

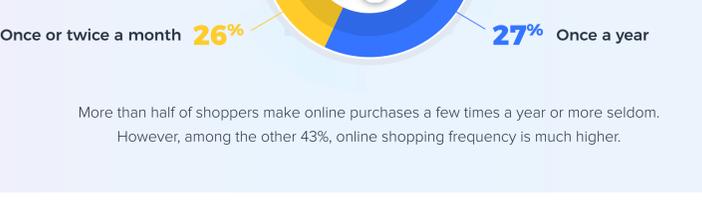
2Checkout 2019 Survey

Global Online Shopper Behaviour

The 2019 Online Shopper Survey carried out by 2Checkout has revealed people's preferences, challenges and behavior when it comes to buying online. The answers gathered from respondents across the world give insights ranging from what products they buy online to what influences their buying decisions or cross-border shopping.



How often do people buy online?



More than half of shoppers make online purchases a few times a year or more seldom. However, among the other 43%, online shopping frequency is much higher.

What digital goods are bought most often?

Computer software remains the main type of digital product that is most often purchased online. However, mobile apps form an increasingly important part of shoppers' online spending.



What physical goods do people buy online the most?

Computers and electronics are the most popular physical goods purchased online, followed by clothes and accessories and then mobile phones and tablets. Still, it's good to see that people still buy actual books. 😊



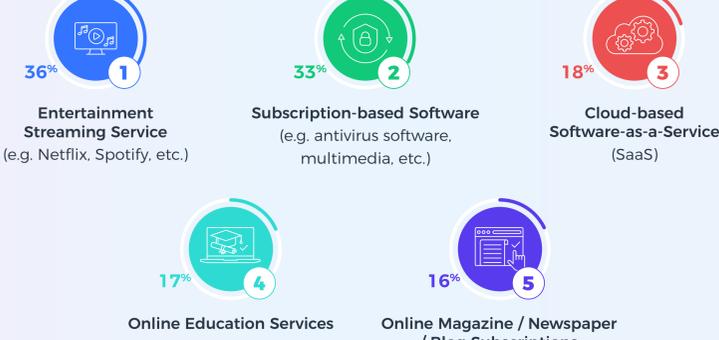
What makes shoppers decide to buy from an online store?

In a sign of the times, data privacy and security are considered a "very important" decision factor by more than three quarters of shoppers. Good vendor reputation and clear delivery, warranty and refund policies are also essential when it comes to persuading people to buy online.

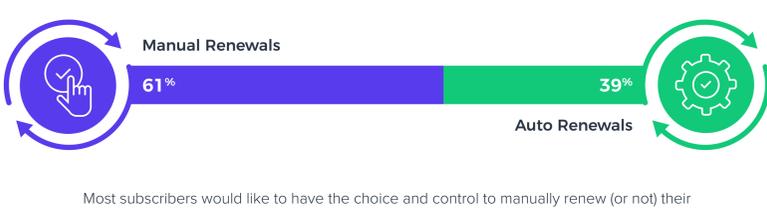


What do most people subscribe to online?

Entertainment streaming services attract the bulk of online subscriptions today, though subscription-based software comes a very close second. Retail with delivery services seems to be still in its early stages (12%) but growing.



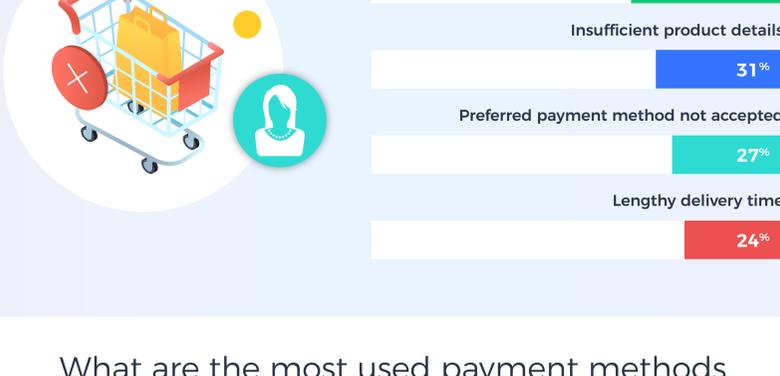
How do shoppers prefer to renew their subscriptions?



Most subscribers would like to have the choice and control to manually renew (or not) their subscriptions when they expire. However, the percentage of those who prefer the convenience of auto-renewals is on the increase – 39% in 2019 vs. 21% in 2018.

Why do customers abandon online shopping carts before placing an order?

Most shoppers who abandon their orders in the shopping cart simply decide they don't need those products. However, the second most frequent cause of cart abandonment is unexpected extra fees (e.g. VAT, delivery fees, etc.) added at checkout, so merchants should avoid such practices.



What are the most used payment methods for online shopping?

Card payments and PayPal are still the preferred methods for a majority of online shoppers, while cash continues to surpass mobile payments.



*E.g. Apple Pay, Google Pay, etc.

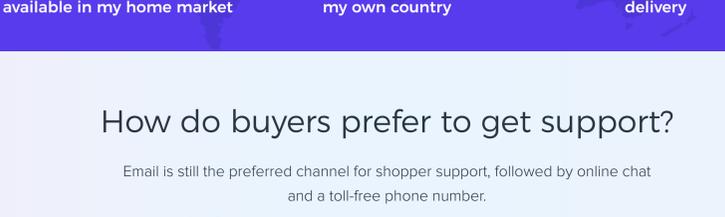
Where do shoppers usually make the payment for their online purchases?

While most respondents tend to pay using their desktop or laptop computers, payments on mobiles have seen a growth of 4% compared to 2018.



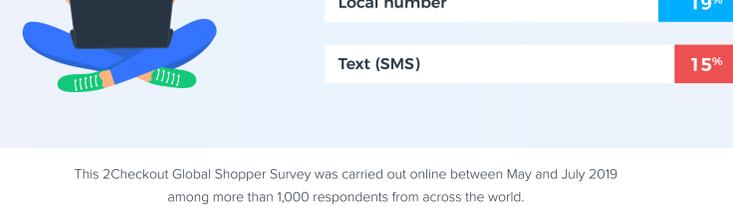
The rise of cross-border shopping

72% of shoppers worldwide have bought online from another country in the last year. The most important reasons why they chose to buy from a foreign market were:



How do buyers prefer to get support?

Email is still the preferred channel for shopper support, followed by online chat and a toll-free phone number.



This 2Checkout Global Shopper Survey was carried out online between May and July 2019 among more than 1,000 respondents from across the world.



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