

Cross-border consumers are highly satisfied with delivery location

22-02-2024

In the latest edition of the IPC Cross-Border E-Commerce Shopper Survey released earlier this year, cross-border shoppers were asked for their level of satisfaction with each element of the delivery process: Delivery cost, tracking, speed, delivery location, customs and returns. Satisfaction was highest for delivery location (71% extremely / very satisfied) and lowest for customs (42%).

Furthermore, the survey looked at consumer satisfaction with delivery to out-of-home (OOH) locations, such as post office, parcel locker, pick-up/ drop off (PUDO) point, etc.. The survey found that satisfaction is clearly correlated to distance travelled to that location. Half of those who travelled up to 100m were extremely satisfied with their delivery location. As soon as consumers had to travel more than 100m to pick up their item, their level of satisfaction decreased. The level of extremely satisfied respondents was only 18% for those whose OOH delivery

location point was located more than 1km away.

The IPC Cross-Border E-Commerce Shopper Survey provides a comprehensive overview of online cross-border consumers' expectations and habits. The 2023 edition was conducted with 32,510 participants from 41 countries worldwide.

To find out more about the results of the survey, please visit www.ipc.be/shopper