

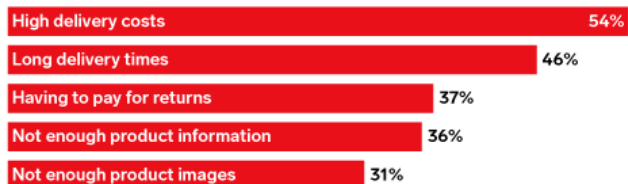
High delivery costs frustrate online shoppers the most, data shows

Article



Aspects of Online Shopping That Frustrate Adults Worldwide, H1 2024

% of respondents



Source: DHL, "2024 Online Shopper Trends," June 26, 2024

286543

EM | EMARKETER

Key stat: High delivery costs are the No. 1 aspect of **online shopping** that frustrates adults worldwide, according to H1 2024 data from DHL.

Beyond the chart:

- Across all generations, free shipping is the incentive most likely to be used by US adults, above cash-off offers and percentage-based discounts, according to October 2023 data from ActiveCampaign and Ascend2.
- Six in 10 customers will abandon cart if they discover hidden shipping costs, according to Deloitte data.
- Eight in 10 customers are willing to meet a minimum purchase threshold to avoid shipping fees, per Deloitte.

Use this chart:

- Make a case for free delivery.
- Consider discounting shipping for baskets over a certain size.
- Demonstrate the importance of a clear returns policy.

More like this:

- **Three ecommerce delivery challenges—and how brands and retailers can respond**
- **5 key stats showing what customers value in 2024**
- **Extra costs are the No. 1 reason consumers abandon online carts**
- **Online shoppers demand an easy checkout process**

Methodology: Data is from the June 2024 DHL report titled "2024 Online Shopper Trends." 12,000 adults worldwide in 24 countries were surveyed during H1 2024. Respondents were from Argentina, Australia, Austria, Brazil, Canada, China, Czech Republic, France, Germany, India, Italy, Malaysia, Morocco, Netherlands, Nigeria, Poland, South Africa, Spain, Sweden, Thailand, Turkey, UAE, UK, and US.