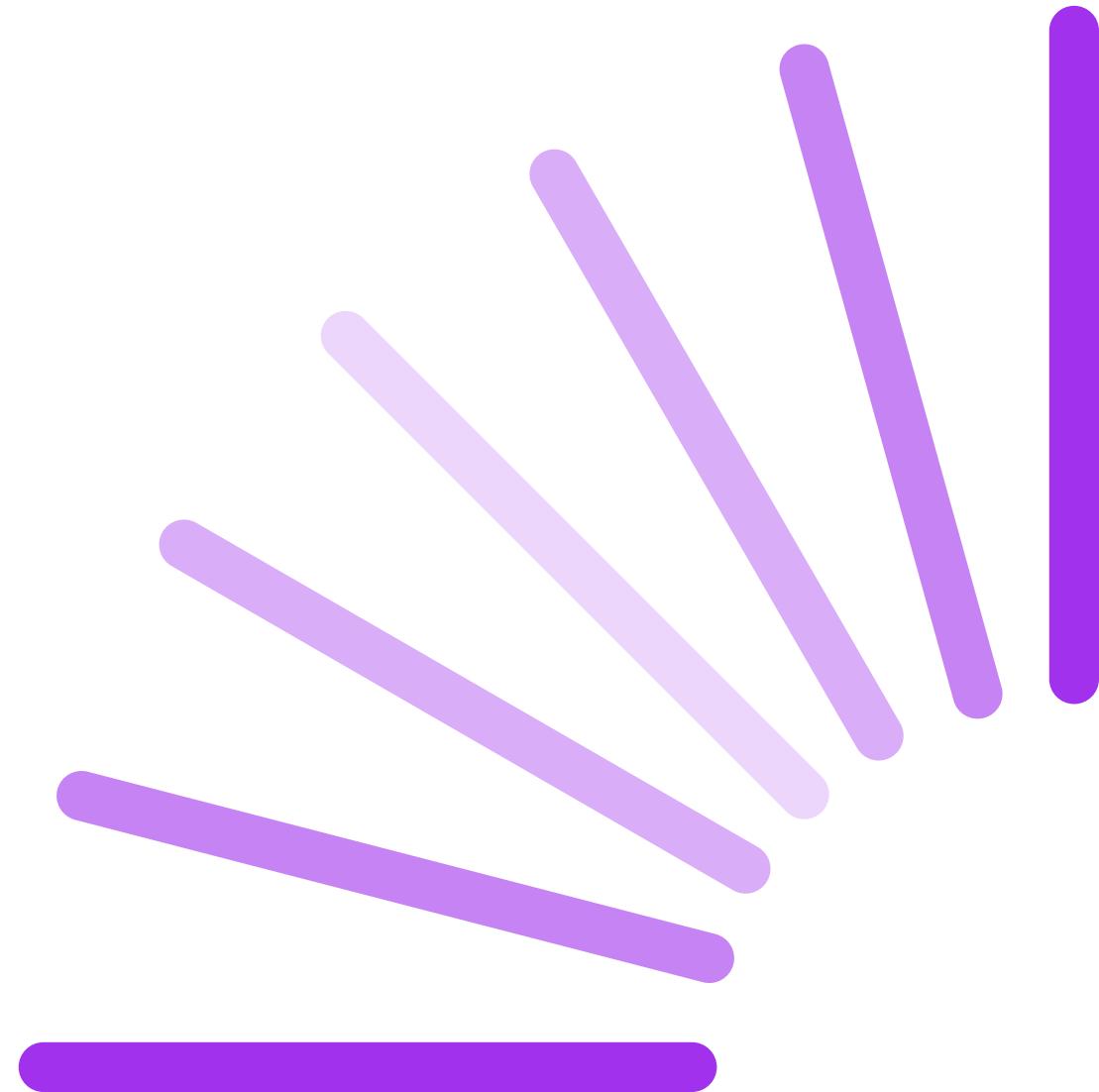


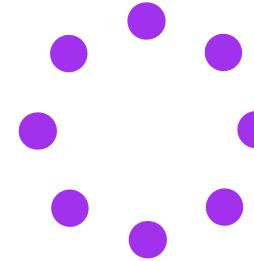


2025 ANZ ONLINE SHOPPING REPORT:

KEY BEHAVIOURS SHAPING THE PATH TO PURCHASE



INTRODUCTION



The Australian Bureau of Statistics (ABS)¹ March 2025 release shows the household saving-to-income ratio rose to 3.8%, up from 3.6% the previous quarter. Growth in gross disposable income outpaced growth in nominal household consumption, indicating that consumers have a little more room to move when it comes to discretionary spending.

While household savings are growing, shoppers are still playing it safe. Average order values (AOV) are down compared to last year, and shoppers appear more thoughtful about how they pay for orders. Essentials and affordable indulgences are rising while tolerance for high shipping costs on large items is eroding.

Choice and control are now pivotal to the online experience. Shoppers want options for how to pay, delivery methods with varying speeds and costs, and which loyalty and rewards perks they can choose. They're also gravitating towards online experiences that feel personal and trustworthy.

Technology still plays a critical role, but the fads are fading. Interest in tools like virtual try-ons and chatbots has dropped. Instead, shoppers are leaning into tech that actually helps them, like personalised recommendations and pricing alerts. They want more relevant, intuitive ecommerce experiences, not fancy functionality that proves little practical value.

Loyalty in 2025 is built through value, not just rewards. Free shipping remains a major drawcard, and customers are even more inclined to stick with product and discount-based rewards perks over cash redemptions. Retailers should take note of this data and build rewards programs that keep customers engaged rather than tempting shoppers with cash to spend at any store. Discounts offered in post-purchase email flows are also less effective this year, indicating that more shoppers are thinking carefully about purchases and looking at the bigger picture.

That bigger picture is one that retailers have an excellent opportunity to help shape. By understanding changing behaviours and preferences, they can focus on what really matters to their customers: from providing the right payment and delivery options to value-focused online experiences and rewards programs. With the data and insights contained in this report, every online retailer has a chance to stay on top of the trends and turn more browsers into buyers.



“Retailers can no longer rely on transactional relationships with their customers. What we’re seeing is a shift toward value-driven commerce, where flexibility, transparency, and meaningful brand engagement matter more than novelty. To stay relevant, businesses must rethink loyalty not as a program, but as an outcome of delivering consistent, personalised value across the entire shopping journey.”

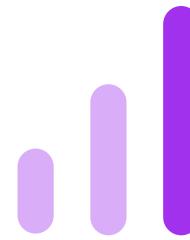
Shannon Ingrey

Vice President and General Manager, APAC at BigCommerce.

Data for this report collected April 2025. All data in this report is sourced from surveys with approximately 1052 respondents, from randomly selected Australian and New Zealand online shopper

¹<https://www.abs.gov.au/statistics/economy/national-accounts/australian-national-accounts-national-income-expenditure-and-product/dec-2024>

01



THE RISE OF ESSENTIALS, LITTLE LUXURIES, AND PAYMENT PREFERENCES



Fashion and Beauty Products continue to grow, though potentially bigger ticket items, including Electronics, House or Garden, and Fitness or Sporting Goods, have dipped this year. Combined with the notable 5% increase in shoppers ordering Food or Drink Products, an interesting story begins to emerge. In 2025, shoppers appear to place more focus on essentials and little luxuries. The Lipstick Effect², a term that former Estée Lauder chairman Leonard Lauder coined in the early 2000s, uses lipstick sales as a consumer confidence barometer during economically uncertain times. When shoppers feel larger purchases are at arm's length, they instead reach for affordable indulgences. ANZ-Roy Morgan Consumer Confidence³ metrics show that consumer confidence has cautiously increased from 2023 to May 2025. However, retailers should pay close attention to the purchasing behaviours of their specific customer profiles and respond to trends and opportunities. Are those shoppers enjoying the little luxuries now, perhaps unsure about the future? Or are they showing signs of renewed confidence and ready to spend?

AOV has also taken a u-turn this year. After rising last year, it has now returned to 2023 levels. In Australia, ongoing cost-of-living pressures and global economic uncertainty underscore shoppers' increased focus on value. At this critical point, retailers must take every opportunity to communicate their value to customers, focus on retention, and nurture loyalty.

Debit cards have now overtaken Visa credit cards as the most used payment method across ANZ, with a quarter of shoppers choosing them. Shoppers shifting away from credit towards the use of existing funds, such as debit cards and PayPal, suggests they are taking a more considered approach to payment methods. These shifts serve as a timely reminder for retailers to understand their customers' needs and offer their preferred options.

²<https://www.investopedia.com/terms/l/lipstick-effect.asp>

³<https://www.roymorgan.com/morgan-poll/consumer-confidence-anz-roy-morgan-australian-cc-monthly-ratings>

Fashion Tops Online Orders Again

Fashion continues to grow, with 23% of shoppers saying these products accounted for the majority of items in their last order. The figure on the next page shows 5% growth over the last two years, with Beauty products also growing by 3%, and Health Products by 1% in the same time frame.

The Food or Drink Products category stands out with a 5% increase over last year.

Shoppers Pull Back on House and Garden Products

Electronics and Electrical Products and Fitness and Sporting goods both receded by 1% compared to last year, with House or Garden Products taking a more noticeable 3% dip.

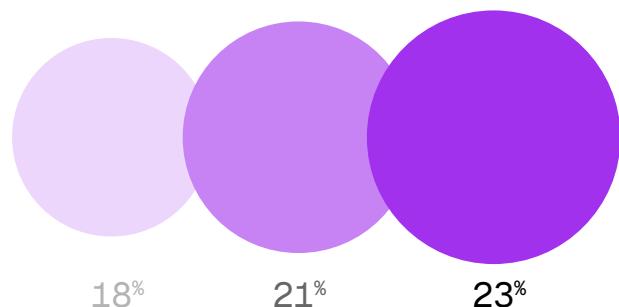




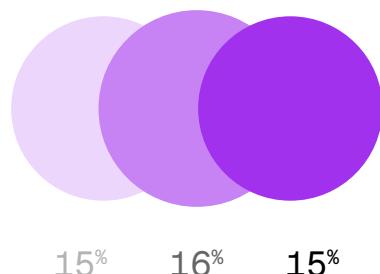
2023 2024 2025

Were most of the items in your last online order:

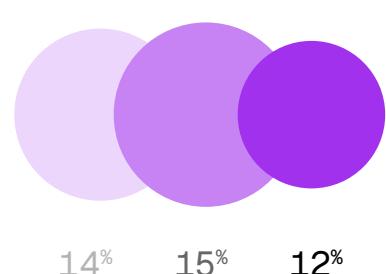
FASHION



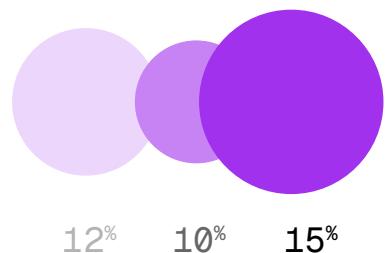
ELECTRONICS OR ELECTRICAL PRODUCTS



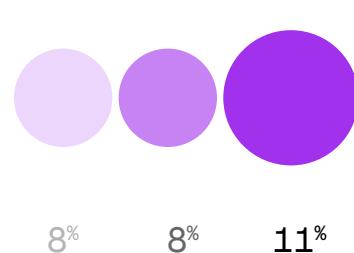
HOUSE OR GARDEN PRODUCTS



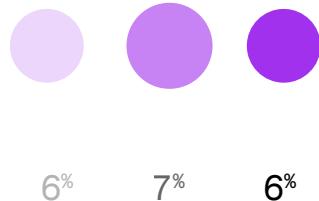
FOOD OR DRINK PRODUCTS



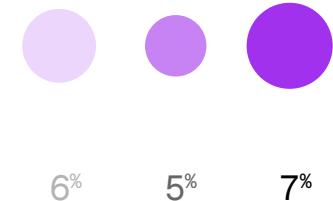
BEAUTY PRODUCTS



FITNESS OR SPORTING GOODS



HEALTH PRODUCTS



BOOKS



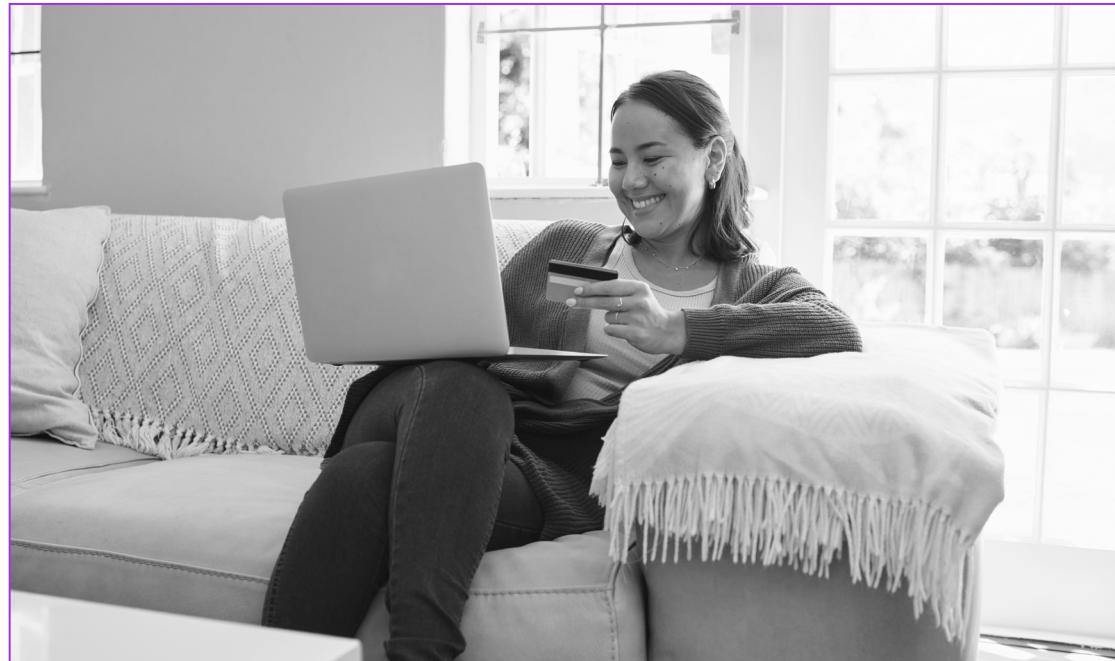
TOYS



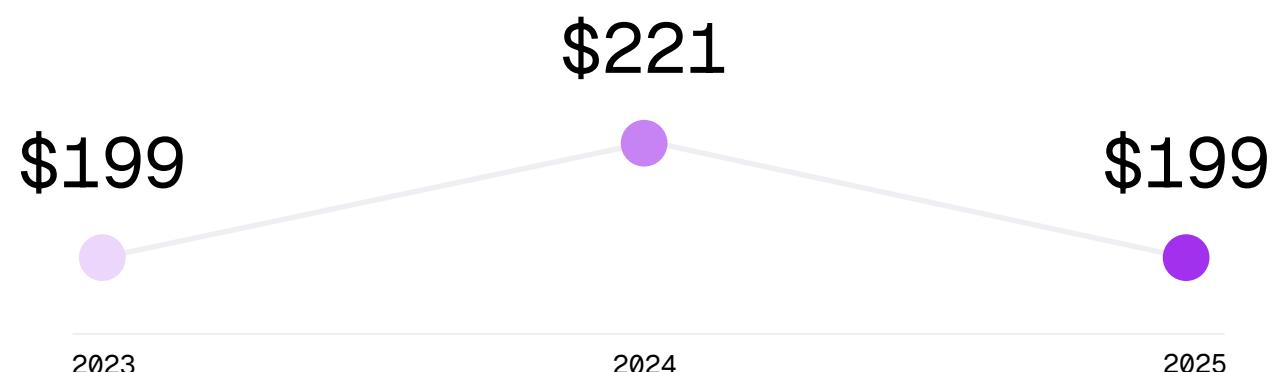
Average Order Value (AOV) Returns to 2023 Levels

Shoppers show another sign of more considered purchase behaviour this year through their smaller basket sizes.

Last year, AOV rose by around 11%. This year, it has fallen back down to the 2023 level of \$199.



Not including any delivery or insurance charges, how much was the total (for all items) of your most recent online order?



Debit Cards Overtake Visa as Top Payment Method

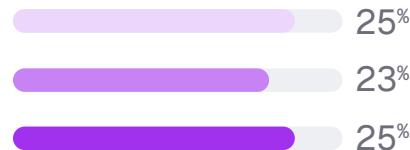
Once the most used payment method, Visa credit card has now slipped into second place, at 23%, decreasing by 8% over the last two years. Around the same number of shoppers, at 25%, are using debit cards compared to two years ago, while PayPal, at 18%, remains a strongly preferred payment method, increasing by 2%.



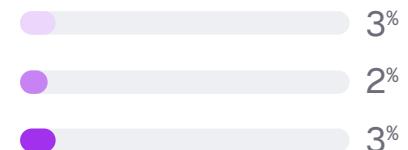
What was the primary payment method for that order?

2023 2024 2025

DEBIT CARD



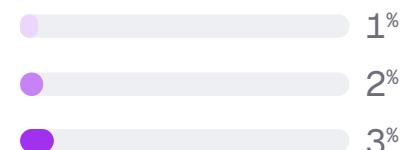
AMEX CREDIT CARD



VISA CREDIT CARD



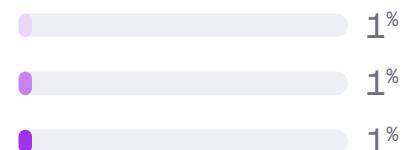
APPLE PAY



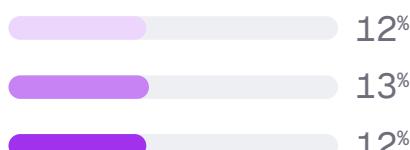
PAYPAL



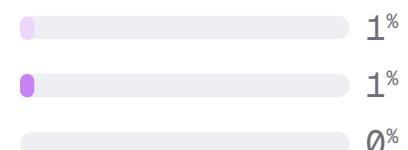
ZIP PAY



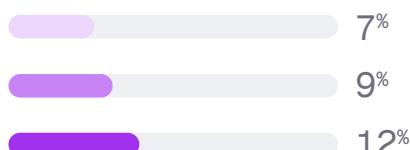
MASTERCARD CREDIT CARD



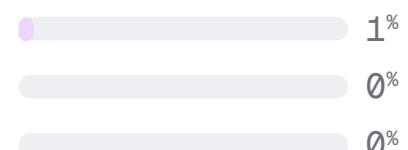
BANK TRANSFER



AFTERPAY



LAY-BUY



Age Plays a Major Role in How Shoppers Choose to Pay

Age-based trends also show the increased popularity of debit cards for those 35–44 and under. Shoppers aged 18–24 stand out as the highest users of this method. However, the lower credit ratings and borrowing power of this group will influence their debit card usage.

Visa credit cards and PayPal are notably more popular with shoppers aged 45+. Afterpay appeals more to shoppers as their age decreases, with the exception of the 18–24 group, who may have a much shorter credit and repayment history.

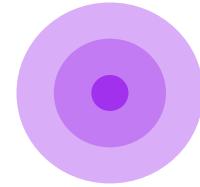




What was the primary payment method for that order?



02



SOCIAL PROOF SPLITS SHOPPERS INTO THREE COHORTS



When examining how online reviews lead to conversion, distinct shopper cohorts, split into around a third each, emerge this year. The “Ready to Buy” cohort appears to have gained enough trust in a brand or product to confidently make their purchase decision without needing this form of social proof. Shoppers now interact with online retailers in an era where several influences working together can outweigh reviews. Factors playing a part in preparing the “Ready to Buy” cohort for on-site purchases may include content from social influencers, refined on-site experiences with enhanced product images and descriptions, omnichannel habits (e.g. where shoppers see products in person, research pricing, and buy online), richer off-site content on platforms like Google Shopping, and AI tools such as ChatGPT that aid product discovery.

The “Informed Shopper” cohort, which checks 1–3 reviews before purchasing, still takes note of social proof before making their final decision. Even though the “Careful Shopper” cohort, which checks 4+ reviews, has declined 20% since last year, they make up close to the final third of shoppers.

Social media’s influence is also changing in 2025. Although Facebook and Instagram are still the top two platforms influencing shoppers’ purchase decisions, they both see notable declines in this respect. These declines follow parent company Meta’s decision to wind back its fact-checking efforts earlier this year. Shoppers may be responding to a perceived decrease in trust and authenticity by moving attention towards smaller and emerging platforms. Different platforms also influence purchase decisions based on age range. Facebook mostly sways shoppers aged 35–44, Instagram for those 25–34, and TikTok for those 18–24. Interestingly, Pinterest shows a more even influence over shoppers of all age ranges, even though its overall influence is less than other platforms. This data is a powerful reminder that retailers must have a clear picture of who their customers are and where they spend their time.

Shoppers’ shifting attitudes are a timely reminder for retailers to maintain well-rounded strategies. Retailers should consider using multiple tools to build shoppers’ confidence, such as high-quality Google Shopping and marketplace listings, intuitive on-site filters, product star ratings, detailed images and product information, and more, while keeping a close eye on how and where shoppers want to connect with brands.



“As trust in traditional social platforms shifts and shoppers explore new ways to discover products, brands must future-proof their commerce strategies. It’s no longer just about showing up on Facebook or Instagram — it’s about ensuring your product content is optimised, accurate, and everywhere your customers are, from social channels to AI-powered discovery engines. The retailers who win will be those who treat every channel as an opportunity to build trust and drive conversion through exceptional, data-driven experiences.”

Sharon Gee

SVP of Product for AI, BigCommerce

More Shoppers are Skipping Reviews

2025 brings a significant shift in shoppers' attitudes towards product reviews. This year, 33% are not checking reviews at all before purchasing the most expensive item in their last online order. This figure has jumped 9% since last year.

Review Habits Reflect Varying Levels of Brand Trust

However, these results also suggest distinct cohorts of shoppers emerging based on brand trust. 35% are checking between 1–3 reviews, which has jumped 10% since last year, and 31%, which has declined 20% since last year, are checking 4 or more reviews.

Don't Ditch the Reviews Just Yet

Even though a third of shoppers are not checking reviews this year, retailers should keep in mind that two-thirds are still leaning into this form of social proof to make informed purchase decisions.



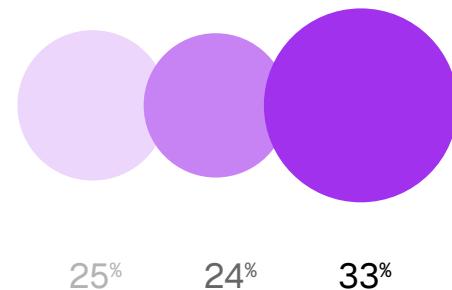
How many product reviews did you check before purchasing the most expensive item in your last online order?

2023

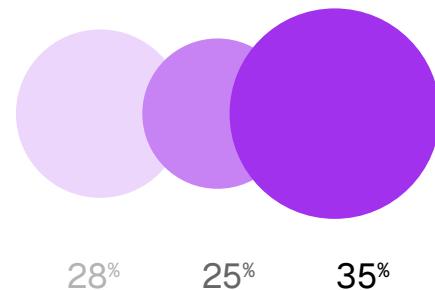
2024

2025

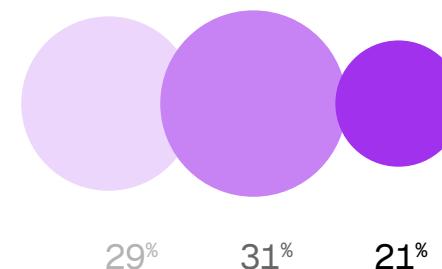
0 REVIEWS ↑



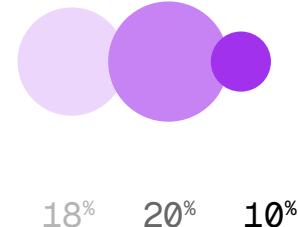
1-3 REVIEWS ↑



4-7 REVIEWS ↓



8+ REVIEWS ↓



Shoppers Value Honest, Detailed Reviews

Authenticity is the name of the game in 2025. 69% say a mix of positive and negative reviews influences their online purchase decision. It's a slowly growing sentiment over the last three years and is just slightly outdone this year by the 70% who want reviews to contain a lot of product detail.

Over the same period, the number of shoppers saying high star ratings will sway their purchase decision has fallen by 8%.

Despite the Push for Authenticity, Positivity Still Sells

Despite more shoppers looking for authenticity with positive and negative reviews, 23% are still encouraged to purchase after seeing only positive reviews. These figures highlight the perspectives of different shopper cohorts and the need for review data that reflect positive and genuine opinions.



When looking at reviews, what most encourages you to make an online purchase? (Choose your top 3)

2023 2024 2025

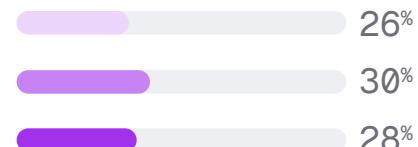
A HIGH VOLUME NUMBER OF REVIEWS:



REVIEWS THAT CONTAIN A LOT OF DETAIL ABOUT THE PRODUCT:



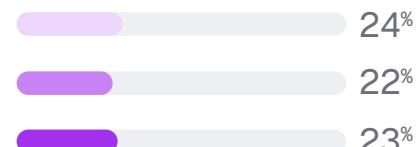
REVIEWS THAT CONTAIN A CUSTOMER-SUBMITTED PHOTO:



A MIX OF POSITIVE AND NEGATIVE CUSTOMER REVIEWS:



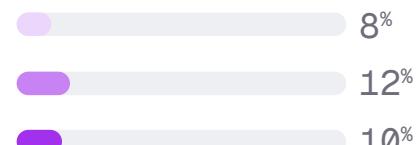
ONLY POSITIVE CUSTOMER REVIEWS:



THE AVERAGE STAR RATING ON THE REVIEWS IS ABOVE 4:



THE AVERAGE STAR RATING ON REVIEWS IS ABOVE 3 (OUT OF 5):



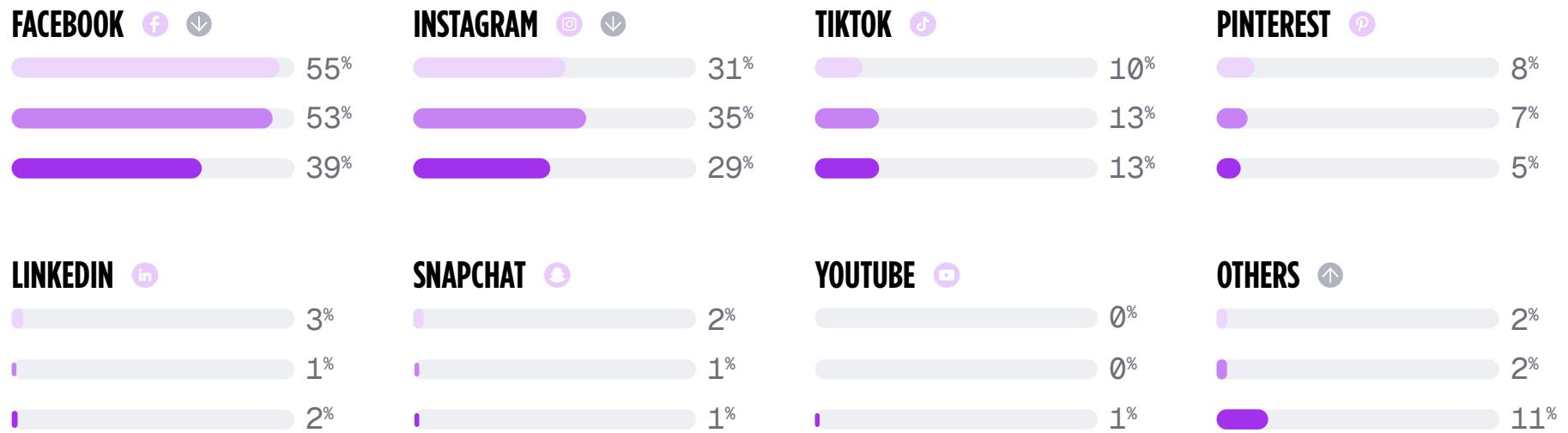
Shoppers Pull Back from Facebook and Instagram

Meta's grip on influencing shoppers' purchases may be relaxing. Although it holds the top spot on social platforms that shoppers say encourage them to purchase, at 39%, Facebook has also seen a 16% decline since two years ago.

Instagram follows in second place at 29%, down 6% from previous years.

Smaller Platforms are Gaining Shopper Trust

Interestingly, the "Other" category (covering smaller and emerging platforms), has climbed 9% this year. These metrics could signal a broader shift toward platforms perceived as more authentic and less artificially and algorithmically controlled.



Age Determines Which Platform Sways Shoppers Most

While Facebook holds the most influence over the purchase decisions of shoppers aged 35–44, Instagram stands out for those 25–34, while TikTok spikes for the 18–24 crowd.

18-24 YEARS

45%

INSTAGRAM

TikTok (41%)

Facebook (21%)

None (21%)

YouTube (7%)

Pinterest (3%)

Snapchat (3%)

LinkedIn (3%)

25-34 YEARS

53%

INSTAGRAM

TikTok (33%)

Facebook (29%)

None (28%)

Pinterest (7%)

Snapchat (2%)

YouTube (1%)

LinkedIn (1%)

35-44 YEARS

45%

FACEBOOK

Instagram (42%)

None (32%)

TikTok (13%)

Pinterest (5%)

LinkedIn (2%)

YouTube (1%)

Snapchat (0%)

45-54 YEARS

43%

FACEBOOK

None (36%)

Instagram (27%)

TikTok (13%)

Pinterest (4%)

LinkedIn (1%)

Snapchat (0%)

55-64 YEARS

41%

FACEBOOK

None (43%)

Instagram (15%)

Pinterest (5%)

TikTok (5%)

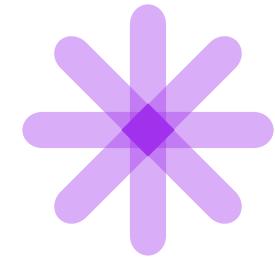
LinkedIn (2%)

Snapchat (1%)

Older Shoppers Tune Out Social Media

Older cohorts are increasingly less swayed by social media, with 58% of 65+ shoppers not encouraged to purchase via social channels.

03



SHOPPERS' EXPECTATIONS OF THE ONLINE EXPERIENCE



While pricing and convenience are still important factors to the online experience, shoppers are becoming more selective about the technology they use. They're leaning into tools that enhance relevance and starting to sway away from impersonal or gimmicky tools. Retailers should take the opportunity to focus on ecommerce technologies that solve real problems over those that simply add flair.

Trust, ease, and transparency continue to enhance the online checkout experience, with shoppers quick to abandon carts over security concerns, challenging checkout processes, or poor return policies. There is also a sharp rise in shoppers abandoning carts when product reviews aren't present. Retailers should pay close attention to how and where customer review data is displayed, whether on-site using star ratings on product results pages or detailed reviews in product display pages (PDPs) or off-site, such as Google Shopping and marketplace channels.

High shipping costs and poor delivery transparency remain the leading causes of cart abandonment. However, a significant portion of shoppers may shop elsewhere if their choice of delivery options is not presented. It's clear that in 2025, meeting customers' expectations of value and choice will lead to higher conversion.

Shoppers' expectations around delivery costs also reveal an emerging trend this year. The gap between what they're willing to pay for small versus large items is narrowing. Some are now willing to pay more for small items, abandoning their carts at a much higher delivery cost threshold, while others expect to pay less for large orders. Ultimately, it comes down to giving customers a choice.

When shoppers do abandon their carts, email flows this year are less effective despite seeing more of them. This is yet another sign of shoppers making more considered purchase decisions. Online retailers may need to increase focus on other levers, aside from discounts alone, to win their shoppers' business.



"Cart abandonment tied to security concerns is a silent killer of digital revenue. When 94% of shoppers report abandoning a purchase due to trust issues, it's not a security issue — it's a conversion issue. Forward-looking retailers are prioritizing secure-by-design platforms and overt trust signals like real-time fraud protection and visible data privacy assurances to turn trust into competitive advantage."

Dan Holden

Chief Information Security Officer at BigCommerce.

Shoppers Less Keen on Once-Hyped Features

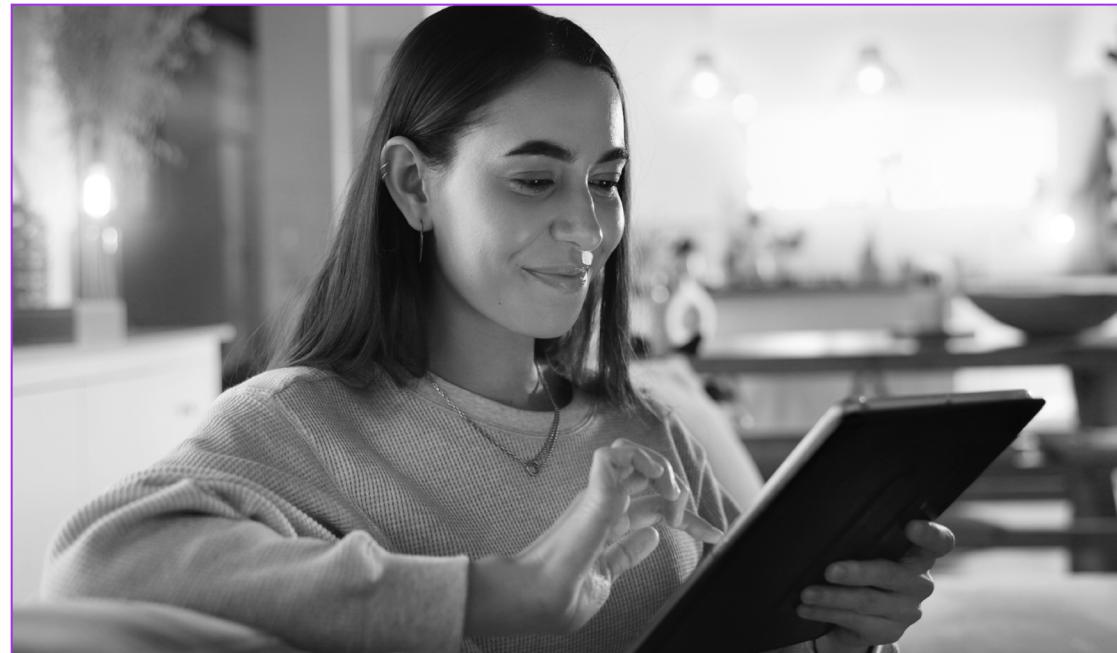
Automated price tracking and alerts remains the top feature for shoppers, though interest has slipped 7% from last year, down to 59% in 2025. Virtual try-on technology is also losing traction, revealing an 8% drop in shoppers' interest down to just 28% this year, hinting at the AR trend wearing thin.

Interest in Personalised Recommendations Grows

Personalised recommendations make a 3% gain, up to 49%, with smart shopping assistants edging forward slightly under 1%, at a 20% interest.

Demand for Human Touch Grows as Tech Fatigue Sets In

Customer support chatbots see the most significant drop of 10%, down to 11% total, again suggesting shoppers are looking for authentic, humanistic shopping experiences over novelty tech.

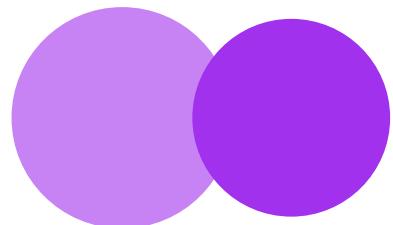




Please select the features you would be most interested in using while shopping online (select all that apply)

2024 2025

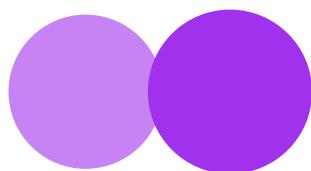
AUTOMATED PRICE TRACKING AND ALERTS *



66%

59%

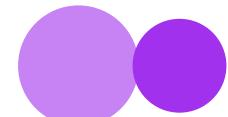
PERSONALISED RECOMMENDATIONS ↑



46%

49%

VIRTUAL TRY-ON FOR CLOTHING AND ACCESSORIES ↓



36%

28%

SMART SHOPPING ASSISTANTS FOR PRODUCT SUGGESTIONS



20%

20%

AI-POWERED SEARCH FOR PRODUCT DISCOVERY



19%

15%

CHATBOTS FOR CUSTOMER SUPPORT



21%

11%

NONE OF THE ABOVE. CLEAR PICTURES AND DESCRIPTIONS

0%

NONE OF THE ABOVE

0%

REAL SUPPORT NOT USELESS CHATBOTS

0%

SAFETY ONLINE

0%

Secure Sites Still Win the Sale

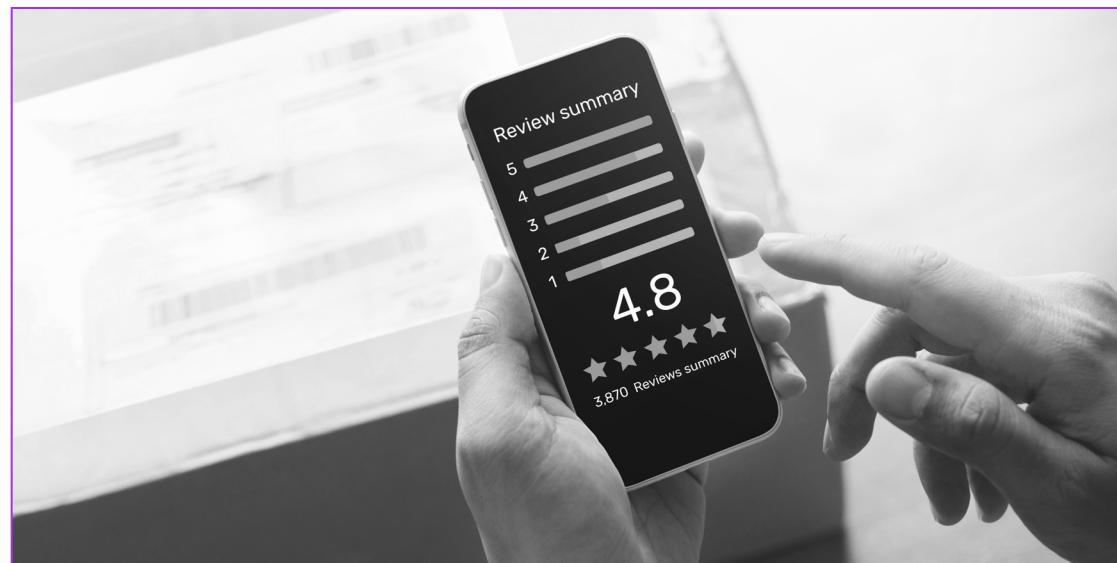
For the second year in a row, an overwhelming 94% of shoppers are likely to abandon their cart when they don't trust a site's security.

Shoppers Expect a Seamless Checkout and Easy Returns

Difficult checkout processes slip by 1%, though still cause 88% of shoppers to reconsider their order. Poor returns processes will also cause 83% of shoppers to navigate away, reflecting a 5% lift.

Seeing Reviews Matters, Even If They're Not Read

Overall, shoppers' reasons for abandoning their carts have remained reasonably consistent for the last three years, with one interesting exception. Even though a third of shoppers stated (in the Social Proof section of this report) that they are not checking reviews at all, 77% say a lack of any product reviews will make them second guess their purchase decision. This data suggests the simple, noticeable presence of reviews makes quite an impact.





Thinking about the general user experience, how likely are you to abandon cart based on the following?

2023 2024 2025

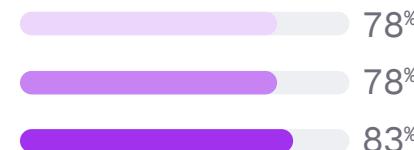
DO NOT TRUST THE SITE'S SECURITY



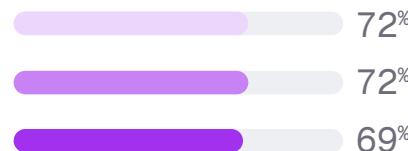
CHECKOUT PROCESS IS TOO DIFFICULT



POOR RETURNS PROCESS



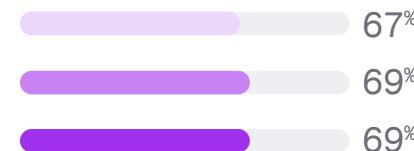
SLOW CHECKOUT PROCESSING



NO PRODUCT REVIEWS



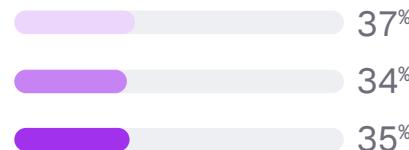
BEING REQUIRED TO REGISTER FOR A CHECKING OUT



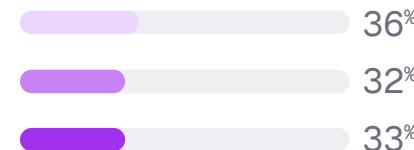
GOT DISTRACTED



NO PERSONALISED OFFER



WEBSITE DOESN'T REMEMBER ME



Delivery Frustrations Remain a Top Conversion Barrier

Concerning delivery-related reasons, high shipping costs will cause 97% of shoppers to abandon their carts.

85% will navigate away due to communication of delivery costs too late in the shopping experience, and 69% when presented with slow delivery methods.

HIGH SHIPPING COSTS *



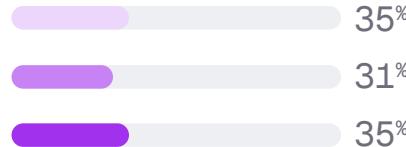
COMMUNICATING COST OF DELIVERY TOO LATE



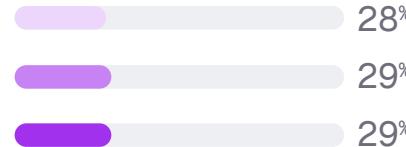
DELIVERY METHOD IS TOO SLOW



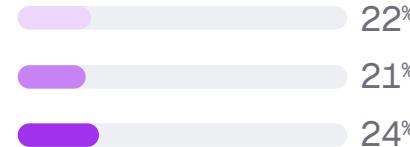
CLICK AND COLLECT IS NOT OFFERED



NO OPTION TO UPGRADE SPEED OF DELIVERY



CONTACTLESS PICKUP IS NOT OFFERED



Delivery Choice Can Make the Difference

35% show their need for Click and Collect, 29% for speed of delivery upgrade options, and 24% for contactless pickup. Although these reasons are at the lower end of shoppers' abandoned cart reasons, online retailers should still be mindful of how choice plays a pivotal role for between a quarter to a third of their customer base.



When considering delivery, how likely are you to abandon a cart based on the following?

2023

2024

2025

Willingness to Pay Rises for Small Items, Drops for Big Ones

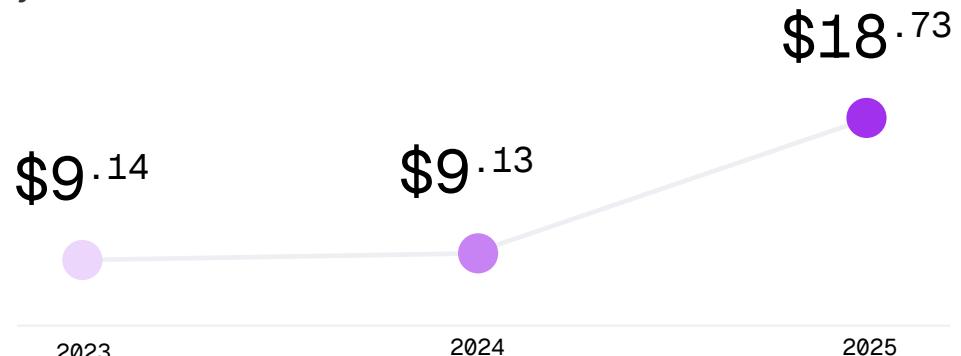
This year's data reveals an interesting shift in shoppers' expectations of delivery costs. They are now willing to pay up to \$18.73 for small item deliveries, jumping by \$9.59 in just two years. However, tolerance for larger items shipping costs has dropped sharply to \$73.98, down by \$45.51.

Delivery Thresholds are Reshaping Shopper Expectations

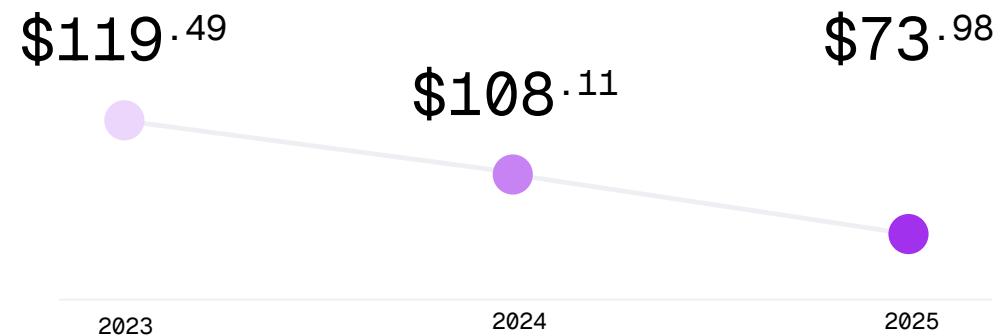
Retailers across ANZ are continuing to implement or increase delivery thresholds to reduce costs and widen their range of delivery options to meet customers' expectations. It seems that the outcome of these measures is a narrowing of the gap between what shoppers will pay for small and large item deliveries.



For a small item (T-shirt, stationery, etc.),
what is the delivery cost that would cause
you to abandon the cart?



For a large item (Furniture, TV, etc.),
what is the delivery cost that would
cause you to abandon the cart?



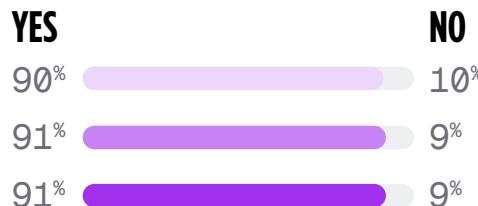
Abandoned Cart Emails are the Norm

Most online retailers are mindful of the impact of email flows, with 91% of shoppers receiving abandoned-cart follow-up emails.



Have you abandoned an online purchase and later received an email reminding you to complete the checkout and purchase the item?

2023 2024 2025



Shoppers are More Selective Despite Discounts

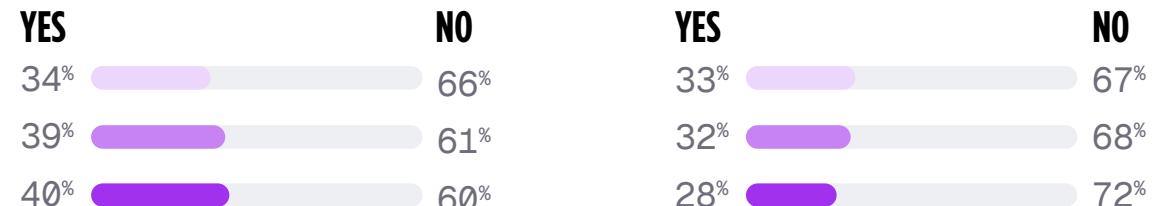
It may be a sign of the times that 6% more shoppers are receiving abandoned-cart offers than two years ago; however, 5% fewer are making the purchase.

Despite increased discount offers, shoppers appear more mindful of the items they really need this year.

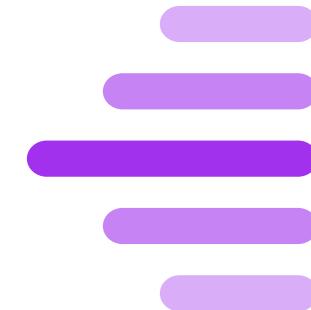


Did the email contain a discount code or voucher to encourage you to make the purchase?

Finally, did you complete the product purchase?



04



SHOPPERS WANT FAST AND FLEXIBLE DELIVERY OPTIONS



Shoppers in 2025 have less patience for long delivery times than last year. However, expectations vary. While most are comfortable waiting up to a week, around one in five expect between 3–5 day delivery, and one in ten think two business days is too much.

More shoppers this year are also willing to pay an extra \$20 for faster delivery services. Interest in same-day, next-day and 3-hour options is growing. Once again, choice proves to be a key differentiator in keeping customers returning to a retailer (rather than ordering from the competition).



Shoppers are Losing Patience with Long Delivery Times

In 2025, shoppers are becoming less forgiving of long delivery times. Last year, 42% of them were undeterred by longer shipping times. This year, that figure drops by 9%, down to 33%.

The other 67% of customers have a range of delivery speed expectations.

Expectations Around Too Slow Still Differ Widely

While long delivery times are less tolerated, expectations of what constitutes a “long delivery” are varied. The highest portion, at 28%, is only ready to shop elsewhere when a retailer exceeds 5–7 business days, followed by 19% who think 3–5 business days is the limit.

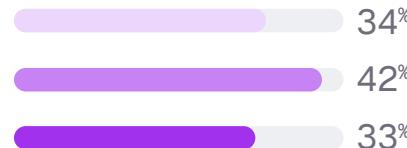
Only 10% of shoppers expect same-day or next-day delivery.



With products that are available at similar prices, would you consider a different seller or website if the delivery time was more than...?

2023 2024 2025

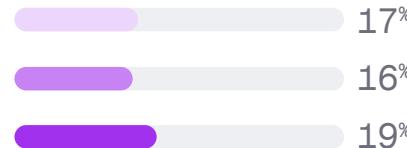
LONGER SHIPPING TIMES WOULDN'T DETER ME FROM MAKING A PURCHASE



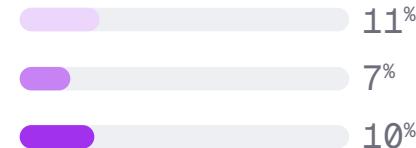
5 – 7 BUSINESS DAYS



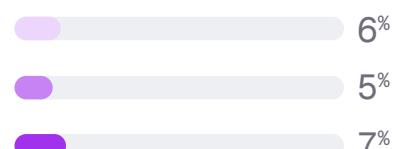
3 – 5 BUSINESS DAYS



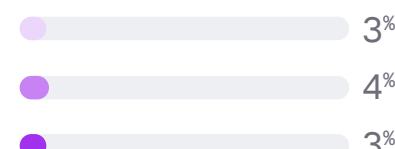
2 BUSINESS DAYS



NEXT DAY



SAME DAY



Shoppers are Happy to Pay for Speed

Music to many retailers' ears is hearing that 59% of shoppers will pay \$20 extra for various special delivery services. That figure has also increased by 9% over the last year.

Of the shoppers who are willing to pay for fast delivery, 36% will pay \$20 for same-day, 23% for under 3 hours, and 21% for next-day services.

Demand Grows for Flexible Delivery Windows

Even though 1-2 hour delivery windows, weekends, and after-hours options are less popular, they each show notable growth over last year.

Again, we see choice as an important factor to customer retention.



For an online purchase that you want delivered quickly, which of the following delivery lead times are you willing to pay \$20 extra for?



2023

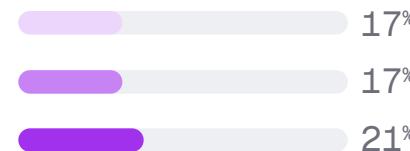


2024



2025

NEXT DAY *



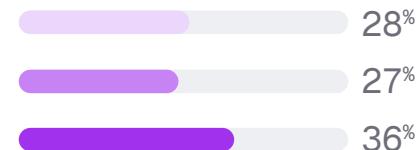
WOULDN'T PAY EXTRA FOR A SPECIAL DELIVERY SERVICE



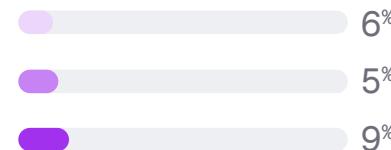
SPECIFIC 1-2 HOUR TIME OF MY CHOOSING



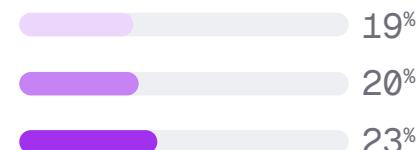
SAME DAY *



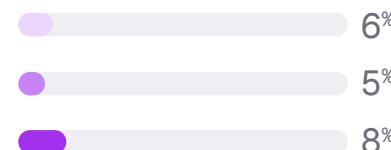
WEEKEND



LESS THAN 3 HOURS *



AFTER HOURS (6PM-8PM)



05



EXPERIENCE AND CHOICE REINFORCE RETENTION



High shipping costs, poor product quality, and bad experiences are the top reasons shoppers don't come back. While there is considerable variance between the impact of the top and bottom reasons, even issues like sub-par mobile website experiences are enough to cause two in five customers to shop from a different retailer. Delivery choice again makes an impact, with more than half of shoppers ready to look elsewhere if options are unsuitable.

When it comes to retention, free delivery and good product quality are the biggest drivers. Other factors like fast shipping, easy returns, personalised offers or discounts, and good customer service appeal to more than half of shoppers. Post-purchase engagement efforts, however, convince just one in ten shoppers to return to a retailer.

Shoppers still see free shipping as the top loyalty reward. Retailers can tap into this free shipping preference to encourage loyalty program participation rather than offering it on orders as standard. Additionally, focusing on rewards schemes for discounts and products will appeal to more shoppers than cash-payable perks without tempting them to shop elsewhere.



Shoppers Walk Away Over Price, Quality, and Service

The leading causes of customer churn are expensive shipping, at 86%, product quality issues, at 77%, and negative customer experiences or receiving damaged items, both at 73%.

86%

Expensive shipping

77%

Product quality

73%

Negative customer service experience

73%

Receiving damaged items

72%

Difficult or no returns process

56%

Poor checkout experience

54%

Unsuitable delivery options

51%

Poor display of products on website

45%

Too many promotion emails

43%

Poor user experience browsing on mobile

Smaller Frictions Like Delivery and Mobile Still Carry Weight

While other experiential factors rank further down, even the lowest-scoring option, a poor mobile experience, sees 43% of customers willing to shop elsewhere if their expectations are not met.

Again, we see the impact of delivery choice, with 54% of shoppers ready to switch retailers due to unsuitable delivery options.



What would prevent you from shopping with an online retailer again? (Tick all that apply).

Free Delivery and Product Quality are the Biggest Drivers of Loyalty

How can retailers retain more customers? 91% say free delivery encourages them to reconvert, closely followed by product quality, at 85%.

91%

Free delivery

85%

Good quality products

Other Retention Tactics Play a Smaller Role

There is a notable drop down to the next most selected reasons that appeal to more than half of shoppers. These are fast shipping, at 66%, easy returns processes, at 63%, personalised offers and discounts, at 59%, and good customer service, at 53%.

Interestingly, post-purchase engagement seals the deal for only 11% of shoppers.



What would encourage you to shop with an online retailer again?

63%

Easy returns process

59%

Personalised offers/ discount

53%

Good customer service/ troubleshooting (e.g., online chat support)

37%

Flexible payment options

24%

Personalised checkout experience (e.g., ease of saving address/payment info)

11%

Post-Purchase Engagement

Shoppers Choose Free Shipping Over All Other Perks

Shoppers again cite their preference for free shipping, with 86% favouring it for their loyalty program perk.

86%

Free shipping

57%

Automatic discount on all purchases

55%

Can redeem points for discounts

53%

Can redeem points for products

49%

Free promotional products

46%

Exclusive members' only discounts

43%

Express delivery

42%

Can redeem points for cash

35%

Early access to sales events

25%

Members' only competitions

Discounts and Product Rewards Outrank Cash Redemptions

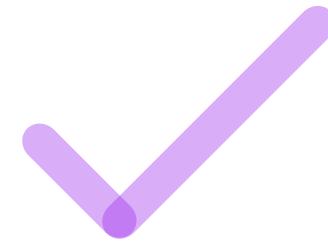
The next-most relished rewards are automatic discounts on all purchases, at 57%, redeeming points for discounts, at 55%, and redeeming points for products, at 53%.

Despite relatively low savings-to-income ratios, only 42% of shoppers prefer to redeem loyalty points for cash.



What is your favourite type of retailer loyalty program rewards?

CONCLUSION



In 2025, household savings are edging upwards, and consumer confidence is showing improvement. However, shoppers are not rushing back to impulsive spending. Instead, they are displaying mindful and deliberate shopping behaviours. Purchases are more considered, and value is weighed more wisely.

Novelty ecommerce features like virtual try-ons and AI-based chatbots are falling out of favour, while tools that deliver practical benefits, such as personalised recommendations and automated pricing alerts, are holding strong. Authenticity also plays a larger role this year, with shoppers wanting detailed and genuine reviews.

Retailers also have the chance to build loyalty through meaningful online experiences that offer customers the choices they seek. Free delivery, reliable service, relevant offers, and flexible payment and delivery options keep customers coming back. Additionally, loyalty and rewards programs offering free shipping, discounts, and free products outperform even cash-based incentives and are more likely to drive repeat purchases.

This year, enhancing the online experience isn't about adding flashy features. It's about understanding shoppers' needs and implementing more valuable, relevant, customer-focused experiences that create a lasting impression. Retailers who lean into technology that delivers what customers want can stay ahead of the enduring trends and, ultimately, turn more browsers into buyers.



"As ecommerce evolves, long-term success won't come from chasing trends — it will come from the ability to respond quickly and purposefully to what shoppers actually value. The most prepared brands are those investing in adaptable technology and customer-centric strategies that make it easy to evolve — whether that means rethinking loyalty, simplifying checkout, or scaling what works across every channel."

Shannon Ingrey

Vice President and General Manager, APAC at BigCommerce.

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