E-shopping key figures

47% of new buyers are heavy buyers

Heavy buyers receive 32 parcels per year

62% of millennials use their smartphone to shop online

Top 3 developing categories
- Home furniture & decorations (+3 pts)
- High-tech (+2 pts)
- Beauty (+2 pts)

Guilty-pleasure* purchases
- 2016: 24%
- 2017: 26%
- 2018: 27%

Fresh food is dynamic in
- France (+4 pts)
- Germany (+3 pts)
- Belgium (+3 pts)
- Poland (+3 pts)

Cross-border snapshot
- 58% of European e-shoppers have bought from foreign websites (+5 pts)
- 45% of millennials (18-34 years old) are purchasing cross-border vs 40% on average

Cross-border potential
- 44% have done so several times (+4 pts)
- 33% of European e-shoppers who have never bought online from foreign websites think they might start in the future

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