

## E-shopper barometer at a glance - 2018

### > Purchase experience



**79%**

claim their last online purchase experience was very positive

### > Cross-border purchase experience

**76%**

claim their last cross-border purchase experience was very positive

### > Shopping abroad

**58%**

of European e-shoppers have bought from a foreign website

### Top 3 regions

**65%**  
in Europe

**47%**  
in China

**31%**  
in the USA

### In Europe

**27%**  
UK

**27%**  
Germany

**14%**  
France

### > Heavy buyer snapshot

Top 3<sup>rd</sup> of e-shoppers



### > New buyer snapshot

**New**

Less than 2 years shopping online

**47%**  
are heavy buyers

**53%**  
are millennials

### > Payments

Methods

**44%**



Digital wallet (Paypal, Alipay)

**36%**



Visa/Mastercard

Security

**30%**



feel security checks at payment can be increased

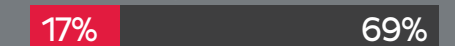
**New**

### > Delivery locations

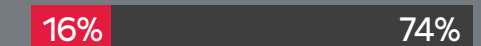
Home



Parcel shop



Post office



Have already used it

Would like to use it

### > Devices used to shop online



Laptop

**60%**



Desktop

**50%**



Smartphone

**46%**

+7 pts vs. 2017

### > Preferred product types



Shoes

**39%**



Fashion

**47%**



Books

**37%**

### > Delivery company

**New**



**72%**

of e-shoppers consider it important to know the delivery company at the moment of purchase

**43%**

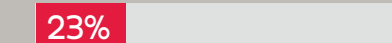
feel reassured knowing the delivery company

### > E-tailer loyalty schemes



**New**

Have a loyalty scheme



Intend to subscribe to a scheme

