



DHL: What drives social, sustainable, and cross-border shoppers

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Just in time for peak season, DHL eCommerce released the final chapter of its global Online Shopper Trends Report, which explores the buying habits of [the people behind the basket](#). Surveying 12,000 online shoppers from the 24 most relevant e-commerce markets identified three distinct personas that capture the essence of the key trends of social commerce, sustainability, and cross-border shopping. Together with [19 in-depth country reports](#) published separately, the final chapter provides retailers and businesses with the tools to stay ahead in the competitive e-commerce landscape.

- Final chapter of DHL's Online Shopper Trends explores shopper personas beyond the basket
- Comprehensive country reports on online shopping habits and preferences in key e-commerce markets

“As we navigate the evolving landscape of e-commerce, it's clear that consumers are becoming increasingly discerning about their shopping experiences. Our latest report highlights that convenience, transparency, and sustainability are no longer just added benefits but essential components of the customer journey. Retailers addressing these changing preferences can increase their conversion rate and keep customers happy and loyal. Logistics plays a pivotal role in this ecosystem, with 80% of shoppers saying the provider influences their buying decisions,” states Pablo Ciano, CEO of DHL eCommerce.

The report highlights three influential buyer personas in the e-commerce landscape, based on their current behaviors. These personas represent the prevailing needs and preferences of online shoppers, offering valuable insights for retailers. Despite their differences, one commonality stands out – they all seem to be price-sensitive.

Social Media Shoppers

Social Media Shoppers are a dynamic group, primarily under 45, who thrive on the convenience and engagement of online shopping through platforms like Facebook, Instagram, and TikTok. With 51% buying online at least two to three times a week, they frequently purchase clothing, beauty products, and household items, often through subscriptions. These shoppers value personalized experiences, exclusive product access, and stellar customer service, with 76% considering sustainability important. They are cost-conscious, with 8 in 10 wanting discount codes and 9 in 10 prioritizing reduced prices. Delivery options significantly influence their shopping decisions, and 64% have an online shopping subscription.

Sustainable Shoppers

Sustainable Shoppers are environmentally conscious consumers, mostly under 45, who prioritize the impact of their purchases on the planet. Predominantly from Europe and APAC, they frequently buy clothing, beauty, and household items online, with 31% shopping at least two to three times a week. They demand high-quality product images and a wide choice of products to make informed decisions. While they value convenience, 73% want to know the CO2 emissions of their deliveries, and 43% are willing to accept longer delivery times if it affects the sustainability of the parcel. They are cost-conscious, with 79% wanting discount codes, and expect sustainable options to be standard rather than an extra cost.

Cross-Border Shoppers

Cross-Border Shoppers are adventurous consumers, mainly under 45, who seek out better prices, higher quality, and unique products from international retailers. This group, largely based in Europe and APAC, regularly makes purchases from abroad, with 75% buying from foreign retailers once a month and 17% once a week. They favor categories like clothing, electronics, and cosmetics. Delivery options and the reputation of the logistics provider play a significant role in their buying decisions, with 38% abandoning their baskets if delivery costs are too high. They are highly cost-conscious, with 54% shopping abroad for lower prices and 46% for a wider choice of products.

The comprehensive Online Shopper Trends Report 2024 consists of five chapters plus 19 deep-dive country reports, including “E-commerce Trends”, “Online Purchase Trends”, “Delivery and Returns”, “Cross Border”, and “Beyond the Basket”. It offers a holistic overview of how online sellers can adapt to evolving consumer preferences in different markets, emphasizing the crucial role of a dependable logistics partner.