



"Europe unpacks" - who is watching the money, who the environment?

New study by Seven Senders: This is what makes European e-commerce customers tick when it comes to parcel shipping

Berlin, 20. April 2021 - When are shipping costs okay? What delivery times do online shoppers expect when they order from other European countries? Who is willing to pay more for sustainable delivery? Answers to these and other questions are provided in a recently published whitepaper by Seven Senders. In it, Europe's leading delivery platform for parcel shipping summarises the most important results of a study conducted at the beginning of 2021. It becomes clear: What determines whether customers experience shopping pleasure or frustration varies from country to country. The white paper provides a condensed overview and thus gives e-commerce providers important tips on how they can offer their customers the perfect shopping experience.

Seven Senders surveyed a total of 8,602 online shoppers in Austria, Belgium, France, Germany, Italy, the Netherlands, Spain, Switzerland and the United Kingdom in cooperation with the market research institute YouGov. From the selection criteria when searching for an online shop to the relevant information on the shipment process to the ideal returns process - the questions asked took into account all steps of the ordering process.

The differences lie in the delivery details

The study participants were asked about the decisive criteria for choosing a shop. The front-runner here is the delivery costs, which were mentioned by more than 55 per cent of respondents on average in each country. This does not mean that delivery costs are rejected in principle. However, it is clear that end customers have very different ideas about this depending on the destination country. This is important information for online retailers. Only those who know where online shoppers reject delivery costs on principle or where and under what circumstances - order value, etc. - they accept them can design their prices and delivery conditions accordingly.

The study also shows that sustainability is an important topic for e-commerce customers. But what exactly is understood by sustainable delivery varies too much from country to country. Seven Senders therefore supports its customers in various ways to make the last mile more sustainable. For example, the delivery platform works with sustainable carriers and offers a product to offset CO2 emissions.

The study also gives online merchants a good overview of where in Europe they have to offer which payment method in order to offer customers there the usual ordering convenience - after all, this is the only way they can hold their own in the respective market. For example, the Swiss



prefer to buy on account, while their German and Italian neighbours prefer online payment providers.

Insights into delivery time expectations and information needs

A look at the white paper on the study is also worthwhile for every e-commerce retailer who wants to know how important fast delivery is to customers when ordering in other European countries. Knowing that a shop does not have a branch in Germany, a total of 87 percent of the study participants accept a longer delivery time. When looking at the individual countries in terms of delivery time, very different expectations are revealed - for example, almost one third of the Swiss can even imagine a delivery time of up to six days, but they are an exception.

In addition, the white paper presents detailed findings with regard to who customers want to receive information from about parcel delivery. It also illustrates in detail why proactive customer communication is an absolute must in the UK and that customers in Italy and France only want certain information. Readers thus learn which information they should provide specifically in which country. In addition, the white paper also provides information on what is understood by convenient returns processing - including the finding that, in a Europe-wide comparison, Germans least value convenient returns collection at home or in the office.

Strong partner with experience

"With the study results summarised in the whitepaper, we provide important insights into country-specific differences that help online retailers create an optimal delivery experience for end customers. With this, we want to provide them with targeted support in expanding and entering new markets," explains Dr Johannes Plehn, founder and co-CEO of Seven Senders. Seven Senders achieves this both with knowledge gathered from the white paper and in a very practical way, for example with a carrier network of 100 parcel delivery companies for perfect local shipping or tracking and returns services. Seven Senders offers online retailers all services related to shipping from a single source and thus creates the best conditions for sustainable success on the international e-commerce market.

Further information can be found at www.sevensenders.com.

The study is available for download at the following link: www.sevensenders/

Note on data collection

"The data used is based on an online survey conducted by YouGov Deutschland GmbH, in which 8602 people in the Netherlands, Italy, France, Switzerland, Austria, Germany, UK, Belgium and Spain participated between 28.01. and 05.02.2021. The results were weighted and are representative of the respective population aged 18 and over."

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About SEVEN SENDERS

SEVEN SENDERS is the leading delivery platform for parcel shipping. Founded in 2015 by Thomas Hagemann and Johannes Plehn, the company connects shippers with its carrier network of over 100 parcel delivery companies in Europe, enabling them to use excellent, local shipping as a competitive advantage. With additional shipping services such as claims centre, insurance, returns portal and labels, SEVEN SENDERS makes international shipping a simple matter. Automated shipping notifications, tracking and monitoring solutions ensure a transparent shipping process. Monthly reports and analyses enable data-based optimisation of international shipping performance. Shippers receive everything from a single source and reduce complexity. www.sevensenders.com.

Company contact

Sandra Maeder
Head of Marketing and Communication
Seven Senders GmbH
Schwedter Str. 36 A
10345 Berlin
+49 (0) 151 68 918 800
s.maeder@sevensenders.com

Press contact

LEWIS Communications GmbH
Charlotte Müller
Johannstr. 1
40476 Düsseldorf
+49 (0) 211 882 476 02
sevensenders@teamlewis.com