International Post Corporation

IPC 2021 Cross-Border E-Commerce Shopper Survey conducted in 40 countries across the world

27-10-2021

Field work for the 2021 IPC Cross-Border E-Commerce Shopper Survey has now been completed with over 32,000 respondents in 40 countries. Peru was included for the first time in the survey. The survey was conducted in 26 different languages.

In its sixth edition, the IPC Cross-Border E-Commerce Shopper Survey is the first survey to focus on cross-border e-commerce and became a well-recognised source of information on latest trends in online cross-border e-commerce trends. The survey targets frequent cross-border online shoppers, who have bought physical goods online at least once in the last three months and have made a cross-border online purchase in the past year.

For the 2021 edition, the IPC Cross-Border E-Commerce Shopper Survey will also include some findings on how customs changes in Europe, and especially Brexit and the EU's VAT change, impacted cross-border e-commerce. The survey will also reveal how satisfied consumers are with the complaint handling.

The IPC Cross-Border E-Commerce Shopper Survey 2021 took place in the following countries: Argentina, Austria, Australia, Belgium, Canada, Chile, China, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Indonesia, Ireland, India, Italy, Japan, Latvia, Lithuania, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Peru, Poland, Portugal, Russia, Slovenia, South Korea, Spain, Sweden, Switzerland, the United Kingdom and the United States.

The public report will be released in early 2022.

Read more about the IPC Cross-Border E-Commerce Shopper Survey here