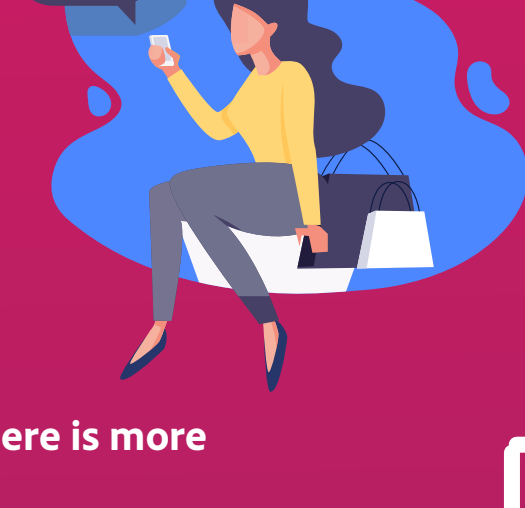




UK eCommerce Shopping Trends

How Retailers Can Win Over Shoppers in the UK, by Magento, an Adobe company



The eCommerce industry is booming but there is more competition than ever.

- So how do retailers win over British shoppers?
- What makes customers want a retailer's offerings?
- What makes them come back?
- What are the usual pain points they experience?

These are the questions Magento aimed to answer when it commissioned a survey of consumers from the United Kingdom.

Reasons UK shoppers will become repeat customers:



61% Free delivery

44% Price

42% Free returns policy

24% Buy online and pick up in store



24% of British consumers said a brand's reputation would make them more likely to shop with that company again.

51% of consumers would avoid an online retailer if they did not accept debit cards

35% would avoid a retailer if credit cards were not accepted

6% cared about digital e-wallet payment methods

2% wanted to be able to pay with cryptocurrencies

UK consumers care about the environment:

Only 9% of consumers think online shopping is better for the environment.

32% No products made from single use plastics

47% If a retailer minimised packaging

Which policies would make you more likely to purchase from an online retailer over another?

39% Transparency about where products were sourced from

30% The retailer tries to reduce air miles

17% There are no environmental policies that would make me more likely to purchase

Most important website features to UK shoppers:



41% Load time

56% Website easy to use

34% Items in stock

25% Loads well on a smartphone



UK shoppers make the least amount of unplanned purchases:

Only 8% said they make at least one unplanned purchase with every online transaction vs. 15% internationally.



Consumers over 45 years old were most concerned with data protection.

18-24 year old shoppers cared most about personalisation, saying product recommendations based on their personal data and past purchases were important to them.

25-44 year olds were most likely to have completed a transaction in 2 minutes or less, and said they want to spend less time searching for the right price than it currently takes them.

About the research

The research, completed in partnership with YouGov interviewed 18,037 respondents online, from 15 countries. This infographic focuses specifically on the 2,119 UK respondents. Fieldwork was undertaken between 14th June and 3rd July 2019. All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

About Magento Commerce

Magento Commerce Magento, an Adobe company, is a global leader in cloud commerce innovation. Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions, integrating digital and physical shopping experiences and powering \$155 billion in gross merchandise.