



# UPS PULSE

## of the Online Shopper™

U.S. > Mexico > Brazil > Europe > Asia

Global Study

CONDUCTED BY



comSCORE.

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To download the full UPS Pulse of The Online Shopper white paper, go to: [ups.com/insideretail](http://ups.com/insideretail)

# The Worldwide Emergence of Today's Flex Shopper

UPS worked with comScore to develop a study surveying more than 19,000 online shoppers worldwide to understand their preferences. We discovered the emergence of today's "flex shopper," who changes retail channels and devices readily along the full path to purchase.



**Cross channel is the new norm** with 43% of all purchases made combining store and online interactions



While home delivery is still preferred by a majority of online shoppers, many are embracing **alternative delivery locations and ship to store options**

## KEY MARKET DIFFERENCES: A STYLE GUIDE



### Contemporary Style U.S.

Enjoys the trends of online shopping and stores but not always ahead of the pack

- Embraces **social media** and **mobile** but outpaced by Brazil, Mexico and Asia
- More than half of **tablet** owners making purchases on their device — tied with Asia
- In the middle the pack on adoption of curated online **subscription services**



Most patient on days willing to wait for domestic deliveries:

- 85% will wait 5+ days
- 2nd most patient on additional days willing to wait for free shipping: 33% willing to wait 5+ days



### Eclectic Style MEXICO

Reflects both the old and new retail landscape:

- Purchases more **in store** than any market
- Yet uses **mobile** and **social media** extensively when shopping online



Lowest percentage of shoppers who have made an online return — 35%



2nd most likely (after Brazil) to use social media to help decide which products to purchase: 50% are influenced by reviews or posts



View having expedited shipping options as more important than consumers in Asia, Europe and the U.S.



### Classic Style EUROPE

More gradually embracing the "new" when it comes to online shopping, such as lagging in:

- Use of **smartphones** for purchasing and shopping activities
- Use of **social media** and in its influence on purchases

Among the lowest adoption rate of curated **subscription services** and among the least influenced by **social media**



Fast delivery expected, only exceeded by Asia:

- 81% expect domestic delivery within 5 days
- Only 23% will wait an additional 5+ days for free shipping



### Modern Style BRAZIL

By far the most advanced when it comes to their online shopping habits and behavior — ahead of the curve on:

- Social media**
- Loyalty program** usage
- Alternative **delivery options**
- Use of **technology** capabilities in store
- Curated **subscription services**



56% purchases made online, highest of any region



44% purchases made in store, lowest of any region



Patient but expect timely deliveries:

- 71% willing to wait 5+ days for domestic shipping — 2nd longest behind only the U.S.
- 41% willing to wait 5+ days to qualify for free shipping



### Trendsetter Style ASIA

Among the top participants in a variety of progressive shopping activities, including:

- Heaviest use of **mobile**
- Second in adoption of curated **subscription services**
- The middle of pack for **social media** usage and influence on shopping



55% of smartphone owners purchase with their device, highest of any region; 65% of smartphone owners use retailer mobile apps, the most in any region



48% of consumers have only purchased on a PC, the lowest rate of any region



Fast domestic delivery expected more than in any other region:

- 27% expect same-day delivery
- 48% expect next-day delivery
- 14% choose same-day delivery most often
- 27% choose next-day delivery most often



Featured here are just a few of the results for shoppers worldwide. Ask your UPS account manager for the full Global Study or individual studies on U.S., Asia, Europe, Brazil and Mexico or download at [ups.com/insideretail](https://www.ups.com/insideretail).