

WHITEPAPER | JAN 2022

# Consumer Insights **eCommerce Leaders**

An excerpt from the Statista Global Consumer Survey Special "eCommerce"

# Analysis options with our consumer data

Understanding consumer behavior with Statista



## Individual analysis options

On our platform, you can use our DIY analysis tool to dive into primary consumer data from representative surveys with global internet users. Furthermore, you can obtain key performance indicators and forecast developments for a variety of B2C products, industries, and specific segments.



## Target group analysis

Our survey data can be combined using a variety of factors such as demographic characteristics, values, and attitudes, as well as consumer and media behavior. In addition, our data points about the characteristics of different generations help you to define and become familiar with your target group.



## Market and trend analysis

Shift between time periods and countries as you like and create country and trend comparisons for attitudes, usage behavior, and brand preferences about various topics. Regular updates of our primary consumer data make it easy for you to monitor and analyze market trends. Furthermore, our market models assist in identifying developments in a wide range of segments until the year 2025.



## GLOBAL CONSUMER SURVEY 2022

# Understand what drives consumer

The Statista Global Consumer Survey offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. Our survey is designed to help marketers, planners, and product managers understand consumer behavior and consumer interactions with brands.

- Cross-tabulation
- Customized target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format

[Find out more](#)

The screenshot shows the Statista website's landing page for the Global Consumer Survey. The header includes the Statista logo, navigation menus for Statistics, Reports, Outlooks, Company DB (marked as NEW), Infographics, Services, and Global Survey. A search bar is located in the top right corner. The main heading reads "Welcome to the Global Consumer Survey" with a sub-heading "Start exploring the different country and territory data sets, topics, and target groups." A prominent blue button labeled "Start your research" is centered below the heading. A horizontal navigation bar contains links for Overview, Getting started (which is highlighted), Countries & Territories, Industries & Topics, Content Specials, Brand Reports, Releases, and Methodology. Below this, a section titled "GETTING STARTED" features the text "Learn how to use the tool" and a sub-text explaining the tool's capabilities. Two buttons, "Start the guided tour" and "Request a webinar", are provided. At the bottom, five key statistics are presented with icons: 1,500,000+ interviews (speech bubble icon), 56 countries & territories (globe icon), 3.4bn.+ represented consumers (person icon), 11,500+ international brands (shopping bag icon), and 50+ topics & industries (bar chart icon). A background image of a tablet displaying survey data is also visible.

# Amazon holds the lead in the eCommerce market; all stores need to hold themselves more accountable

## Key insights



### Unsurprisingly, Amazon is no.1 across the board

- Amazon ranks the highest for brand awareness, interest, purchases and preference in the U.S., Germany, and the UK
- Around 80% of consumers who know Amazon have made a purchase from the store in the past 12 months
- Approximately 60% of respondents prefer shopping at Amazon over other top online stores



### Customer satisfaction for online stores is very high

- Costco (96%) in the U.S. leads the way for customer satisfaction
- Customers in the UK are most satisfied with Tesco and John Lewis (93%)
- Apple and Amazon (96%) score highest in terms of satisfaction in Germany
- Amazon is leading the areas of likability, trust, and innovation
- There is a considerable gap between Amazon and the stores in second place, across all countries, in relation to image and brand characteristics



### Stores need to tackle sustainability concerns

- All top online stores score markedly low with regards to social issues
- Factors of social responsibility, sustainability, and employee rights need to be addressed across the board
- 41% of German consumers do not believe that any of the top brands demonstrate leadership in sustainability
- 54% of online shoppers in the UK want to see online stores pay their tax and a further 46% want big online stores to do more to tackle climate change
- Every third consumer in the U.S. thinks eCommerce stores should assume more responsibility in climate change issues

## CHAPTER 1

# United States

- Key Performance Indicators
- Attitudes to big online stores
- Brand image and characteristics

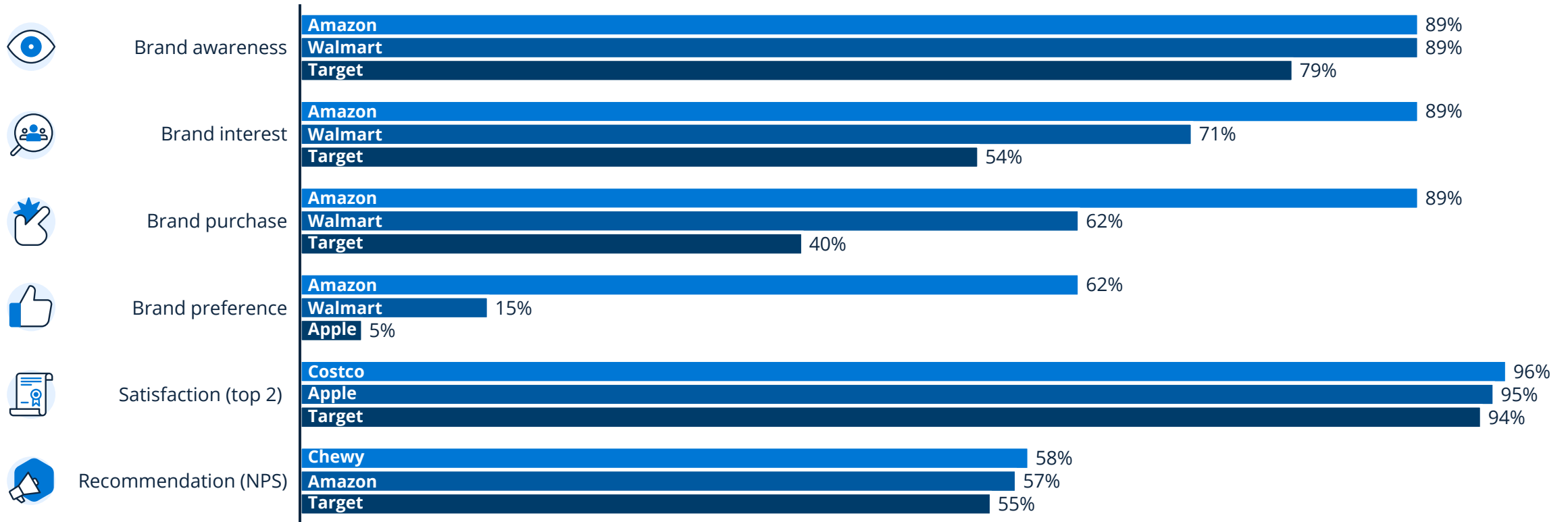


# Amazon holds the top spot in most of the main KPIs whereas Costco and Chewy rank #1 for satisfaction and NPS, respectively

United States: Key Performance Indicators



## Industry leaders in key brand metrics

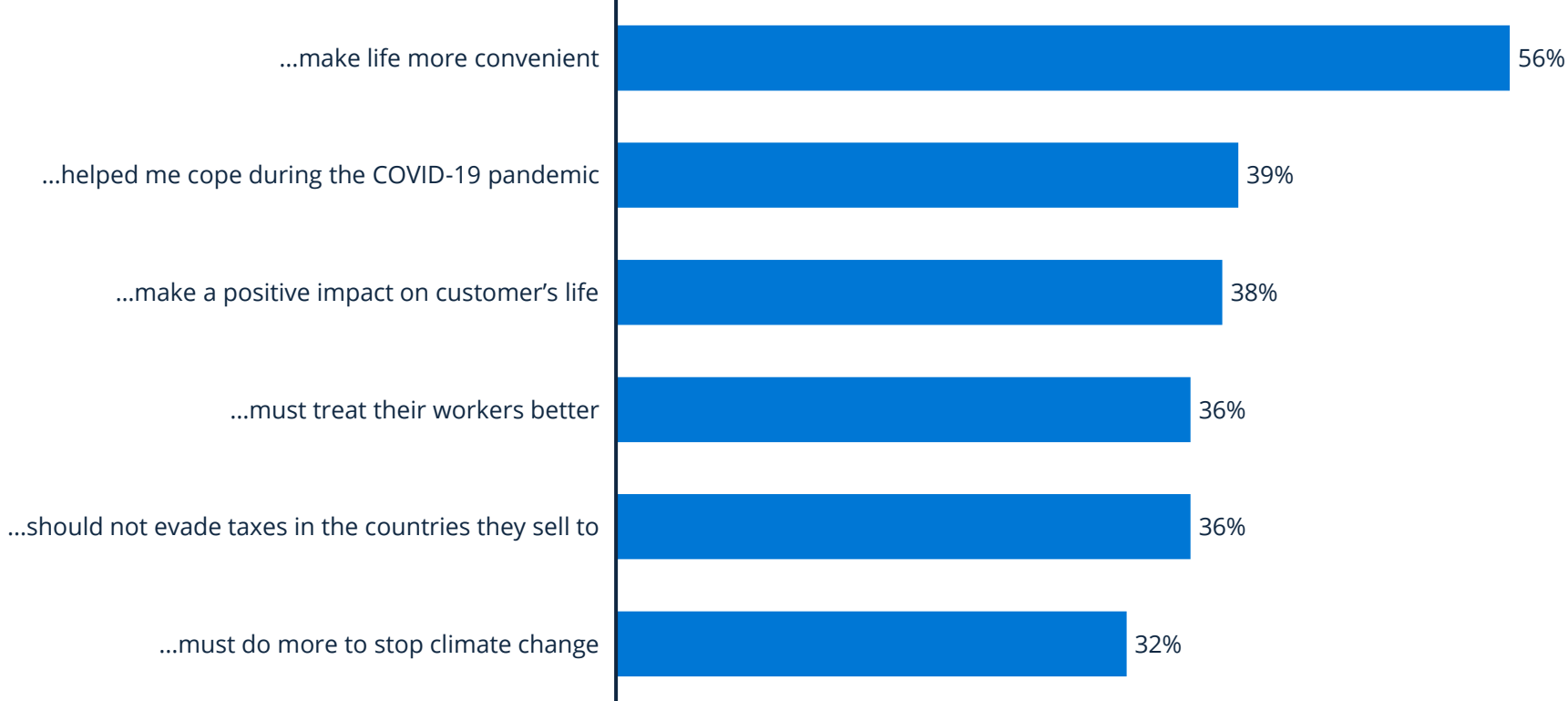


# Consumers agree that big online stores make life convenient and helped them during the COVID-19 pandemic

United States: attitudes to big online stores



Agreement with the following statements “The big online stores...”



7 Notes: "Which of the following statements about the big online stores do you agree with?"; Multi Pick; Base: n=1,038 all respondents

Sources: Statista Global Consumer Survey "eCommerce 2021"; Survey period October 2021

# Amazon scores high in every category; innovation is a concern for its competitors

United States: brand image and characteristics



## Customer's perception of key brand characteristics the top 5 most well-known online stores



8 Notes: "Which of the following do you think are / are good at / have ...?" Multi Pick; n=735 to 1,036 respondents that know the following brands

Sources: Statista Global Consumer Survey "eCommerce 2021"; Survey period October 2021

## CHAPTER 2

# United Kingdom

- Key Performance Indicators
- Attitudes to big online stores
- Brand image and characteristics

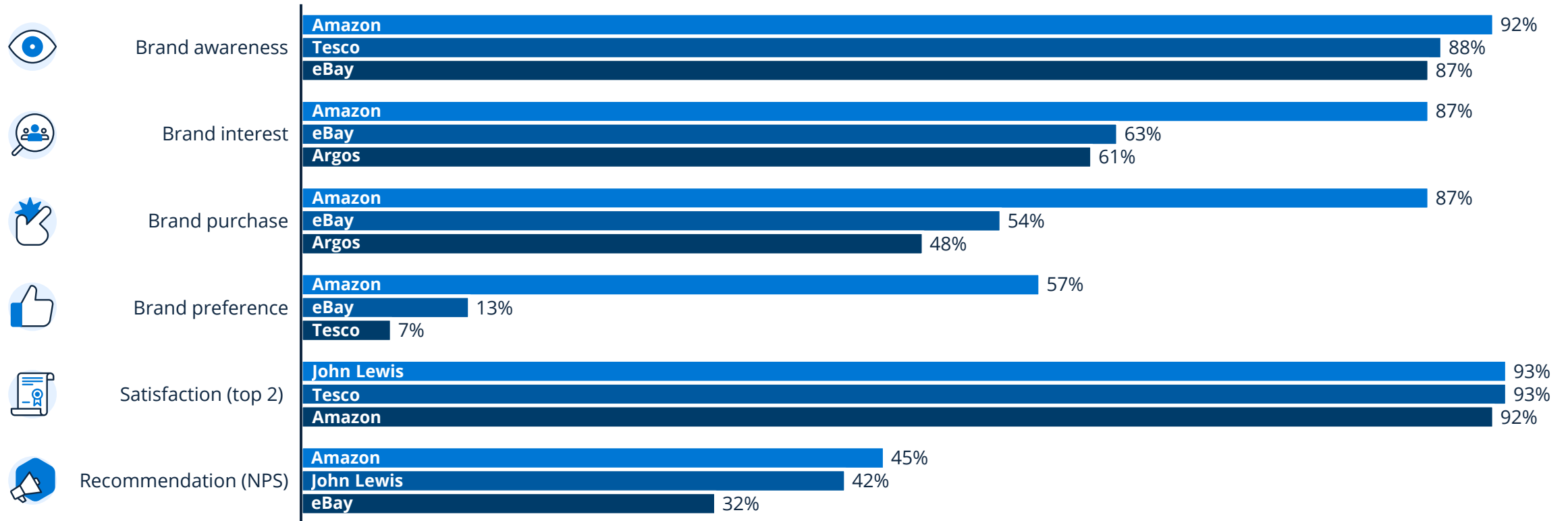


# Amazon holds the top spot for most Key Performance Indicators, but John Lewis and Tesco scores higher in customer satisfaction

United Kingdom: Key Performance Indicators



## Industry leaders in key brand metrics

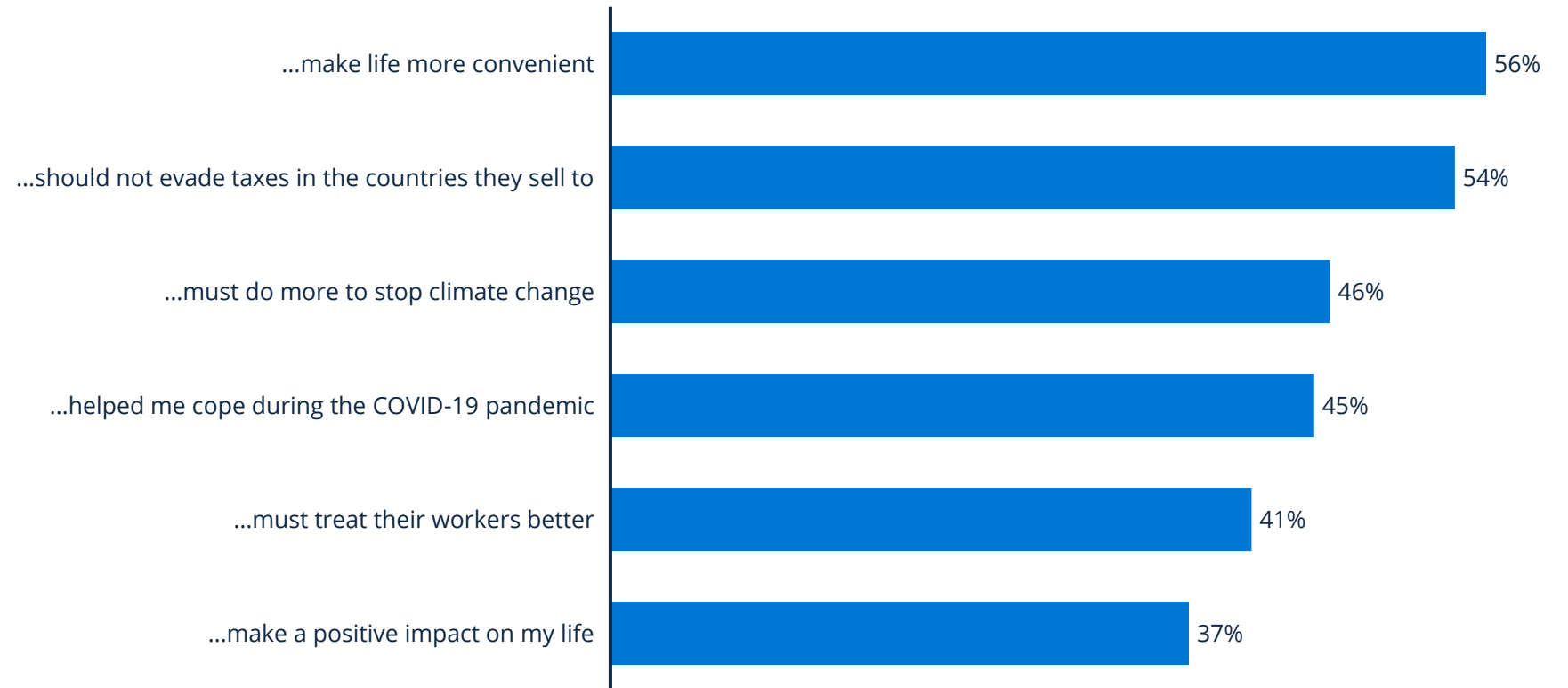


# Although consumers acknowledge that big online stores make life more convenient, they also want them to be financially responsible

United Kingdom: attitudes to big online stores



## Agreement with the following statements "The big online stores..."

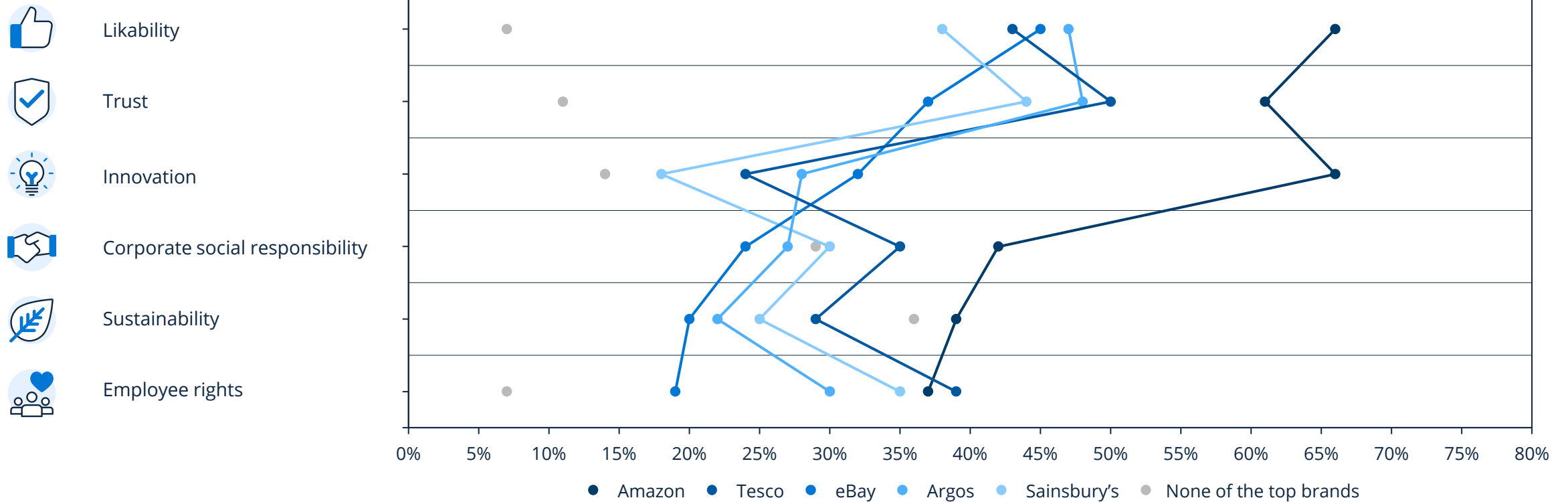


# Despite Amazon being considered popular and trustworthy, its reputation in the areas of social responsibility needs work

United Kingdom: brand image and characteristics



## Customer's perception of key brand characteristics the top 5 most well-known online stores



## CHAPTER 3

# Germany

- Key Performance Indicators
- Attitudes to big online stores
- Brand image and characteristics

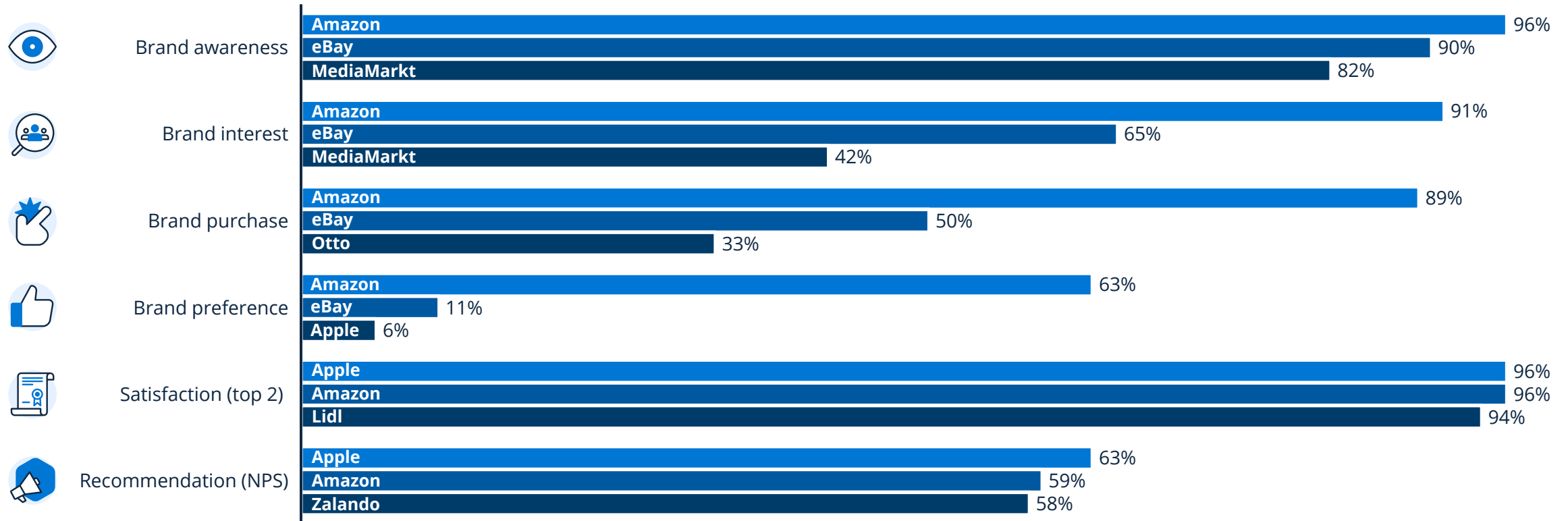


# Amazon's Key Performance Indicators are strong; however, Apple matches Amazon for satisfaction and is ahead of their NPS rating



Germany: Key Performance Indicators

## Industry leaders in key brand metrics

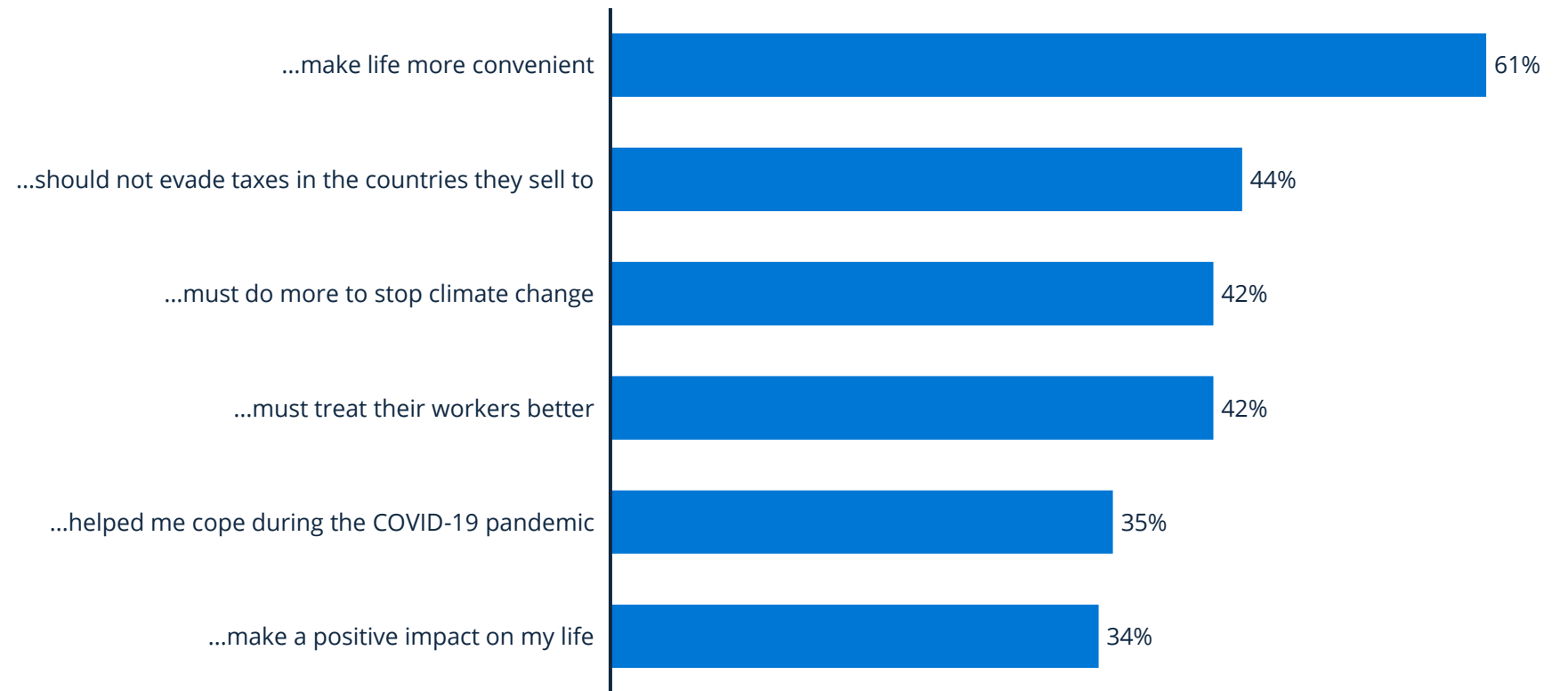


# Consumers recognize that big online stores make life convenient but also believe they need to hold themselves accountable

Germany: attitudes to big online stores



## Agreement with the following statements "The big online stores..."

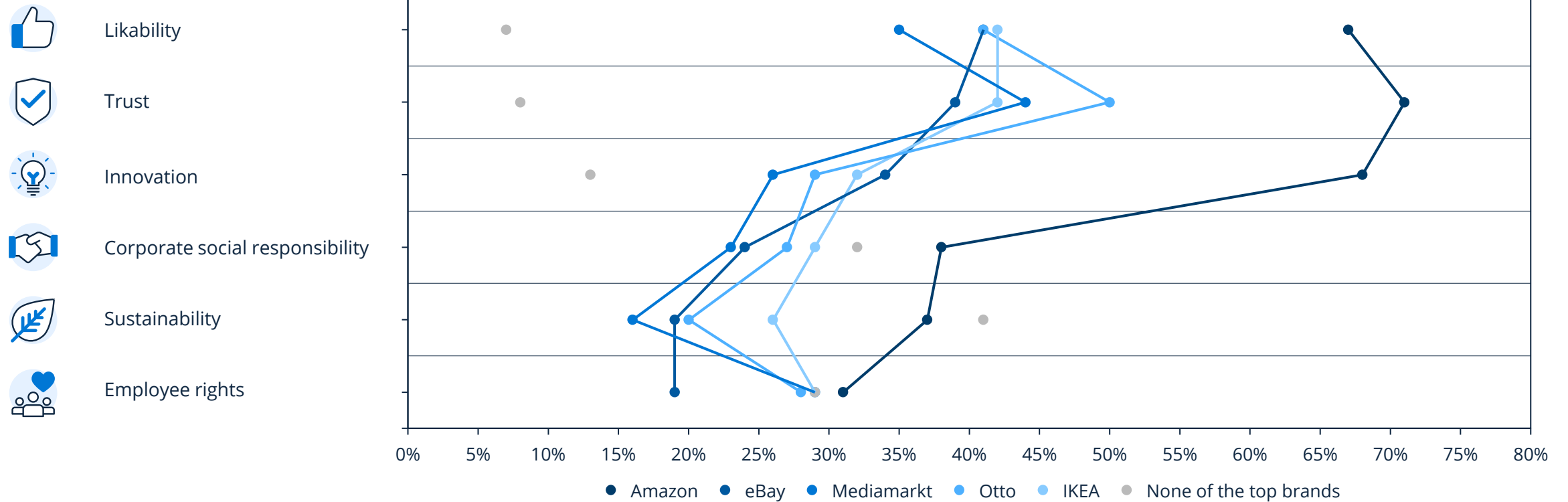


# Amazon scores high in terms of popularity, trust, and innovation; sustainability is a topic of concern across the board

Germany: brand image and characteristics



## Customer's perception of key brand characteristics the top 5 most well-known online stores



# Exclusive consumer insights on the leaders of the eCommerce industry and more



### GCS Special “eCommerce”

These insights are based on the GCS Special “eCommerce” by the Statista Global Consumer Survey. This study provides insights into attitudes, consumer behavior, and brand perception of the eCommerce industry from product inspiration to shipping. It includes trending topics such as ‘buy now pay later’ and secondhand retailers. All this data and more can be accessed online in the Global Consumer Survey tool.

This whitepaper, however, focuses on the eCommerce industry leaders and their performance in the U.S., UK, and Germany.

<b>Method</b>	Online survey
<b>Language</b>	All regional languages
<b>Sources</b>	Statista
<b>Region</b>	China, Brazil, Germany, Sweden, United Kingdom, United States
<b>Number of respondents</b>	> 1,000 respondents per country
<b>Age of respondents</b>	18 years and older
<b>Type of respondents</b>	Online Purchasers
<b>Panel provider</b>	Lucid/Cint
<b>Survey time period</b>	October 2021

# The Universe of Data

Your platform for light-speed research

We hope you enjoyed this preview of our content. If you wish to learn more, we would be happy to show you our **10-minute webinar** "[The Universe of Data](#)".

The Statista database has evolved into **a universe of collected and self-sourced data**, most of which is available exclusively on our platform.

Our Statista products provide a variety of perspectives on individual topics and enable different types of research. Whether you need to **get a quick overview of topics or pursue more in-depth analyses** that are relevant for your business, our data gives you precisely what you need while saving you time and effort.



# What Statista covers

Our platform and products offer a multitude of data with four overarching focal points, presented in many formats

Consumers

Companies

eCommerce

Markets

**80,000** topics from **170** industries | More than **1 million** statistics and **25,000** reports from **22,500** sources  
expert tools | outlooks & surveys | studies & reports | infographics & statistics

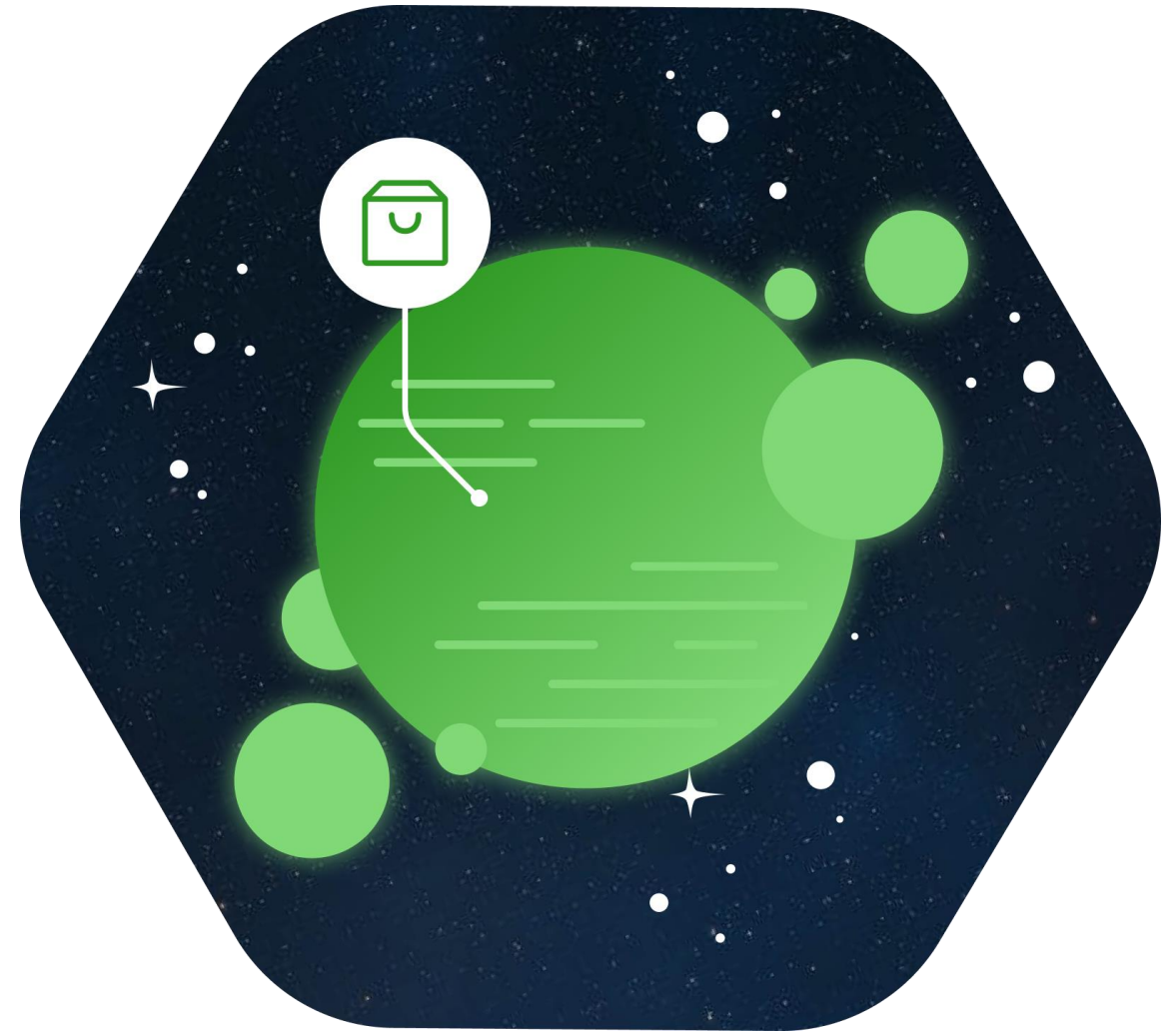
# Why consumer data matters

Statista offers market and survey data on numerous industries and topics

Understanding target audiences is crucial for the success of businesses. The one-fits-all approach to product development and communication must be retired in a society that is driven by individualism and diversity.

The needs and expectations of consumers have become more visible in the digitalized world. At the same time, the rapid emergence of new trends means that their needs and expectations are constantly in a state of flux. A firm grasp and understanding of these developments are key for successful business decisions.

Here's where data comes into play. Statista offers consumer data and insights for a wide range of industries, regions, and topics.



# How a Statista account benefits you

What Statista offers to help your business thrive in a data-driven world



## Diversity of industries and topics

Statista bundles statistical data on over 80,000 topics from over 170 industries. The data comes from over 22,500 sources.



## Data at your fingertips

With a Statista account, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.



## Global data from numerous countries

Statista offers insights and facts on industries from 150+ countries and territories. Markets, companies, and consumers from all over the world are highlighted.



## Reliable and efficient research basis

Statista has been the market leader in providing business data for 13 years. Companies, universities, schools, and the media trust our service.

[Discover our account options and solve your data needs](#)

[More information](#)

Thank you very much for your interest in our content!



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Our experts put data into context:  
on our [Statista Webinar Hub](#), you can find all latest webinars on social topics  
and digital transformation, as well as platform trainings for our users.

**We look forward to welcoming you!**

