

BRITISH E-COMMERCE

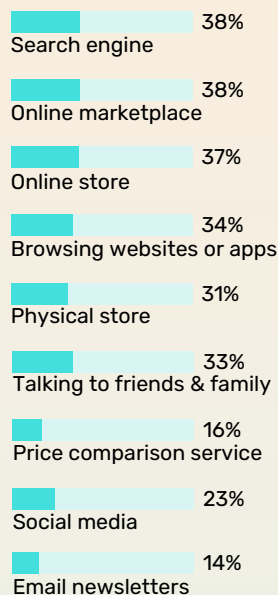
What you need to know to
sell online in the UK

POPULATION

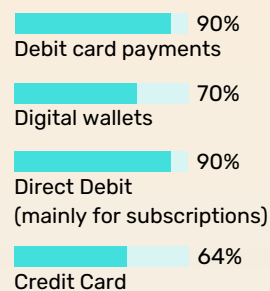
69.5 MILLION

The UK's e-commerce market is the third biggest e-commerce market in the world, after China and the US.

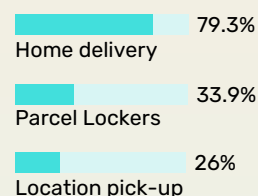
HOW WE INVESTIGATE BEFORE WE PURCHASE



HOW WE PREFER TO PAY ONLINE



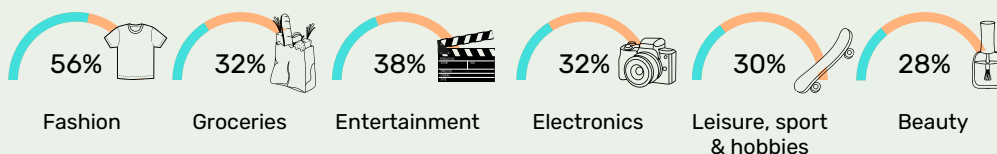
PREFERRED DELIVERY METHODS



TOTAL VALUE OF THE ONLINE
MARKET IN 2024:

**213 billion
EUR**

WHAT BRITS BUY ONLINE



THE MOST COMMON REASONS FOR BRITS TO LOOK FOR PRODUCTS ABROAD



WHAT YOU SHOULD DO TO BE SUCCESSFUL

Getting returns right in the UK is crucial, as 71% of online shoppers return items, most commonly clothing, shoes, and accessories. Online returns cost around £3 more than in-store returns, adding to retailer expenses. Consumer expectations are high, with 65% expecting free returns.



WHAT WILL HURT YOUR CONVERSION RATE

Offer fast and free shipping, including next-day options to stay competitive. Brits are quick to abandon purchases that don't arrive on time – especially before the weekend. Many won't pay extra for next-day delivery, but free shipping might be too slow.



89%

of people are
shopping online

320 EUR

Monthly average value of online
shopping per person in 2024

GET LOCAL MARKETING INSIGHTS

[Local Marketing Calendar](#)

SOCIAL MEDIA NUMBERS

