



Spring Infographics

EU countries



Spring

global delivery solutions

Country info

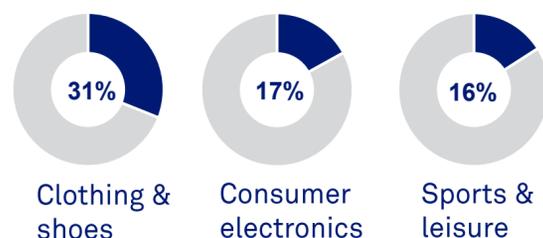


Shopping profile

Frequency of online shopping

39% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



Top 3 preferred payment methods



Delivery preferences



Top 3 return preferences

1. 34% drop off at a parcel shop
2. 27% pick up at home
3. 23% drop off at a post office



Top 3 important elements

1. 56% clear information about delivery charges before purchase
2. 49% simple and reliable returns
3. 47% total cost overview

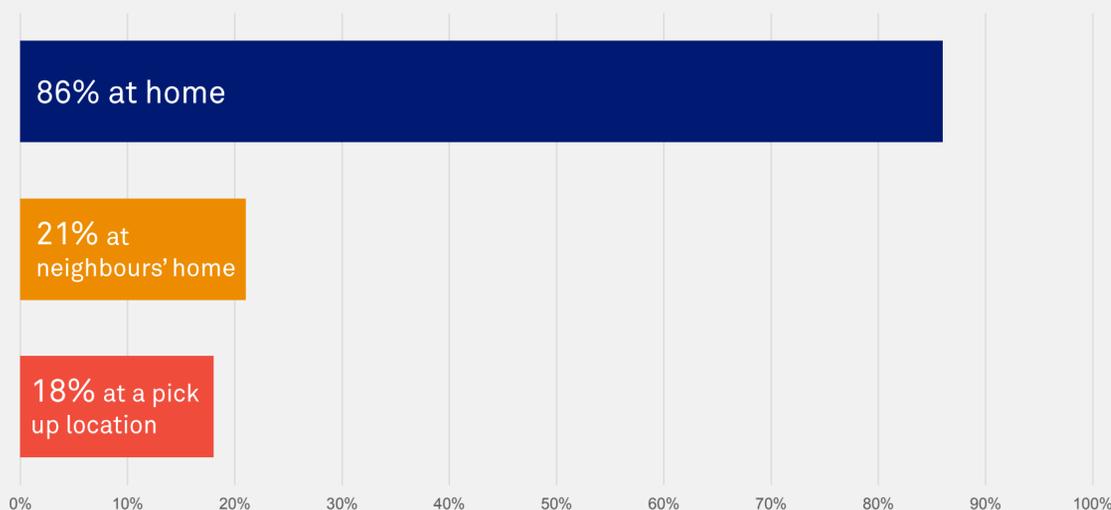


Top 3 encountered delivery issues

1. 16% delivery time too long
2. 4% tracking issue
3. 4% delivery time inconvenient

 - 71% no issues

Top 3 delivery locations



Results may exceed 100% since multiple answers were possible.



Experience from a local expert

“The PostNL app is of great value to me because it shows me exactly **when my parcel will be delivered** and at what time it is expected to arrive. It also allows me to arrange a redelivery or a change of address if needed. My neighbours are also happy to receive my package on my behalf so I can pick it up after work.”

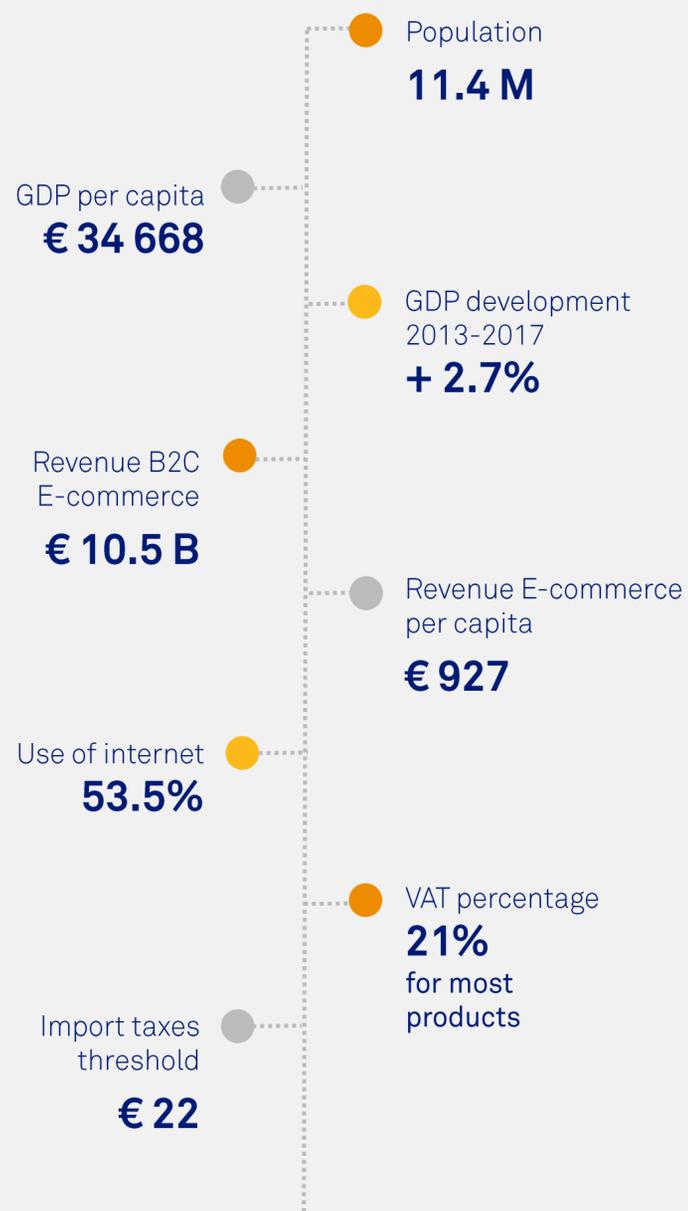
Micaela Romani



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Country info

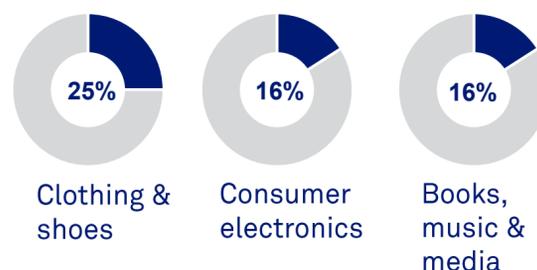


Shopping profile

Frequency of online shopping

31% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



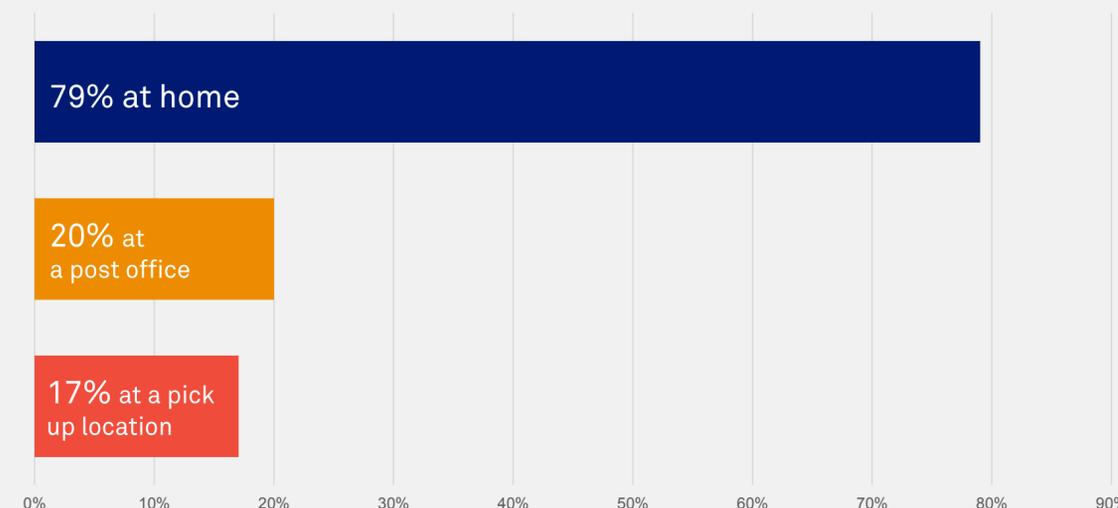
Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations



Results may exceed 100% since multiple answers were possible.

Top 3 return preferences

1. 44% drop off at a post office
2. 23% drop off at a parcel shop
3. 14% pick up at home

Top 3 important elements

1. 66% clear information about delivery charges before purchase
2. 55% free returns
3. 54% free delivery on purchases over a particular value

Top 3 encountered delivery issues

1. 16% delivery time too long
2. 4% delivery time inconvenient
3. 3% tracking issue

 - 72% no issues



Experience from a local expert

"As in many other E-commerce countries, home delivery is most popular but delivery at a pick up location becomes more common nowadays as well. A good retail network is therefore of great importance when choosing a logistical partner."

Freya Van Looy



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Country info

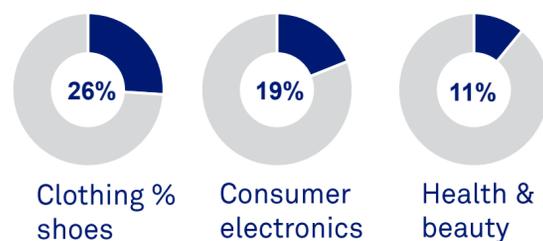


Shopping profile

Frequency of online shopping

41% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations



Results may exceed 100% since multiple answers were possible.

Top 3 return preferences

1. 32% drop off at a post office
2. 32% drop off at a parcel shop
3. 9% pick up at home

Top 3 important elements

1. 65% clear information about delivery charges before purchase
2. 56% possibility to select delivery location
3. 55% free returns

Top 3 encountered delivery issues

1. 14% delivery time too long
2. 4% tracking issue
3. 3% delivery time inconvenient

 - 71% no issues



Experience from a local expert

“I particularly appreciate to find my package in my mailbox when I am not at home so that I don't need to go to the post office to get it.”

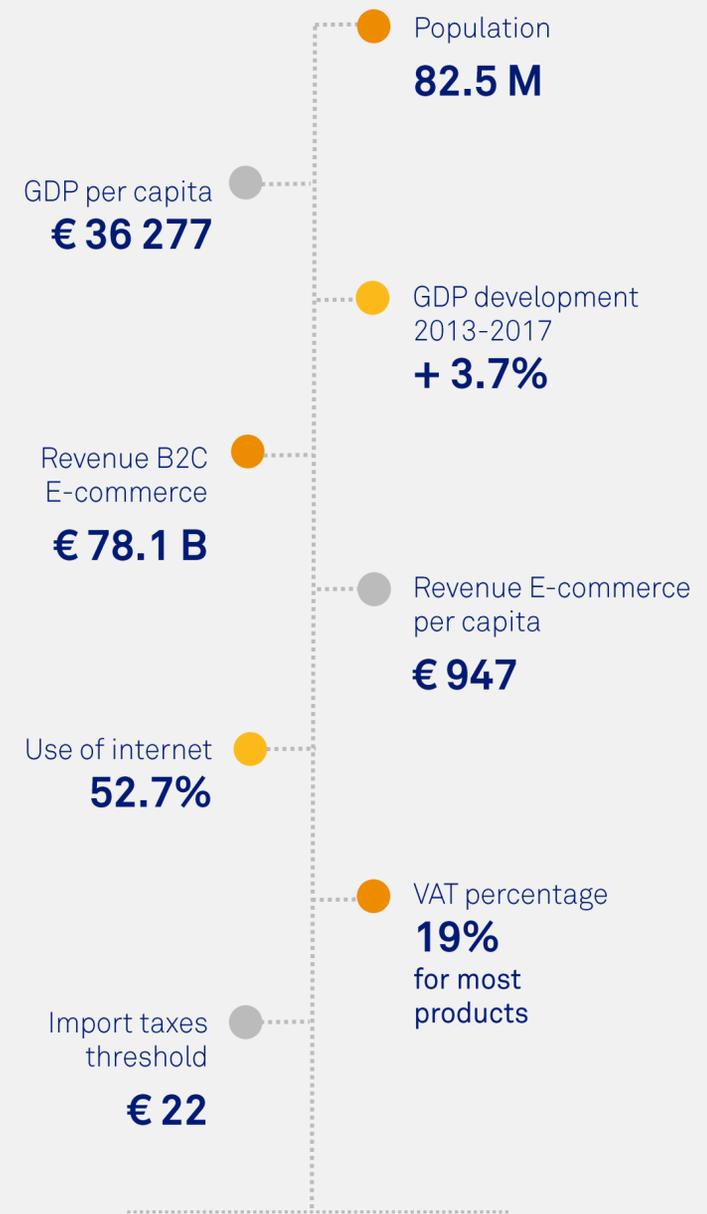
Anne Prevosti



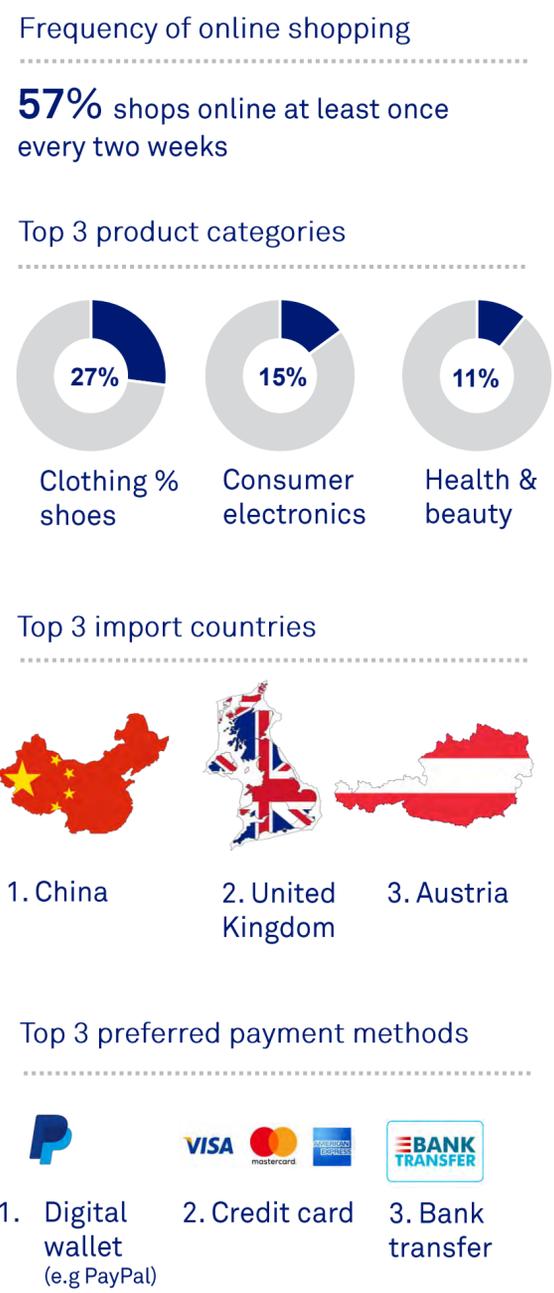
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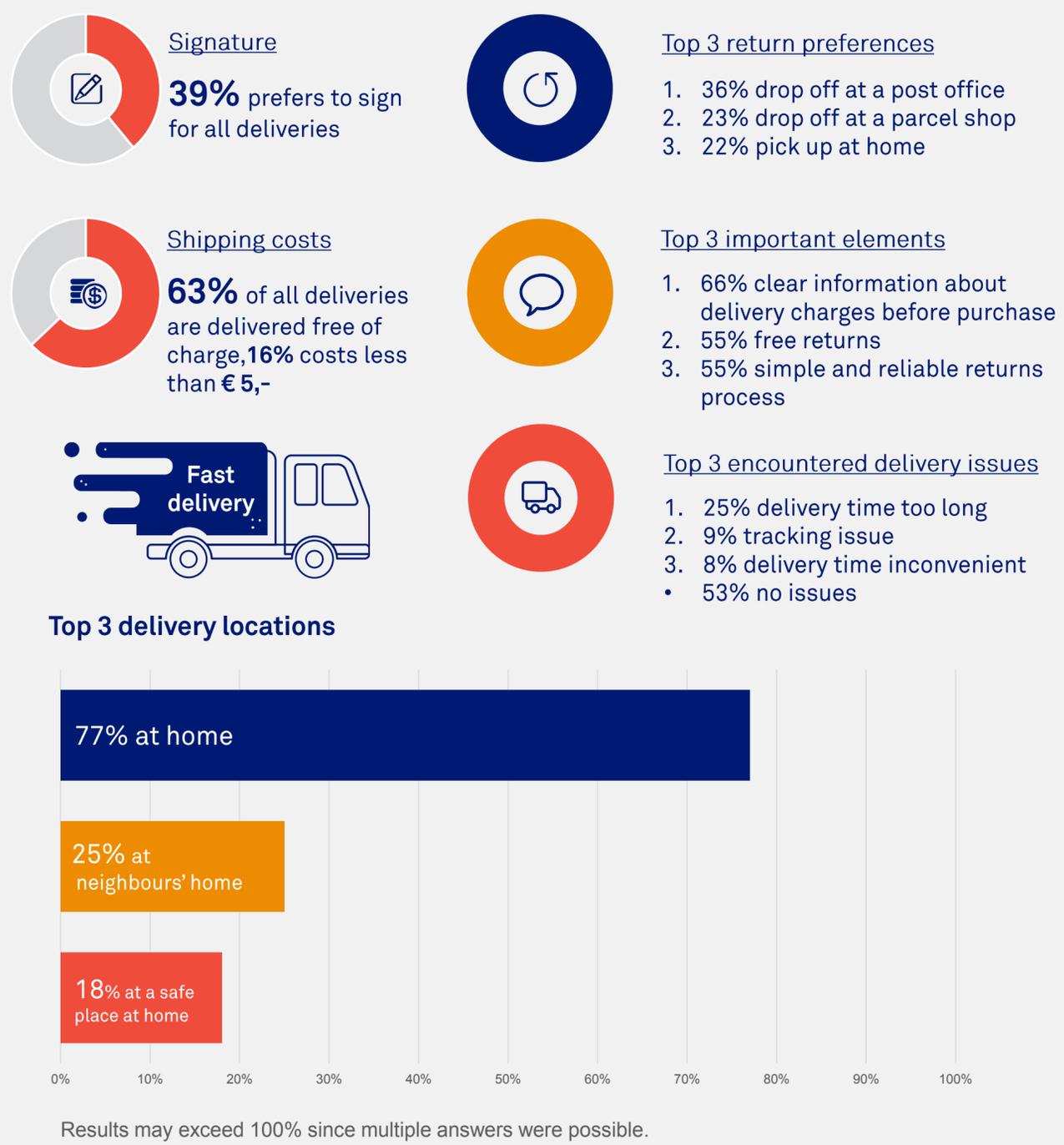
Country info



Shopping profile



Delivery preferences



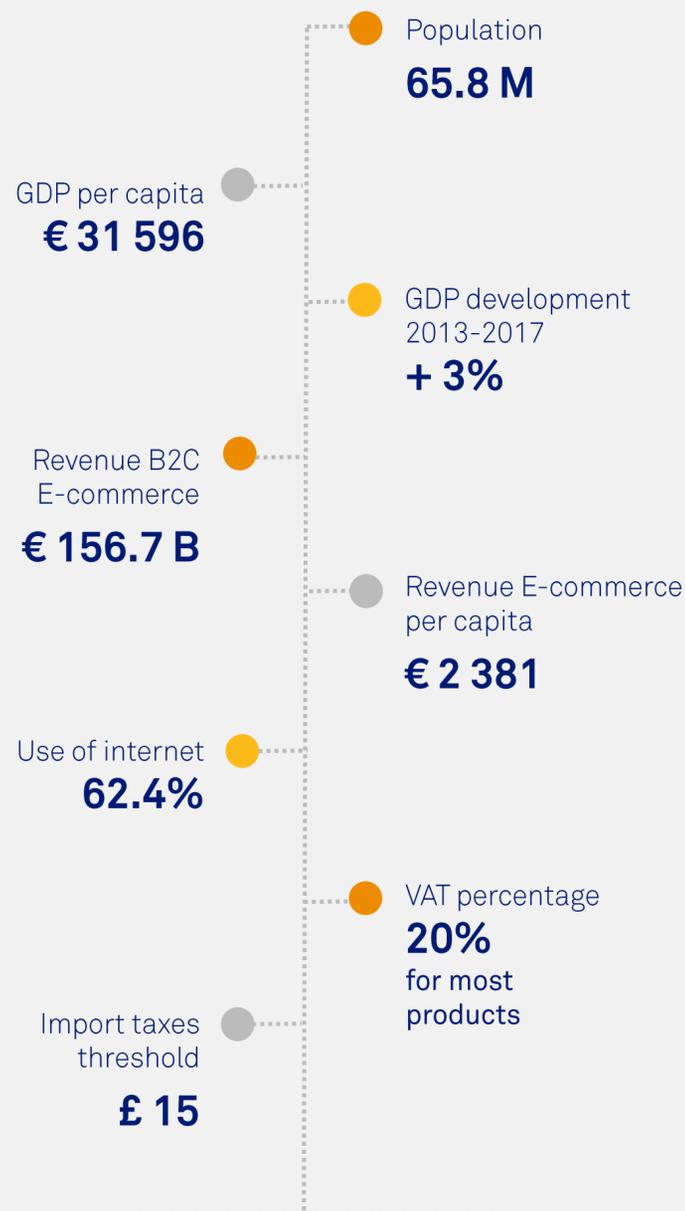
Experience from a local expert

“Delivery regulations in Germany are very strict. The address must be completely correct including the addressee's name. This name should always correspond to the name on the door sign.”

Karsten Tannhaeuser



Country info

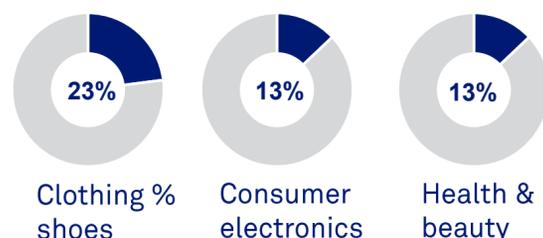


Shopping profile

Frequency of online shopping

56% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations

- 77% at home
- 28% at neighbours' home
- 28% at safe place at home



Top 3 return preferences

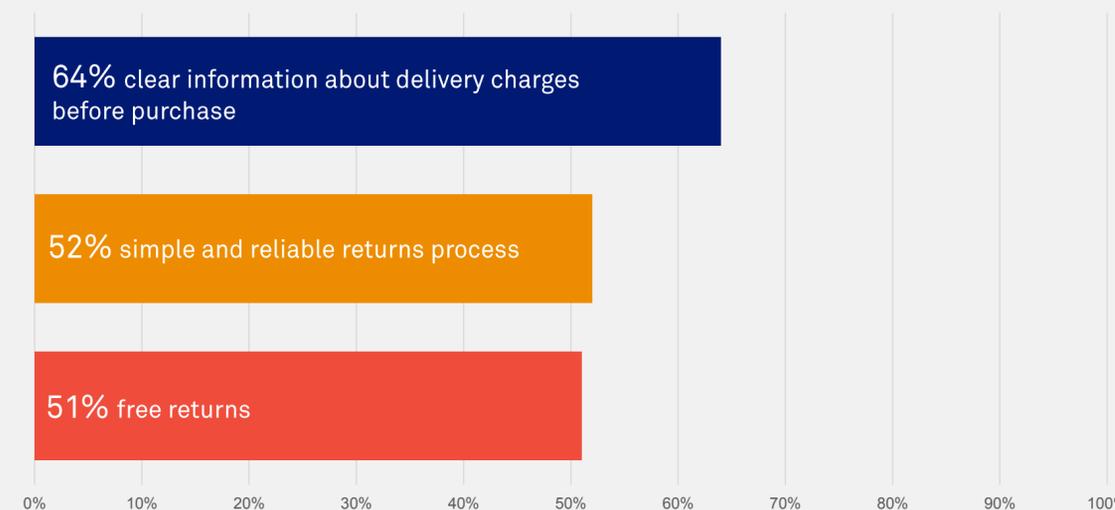
- 38% drop off at postal office
- 30% pick up at home
- 10% drop off at parcel shop



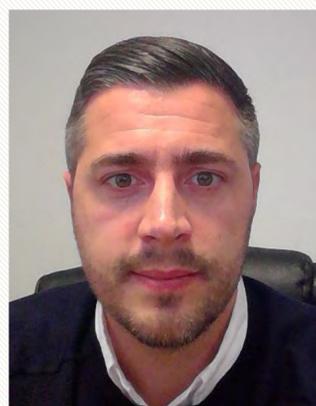
Top 3 encountered delivery issues

- 12% delivery time too long
 - 6% tracking issue
 - 5% delivery time inconvenient
- 69% no issues

Top 3 important elements



Results may exceed 100% since multiple answers were possible.



Experience from a local expert

“UK consumers today expect to be in control of their delivery at every step and are looking for services that offer the flexibility to fit in with their busy lifestyles. Pre delivery notifications via E-mail & SMS advising a one or two hour delivery window is standard, as well as inflight divert options for alternative delivery to a neighbour or parcel shop location.”

Craig Lee

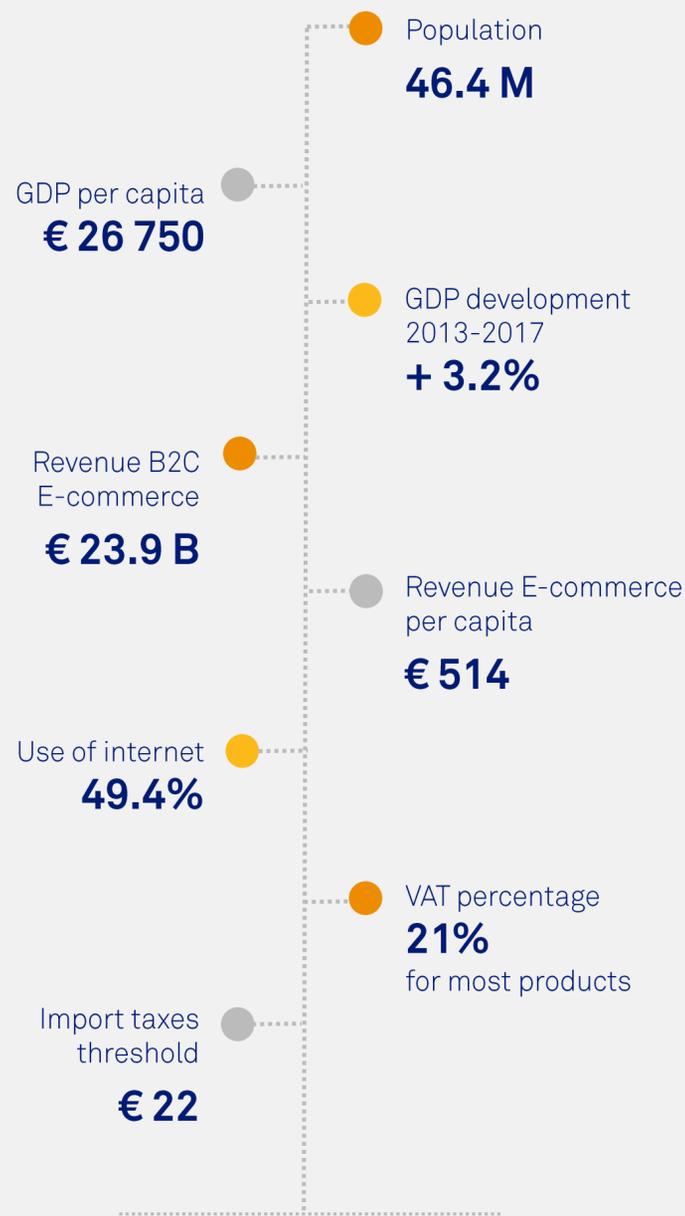


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Country info

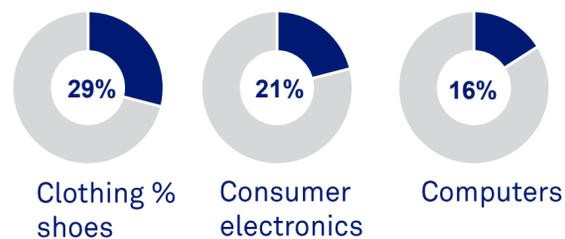


Shopping profile

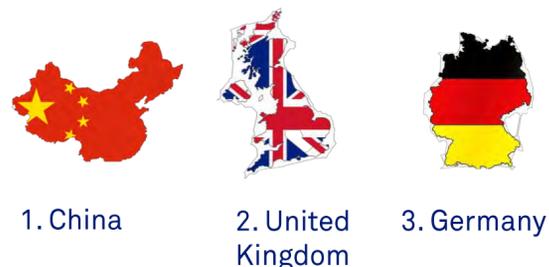
Frequency of online shopping

52% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



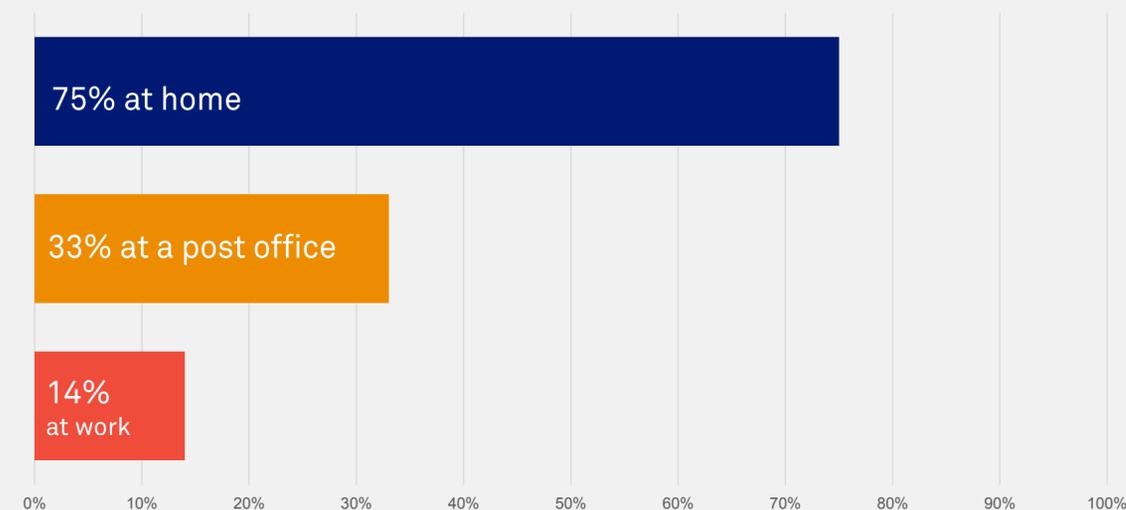
Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations



Results may exceed 100% since multiple answers were possible.

Top 3 return preferences

1. 43% pick up at home
2. 23% drop of at a post office
3. 12% pick up at work

Top 3 important elements

1. 65% clear information about delivery charges before purchase
2. 63% free returns
3. 62% simple and reliable returns process

Top 3 encountered delivery issues

1. 22% delivery time too long
2. 18% delivery time inconvenient
3. 7% tracking issue

 - 47% no issues



Experience from a local expert

“In Spain e-commerce deliveries are always expected to be delivered at home, and a proof of delivery is most appreciated. In fact, most of the local couriers have this as their standard option. Mailbox deliveries are not preferred for security reasons. Also we are not very familiar with pick-up points: we believe that if we required a home delivery, we should really get the product delivered at home!”

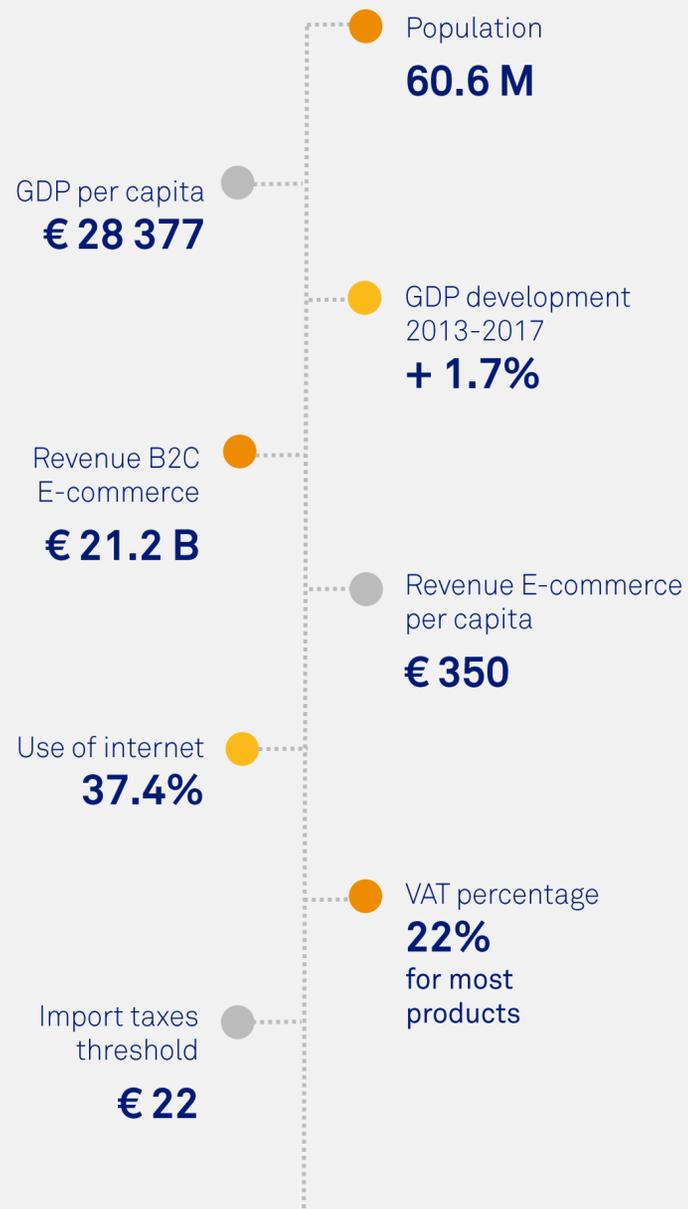
Emiliano Vidal



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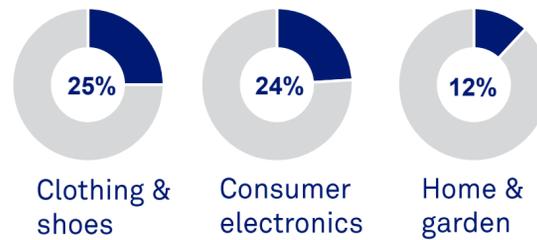


Shopping profile

Frequency of online shopping

46% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations

- 66% at home
- 18% at a safe place at home
- 16% at an alternative address



Top 3 important elements

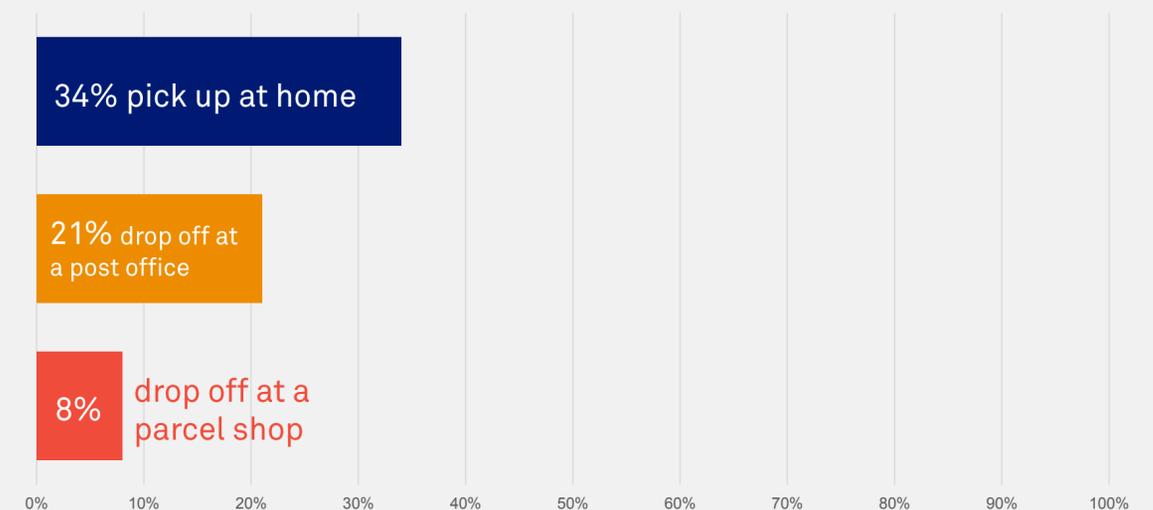
- 63% free returns
- 62% free delivery on purchases over a particular value
- 61% clear information about delivery charges before purchase



Top 3 encountered delivery issues

- 19% delivery time too long
 - 8% tracking issue
 - 7% delivery time inconvenient
- 63% no issues

Top 3 return preferences



Results may exceed 100% since multiple answers were possible.



Experience from a local expert

“Generally, I like receiving my parcel at home or at my office premises. Neighbour or drop-off delivery are not very common and developed in Italy. What is important for me is to have my shipments tracked and, if possible, receive proactive notifications by SMS or E-mail.”

Paola Miatello

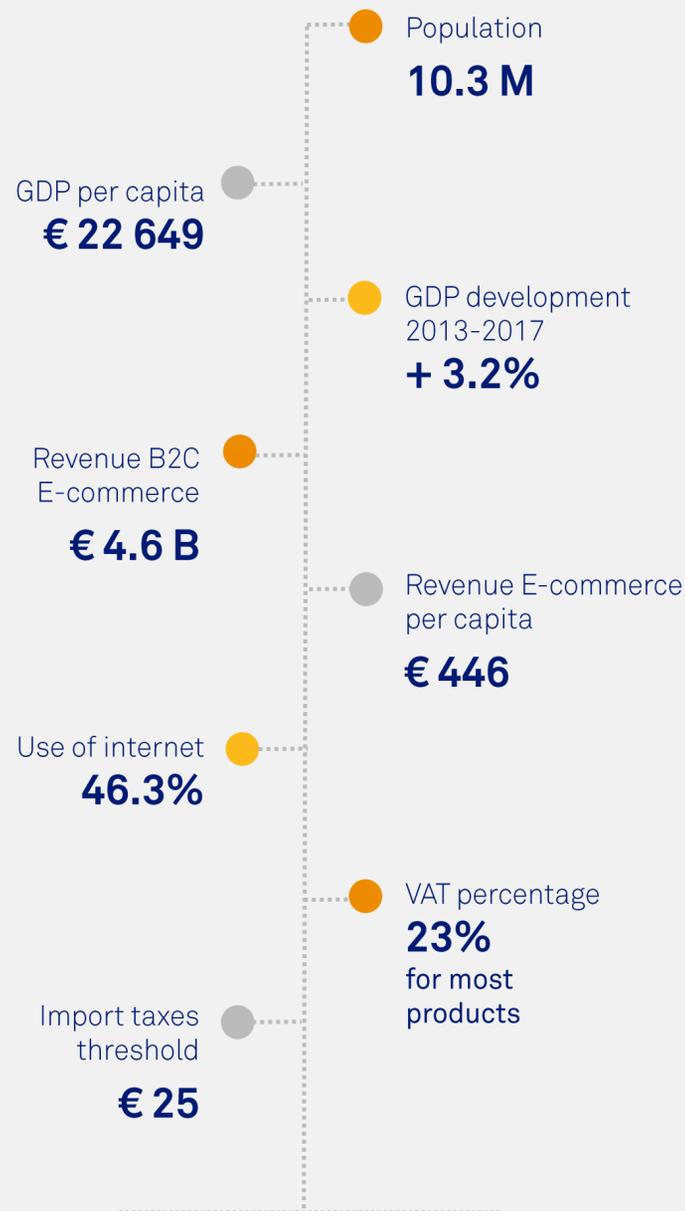


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Country info



Shopping profile

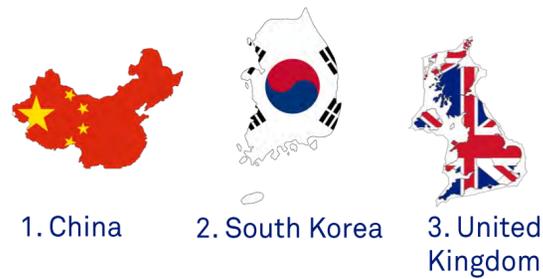
Frequency of online shopping

29% shops online at least once every two weeks

Top 3 product categories



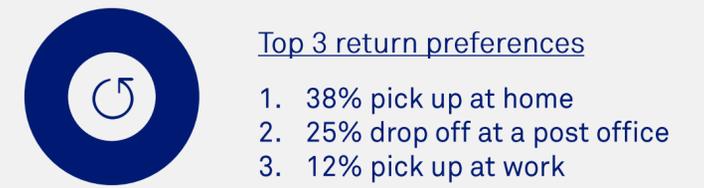
Top 3 import countries



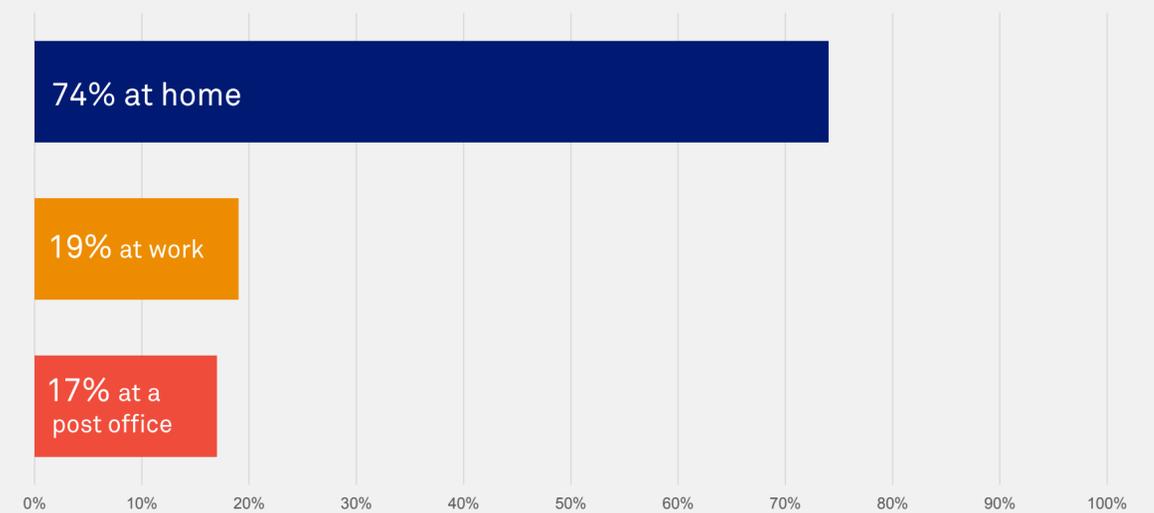
Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations



Results may exceed 100% since multiple answers were possible.



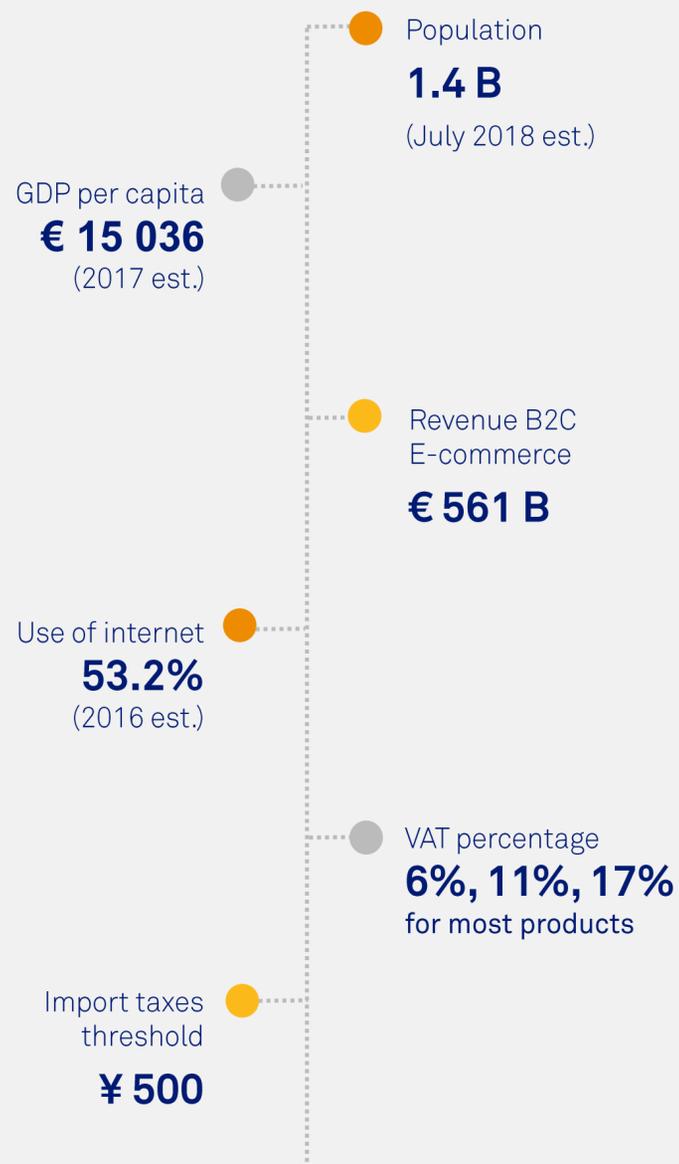


Spring Infographics

NON-EU countries



Country info



Shopping profile

Frequency of online shopping

85% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations

1. 61% at home
2. 32% at a parcel locker
3. 25% at a safe place at home



Top 3 return preferences

1. 50% pick up at home
2. 13% pick up at workplace
3. 13% drop off at parcel locker station

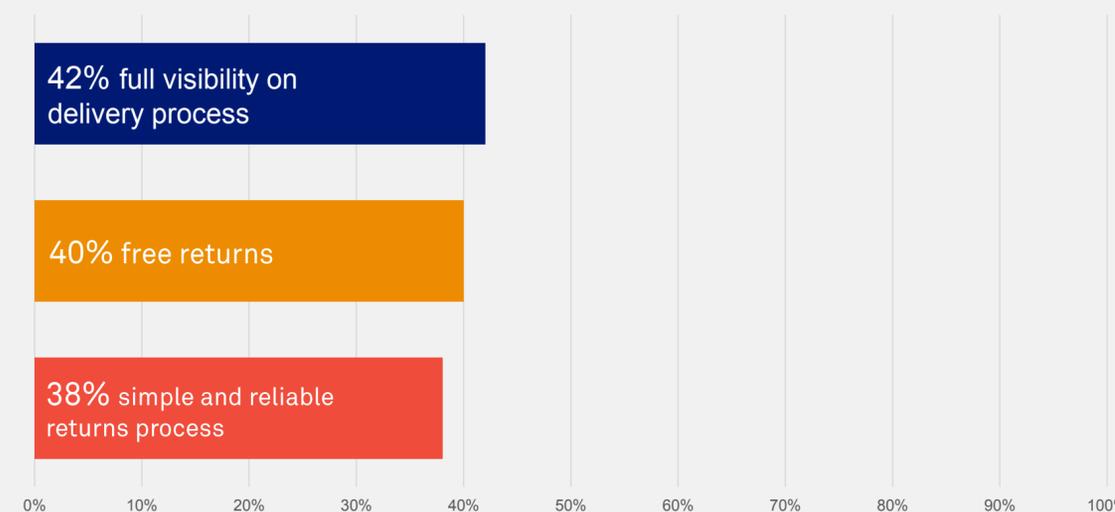


Top 3 encountered delivery issues

1. 31% delivery time too long
2. 16% delivery costs are too high
3. 15% issue with customs

 - 30% no issues

Top 3 important elements



Results may exceed 100% since multiple answers were possible.



Experience from a local expert

“Did you know that Chinese consumers use 3rd party sites to track their shipments?”

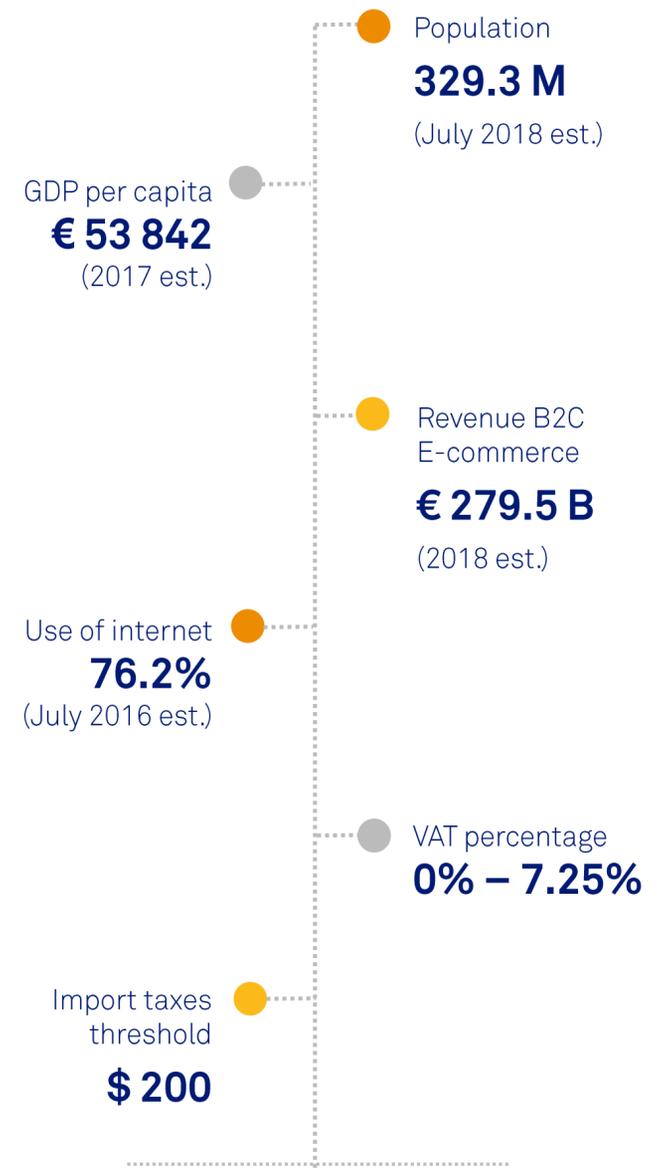
Cat Hai Chiem



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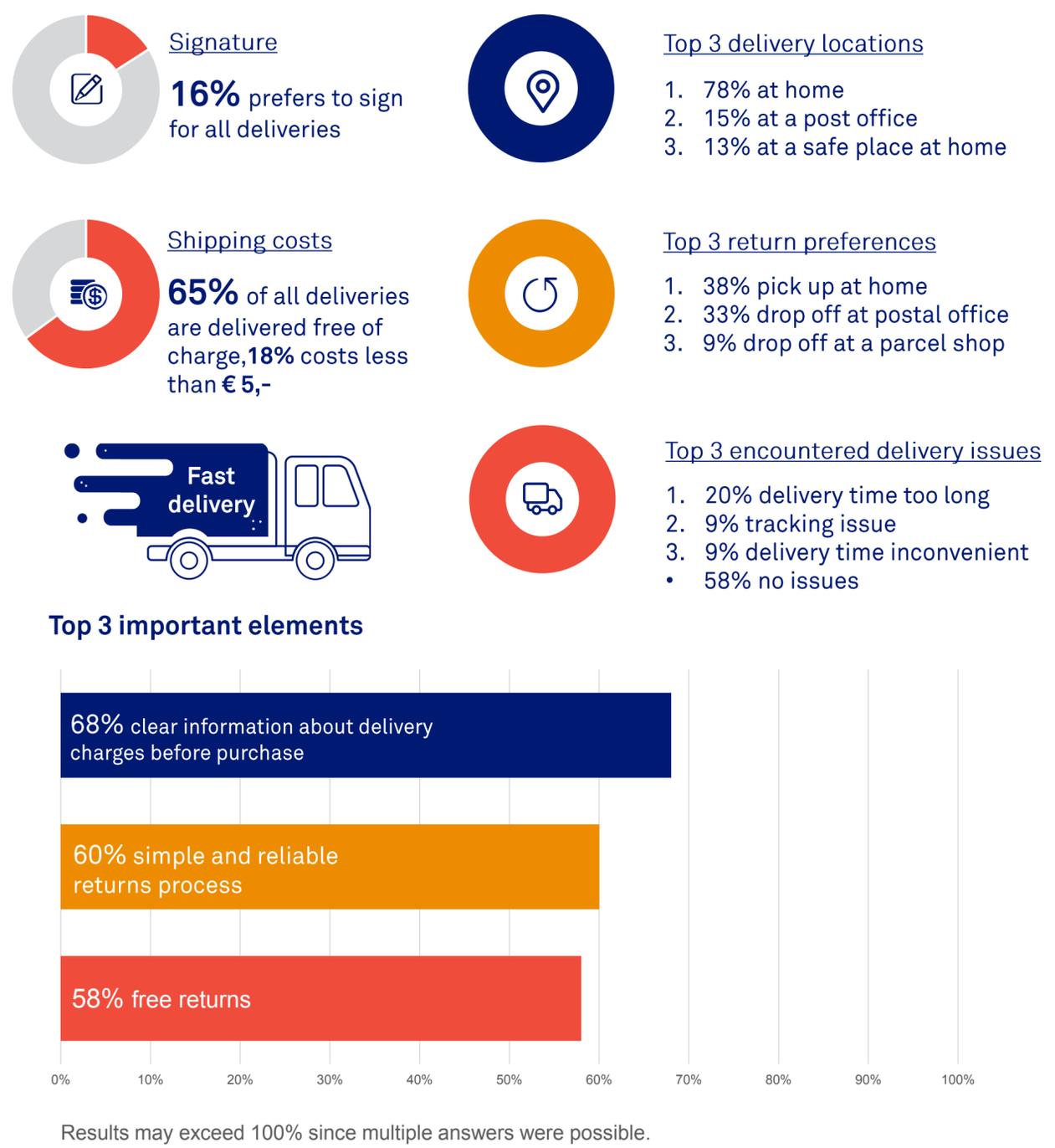
Country info



Shopping profile



Delivery preferences



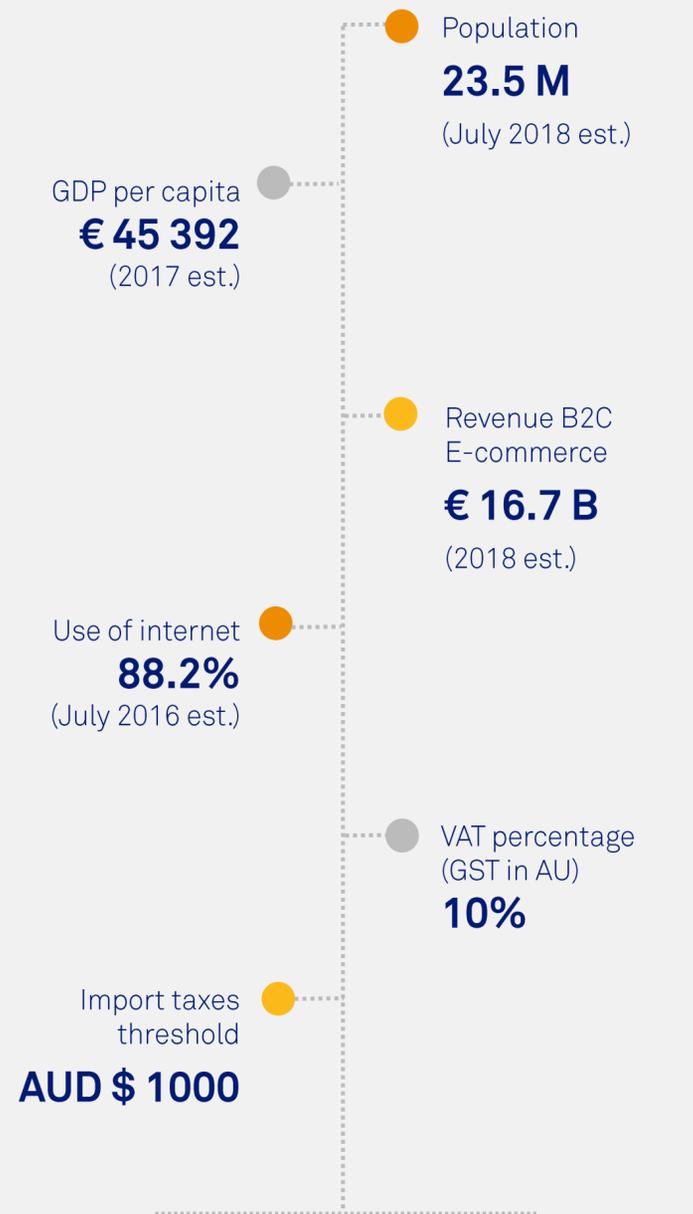
Experience from a local expert

“What American receivers value a lot is the flexibility of sending parcels in all weight ranges and being able to track the item as it moves along the process.”

Lou Laforet



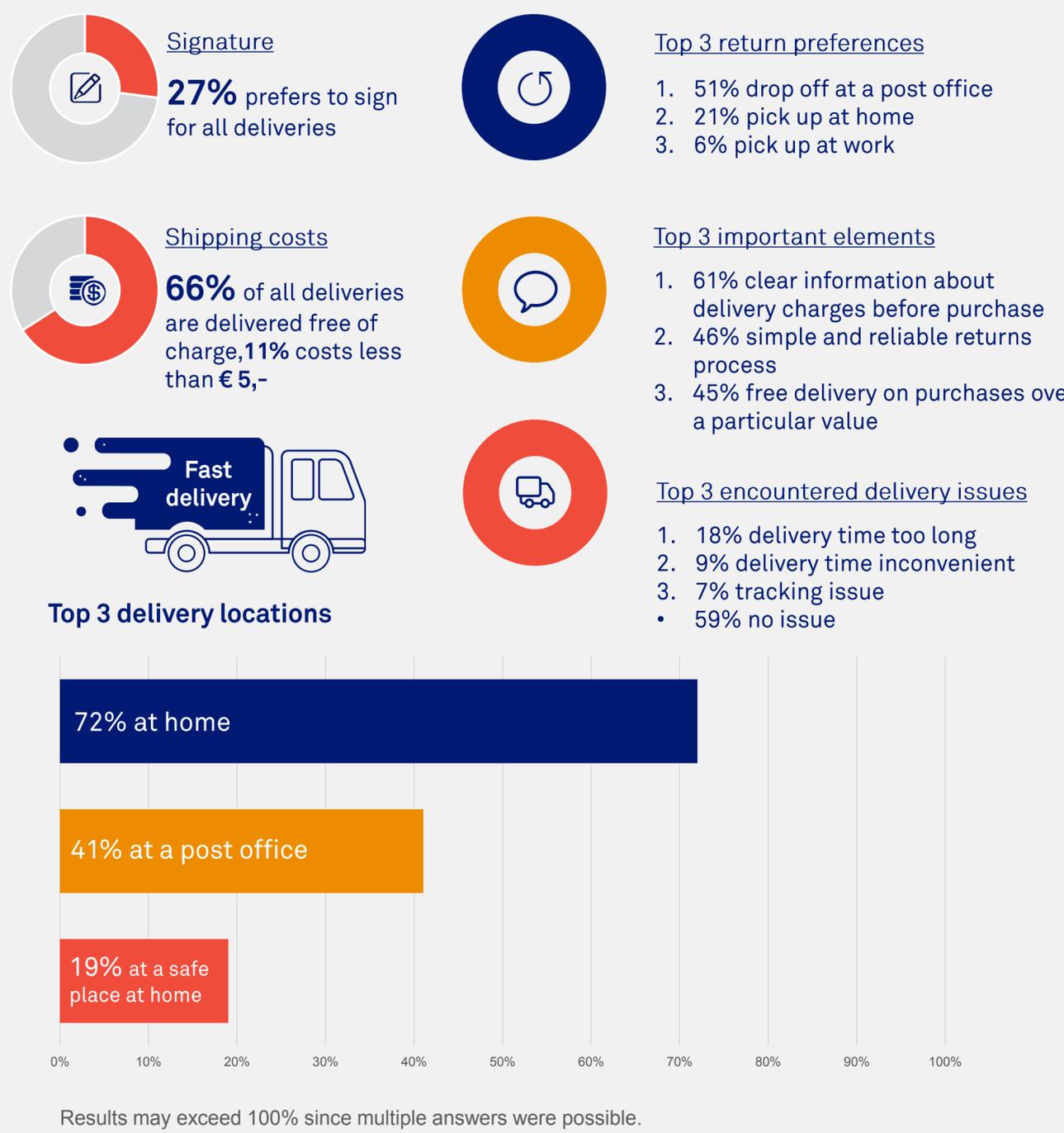
Country info



Shopping profile



Delivery preferences



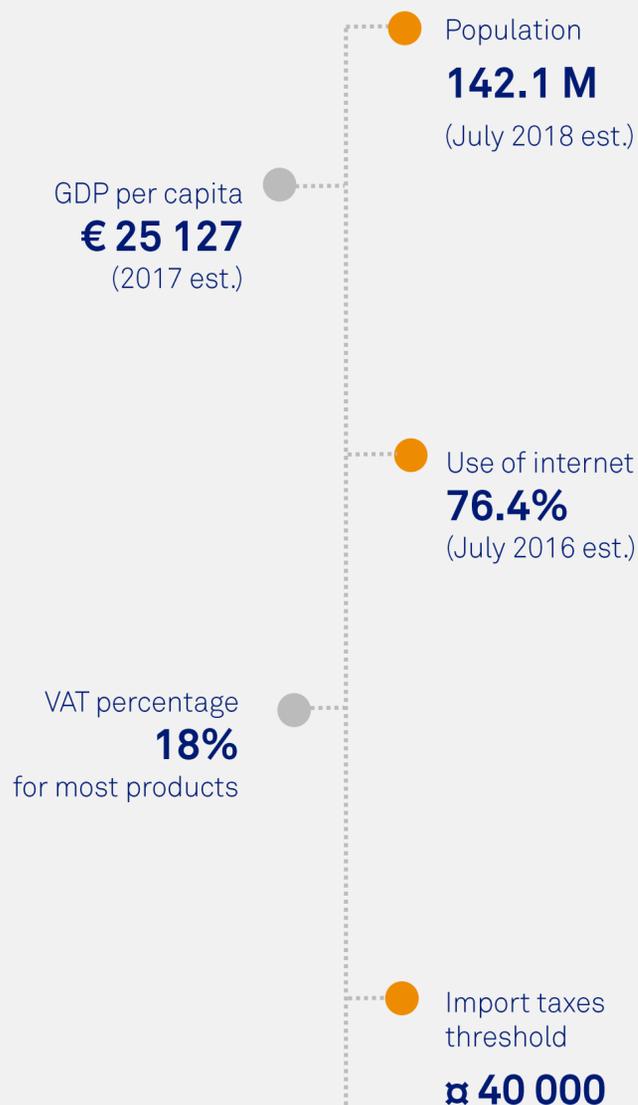
Experience from a local expert

"Since delivery is almost always done during normal working hours, it is important to have flexible delivery options and receive up-to-date tracking information. It is common in Australia to change the delivery location of your package."

Christopher Reinig



Country info

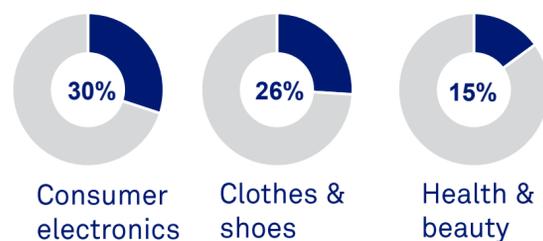


Shopping profile

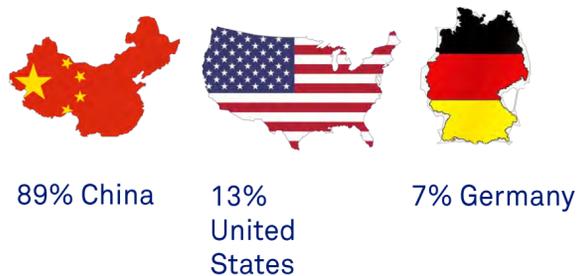
Frequency of online shopping

34% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations

1. 74% at a post office
2. 30% at home
3. 14% at a parcel locker station



Top 3 important elements

1. 53% clear information about delivery charges before purchase
2. 51% free returns
3. 49% simple and reliable returns process

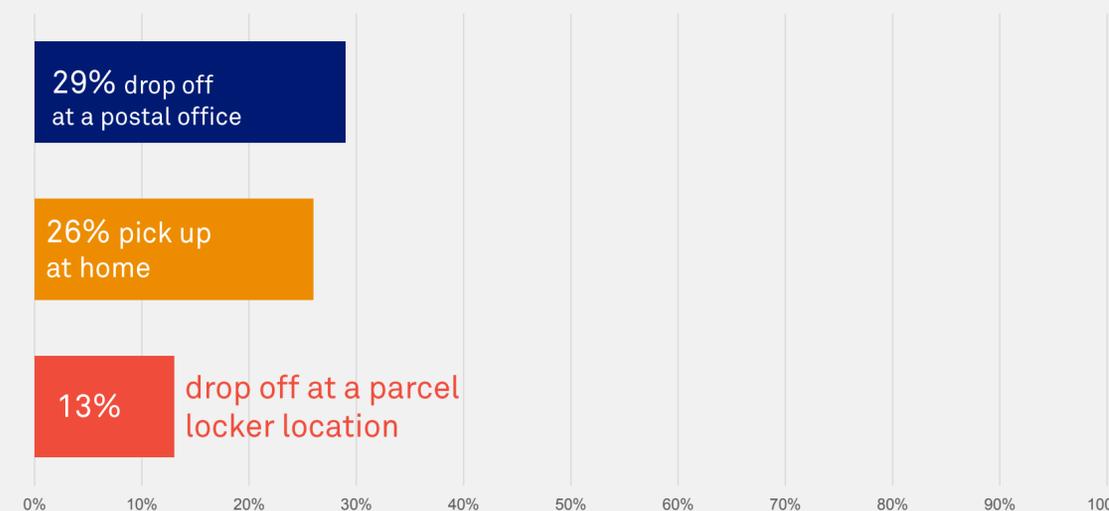


Top 3 encountered delivery issues

1. 39% delivery time too long
2. 14% tracking issue
3. 5% delivery time inconvenient

 - 43% no issue

Top 3 return preferences



Results may exceed 100% since multiple answers were possible.



Experience from a local expert

"Russians like to order online but have very long working hours so we are usually not home to receive the parcel. The option to have parcels delivered to a retail location with long opening hours and open in weekends is therefore a must for me."

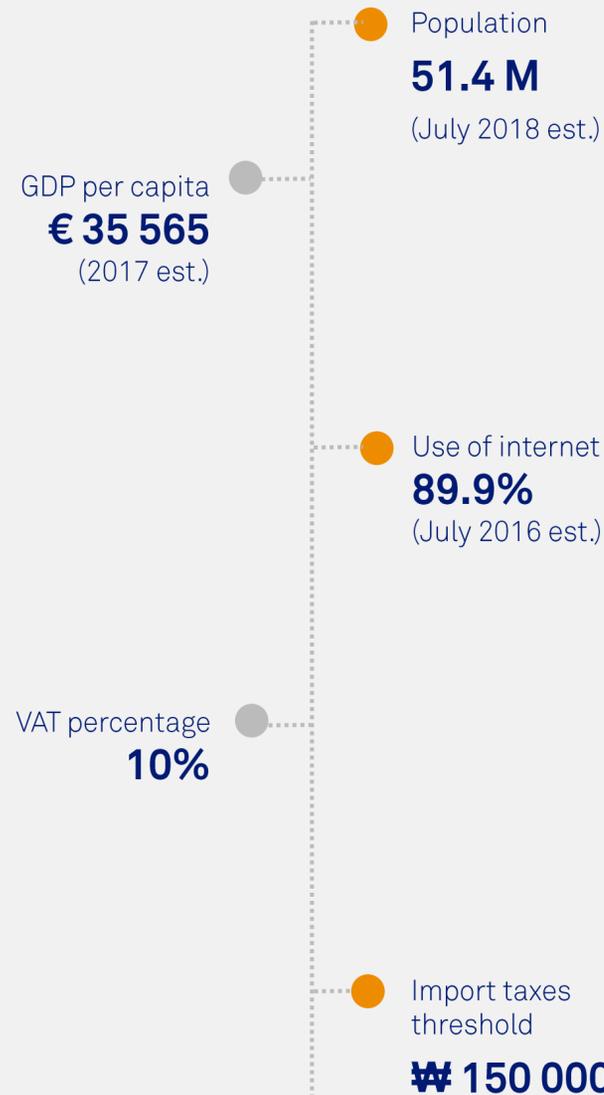
Ludmilla van de Sande



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Country info



Shopping profile

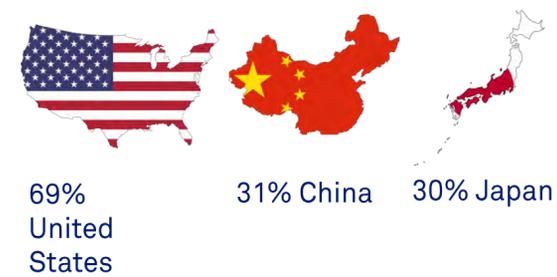
Frequency of online shopping

79% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



Top 3 preferred payment methods



Delivery preferences



Top 3 delivery locations

- 74% at home
- 24% at work
- 21% at a safe place at home



Top 3 return preferences

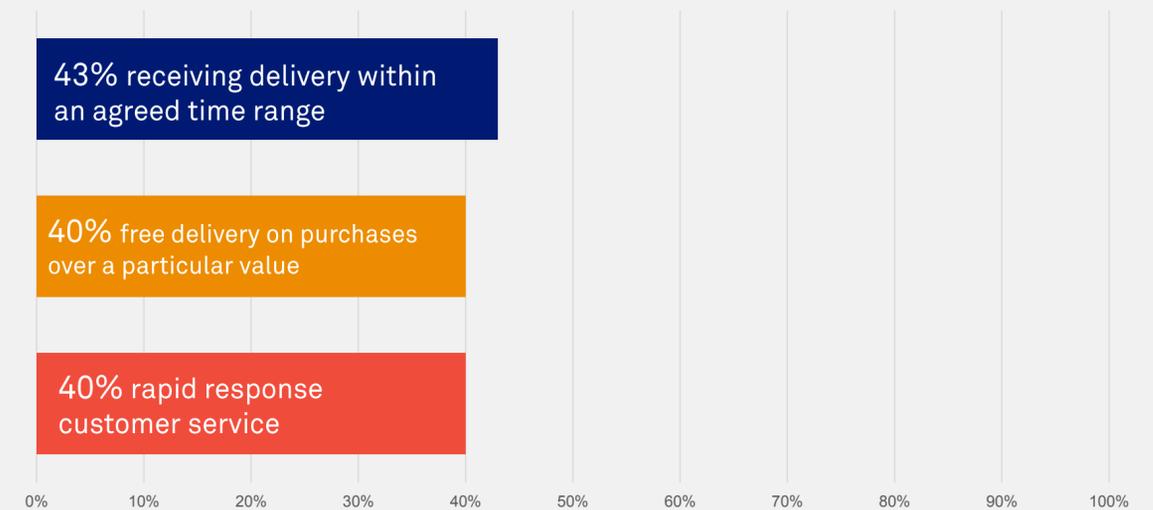
- 52% pick up at home
- 15% pick up at work
- 14% drop off at a post office



Top 3 encountered delivery issues

- 34% delivery time too long
- 12% delivery time inconvenient
- 10% tracking issue
- 33% no issue

Top 3 important elements

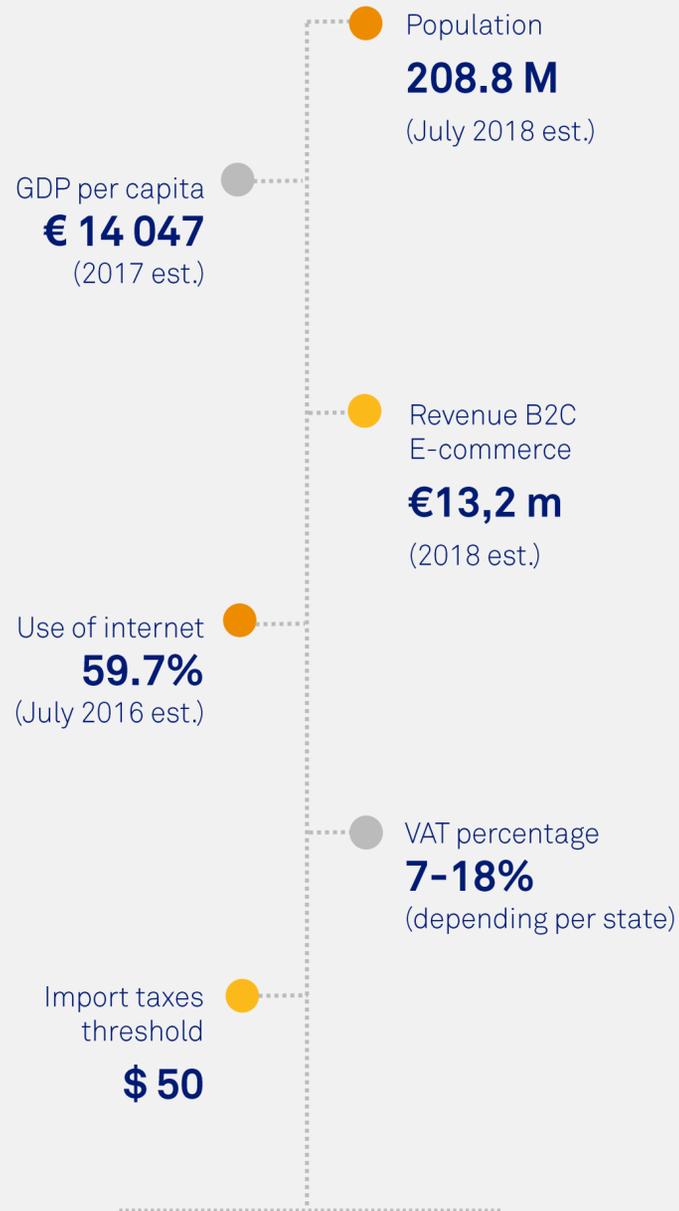


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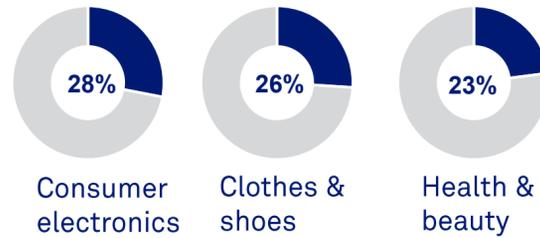


Shopping profile

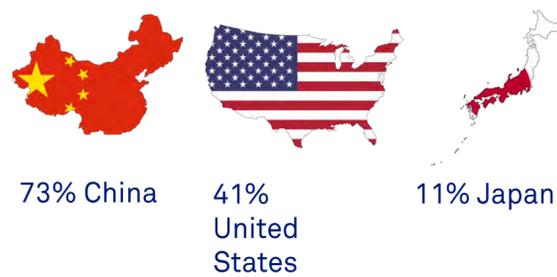
Frequency of online shopping

41% shops online at least once every two weeks

Top 3 product categories



Top 3 import countries



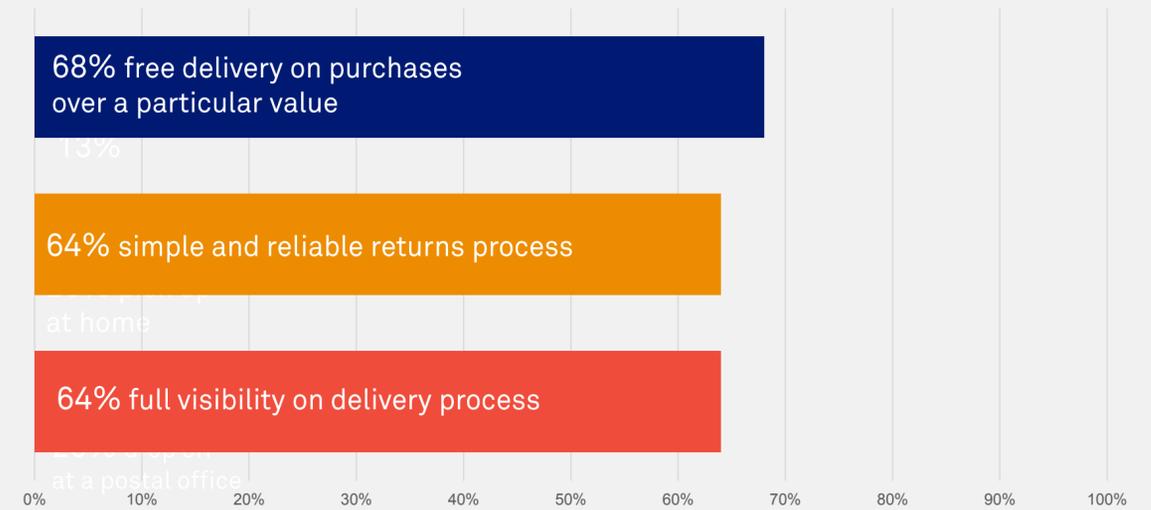
Top 3 preferred payment methods



Delivery preferences



Top 3 important elements



Results may exceed 100% since multiple answers were possible.

Top 3 delivery locations

1. 73% at home
2. 18% at a post office
3. 11% at an alternative address

Top 3 return preferences

1. 40% drop off at a post office
2. 33% pick up at home
3. 5% drop off at a collection point in e-retailer's physical store

Top 3 encountered delivery issues

1. 43% delivery time too long
2. 15% delivery time inconvenient
3. 14% tracking issue

 - 30% no issue



Experience from a local expert

"The Brazilian postal service collects a 15 Real Postal Fee for all international mail and parcels arriving in Brazil. This mail service fee, however, should not be confused with taxes or duties and is collected for all items including non-taxable items."

Nicolaas van der Meer



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