

# RetailX United Kingdom Ecommerce Market Report 2023

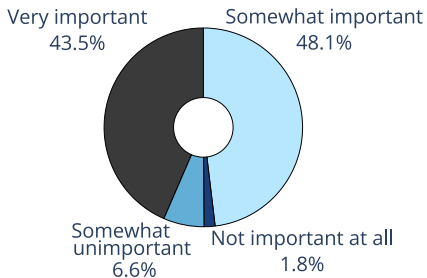
The RetailX series of Ecommerce Country Reports offers a briefing on the ecommerce and multichannel landscape in countries and regions around the world. The UK is a key European market and an ecommerce leader.

**84%**  
of UK shoppers say easy returns are important

**56%**  
of UK shoppers say ecommerce is an environmental issue

## Nearly half of UK shoppers see speedy delivery as a major reason to buy

Speedy delivery as a driver of purchase, United Kingdom, 2022

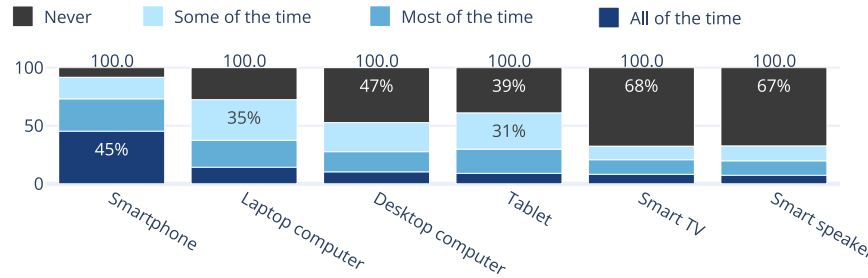


Based on 750 individuals in UK, aged 16+, who shop online, Jun 2022. Question: "How important to you are the following factors when purchasing an item online?"

Source: RetailX Consumer Observatory © RetailX 2023 RXRUK23RP-14-v5

## United Kingdom buyers prefer to shop online using smartphones

Device preference for online shopping, United Kingdom, 2022



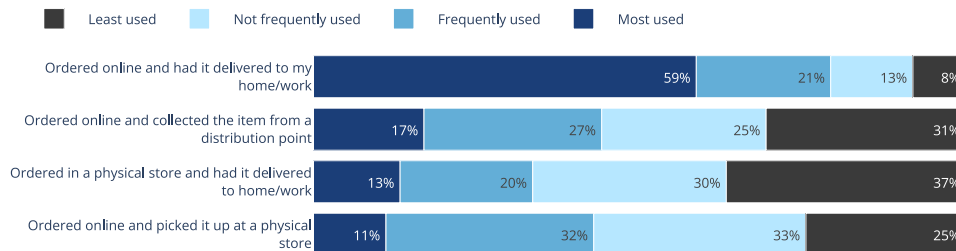
Based on 750 individuals in UK, aged 16+, who shop online, Jun 2022. Question: "Thinking about your online purchases in the last 12 months, how frequently on average did you use the following devices for online shopping?"

Source: RetailX Consumer Observatory

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## UK shoppers most often order online for home delivery

Usage of delivery services, by frequency of use, United Kingdom, 2022



Based on 750 individuals in UK, aged 16+, who shop online, Jun 2022. Question: "Please rank the following purchase practices, based on the frequency of using each in the last 12 months. Please select only those that apply to you."

Source: RetailX Consumer Observatory

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Find out how big the UK market is, what customers want to buy, how they want to pay, and how they prefer to get delivery. Plus, find out about attitudes to returns, sustainability, peak trading – and how inflation and the cost of living are affecting shoppers.

The Largest 100 retailers are analysed through RetailX graphics. Featuring company spotlights on Etsy, Argos, Next and Screwfix



Download the full report: [internetretailing.net/research/retailx-country-reports/](https://internetretailing.net/research/retailx-country-reports/)

**43%**  
buy through social commerce

**47%**  
of UK shoppers primarily buy online for home delivery

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