International Post Corporation

2025 edition of IPC Domestic E-commerce Shopper Survey now completed

28-08-2025

IPC completed its 2025 Domestic E-Commerce Shopper Survey, gathering responses of over 6,000 online shoppers spread across six markets. The target group consists of frequent domestic online shoppers who have made an online purchase from a domestic e-retailer in the last three months.

Online shoppers in the six markets were asked about their consumer experiences and preferences. Selected findings from the survey:

Consumer experiences:

- Clothing and footwear were again the most common product category for an online order.
- 12% of shoppers purchased food and beverages (excluding restaurant/fast food orders/food subscription boxes)
- 36% of shoppers already knew exactly what they wanted to buy. For the rest, the product search started mainly in search engines and directly on online marketplaces.
- Three in five parcels were delivered in up to 3 days, though only few had same day delivery.
- One-third of all orders were delivered in a cardboard box, and 13% were delivered in the original product packaging, with no additional packaging.

Consumer preferences:

- 35% of online shoppers said that parcel lockers were one of their three most preferred delivery locations. In certain markets, preference for lockers was much higher.
- Still, home delivery (doorstep or mailbox) was among the three most preferred locations for over nine in ten shoppers.
- In terms of influencing e-commerce behaviour, the most successful sustainable practices were reducing waste, eco-friendly product packaging, buying from a local producer and eco-friendly delivery.
- Key preferences for e-commerce return focus on speed, clarity, and convenience, while sustainability and flexibility in drop-off points were less important.

This survey is conducted annually for interested posts and allows to benchmark domestic e-commerce markets. Read more

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