



# THE GLOBAL ECOMMERCE CONSUMER REPORT

Meeting customer expectations  
of delivery in the global  
eCommerce marketplace



# EXECUTIVE SUMMARY

This report, part of a series published by Metapack since 2016, provides a picture of consumer behaviours and their expectations of delivery when shopping online.

The report covers seven of the same markets as the previous Metapack reports — Canada, France, Germany, the Netherlands, Spain, the UK and the US — and four others. New for 2020 are Australia, China, Japan and Russia. Activity and interest in these countries is increasing as cross-border retail continues to rise and consumer markets in Asia and the East continue to expand.

Based on surveys of more than 8,500 consumers aged 18+, the report offers valuable insights for retailers, whether they sell exclusively online or, as is increasingly the case, combine bricks-and-mortar and virtual stores. It covers every stage of the consumer purchasing cycle and is split into five sections: the post-purchase experience; delivering consumer choice; omni-channel retail; cross-border retail and the customer retailer experience. Each section highlights opportunities for retailers in the new decade, as well as consumer concerns about eCommerce delivery.

**So, what are the key findings uncovered by this year's data? The main 'messages' of all five sections, and some of the most important survey results, follow.**



## KEY FINDINGS



## THE CUSTOMER-RETAILER EXPERIENCE

Online shopping is now a frequent activity, and expectations of eCommerce delivery are higher. Fewer customers now expect to pay for standard delivery. As eCommerce markets mature, there are opportunities to innovate and evolve with changing consumer preferences and needs.



Consumers who are buying something online every week



of consumers across all markets have made a complaint to a retailer about delivery



say they'd be unable to shop with a retailer again following a negative experience

Consumers who expect standard delivery to be free



say they'd be interested in a loyalty scheme where multiple retailers work together to offer a premium delivery service

## KEY FINDINGS

## 2 DELIVERING CONSUMER CHOICE

Delivery options — from choice of carrier to the greener option of consolidated delivery — influence buying decisions. How and where delivery options are displayed are just as important. Offer the choices consumers want, when they want them, to differentiate yourself in the new decade.



Consumers who have bought goods from one retailer over another because they provided more delivery options



Consumers say they want to see all delivery options displayed on the same page as the product



of consumers say the ability to choose which carrier delivers their goods is important, somewhat important or extremely important



say they'd always opt for consolidated delivery when ordering more than one item

## KEY FINDINGS

## 3

## THE POST-PURCHASE EXPERIENCE

Checkout is only one stage of the customer journey – the post-purchase experience is just as important. Retailers that offer stress-free returns, tracking services consumers want, agile and express delivery will build stronger eCommerce brands.



of consumers would be very likely or somewhat likely to shop more with a site that made the returns process easier



say the ability to track an order is one of their top three considerations when buying a product online



say that it's a top consideration when making a luxury purchase



say they'd be likely to use the option to make a change to delivery after placing their order online, with the highest percentages in:



FRANCE



RUSSIA



SPAIN



CHINA

## KEY FINDINGS

# 4 OMNI-CHANNEL RETAIL

Click-and-collect delivery services offer the chance to increase sales, both in-store and online. For those that successfully integrate the offline and online experience, the rewards will be high. The bricks-and-mortar and virtual worlds are merging — to the benefit of both.



41% say they've bought something else when they've collected their order in store

66% say they've gone on to order an item online because it was out of stock in the physical store, with the numbers significantly higher than average in:



33% view or try on a product in-store then buy it online later 'somewhat often', 'often' or 'very often'



## KEY FINDINGS

# 5 CROSS-BORDER RETAIL

It's never been easier to reach customers overseas, and there are potentially lucrative opportunities, particularly in luxury goods markets. Control the costs of fulfillment and increase consumer confidence through fast delivery and tracking services, and you're in a strong position in the global eCommerce marketplace.



Consumers who had bought goods from overseas between two and five times in the 12 months before the research was carried out



22% say **low-cost delivery** would make the most difference



64% cite **slow delivery** as the biggest deterrent

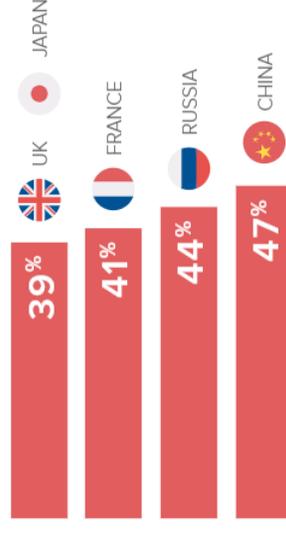


say **free delivery** is the thing most likely to encourage them to shop more internationally



75% purchased goods online from companies such as Burberry, Rolex, Tumi, Chanel and Tiffany, suggesting strong demand at the top-end of the market.

Consumers say the ability to track delivery is one of the top two things that would encourage them to shop more internationally



The data highlights numerous opportunities for retailers to improve consumer choice and anticipate changing consumer preferences and needs but it's critical to understand how these preferences will vary from market to market. Although consumer expectations are increasing, is competition, and barriers to market entry lowering. The message of the data is clear: delivery options and services can be a major point of differentiation.

## ABOUT METAPACK

Metapack is the leading provider of eCommerce delivery management technology to global retailers and brands. Founded in 1999, Metapack helps e-commerce and delivery professionals to meet with the consumer's growing expectations of delivery, whilst maintaining and optimising operational efficiency. Metapack's SaaS solution offers a wide range of personalised delivery services, from global order tracking to simplified return procedures, through the largest library of 470 carriers and 5,000 services that span every country in the world. Thanks to Metapack, more than 550 million packages are sent annually by many of the world's leading e-commerce retailers. Metapack is a wholly-owned subsidiary of Stamps.com (Nasdaq: STMP).

More information: [metapack.com](https://www.metapack.com)

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## QUESTIONS?

Call us and speak with an eCommerce Delivery Management expert to answer any questions you may have:

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