Checking your assumptions

What 8.000 customers tell you about how to run your online store



Today’s speakers



Sanne Bolkenstein

hyvä



Danny Verkade

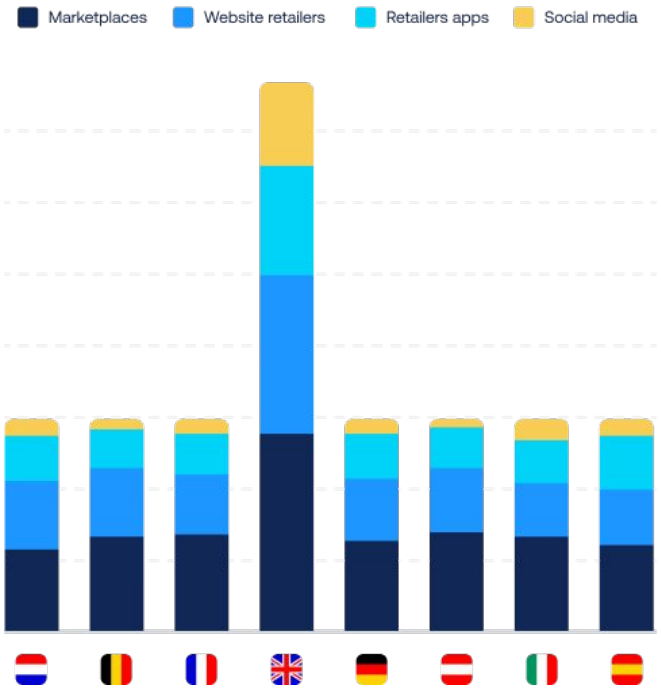
cream



Viktoria Bergmans

sendcloud

Marketplaces are setting the bar



Where do Europeans shop online?

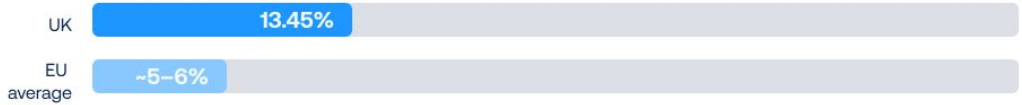
Price sensitivity is up

≈58%
of global shoppers spend €51–300/month online

75.05%
of European shoppers say inflation made them more price-sensitive

13.45%
of UK shoppers spend €301+/ month — highest in the survey

High-spend shoppers (€301+/month): UK vs Europe



Shoppers saying inflation increased their price sensitivity



Every choice bends to price

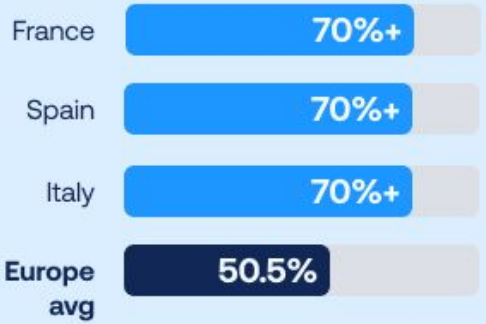
83.74% prefer free home delivery over a paid choice of location

75.88% are willing to wait longer to avoid delivery fees

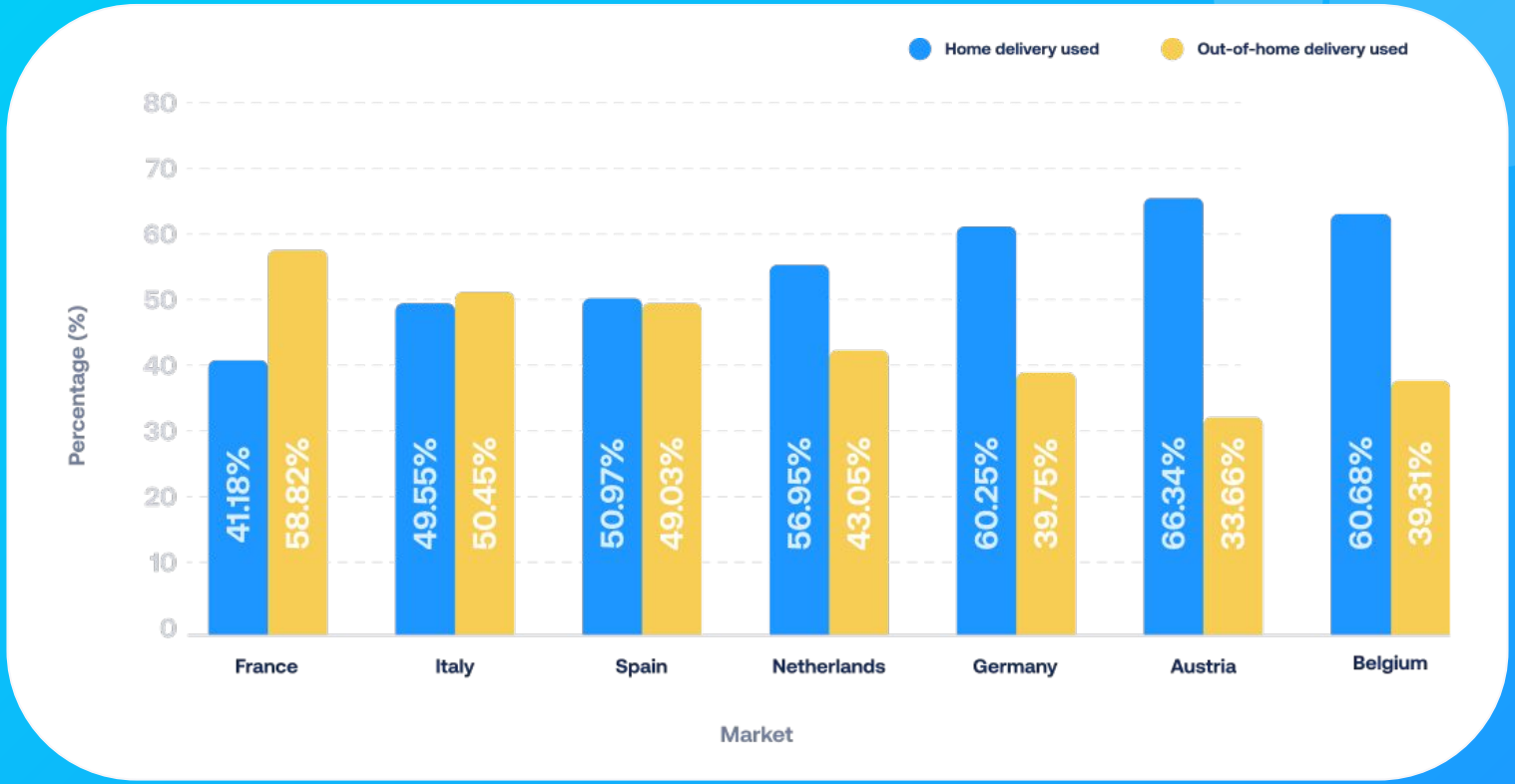
71.76% choose free delivery over paid next-day

50.51%
more likely to complete purchase when multiple delivery options are available

Purchase intent uplift: multiple options available



Out-of-Home has entered the mainstream



Great logistics cannot outrun poor information

Reasons for cart abandonment

Delivery costs higher than expected
40.70% Average

Delivery slower than expected
27.06% Average

No convenient delivery location
13.62% Average

No flexible delivery options
9.44% Average

Did not trust the delivery process
7.74% Average

Main reasons for delivery-related cart abandonment



On cost sensitivity
45.49% Italy
42.68% Austria
42.51 UK

On location inconvenience
16.70% Netherlands
16.67% Belgium

On speed sensitivity
35.37% Italy

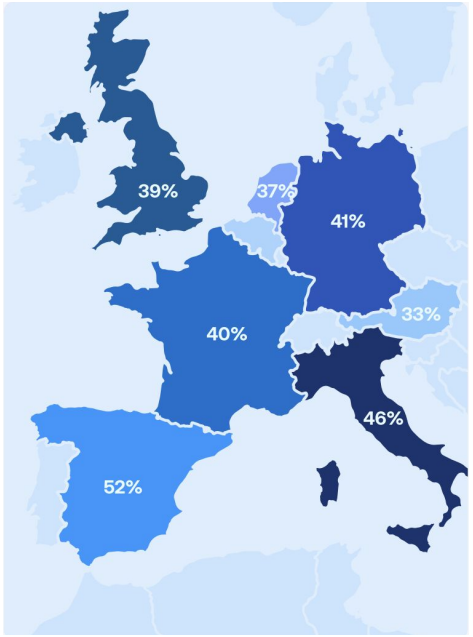
Don’t outsource the blame, own the journey



AI tools can only recommend what they can read

Nearly three in four European shoppers are either already using AI in their purchase journey or open to doing so.

- 12.6% use it regularly
- 27.4% use it occasionally
- 34.9% are aware but haven't tried it yet
- 25.0% were not aware this was possible



Hungry for more customer truths?



Download the full
E-commerce Delivery Compass
here.