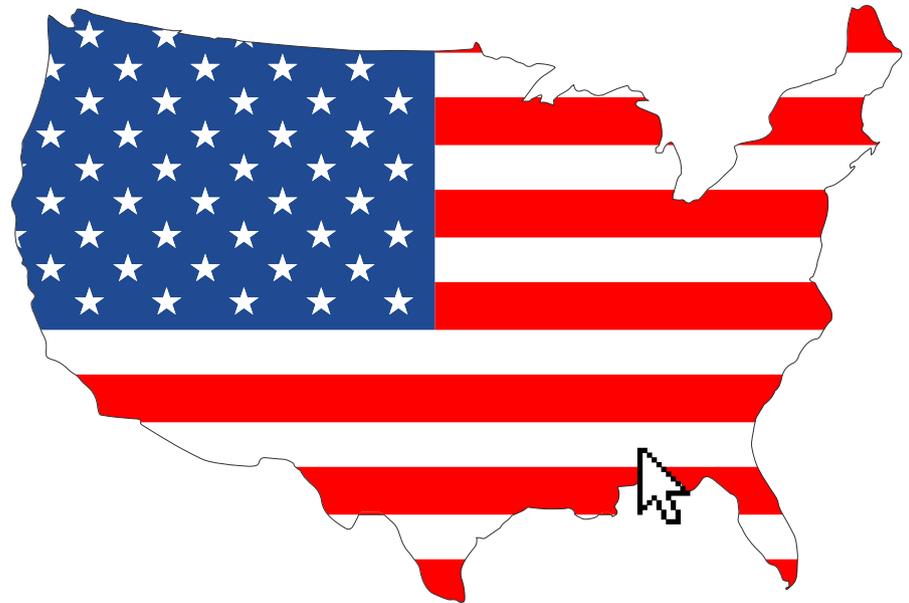


# Delivery Matters

Understanding the needs of online shoppers in the USA in 2015



USA Edition



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Online shopping |



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# Delivery matters in the USA



## Welcome to our first Delivery Matters USA report.

We've been producing research like this in the UK for the past seven years, helping retailers like you understand consumers' habits and preferences when they shop online. This year we've widened our scope, with five new international reports focusing on the USA, Australia, China, France and Germany. You can download each edition of our reports from [royalmail.com/deliverymatters](http://royalmail.com/deliverymatters).

## So does delivery matter in the USA?

Definitely. While people shop online less than they do in the UK, online shopping is on the up in the States. Generally the landscape will feel quite familiar to a UK retailer, as online shoppers in the USA have broadly similar attitudes and priorities as in the UK plus shoppers speak the same language. 1 in 5 online shoppers have bought something from the UK – these shoppers tend to be younger and actively seeking out exclusively British products. It seems there are significant opportunities for

UK retailers who are prepared to venture over the pond, accessing a market 5 times the size of the UK.

Of course, getting started as an exporter can feel daunting, but at Royal Mail we're here to help. We believe 'international' is just another post code and can help businesses like yours offer an excellent delivery service, building trust with your customers while keeping costs under control. This research is a great place to start. We hope it helps you understand the needs of online shoppers in the USA and gives you more confidence in accessing this growing market.

**Nick Landon** Managing Director of Royal Mail Parcels

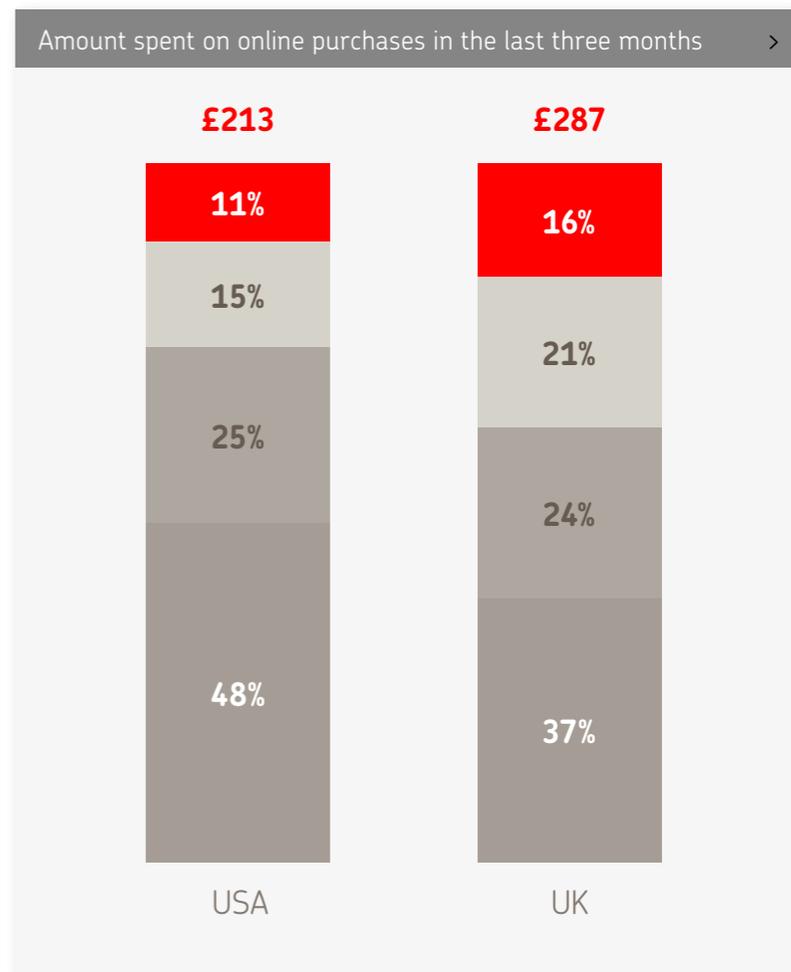
Our research was independently conducted by Hall & Partners in April 2015. To help us explore similarities and differences, we sometimes compare results to UK research which was also carried out by Hall & Partners in April 2015.

# USA – the trends

# The trends



Shoppers in the USA spent an average of **£213** online in the last three months, compared to an average of **£287** in the UK.

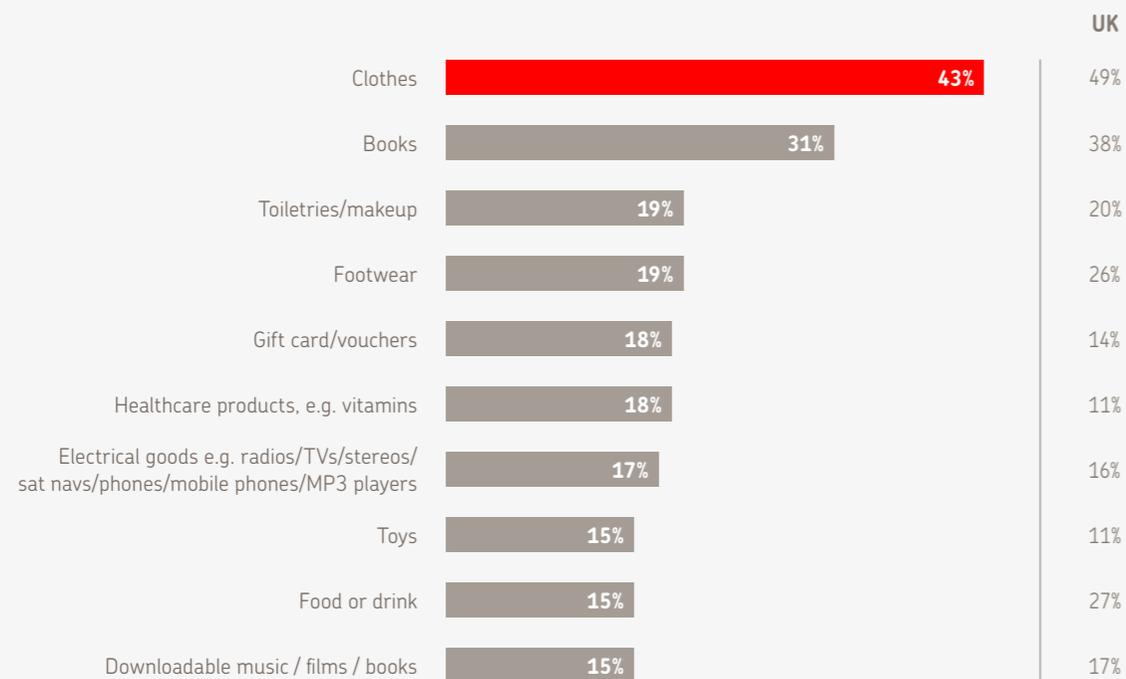


# So what do online shoppers buy in the USA?



## Products bought online in the last 3 months

The typical online shopping list in the States is reassuringly familiar – as in the UK, clothes and books top the list of purchases made.



# Shop mobile

When it comes to channels, desktops and laptops are still most popular, although mobile devices are increasingly used – more so than in the UK. 32% of online shoppers in the USA use their phone for online shopping, compared to 24% in the UK.

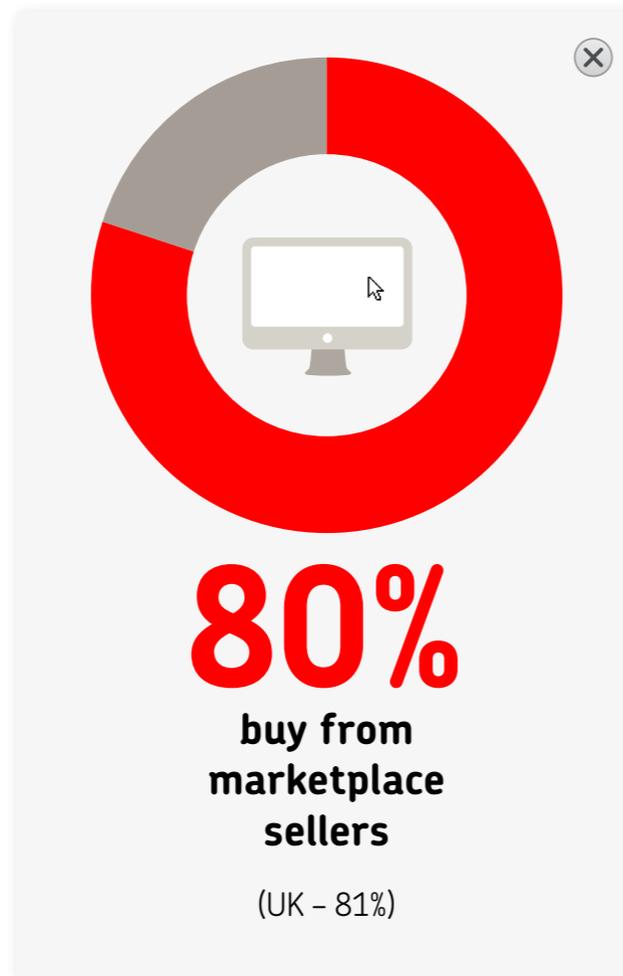
Other research in the USA\* suggests online shoppers use their mobile devices more during the peak holiday shopping season (think Thanksgiving, Black Friday and Cyber Monday), with shoppers happily using their devices to compare products and prices to find the best deals.



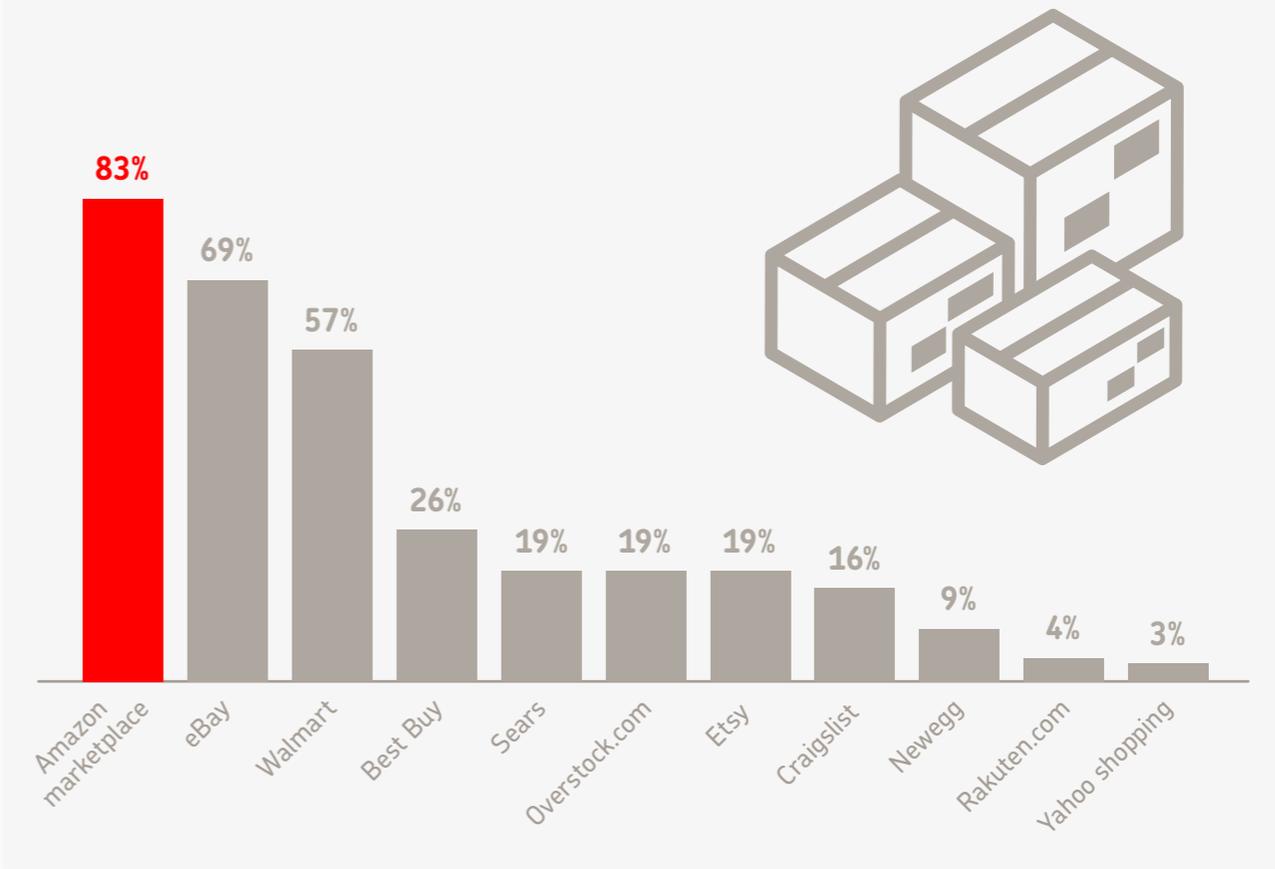
\*Source: Consumer Electronics Association Pre-Black Friday report 2014.

# Online marketplaces

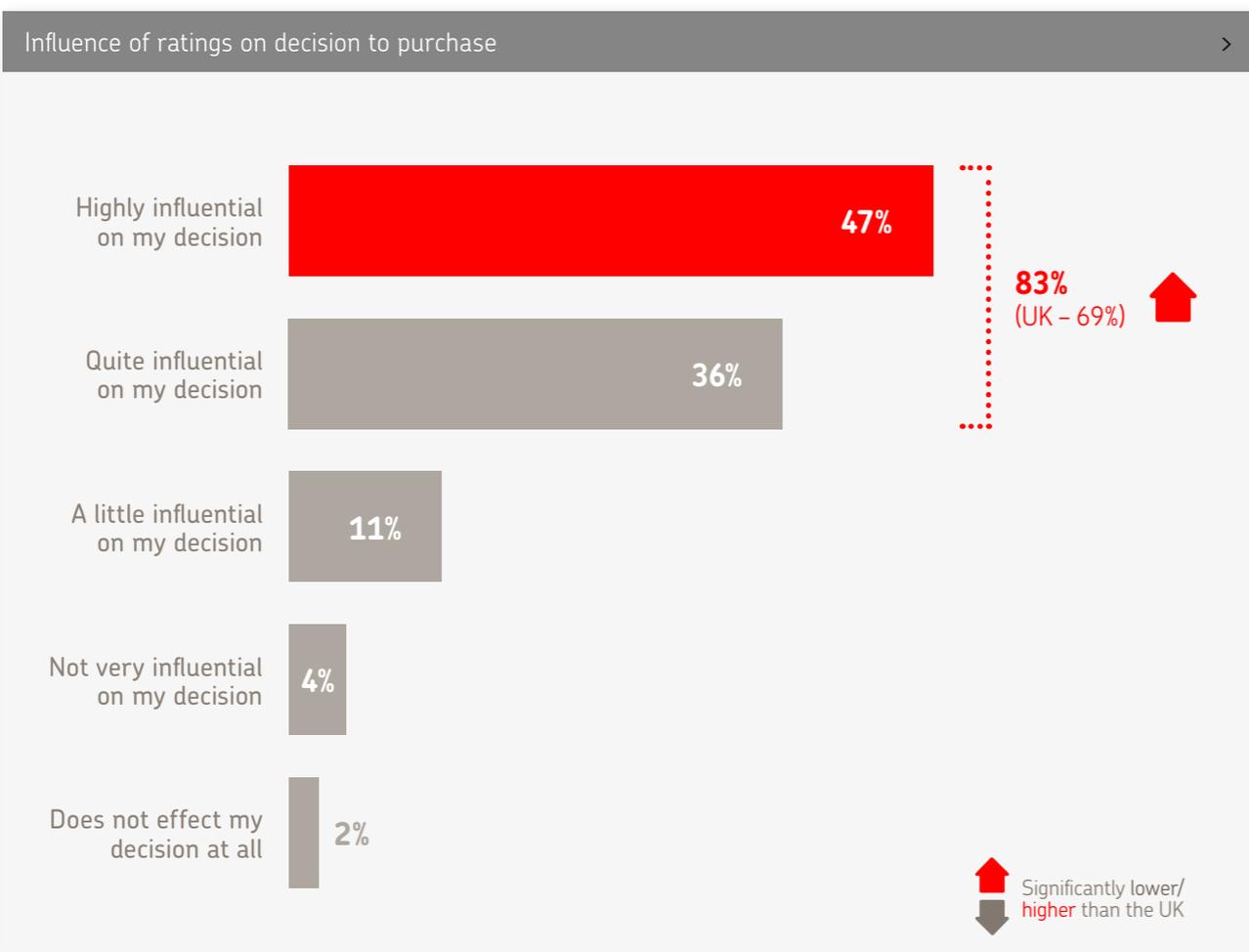
Like the UK, Marketplaces are influential: 80% of online shoppers in the USA use them. Amazon, eBay and Walmart are the most common. The impact of sellers' ratings on purchasing decisions is much higher than in the UK – a whopping 83% of online shoppers say ratings influence their decision to purchase compared with just 68% in the UK.



Amazon, eBay and Walmart are the most commonly used marketplace sellers.



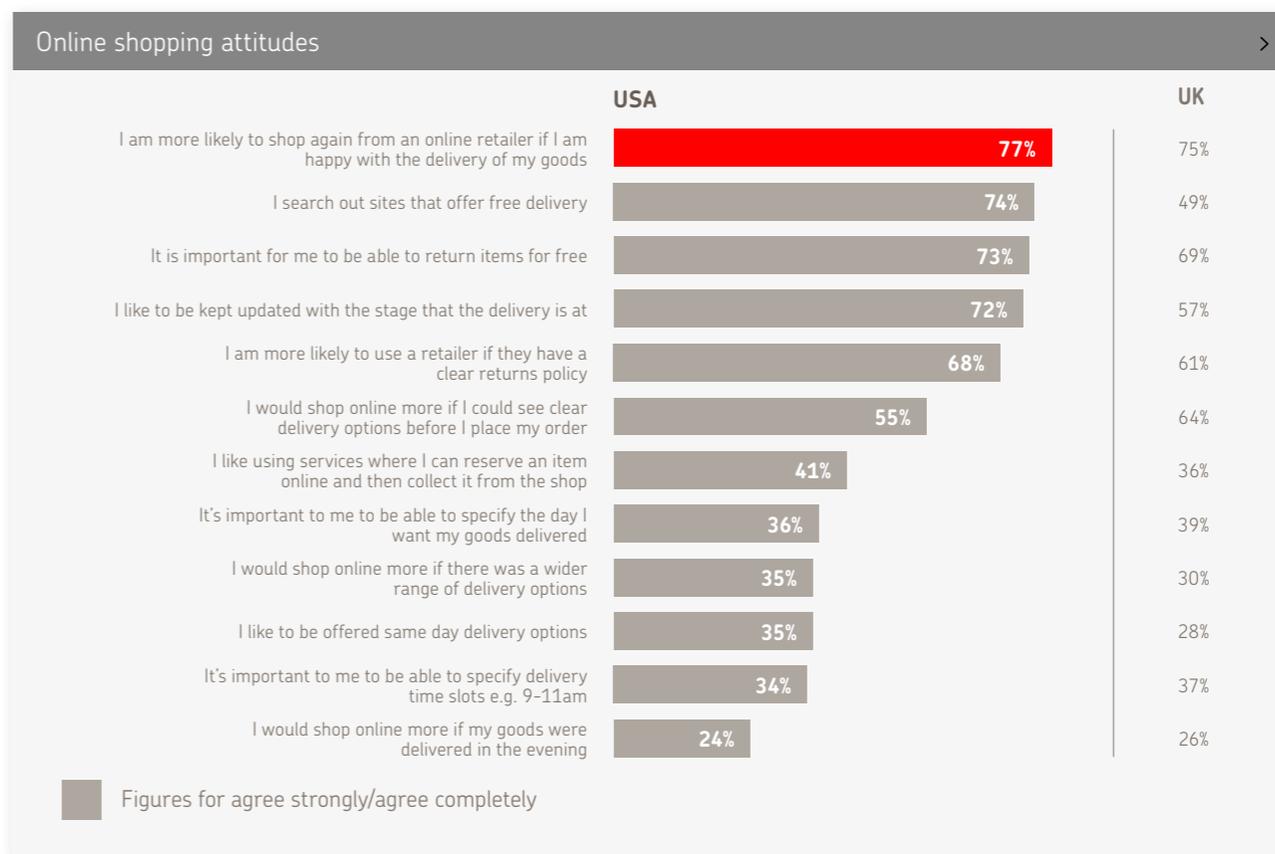
# Online marketplaces



# Delivering the goods



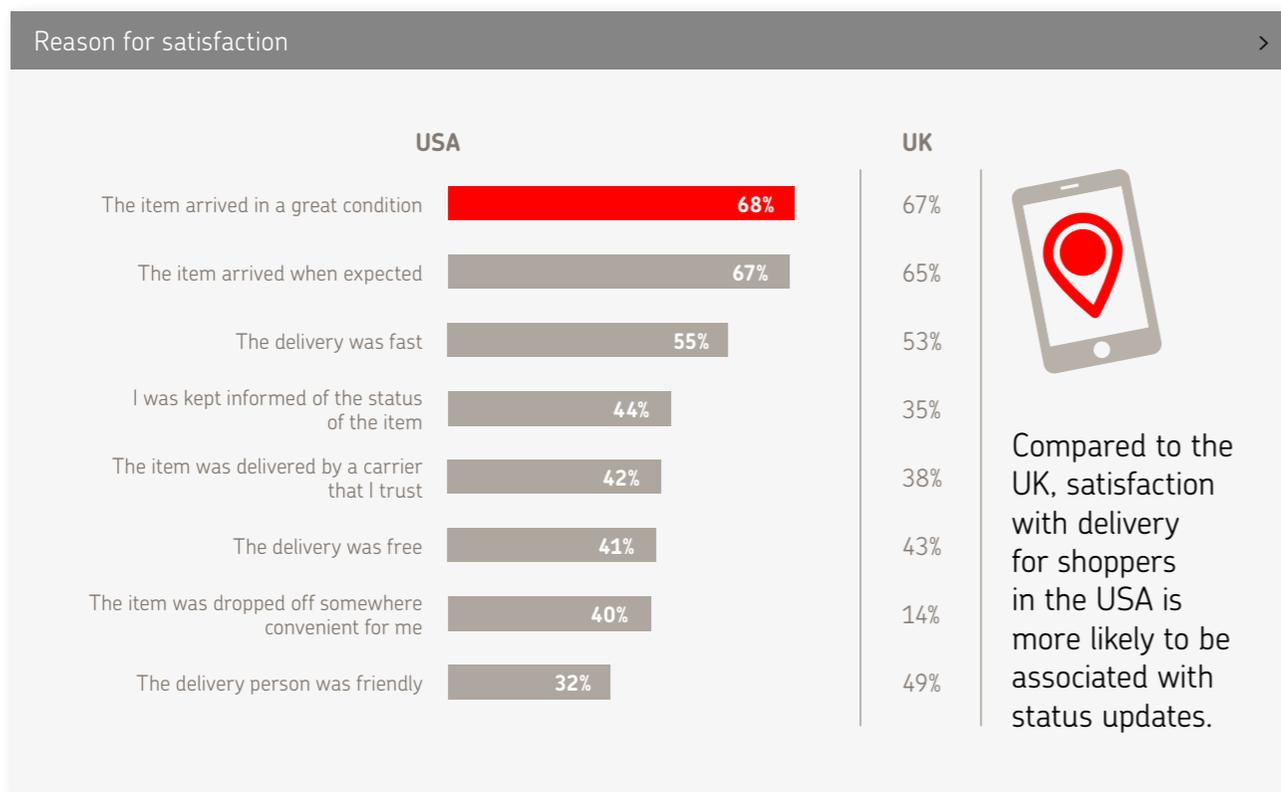
Compared to the UK, online shoppers in the USA are much more likely to search out sites that have free delivery and have greater demand for updates/ tracking of their deliveries.



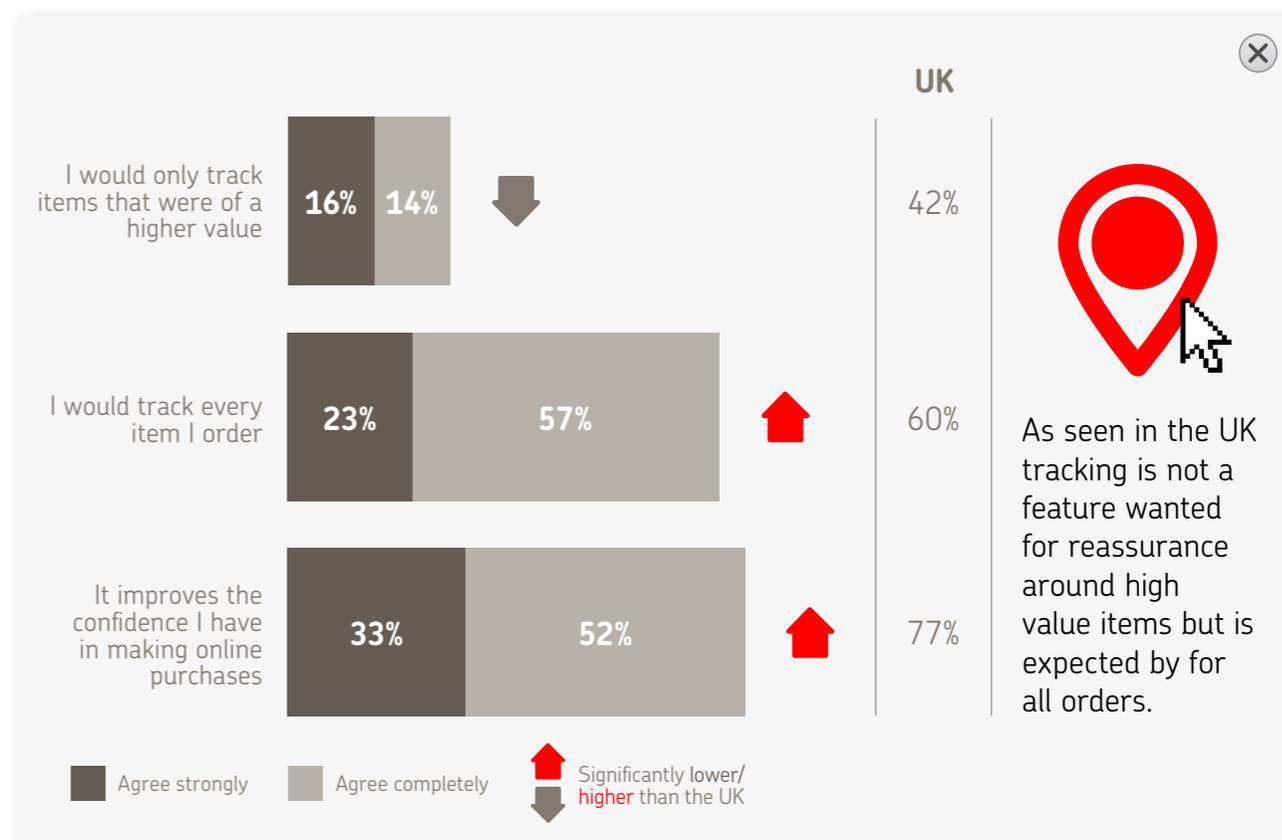
# Delivery satisfaction



Just like in the UK, basic factors like delivering in a great condition and promptly, help build satisfaction. One significant difference is that online shoppers in the USA are more likely to be impressed by regular updates about the status of their parcel.



That's because tracking is important here – 80% of online shoppers in the USA would track every item they ordered, not just higher value items. 85% believe tracking builds confidence when shopping online.



# Preference for home delivery

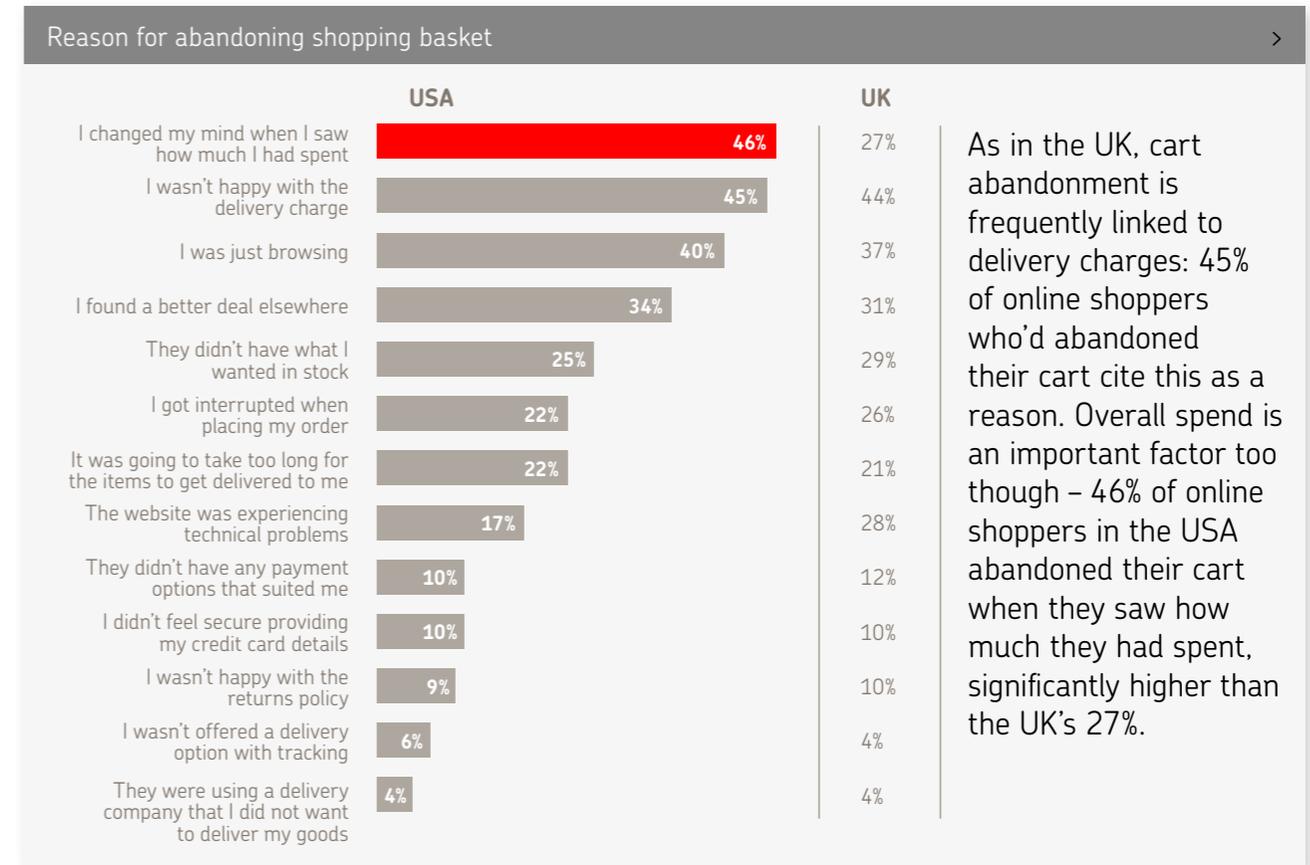
When it comes to delivery, it's all about the home run. A huge 84% of online shoppers in the USA say home is their preferred delivery option, just like the UK where 71% said home was their preferred delivery location.



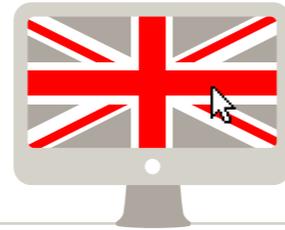
# Cart abandonment



Around 19% of online shoppers in the USA frequently abandon their shopping basket, close to the UK figure of 21%.



# USA ♥ UK



There's a lot of love for the UK from online shoppers in the USA. 1 in 5 online shoppers bought an item from a UK website in the last three months. 42% bought items that simply aren't available anywhere else – football memorabilia and designer items were amongst the most popular purchases.

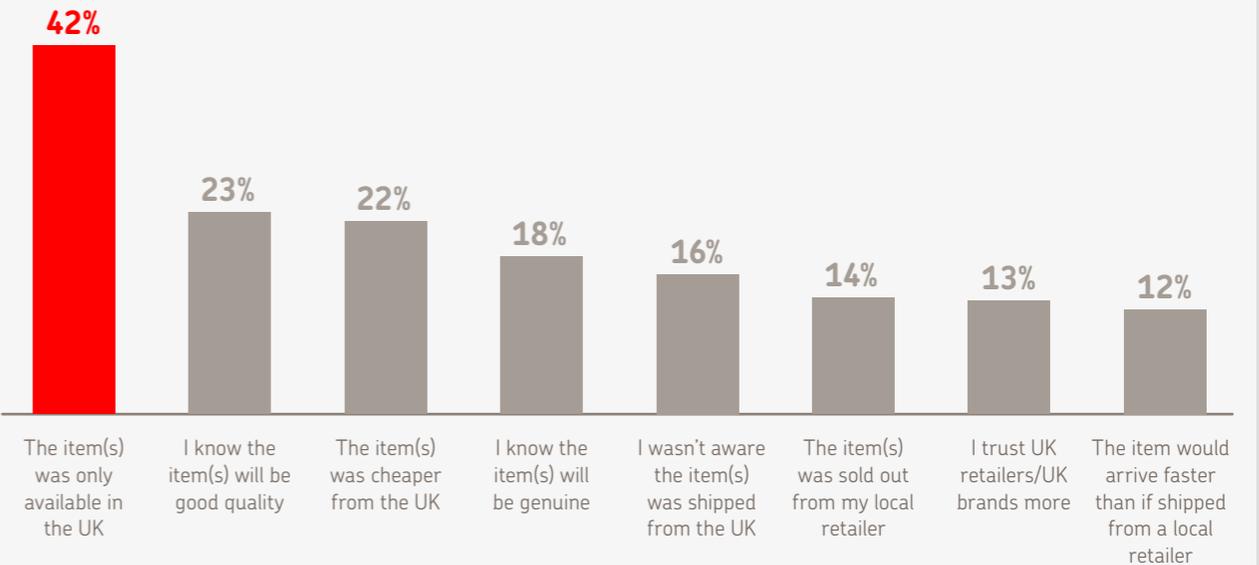
## Most popular UK retailer websites



Football memorabilia and designer items are the most common items bought from the UK.

# The most common reason for purchasing from the UK is due to availability

## Reason to buy from the UK



When online shoppers in the USA order from the UK, they tend to expect delivery within 4-10 days. At Royal Mail our International Tracked & Signed service offers delivery to the USA within 6 days.

# Getting over the obstacles: encouraging customers to shop more

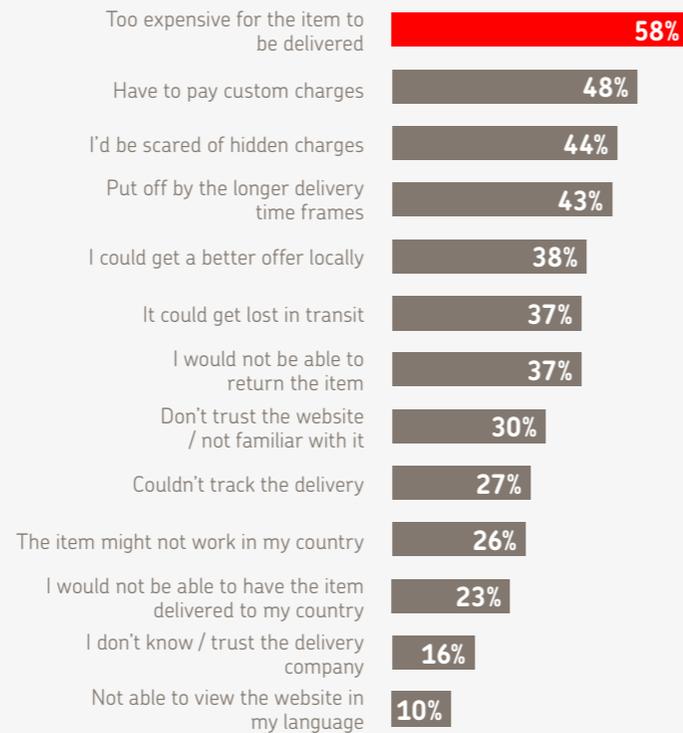
**Awareness of UK retailers is high – 4 in 10 online shoppers specifically searched for UK retailers when making their purchase.** However, half of online shoppers in the USA think ordering from the UK is a risk, with 58% saying expensive delivery costs would prevent them buying from the UK. It's clear offering lower international delivery and returns costs is likely to help drive sales up.

Risks of purchasing from a UK website >

**48%** ➔

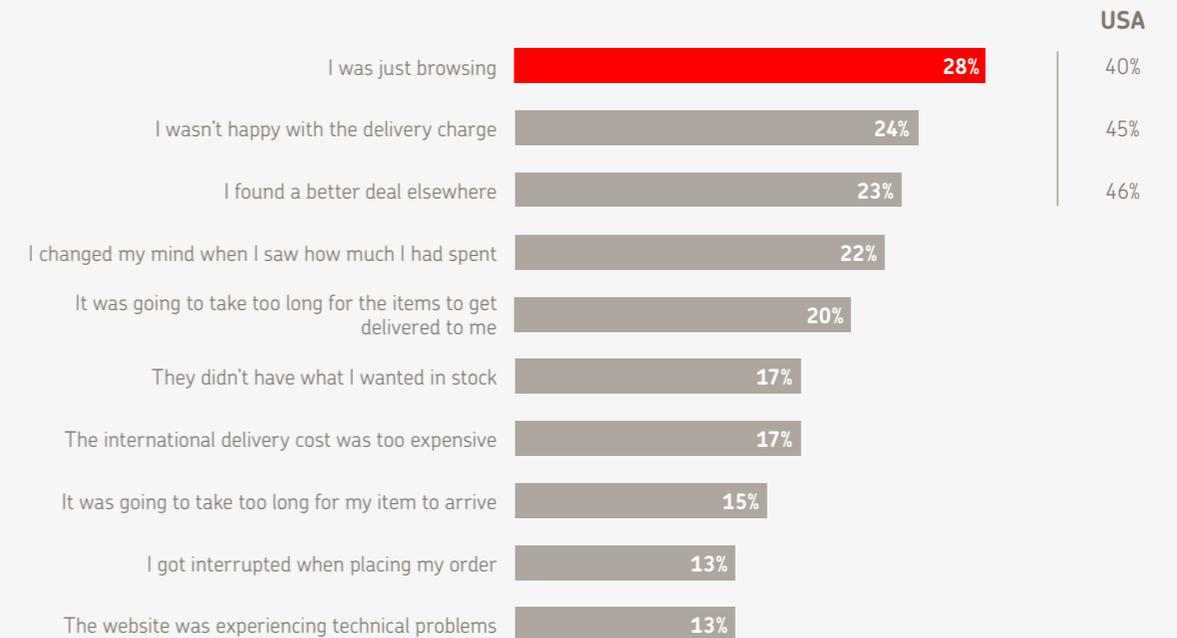
do consider it to be a risk to purchase goods online from the UK.

## Barriers to purchasing from the UK:



Online shoppers in the USA are less likely to abandon their cart due to price factors when buying from UK websites. Cart abandonment tends to be triggered by shoppers who were just browsing in the first place, as well as by online shoppers who weren't happy with delivery charges.

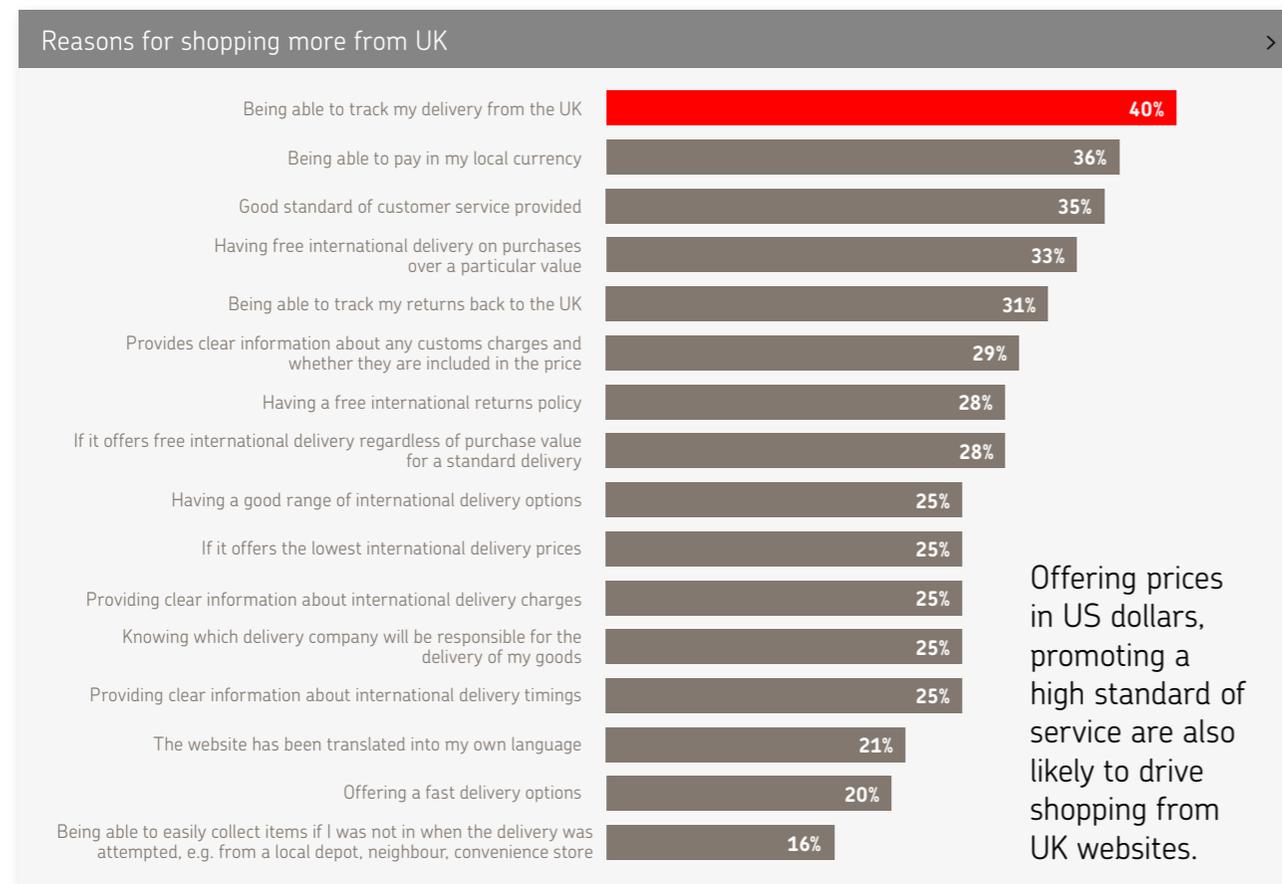
## Reason for cart abandoning from UK websites >



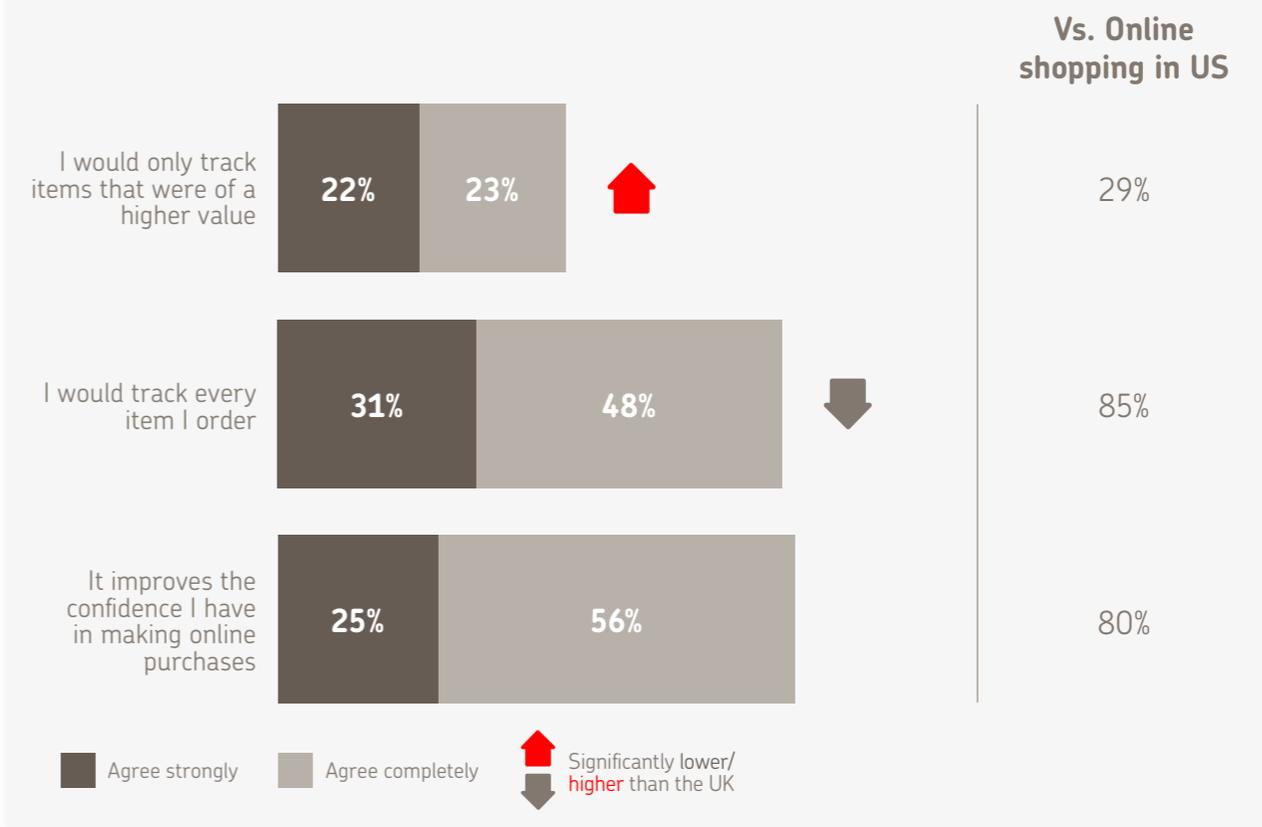
# Reasons for shopping more from the UK



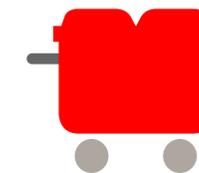
Don't underestimate the power of tracking – it's an important factor to drive more sales from the USA, along with offering prices in US dollars.



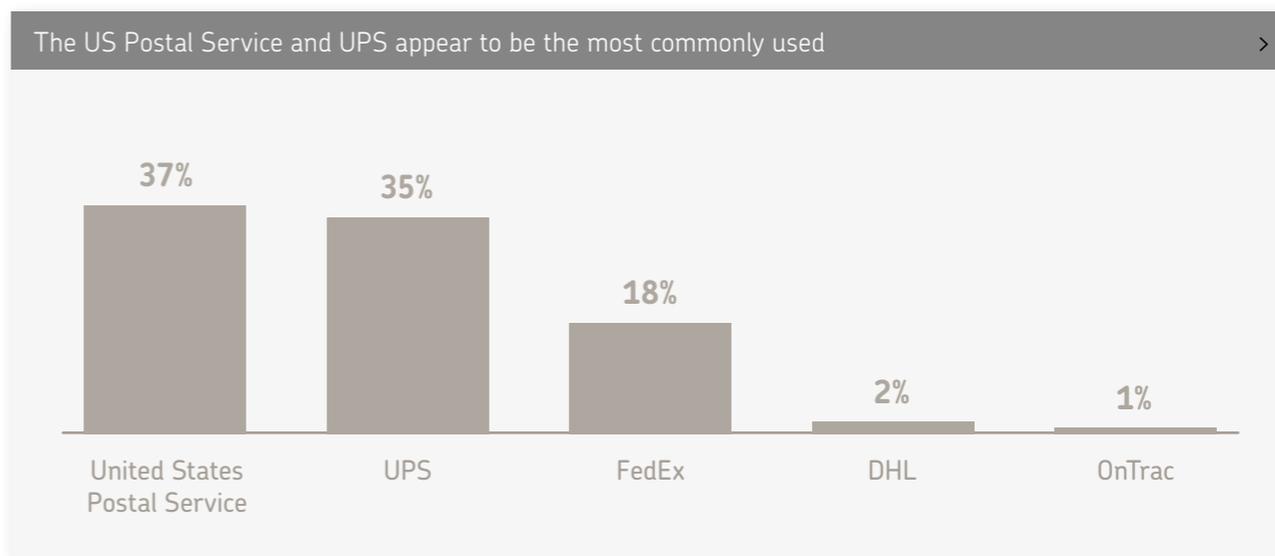
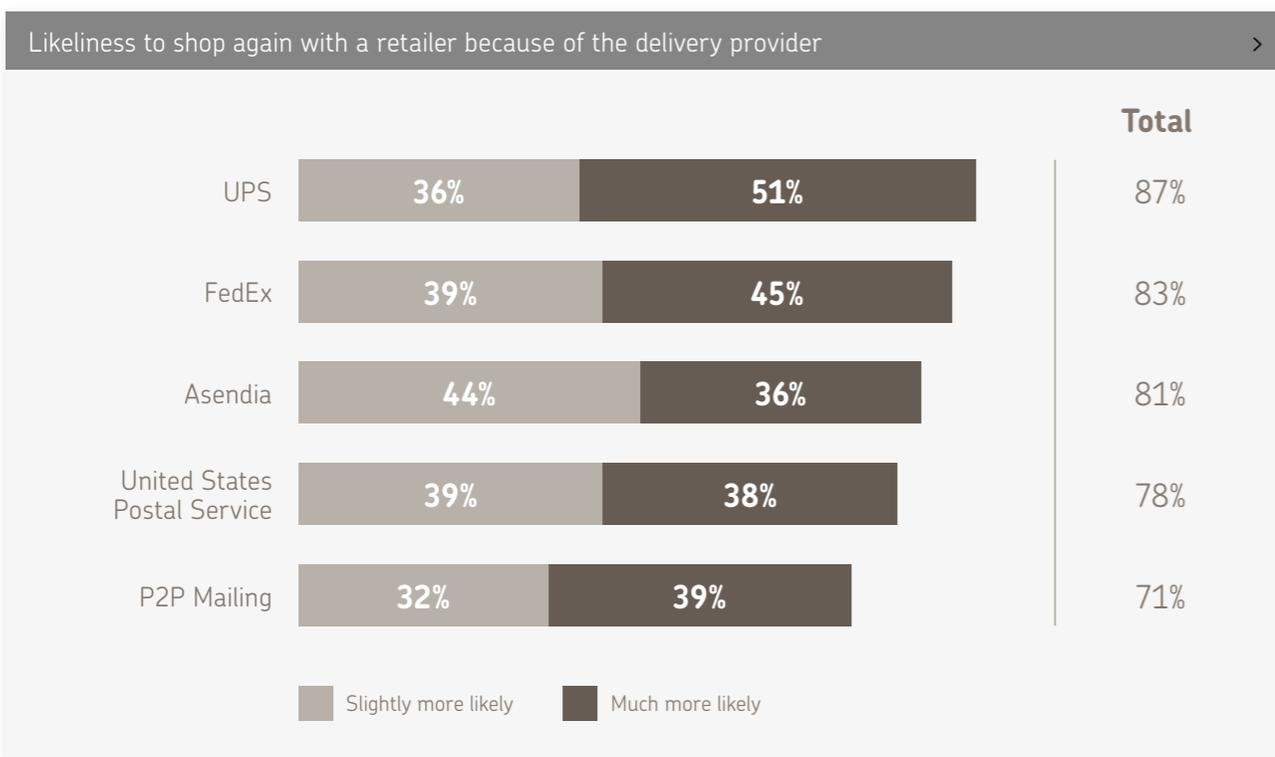
While tracking of all orders is generally important to online shoppers in the USA, tracking higher value items from the UK is vital. 81% of online shoppers wanted to be able to track every item from the UK.



# Delivery Matters



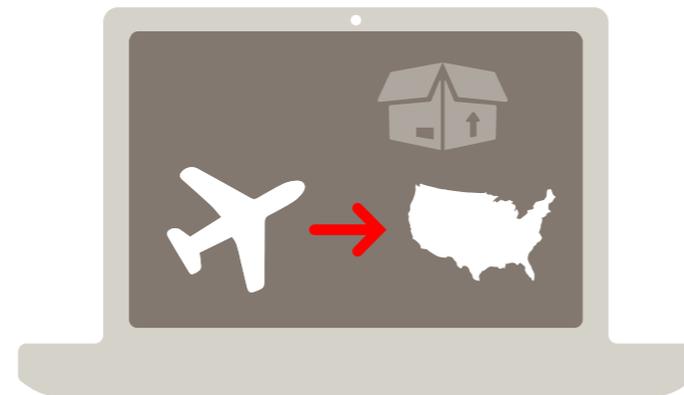
The two most commonly used delivery services in the USA are the United States Postal Service (USPS) and UPS. Royal Mail's partnership with USPS gives access to a trusted brand, with over three-quarters of online shoppers in the USA trusting USPS to deliver. 78% of online shoppers in the USA say they'd be more likely to shop again with a retailer who used USPS.



## We help you deliver to the USA

Thanks for reading – we hope you found it useful. If you want to find out more about how we can help you deliver to the USA, contact your Royal Mail Account Manager or call us on [08457 950 950](tel:08457950950).\*

To find out more about our research into online shopping in the UK, USA, Australia, France and Germany, visit [royalmail.com/deliverymatters](http://royalmail.com/deliverymatters).



\*Calls may be recorded, monitored and used for training and compliance purposes. Calls cost 5p per minute plus your telephone company's network access charge.

## About this research

1,500 online shoppers who had purchased items online in the last three months (other than groceries) completed a 15–20 minute online survey between 15 April and 29 April 2015. Where relevant, the survey was localised for question text and brands.



## Our products

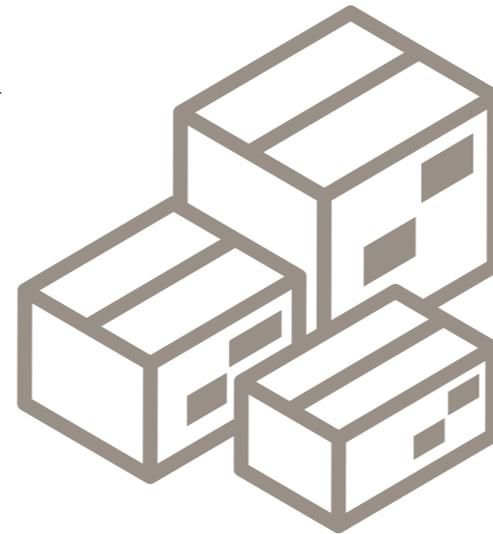


**We have a range of tracked and signed options, delivering to over 220 countries and territories worldwide. We deliver to Europe in 3-5 days and the rest of world in 5-7 days.**

We offer up to £50 inclusive compensation with extra cover up to £250 available.



In the USA we offer a range of parcel delivery services, including International Business Parcels as well as International Tracked & Signed. We partner with the United States Postal Service (USPS) to make sure we have the expert, local knowledge we need to deliver throughout the whole of the United States.



## Making it easy to access the USA

**You can now send 1,000 or more Tracked items across UK, International and Returns services. Combining volumes means you can benefit from a better price.**

Despatch Manager Online is our despatch solution, helping you streamline order management and despatch. Shipping API uses API technology to interface with your own order processing systems. They're both available free to Royal Mail contract customers.



## Royal Mail



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