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





Price comparison service
23%
Social media

Email newsletters

HOW WE PREFER To pay online



Debit card payments

70% Digital wallets

90% Direct Debit (mainly for subscriptions)

64% Credit Card

PREFERRED DELIVERY METHODS



79.3% Home delivery

33.9% Parcel Lockers

26% Location pick-up

TOTAL VALUE OF THE ONLINE MARKET IN 2024:

213 billion EUR



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

WHAT BRITS BUY ONLINE

56% 32%

38%

32%

30%

28%

Fashion

Groceries

Entertainment

Flectronics

Leisure, sport & hobbies

Beauty

THE MOST COMMON REASONS FOR BRITS TO LOOK FOR PRODUCTS ABROAD

74% International fashion trends

55% Lower prices

20% Low-cost or free delivery



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.

SOCIAL MEDIA NUMBERS













54.8

58.5 million users

million users

million users

23.9

22.9