

eCommerce Shopping Trends

Results from an 8 country consumer preferences survey spanning Europe, the Middle East and Africa.

By Magento, an Adobe company



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

- So how do retailers win over 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 following countries: United Kingdom, France, Germany, Italy, Spain, Netherlands, United Arab Emirates and South Africa.

Reasons EMEA shoppers will become repeat customers:



66% Free delivery

56% Price

53% Free returns policy

40% Delivery time is less than 5 days

34% Loyalty schemes are available



41% of consumers said a brand's reputation would make them more likely to shop with that company again.

36% of consumers would avoid an online retailer if they did not accept credit cards

34% want to be able to pay by debit card

29% cared about digital e-wallet payment methods

19% of consumers would like to pay by direct bank transfer

Only 5% wanted to be able to pay with cryptocurrencies

Consumers care about the environment:

Only 14% of consumers think online shopping is better for the environment.

28% No products made from single use plastics

44% If a retailer minimised packaging

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

44% Transparency about where products were sourced from

27% The retailer donate to environmental causes

15% There are no environmental policies that would make me more likely to purchase

Most important website features to shoppers:

53% Website easy to use

37% Load time

36% Items in stock

29% Loads well on a smartphone

54% of consumers care that their personal data is protected by retailers

31% will unsubscribe from a mailing list if they are sent irrelevant information

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1 IN 4 shoppers will abandon their cart if free returns are not offered

1 IN 4 consumers have completed a transaction in two minutes or less

UK shoppers make the least amount of unplanned purchases: Only 8% said they make at least one unplanned purchase with every online transaction vs. 12% across EMEA.

The Netherlands cares about personalisation: 35% said they would unsubscribe from a mailing list if the retailer sent them irrelevant communications.

France is the least convinced that online shopping is good for the environment with only 7% saying this was true.

Shoppers from Italy cared most that retailers accept e-wallet payments with 47% saying they would avoid a retailer that doesn't accept that payment method.

Spanish consumers rated free delivery (71%) and personal data protection (66%) more important than any other country.

Shoppers from the United Arab Emirates were most likely to purchase from a fully automated retailer. 69% said they were likely.

Germany was amongst the countries that were least likely to make a purchase through Instagram Shopping (2%) and purchase products because they were endorsed by an influencer (5%)

Loyalty schemes were more important to shoppers from South Africa (51%) than any other country surveyed.



About the research

The research, completed in partnership with YouGov interviewed 18,037 respondents online, from 15 countries. This infographic focuses specifically on the 9,515 EMEA 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 adults (aged 18+) from the countries surveyed.

About Magento Commerce

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