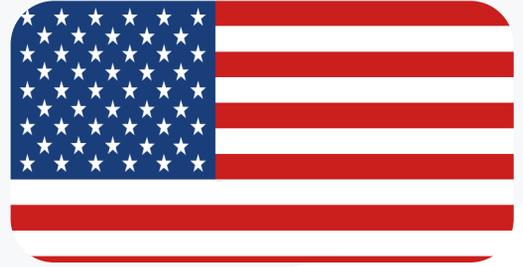


International online purchasing trends American Shoppers



Consumers in the USA want better prices, the latest products and unique items and they are no longer limited to local markets. For businesses wanting to expand their customer base, seeking opportunities in the USA this is an ideal opportunity to attract and retain shoppers. This fact sheet delivers an overview of our research findings and will provide businesses with insight into American customer habits, expectations and concerns.

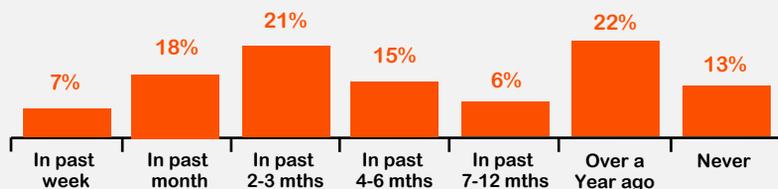
\$419,879m
USA's estimated
ecommerce revenue
in 2020²

USA is a huge marketplace due to the total size of its population and as a developed and mature marketplace¹

No. 1
in Global
eCommerce market
list¹



Frequency of purchases



87% of shoppers in America had made an online purchase from abroad in the last 12 months



46% having made a purchase in the last 3 months

Advantages and disadvantages of cross border purchase

- ✓ Among the customers who buy from abroad, 62% do so to take advantage of better prices, 51% to access a unique product and 50% to gain a product not available locally.
- ✗ 66% of international shoppers in America were concerned about longer delivery times, 55% about receiving low quality or fraudulent goods and 45% about complex return procedures.



American purchasing habits

The majority of shoppers have purchased an item from:



China
(66%)



Canada
(23%)



UK
(23%)

Over half of American international customers purchased **fashion items** such as clothing, shoes & accessories.



51% - clothing, shoes & accessories.



30% - electronics & telecoms



19% - beauty & personal care



15% - household items



14% - entertainment products

The most popular retailer websites & payment options in America

1. Amazon (67%)
2. eBay (30%)



1. Credit card (53%)
2. PayPal (45%)
3. Debit card (13%)



Expectations and concerns

Although 66% claim that longer **delivery times** are a disadvantage of shopping abroad, Americans are quite tolerant with longer delivery times. On average **15.7 days** for delivery is acceptable.



17% of American customers cited the cost and complexity of import and custom taxes as a disadvantage of international buying.



45% said a complex returns process was a concern when purchasing from abroad but only 25% check the return policy.

USA may have a lower percentage of total online shoppers but with the second highest number of cross-border online shoppers in the world it is a formidable marketplace ¹

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¹ <https://www.statista.com>

² https://www.worldretailcongress.com/_media/Global_ecommerce_Market_Ranking_2019_001.pdf