoppers purchased on a marketplace

31%

plan to **purchase** more on marketplaces in the future



30%

plan to **research** more on marketplaces in the future

TOP REASONS FOR PURCHASING ON A MARKETPLACE INSTEAD OF A RETAILER:



67%
better prices



43%
broader selection of products



41%
free and discounted shipping



41%
speed of delivery



40%
total cost including shipping costs and/or taxes shown

The store is still important

84% still consider shopping in store a major part of their shopping experience

TOP FACTORS FOR DECIDING TO GO TO A PHYSICAL STORE INSTEAD OF ONLINE: (% IMPORTANT)



52% touch and feel products

50% solve an immediate need

47% superior customer service

43% unique products

1 in 4

Online shoppers have chosen **"click & collect"** as delivery option

29%



of shoppers who returned an unwanted online purchase brought it to a physical store - **64%** have made a new purchase while in store processing their return

The study, fielded by comScore in Q3 2017, is based on the input of 6,478 qualified comScore panelists who made at least two online purchases in a typical three-month period.



To download the 2017 UPS Europe Pulse of the Online Shopper study, visit ups.com