

IPC launches Domestic E-commerce Shopper Survey

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IPC recently completed the Domestic E-commerce Shopper Survey 2021. This survey of 8,119 consumers in 10 countries was carried out in June 2021, with reports written in July.

Survey respondents provided details on their most recent online purchase from an e-retailer based in their own country. This included such information as product characteristics, delivery cost, the tracking experience, delivery speed, parcel returns and consumer satisfaction with all key stages of this delivery experience. Respondents also answered questions about their preferences for several delivery-related topics, such as

sustainable delivery.

Participating posts can use the survey findings to better understand the e-commerce market and to inform business decisions related to operations, strategy, marketing and communications.

Click [here](#) to access the Survey reports. The reports are available to member posts who have signed up to the service.