

# IPC CROSS-BORDER SHOPPER SURVEY

Presentation to APPU



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Presented by Luke Lloyd  
Classification: Confidential

12 pages  
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- IPC provides IT Solutions, Performance Monitoring and Market Intelligence for its 26 member posts, and also works with many other posts worldwide
- The IPC cross-border shopper survey is one of IPC's key Market Intelligence outputs, and has been running since 2016
- It enables us to better understand what consumers are buying online and what are their parcel delivery preferences
  - Posts can be informed about what consumer experiences and preferences are, and what actions they need to take

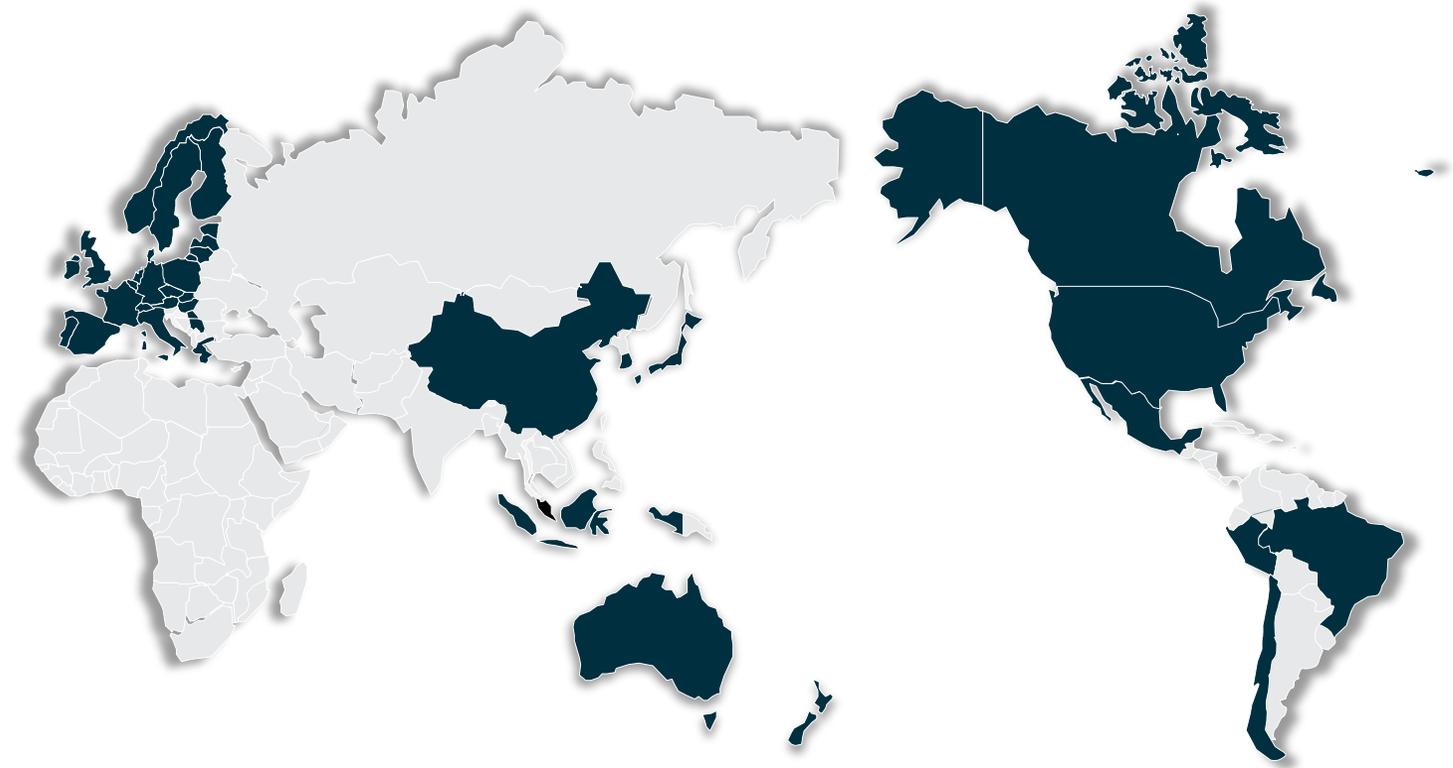


## IPC Cross-Border E-commerce Shopper Survey 2023

**Target group:** Consumers who have bought physical goods online at least once in the last three months and made a cross-border online purchase in the past year.

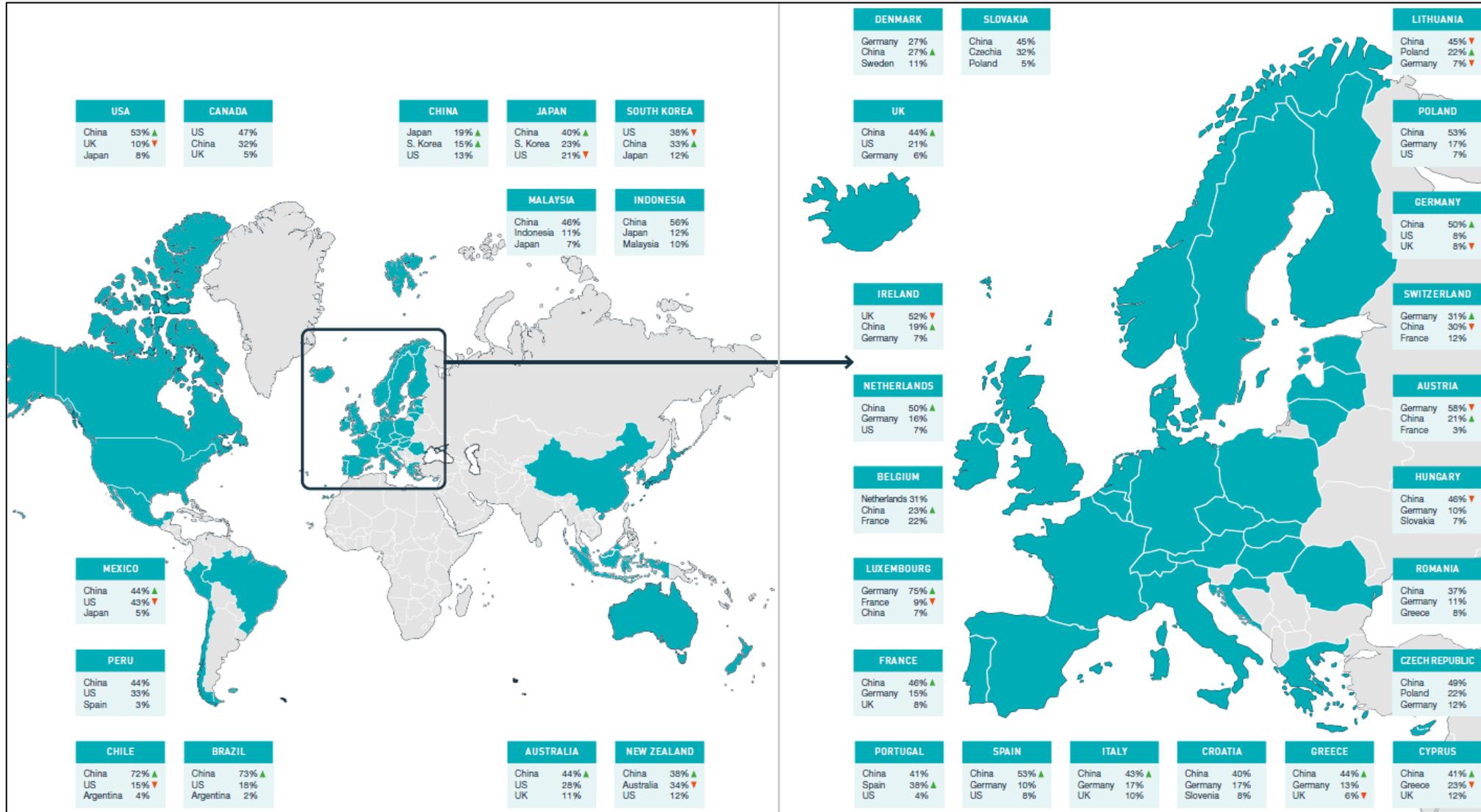
**Methodology:** Online survey with quotas on age and gender per country. Fieldwork took place in September 2023.

32,510 online  
respondents in  
41 countries



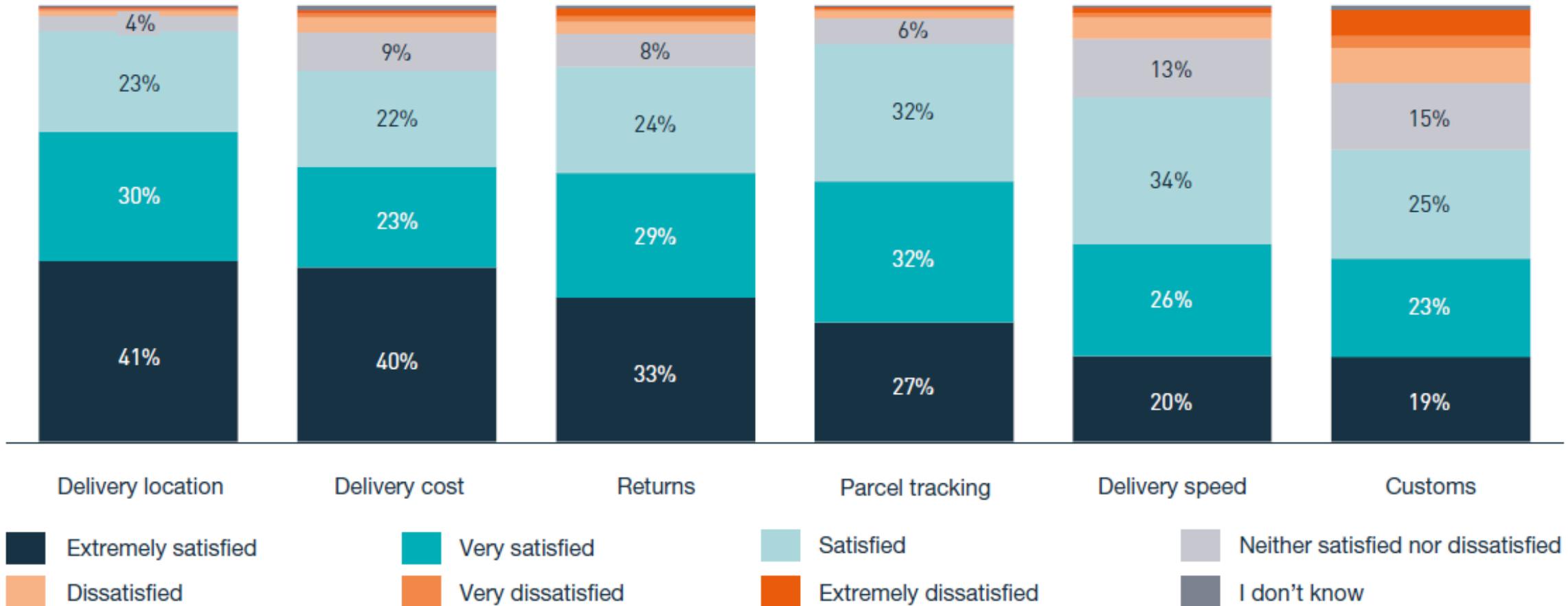
# KEY 2023 FINDINGS: COUNTRY OF PURCHASE

Survey also measures E-retailer and Delivery Provider



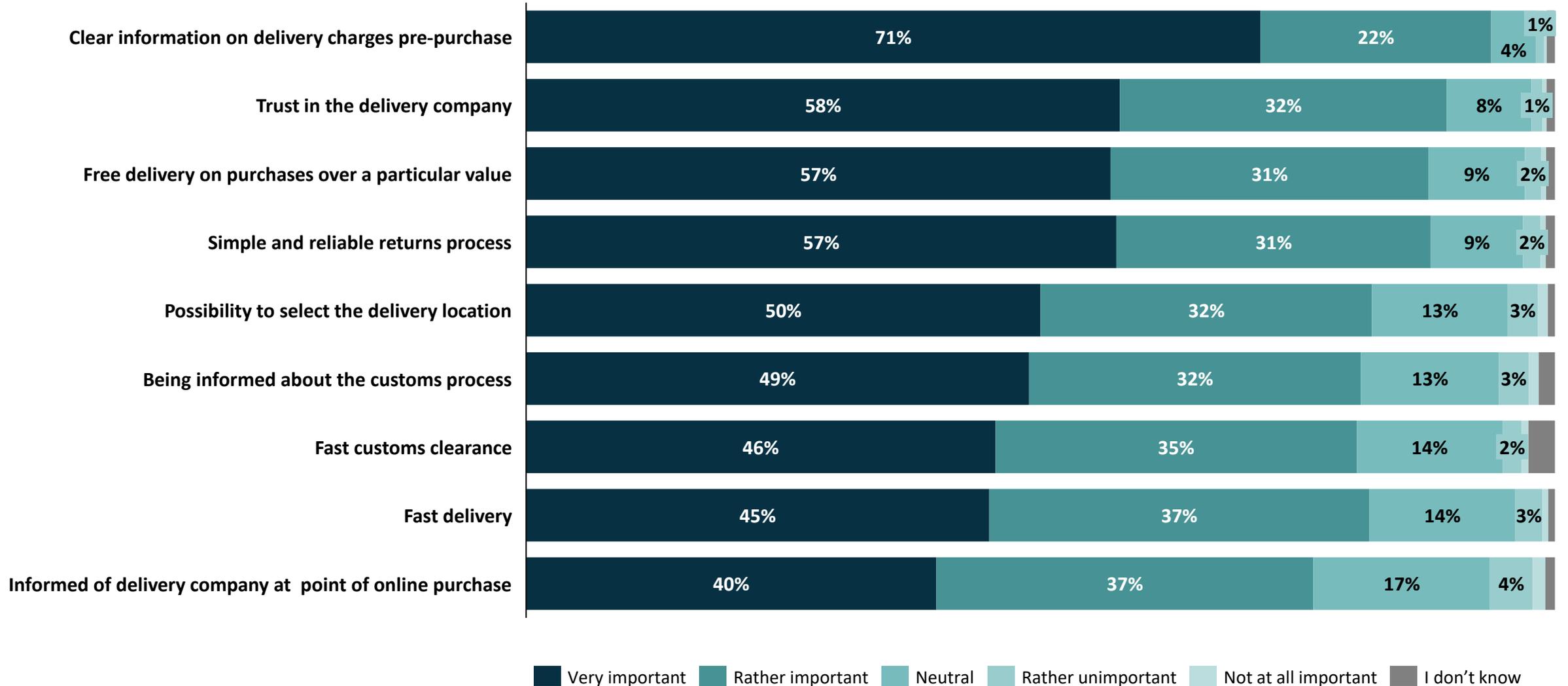
# KEY 2023 FINDINGS: NEED TO IMPROVE CUSTOMS & DELIVERY SPEED

Survey also measures delivery experience for multiple elements



# KEY 2023 FINDINGS: CROSS-BORDER DELIVERY PREFERENCES

Many other consumer preferences are also measured



**APPU MEMBERS ARE  
INVITED TO JOIN THE SURVEY**

- Country-specific reporting containing graphs and analysis for all questions in the survey, along with comparisons to all the other participating countries.
- Major economies of scale through centralised research commissioned, managed, analysed and reported by IPC.
- Uniform methodology enabling unique comparison across all surveyed markets.
- Questionnaire translated into the local language by the participating postal operator ensuring sector knowledge/vocabulary is applied.
- Results can be used for Marketing, Sales, Strategy, Operational upgrades, and Communication.

- Overall Report @ 100+ pages
- Individual Country Report per country @ 50 pages
- Key Findings Public Report @ 20 pages
- For countries surveyed by IPC in 2022/23, trend analysis for all previous years will be included
  - China
  - India
  - Indonesia
  - Japan
  - Malaysia
  - South Korea
    - Additionally, IPC surveyed Hong Kong, the Philippines, Singapore, Thailand and Vietnam in the 2018 survey

IPC already work with other regional postal unions

- PostEurop: Accounted for 4 countries in 2023, and 5 countries in 2024. Have also used the results extensively in lobbying European regulatory authorities
- PUASP / UPAEP: Accounted for 4 countries in 2023, and 1 country so far in 2024

## **Key benefits**

- Benefit for Regional Restricted Unions: strengthens relationships with your member posts
- Benefit for IPC: able to reach more countries
- If posts join the survey via the APPU, they get the survey for half price (to reflect the effort to recruit posts)

## Timeline

- IPC to finalise questionnaire and country list – early August 2024
- Post to translate questionnaire into target language – August 2024
- Fieldwork – September/October 2024
- Overall report – November 2024
- Country reports – by January 2025
- Key findings public report – by January 2025

## Next steps

- Email me or the APPU urgently if you still wish to join the 2024 survey, due to the timeline
- Alternatively, can plan for the 2025 survey

**THANK YOU FOR YOUR TIME**

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