International Post Corporation

Sharp increase in international online purchases via Temu drove sales from China in 2024

09-01-2025

â€¢ Online purchases from China are on the rise again, driven primarily by Temu â€¢ Free delivery is highly valued by online shoppers â€¢ Proportion of parcels delivered in more than 15 days decreased sharply

Brussels, 9 January 2025 â€“ The 2024 edition of the IPC Cross-Border E-Commerce Shopper Survey released today provides a comprehensive overview of online cross-border consumersâ€™ experiences, preferences and expectations. The survey was conducted with 31,000 participants from 37 countries across America, Europe, Asia and Oceania.

IPCâ€™s CEO, Holger Winklbauer said: â€œThe 2024 Cross-Border E-commerce Shopper Survey shows that the majority of consumers buy online as much or more than the year before. The survey also shows that the e-commerce stakeholders have addressed consumer demand for faster and more affordable delivery options.â€

Online sales from China are increasing again

Chinaâ€™s share increased by 7pp in 2023 and a further 3pp in 2024, after a few years of decline. The increase in purchases from China was primarily driven by the two e-retailers â€“ Temu and Shein. Germanyâ€™s exports saw its share decrease by 2pp and the US and the UK saw a 1pp decrease in 2024, while France maintained its level.

Temu overtakes AliExpress as second most used e-retailer for cross-border sales

Amazon remains the primary e-retailer for cross-border online consumers with a share of 24%, which remains stable compared to 2023. Temu jumped to second place (21%, compared to only 7% in 2023) and AliExpress fell to third place (10% compared to 16% in 2023). Shein followed with 9% share (same as in 2023).

Free delivery grows in importance for international shoppers

Free delivery is more common than it was in 2023. It is highly valued when shopping online and, in many markets, has gained in importance. Moreover, more consumers seem inclined to opt for cheaper delivery options such as Click & Collect or Pick up in-store. Furthermore, almost two in three shoppers agreed they would be changing their

spending to cheaper goods online.

Proportion of parcels taking more than 15 days to be delivered decreased sharply

When asked how long the purchase took to arrive â€“ from the moment of purchase until the day of the parcelâ€™s arrival â€“ 10% of respondents said that the item took 15 or more days (vs. 17% of participants in 2023). Delivery was usually fastest for consumers in countries who mainly buy from neighbouring countries, while delivery was slowest for those primarily buying from more distant markets. When analysing the trend results, the proportion of parcels taking more than 15 days decreased sharply from 29% in 2020 to 9% in 2024, despite the increase in cross-border volume from China. Furthermore, only 10% of surveyed consumers paid an extra fee for express delivery.

Delivery location receive the highest satisfaction rating among online shoppers

Satisfaction was highest for delivery location (42% extremely satisfied, 94% overall satisfied) and lowest for customs (19% extremely satisfied, 74% overall satisfied). For those who used an out-of-home point for delivery, satisfaction with delivery was clearly correlated with distance travelled to the location. More than half of those who travelled up to 100m were extremely satisfied with their delivery location compared to only 22% for those whose out-of-home delivery point was located more than 1km away. Postal operators with their dense networks of delivery points are therefore ideally placed to serve the demands of international online shoppers.

To download the key findings from the research, go to https://www.ipc.be/shopper

****

Notes to editor:

Scope of the research: The field work took place in September 2024 in 37 countries: Australia, Austria, Belgium, Canada, China, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary,

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026

Iceland, India, Ireland, Italy, Japan, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, the UK and the USA. Target group: 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. The target group was determined by quotas based on the age and gender profile of the online population per country.

Methodology: Quantitative research using online access panels supplied by Dynata. Fieldwork took place in September 2024.

Sample size: 31,000 completed responses for all the markets. The sample size was between 100 and 1,000 respondents per country.

About International Post Corporation
International Post Corporation (IPC) is the leading service provider of the global postal industry that provides leadership by driving service quality, interoperability and business-critical intelligence to support posts in defending existing business and expanding into new growth areas. It is a cooperative association of 26 member postal operators in Asia Pacific, Europe and North America. IPCâ€™s solutions and services are used by over 190 posts worldwide. Since 1989 IPC has set standards for upgrading quality and service performance and developed technological solutions that help members enhance service for international letters, packets and parcels. IPC engages in industry research, creates business-critical intelligence, provides a range of platforms and programmes for member post CEOs and senior management to exchange best practices and discuss strategy. IPC also manages the system for incentive-based payments between postal operators.

For further information, please contact:
Eva Wouters
Communications manager, PR and media relations
International Post Corporation
+32 2 724 71 91

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026