

International online shopping from the UK

	 Percentage of online shoppers who have bought an item from the UK in the last three months	 Top reasons reported for buying items from the UK	 How online shoppers are finding out about UK websites (top response)	 Top items quoted as being purchased from the UK	 Percentage of online shoppers specifically searching for UK retailers	 Barriers to purchasing from a UK website (top responses)	 Delivery timeframe expectation from the UK
 Australia (2018)	30%	Not to be fake. Product not available locally. Item is cheaper.	Search engines	Clothes, books, CDs, videos, records and accessories.	37%	Cost of delivery. Could be cheaper locally and long delivery times.	8-10 days
 Canada (2016)	25%	Only available in the UK. Cheaper. Good quality items. Trusted brands.	Search engines	Clothes, books, CDs, records, footwear, computer software & hardware.	32%	Having to pay customs charges. Cost of international delivery. Could get a better deal locally. Scared of hidden charges. No returns policy.	8-11+ days
 China (2017)	55%	Trust in UK brands. Genuine and better quality items. Only available in the UK.	Search engine and friends/family recommendation.	Clothes, accessories, toiletries & make-up.	38%	International delivery cost. Website not translated. Fear of hidden charges.	6-10 days
 France (2018)	25%	Only available in UK. Item is cheaper. Better quality items.	Search engines	Clothes, accessories, footwear, sportswear, sports equipment.	39%	Having to pay customs charges. No returns policy.	4-5 days
 Germany (2018)	20%	Only available in the UK. Cheaper from UK. Wasn't aware item was shipped from UK.	Search engines	Clothes, accessories, footwear, videos, records.	33%	Have to pay customs charges. Scared of hidden charges.	4-5 days
 India (2016)	52%	Only available in the UK. Good quality items. Genuine. Trusted brands.	Word of mouth	Clothes, books, footwear, computers, laptops, tablets, electrical goods.	50%	Having to pay customs charges. Cost of international delivery. Fear of hidden charges. No returns policy.	4-7 days
 Ireland (2017)	81%	Cheaper and better quality items. Only available in the UK.	Search engines	Clothes, books and footwear.	34%	International delivery costs. Customs charges. Fear of hidden charges.	4-5 days
 Italy (2016)	50%	Item is cheaper. Item only available in the UK. Good quality. Genuine.	Search engines	Clothes, books, footwear, CDs, tapes, records, electrical goods.	34%	Cost of international delivery. Customs charges. Fear of hidden charges. No returns policy.	4-5 days
 Japan (2016)	23%	Item only available in the UK. Cheaper. Item sold out locally. Good quality items.	Search engines	Books, CDs, tapes, records, clothes, food & drink, digital downloads.	14%	Having to pay customs charges. Fear of hidden charges. Not able to view website in my own language. Cost of international delivery. Lack of trust/familiarity with the retailer.	4-7 days
 Russia (2016)	28%	Better quality. Like British brands. Genuine. Products aren't available locally. Items are cheaper.	Search engines	Clothes, footwear, books, toiletries & make-up.	26%	Cost of international delivery. Having to pay customs charges. Not able to view website in my own language. Could get a better deal locally. Fear of hidden charges.	8-11+ days
 Sweden (2017)	25%	Only available in the UK. Cheaper and better quality items.	Search engines	Clothes, accessories, toiletries & make-up.	43%	Fear of hidden charges. Customs charges. Cost of international delivery.	4-7 days
 USA (2018)	14%	Only available in the UK. Better quality. Genuine.	Friends/family recommendation.	Clothes, accessories, books, jewellery.	38%	International delivery too expensive. Customs charges and longer delivery timeframes.	4-5 days
 Israel (2018)	35%	Cheaper from the UK. Trust the items will be good quality. Item was only available in the UK.	Friends/family recommendation.	Clothes, footwear, accessories, sportswear.	37%	Customs charges. Expensive delivery. Fear of hidden charges.	6-7 days
 Spain (2018)	37%	Only available in the UK. Cheaper. Will be good quality.	Search engines	Clothes, accessories, toiletries, books.	30%	Fear of hidden charges. Customs charges. Expensive delivery.	4-5 days

Delivery Matters for international online shoppers

<p>OUR PRODUCTS We have a range of Royal Mail tracked and signed options, delivering to over 230 destinations worldwide. We deliver to Europe in 2-5 days and the rest of world in 5-7 days. We offer up to £100 inclusive compensation.</p>	 Top products bought online*	 Average online spend in a 3 month period**	 Percentage of online shoppers buying from online marketplaces***	 Percentage of online shoppers who prefer home delivery, if they have a choice	 "Tracking would make me feel more confident about online shopping"	 Percentage of online shoppers using their mobile phone to shop
 Australia (2018)	Clothes, books, holidays & travel, food & drink and accessories.	\$396 (€214)	81% e.g. eBay, Gumtree, Amazon	77%	82%	37%
 Canada (2016)	Clothes, books, CDs, records, computer games, electrical goods.	\$378 (€224)	72% e.g. Amazon, eBay	73%	80%	24%
 China (2017)	Clothes, food & drinks, footwear.	¥3,344 (€383)	86% e.g. Alibaba Taobao, Tmall	59%	85%	79%
 France (2018)	Clothes, books, footwear.	€261 (€230)	81% e.g. Amazon, Cdiscount, eBay	67%	79%	25%
 Germany (2018)	Clothes, books, footwear.	€292 (€257)	84% e.g. Amazon, eBay, otto	80%	70%	23%
 India (2016)	Clothes, footwear, electrical goods, books.	₹21,175 (€258)	93% e.g. Flipkart, Amazon, Snapdeal	77%	87%	70%
 Ireland (2017)	Clothes, books, holiday & travel.	€255 (€224)	78%	69%	84%	48%
 Italy (2016)	Books, clothes, electrical goods, footwear, holidays.	€288 (€253)	85% e.g. Amazon, eBay, EPrice	71%	85%	29%
 Japan (2016)	Food & drink, books, clothes, CDs, DVDs, computer games, toiletries & make-up.	¥34,157 (€240)	95% e.g. Rakuten, Amazon, Yahoo! Japan Shopping	78%	59%	20%
 Russia (2016)	Clothes, toiletries, make-up, electrical goods, books.	₽16,678 (€221)	55% e.g. Ozon, Ali Express, Yandex	56%	86%	28%
 UK (2018)	Clothes, books, food & drink, CDs, tapes, records, computer games, footwear.	£230	68% e.g. Amazon, eBay	66%	68%	39%
 USA (2018)	Clothes, books, healthcare products.	\$308 (€235)	85% e.g. Amazon, eBay, Walmart	89%	82%	50%
 Sweden (2017)	Clothes, toiletries & make-up, books.	kr2,978 (€268)	71%	60%	78%	37%
 Online Marketplaces (2017)	Clothes, books, CDs, video, computer games.	£174	N/A	N/A	76%	32%
 Israel (2018)	Clothes, holidays, entertainment tickets.	₪925 (€195)	54% e.g. eBay, AliExpress, Amazon	62%	90%	51%
 Spain (2018)	Clothes, books, electrical products.	€256 (€225)	76% e.g. Amazon, eBay, AliExpress	75%	84%	42%

*Mentioned by more than 20% of respondents. **Currency exchange rate to British pounds as at 5 October 2018. ***Marketplaces listed are the top three cited by survey respondents.

