



REPORT

Global Shopper Sentiment Report

Amaze your customers in a connected world



2023

Foreword



By Luca Cassina,
President of Retail
at Planet

More than ever, consumers across the world want full control over how and where they shop.

Retail is becoming increasingly global and with the return of international shoppers to our stores, there's added impetus to provide customers with more choice and flexibility so they can shop on their terms – whoever they are and wherever they're based.

As our world continues to become more connected, our job is to amaze shoppers with an experience which is memorable, exciting, personalised and worth repeating. But it can be quite a challenge at times as there are so many different aspects to the shopping experience which all need to come together and work harmoniously to achieve this.

We know that retailers are looking for fresh insight that helps them better understand and cater for the different preferences and behaviours of their customers across the world.

That's why we partnered with a leading consumer research business, to ask over 7,500 shoppers from across the world questions about their shopping habits, including Tax Free and payment preferences. We did this to gain a deep insight into what they want and how this varies by country and demographic.

We hope that you'll be able to use these insights to help you drive loyalty and grow revenue.

Here at [Planet](#), we understand the challenges retailers often face with fragmented in-store and digital systems that are not always connected, hampering their efforts to deliver the choice and convenience customers want.

We're taking unified commerce a step further. We're building a flexible connected commerce platform that brings together systems, technology, and payments to help retailers deliver a more interactive and connected experience for customers from start to finish.

Our ambition is to empower retailers with the tools and support they need to deliver this across all channels, including complex processes, such as Click & Collect, Delivery, and advanced return management, all through a single end-to-end flexible modular platform, with integrated payments, VAT refunding and currency conversion.

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Executive summary

It can be quite a challenge for retailers to keep up to speed with all the latest consumer trends and demands. Technology continues to evolve at a rapid pace, and with it, the way people choose to shop. Shopping habits have also changed considerably post-pandemic.

That's why we decided to carry out a pulse check on consumer sentiment, surveying 7500+ shoppers aged 18+ years from 19 countries around the world. The survey took place in May 2023 asking a mix of questions about general shopping habits in different channels and preferences for Tax Free shopping and payments.

The findings outline the sheer breadth and depth of shoppers' desires and attitudes. It provides retailers with the latest insights so they can better understand what their customers want, ensuring they make every customer interaction count and grow their revenue.

What's evident is that no two nations' shoppers are the same. From their choice of payment methods or what they're looking for from the end-to-end shopping experience, at home and abroad, everyone is different.

These differences are highlighted by the report's special focus on shopper differences in the US and China; and understanding of what Gen Z's want from their shopping experience today.

The findings have highlighted many key shopping trends which retailers may find useful. Here are some of the key ones:

Ultimately, it's our job to empower every customer to shop on their own terms.



Convenience is key – there is a need to provide more choice to customers, so they always feel in control. This means offering all the preferred payment options that they know and understand, including digital wallets and even cryptocurrency.



Connected experiences – it's evident from the findings that shoppers make little distinction between channels. There's a need to better use technology to join up the different phases of shopping, from browsing to payments across online and in-store to improve the journey and enhance loyalty. Shoppers say they want more consistency and choice.



Currency choice – there's a high preference across consumers from many nations to pay in their own currency. It's what people are familiar with, especially among shoppers from North America and Latin America.



Tax Free – China and the US are driving much of the growth in Tax Free shopping, but many of them are left confused about the process when shopping in-store, so we need to provide them with more instructions, even though they understand its value.



Security concerns – while the majority of shoppers are still very wary of security, it's not preventing the majority browsing and buying online. It's still the most popular way to shop according our data.

THE RETAIL LANDSCAPE

Retail customers want convenient, connected journeys

Give customers an excellent online shopping experience



Convenience

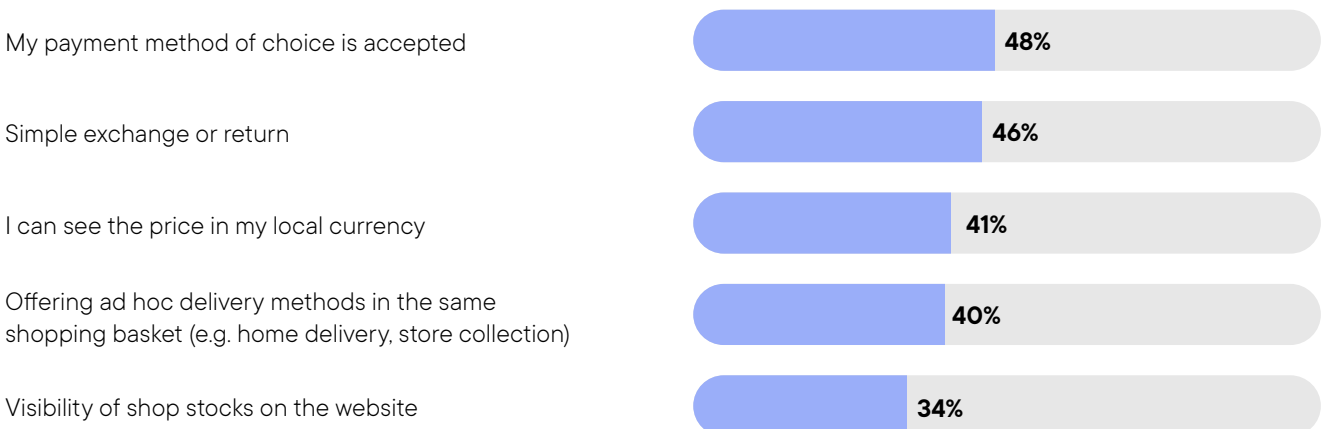
Globally, almost half (48%) of the respondents say a retailer accepting their preferred payment method is key to having a great online shopping experience. In Canada this figure swells to 64%, helping to make North America (58%) the region where payment acceptance is the most important factor.

But a simple payments process isn't the only aspect consumers place high on their wish list. Almost as many respondents globally (46%) demand a simple exchange and return process. In fact, this is the most vital element of a great online shopping experience in several markets, including Denmark (57%) and France (54%).

Shoppers also want prices to be displayed in their domestic currency to make buying items as easy and transparent as possible. More than four in 10 (41%) globally say this is a major part of the online shopping experience. It's especially important in North America (55%) and the Middle East (51%).

Globally, a further 23% of respondents are keen to tap into one-click ordering, with their payment details saved post-purchase for future use.

What makes a great online shopping experience? Top five selections globally:



Connection

E-commerce shoppers like a convenient experience - but they also want the different parts of their purchase journeys to be connected, up to and beyond the checkout.

Giving them a range of delivery and collection methods is vital. Globally, 40% of respondents want retailers to offer ad-hoc delivery options. This desire for multiple fulfilment choices rises to nearly half (49%) of customers in France.

In addition, three in 10 (30%) consumers around the world - increasing to 40% in the US, and 38% in China - say an online shopping experience can only be considered great if they are offered Click & Reserve, or collect capability.

We also asked respondents to rank a range of ways that they could receive online purchases, with visibility of the precise delivery date deemed most important.

There is huge variation across regions and individual markets within this data. For example, 91% of respondents in Latin America gave a score of 4 or 5 for 'Visibility of precise delivery date'; but 78% of those in Europe did the same. Meanwhile, 63% of customers in Sweden rated this factor 4 or 5 for importance, but this rises to 85% in Spain.

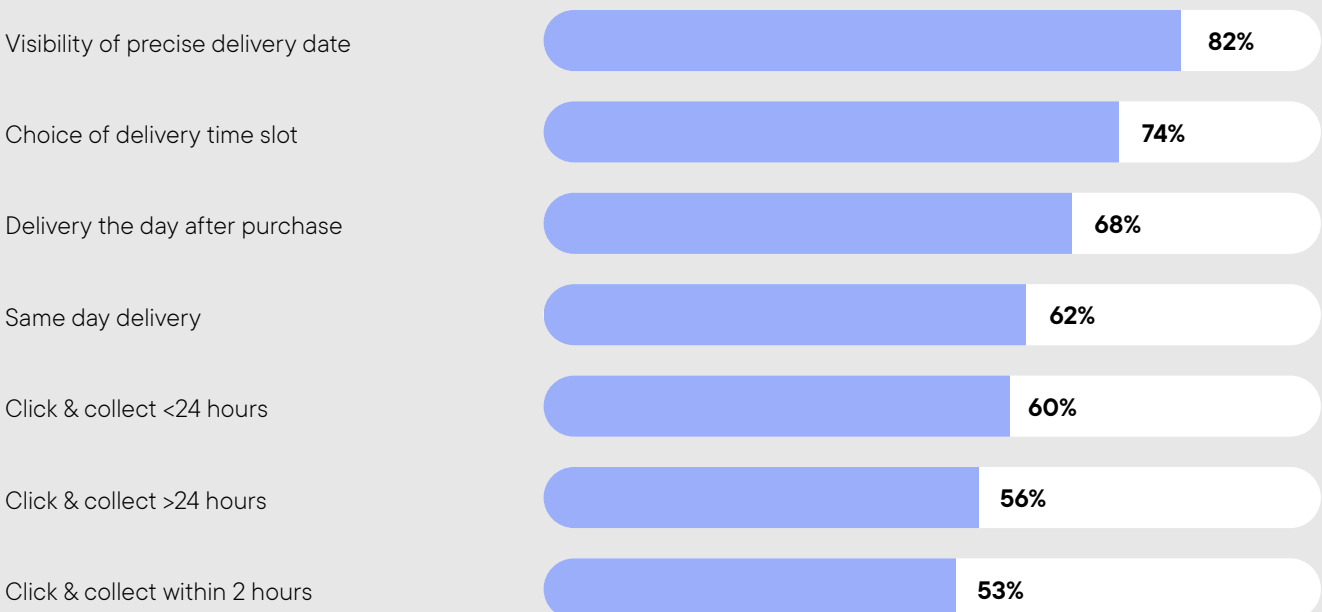
This tells us customers consider simple features of shopping fulfilment important as part of the purchasing journey: Click & Collect is a nice-to-have, but providing a precise delivery date details is critical.

40%

Of respondents want retailers to offer ad-hoc delivery options

When purchasing goods online, how important - if at all - are the following features?

(Total % of global customers scoring 4 or 5)



THE RETAIL LANDSCAPE

Inspire customers by improving their in-store experience

With 71% of customers across the globe - increasing to 83% in China - browsing online using their mobile phone, and a further 27% using a PC or laptop, giving an international and diverse customer base individually convenient and connected online experiences is vital.

Online is only one way to shop, of course. It certainly isn't the case that everyone is ready to buy online only.

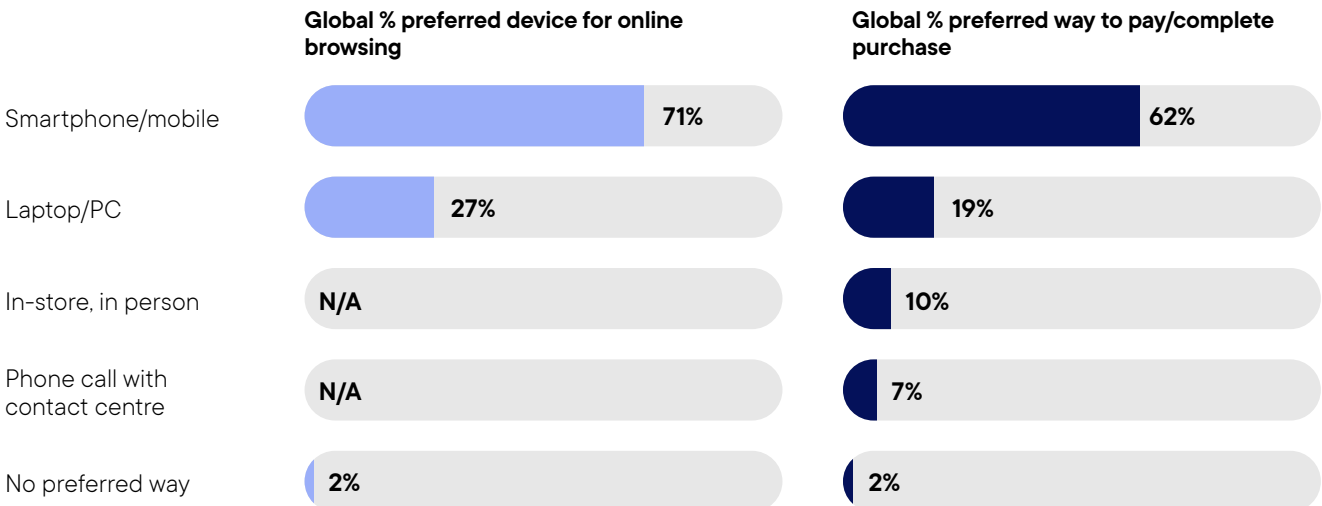
In fact, almost one in five (19%) customers worldwide do not always prefer to complete their purchase journey using a personal device:

This indicates the importance of Webrooming – where shoppers browse and research an item online first before buying in a bricks and mortar store – and that the more channels shoppers use the more valuable they are, with research from [Harvard Business Review](#) showing they spend more once they are in-store.

A high-quality, consistent experience across all channels will wow these customers and lead to an increase in revenue.

Browsing and completing purchases:

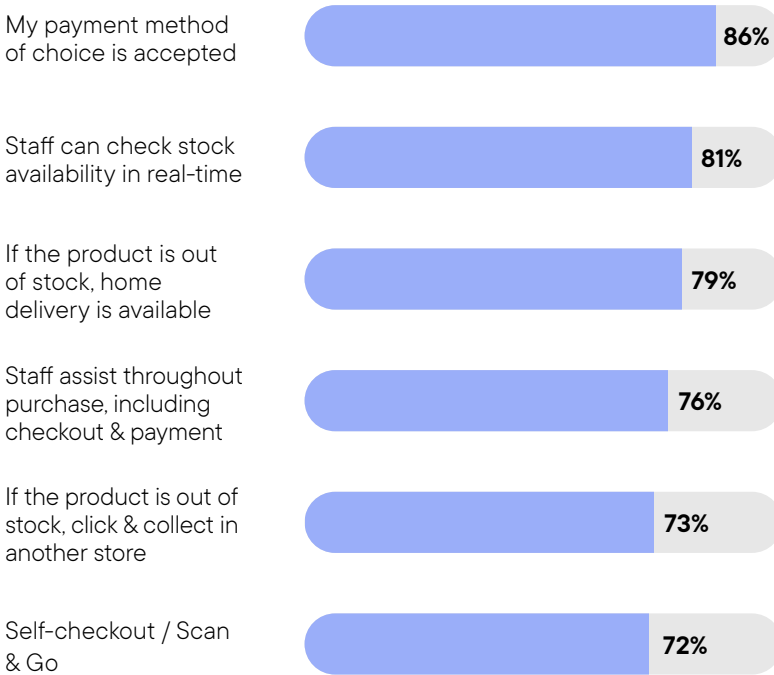
Platform preferences



How important are these features to the in-store shopping experience in your country

(1 = not important at all; 5 = very important)

Total % of global customers scoring 4 or 5



Notably, of all the ingredients that make up a great in-store shopping experience, consumers' number-one factor is availability of their preferred payment method – the same as for online shopping.

Other aspects ranked in their top three include staff having access to real-time stock-checking technology; and the option of home delivery if an item isn't immediately available

Once again, there are variations across each market. In the UK, for example, 85% of consumers score the ability to use their preferred payment method as a four or five. In France, in-store stock-checking is viewed as vital, with 76% of respondents scoring this four or five. Meanwhile, just four in 10 (40%) of shoppers in Germany give self-checkouts a score of four or five - the lowest proportion in European markets.

However your customers like to shop - whether in-store or online - flexible and bespoke shopper journeys are crucial to success.

In the end, though, nothing is more important than making a sale. So what do shoppers make of current ways to pay?

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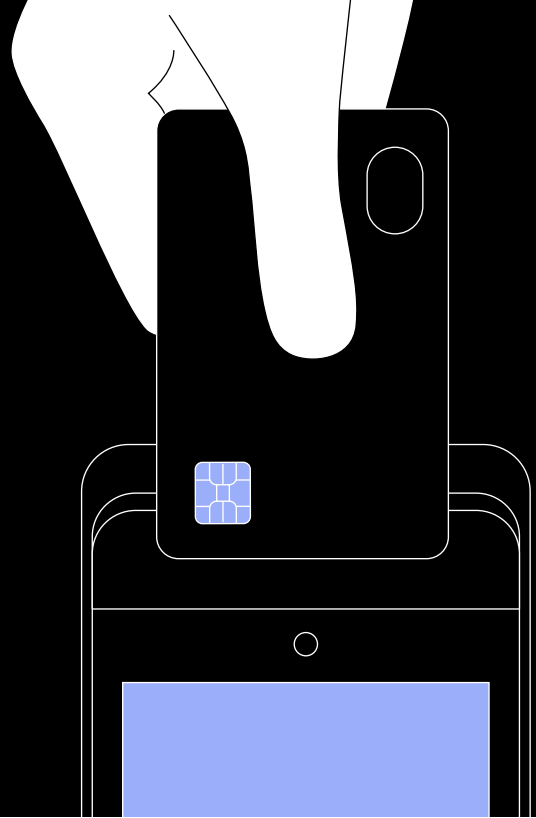
As a family run business, it was extremely important for us to find a Retail payments partner with similar family values to ours. We found this with Planet. Our staff enjoy ultimate convenience, and we provide a seamless shopper experience using their fully integrated solution.

HIRMER

PAYMENT PRIORITIES

Shoppers demand slick and secure transactions

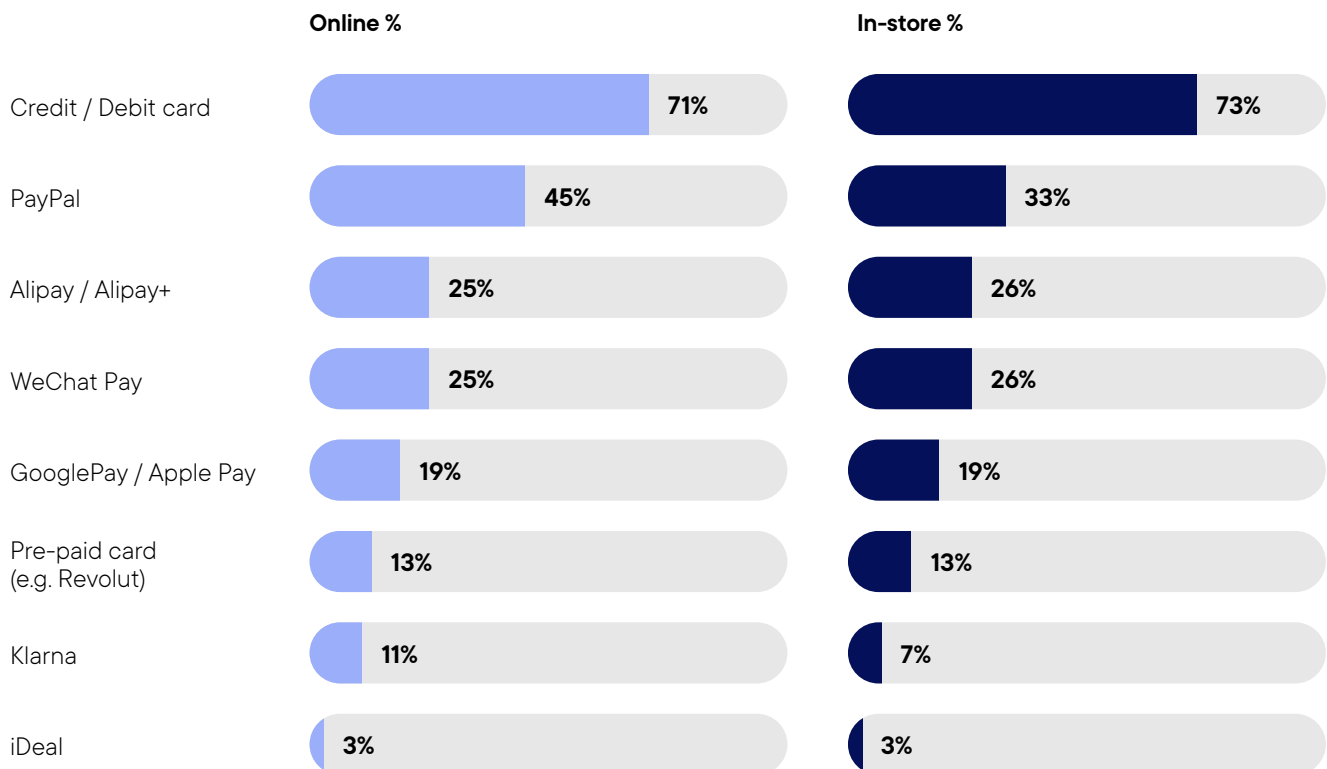
A seamless checkout experience



Whether shopping online or in-store, customers require a wide range of payment options from retailers.

What is your preferred payment method?

(Tick up to three - Global respondents)



Respondents rank eight payment options in the same order of importance, no matter the channel:

What is your preferred payment method?

(Tick up to three - Regional comparison)

	North America		Middle East		Asia		Latin America		Europe	
	Online	In-store	Online	In-store	Online	In-store	Online	In-store	Online	In-store
Credit / Debit card	81%	81%	78%	75%	64%	66%	91%	90%	67%	71%
PayPal	60%	46%	61%	54%	8%	7%	66%	57%	62%	41%
Alipay/Alipay+	6%	7%	5%	4%	72%	72%	2%	3%	3%	3%
WeChat Pay	7%	7%	4%	4%	71%	72%	2%	2%	2%	2%
GooglePay/Apple Pay	32%	31%	35%	37%	16%	13%	21%	20%	18%	18%
Pre-paid card (e.g. Revolut)	16%	18%	21%	23%	11%	10%	12%	16%	13%	13%
Klarna	9%	4%	4%	4%	4%	4%	<1%	2%	2%	13%
Ideal	4%	2%	3%	5%	4%	4%	1%	2%	2%	2%

When we delve further into preferred payment methods by location, there are some significant differences retailers must note in the battle to win the hearts and minds - wherever shoppers live.

Of course, not every payment method is available in all locations - so the adjacent is simply a snapshot:

Online

Just **32% of consumers in Germany use credit/cards to pay online**, while 82% prefer PayPal

In contrast, **89% in Canada transact online with credit/debit cards**, and 48% use PayPal

In China, online shoppers mainly switch between using **Alipay/Alipay+ (86%)** and WeChat Pay (87%)

Online consumers in some Nordic countries are keenest on Klarna: **Norway 67%**, Sweden 61%

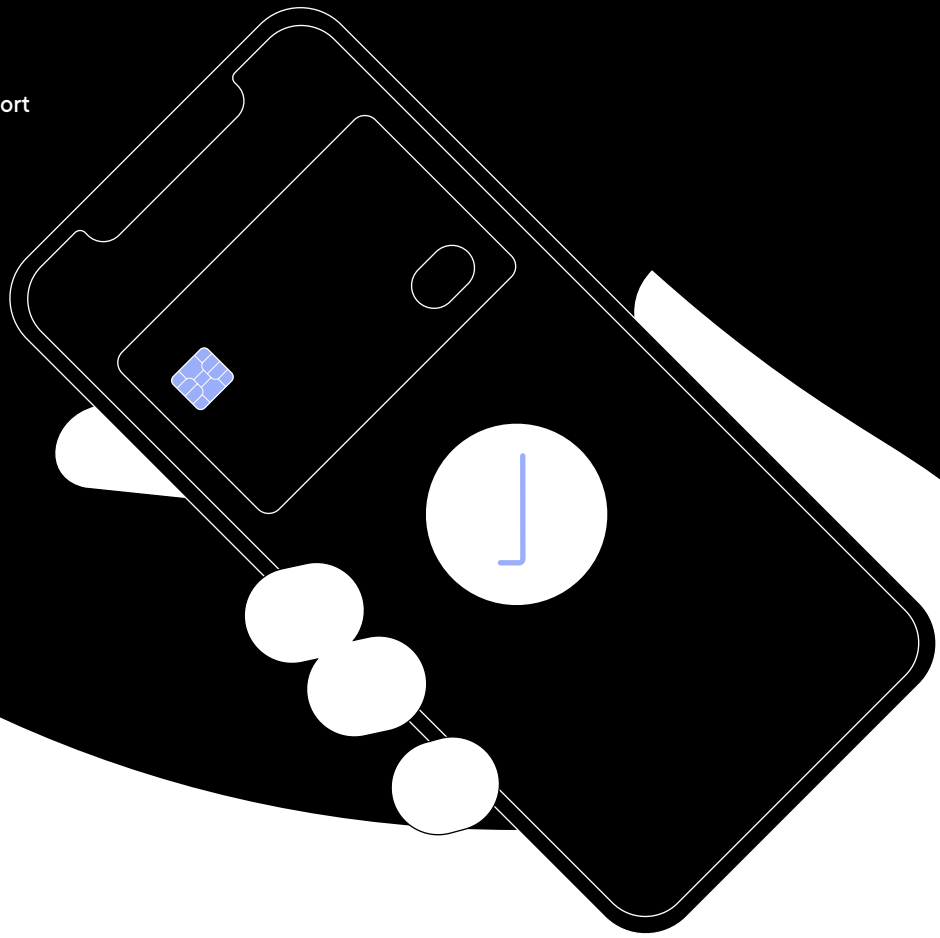
In-store

Credit and debit card payments are far **more popular among respondents in Latin America (90%)** than those in Asia (66%)

Consumers in the **USA are most likely to use credit/debit cards** for in-store purchases (61%)

UK-based shoppers (13%) are more than **three times as likely** than their counterparts in China (4%) **to pay in-store using Klarna**

In China, in-store shoppers mainly prefer to use **Alipay/Alipay+ (84%)** and WeChat Pay (85%)



PAYMENT PRIORITIES

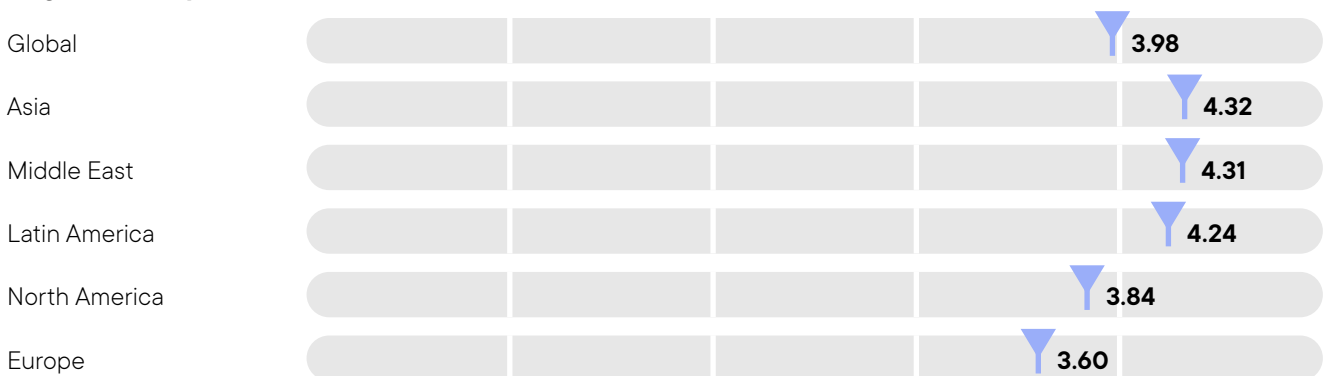
Payment innovation in demand

Although a large majority of consumers still use the established method of buying goods with their credit or debit card, many are also interested in more cutting-edge ways to pay.

More than four in 10 (41%) shoppers globally say the ability to use alternative technology, such as digital wallets, to pay online is very important to them. Just one in 20 (5%) claim this isn't important at all.

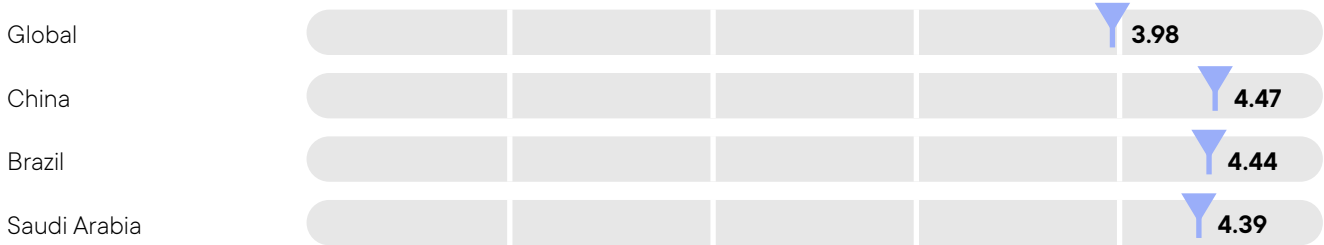
When shopping online, how important is it for retailers to offer payment methods beyond credit and debit cards, such as digital wallets? (1 = not important at all; 5 = very important)

Regional comparison - Mean Score

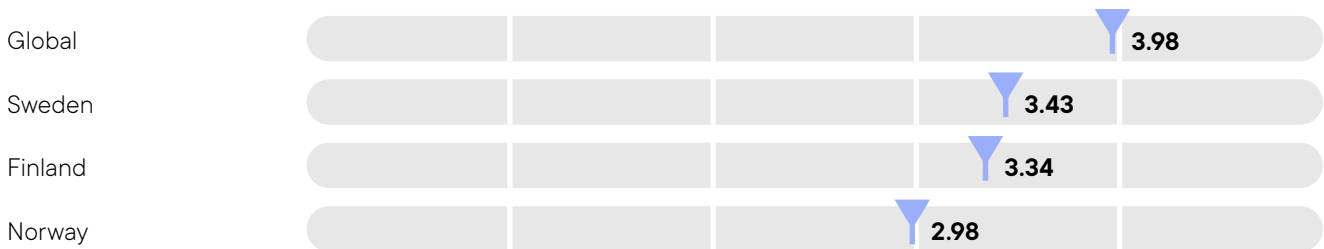


When shopping online, how important is it for retailers to offer payment methods beyond credit and debit cards, such as digital wallets? (1 = not important at all; 5 = very important)

Regional comparison - Mean Score



Regional comparison - Mean Score



The Nordic countries feature in the bottom three, suggesting customers there opt for other methods including Klarna ahead of digital wallets.

It's also worth noting that half (50%) of all shoppers globally believe it is very important for in-store payment by digital wallet to be available. In both the US and China this rises to 59%.

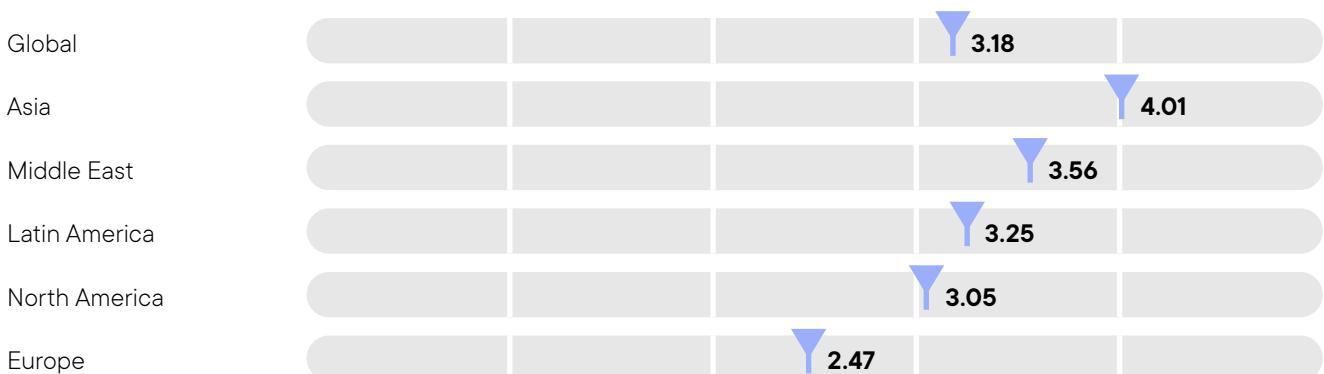
Customers x crypto

Cryptocurrency is an emerging payment technology, and with the amount of media and investor attention it attracts, it cannot be ignored as part of a conversation about payments.

Cryptocurrency is very much on the radar of online shoppers. In China, an eye-opening 48% of respondents say this is a very important payment option. Some 41% of those in the US agree. Despite this interest, local regulations currently prevent many retailers from offering payment via cryptocurrency.

When shopping online, how important is it for retailers to offer cryptocurrency payment?

(1 = not important at all; 5 = very important)



PAYMENT PRIORITIES

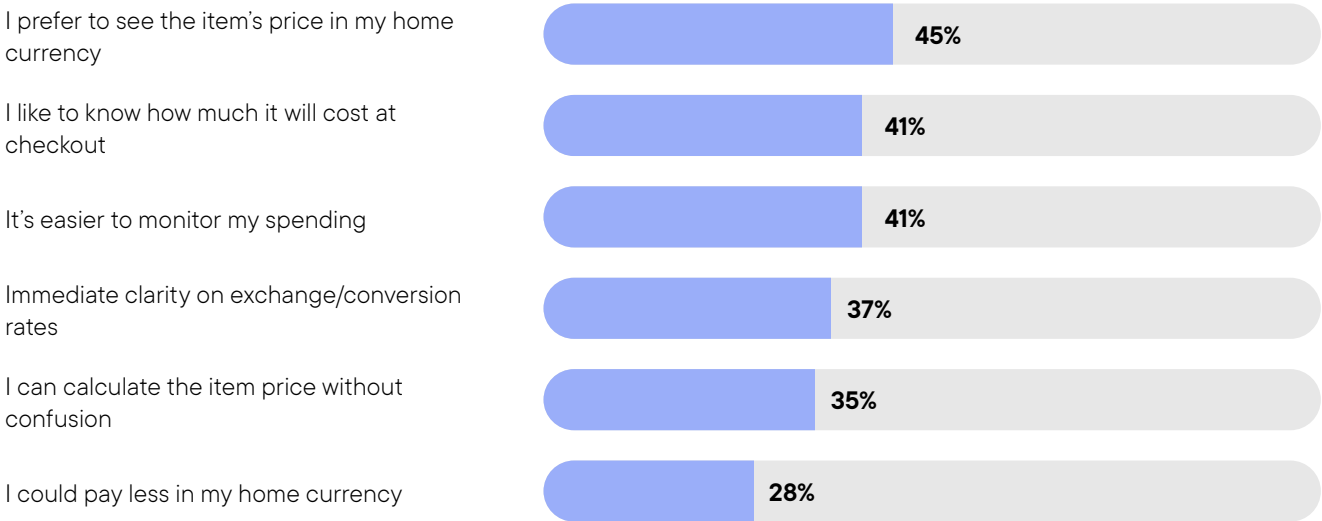
The currency opportunity

Almost half (47%) of shoppers globally say being able to pay in their preferred currency is very important to them when buying online. This is most keenly felt in the US (62%), but less so among shoppers in Singapore (20%).

In total, nine in 10 shoppers would pay in their domestic currency using their credit or debit card, if presented with that option. A huge majority (97%) of customers in China want to pay in Yuan, if they can; but almost a third (31%) in Germany are indifferent to paying in Euros. Regionally, European shoppers are the least bothered about this aspect of payment (16%).

Those who stated a preference for paying in their home currency did so for a range of reasons.

If presented with the option, why would you pay in your home currency via your credit/debit card?
(Tick all that apply)



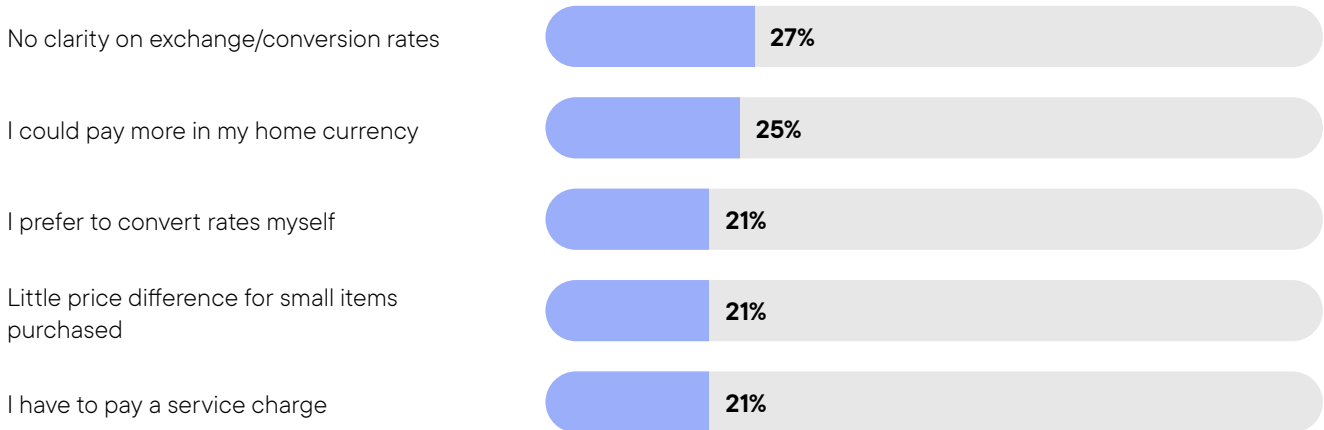
Understanding nuances between shoppers in different locations is vital.

For instance, more than four in 10 (42%) US-based consumers are keen to find discounted items if they pay in dollars, compared to a global average of 28%. Meanwhile, 50% of shoppers in Denmark want to know exactly what they'll be charged at checkout

However, some shoppers are skeptical of getting the best deal by paying in their domestic currency. More than a quarter globally (27%) claim exchange rates online can be unclear; one in four (25%) think they might pay more; and 21% even state local currency payment comes with a service charge.

What would prevent you from paying in your own currency via your credit/debit card?

(Tick all that apply)



This is further evidence of the need for retailers to grasp the cosmopolitan complexities of pricing and payment.

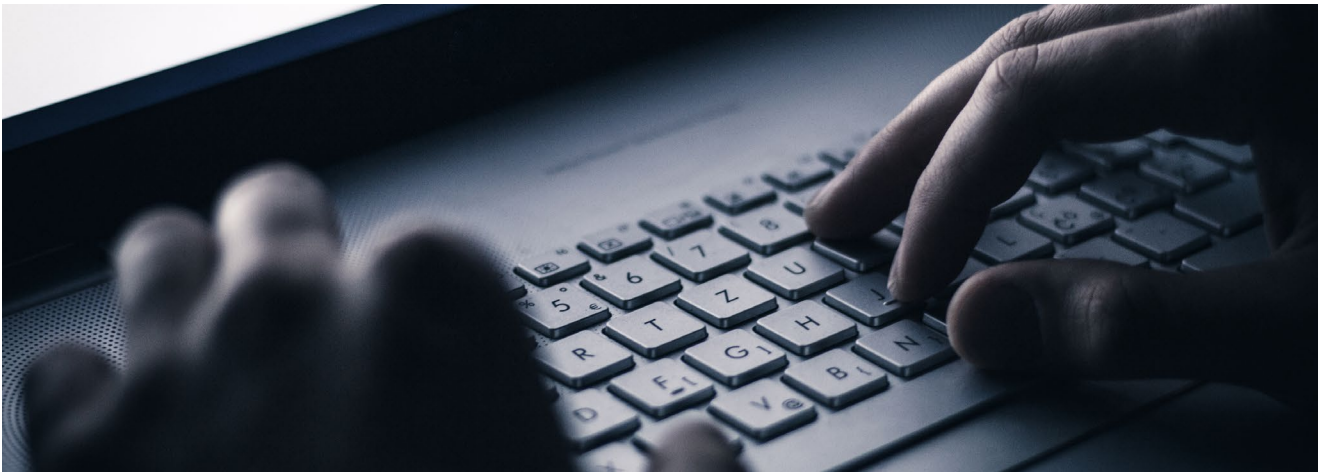
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We've worked closely with the Planet team for several years to support our Tax Free shopping system. At the end of 2020, we decided to transfer our payments business to Planet. This puts all of our payment services, including VAT refunds, in their capable hands, helping us achieve valuable savings.

During lockdown, they helped us set-up an electronic payment portal which allowed us to continue working seamlessly while we were 'out of office'. This has been an extremely straight forward tool to use and an invaluable payment method during months of lockdown. I would highly recommend Planet's services without hesitation to any business in need of an efficient payment service provider.

BOODLES
1798

Shoppers alert to security issues



Financial losses to fraud via e-commerce websites are projected to hit more than USD12bn in Europe alone during 2023, according to [Juniper Research](#). Savvy shoppers cite several concerns about the security of buying goods and services online.

Almost half (49%) of shoppers globally believe most websites are not trustworthy or safe from fraud - the number one-ranked reason that they pull out of a purchase. Security sceptics are likeliest to live in North America (52%), while shoppers in Europe (46%) seem somewhat more trusting.

Meanwhile, 47% of customers across the globe would scrap a purchase if a website redirects them to a different page to pay, where payment systems are not integrated with the merchant's main site (such as is the case with Amazon, for example). A further 44% claim they would abandon their basket if their data is not encrypted by the vendor. (Some customers are satisfied that a site is secure if 'https' appears in a URL, or a visible statement is included in its Terms & Conditions.) This factor increases to 53% among shoppers based in China; Asia (53%) has the highest share of shoppers highlighting this issue.

In addition, more than a third (36%) of shoppers globally are wary of online businesses having visibility of their data. This indicates how important it is for retailers to reassure customers on their website that their payment and contact details are in safe hands.

Fewer than one in 10 (9%) are relaxed about e-commerce security, saying no factors are the most likely to stop them making a purchase.

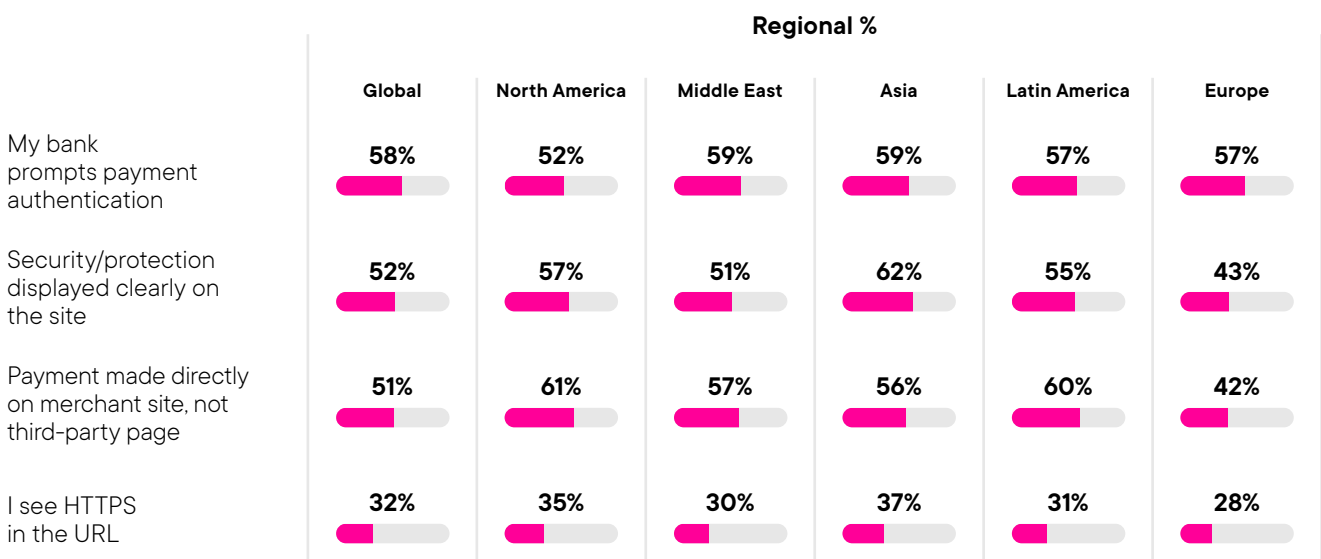
Shoppers are aware of the risks of shopping online, but they are also wising-up to security features they think retailers should put in place.

Well over half (58%) consider a bank prompt to authenticate payment is the clearest sign of a safe online shopping experience. Almost as many (52%) - increasing to 62% in Asia - feel the same way about an e-commerce site clearly indicating it is secure and protected.

Linked to their doubts described above about being diverted to a separate page for payment, 51% of shoppers state they feel secure about transactions that are made direct on the merchant's site, and not a third-party web page.

What do you consider the safest online experience when buying goods and services?

(Tick up to three)



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For us at Le Coq Sportif its vital to accept all the payment options and to process transactions rapidly. Planets all-in-one solution allows us to do that.”

INTERNATIONAL RETAIL

Keep global shoppers coming back for more with Tax Free

Making it easy for international customers

So far we've covered shoppers' priorities that largely relate to online and in-store purchases from the comfort of their own country. But how do their attitudes change when they shop abroad?

Each of our respondents enjoys international travel at least once annually, and most spend money when they go. In fact, many say they prefer browsing and buying outside their home country.

Why, if at all, is shopping abroad more appealing than shopping in your own country? (Tick all that apply)

	Global	Europe	North America	Middle East	Asia	Latin America
Experience new/different products	51%	41%	59%	53%	59%	60%
Prices are lower abroad	45%	43%	44%	48%	45%	53%
I save money with tax free shopping	41%	28%	43%	43%	56%	43%
More payment methods are available	32%	21%	40%	38%	45%	25%
I don't think it is more appealing	6%	10%	8%	8%	2%	4%
I don't shop abroad	2%	4%	2%	2%	1%	1%

The sheer novelty of browsing and buying items from other locations tops the poll, with China-based shoppers the most eager (63%) to experience 'Made In...' products from beyond their national borders. Discounts are also popular, with respondents from Latin America (53%) most keen to find lower-price items.

Tick off Tax Free demands

The third most popular reason customers around the world think that international shopping trips are more appealing than domestic shopping is the ability to save money on Tax Free items (41%). This is especially enticing for shoppers from Asia (56%), though slightly less so for those in Europe (28%).



But delivering successful Tax Free shopping relies on many moving pieces - and customers are ready to pick apart anything that sells them short.

The top gripes about the Tax Free process among those who shop when they travel are unclear instructions about how to shop Tax Free (31%) and a lack of store signage indicating Tax Free shopping (30%).

Shoppers from the Middle East are particularly hard to please with Tax Free retail, with only around one in eight (13%) saying they haven't experienced any challenges shopping this way. European shoppers (28%) seem the most content.

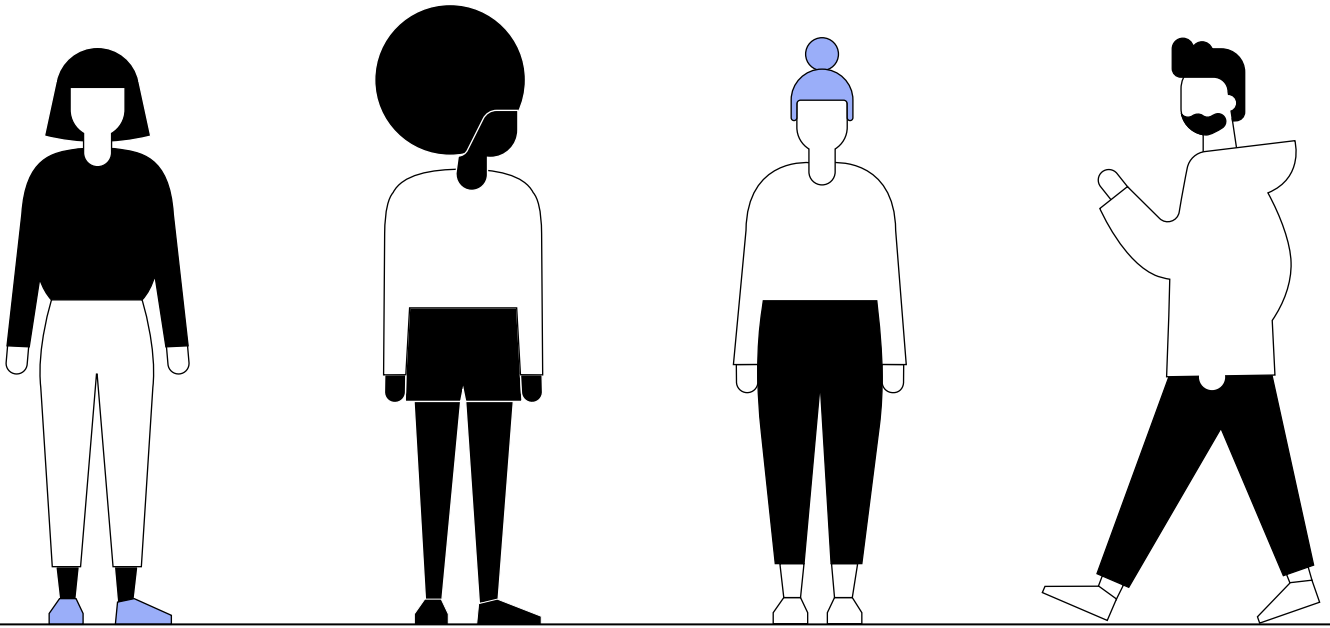
Learnings for Retailers here indicate that trained staff, clear information instore and a simple customer process at the till would benefit their international customers.

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We pride ourselves on always being available to deliver our VIP clients a premium service at all points in their journey. The team at Planet understands this. Ever since we entered into partnership, they've worked with us to help deliver our international customers, who are mostly Chinese and Thai, a red carpet VAT refund service fit for royalty.

Planet is always there to support us and provide excellent Retail payments consultancy; even to the point of providing a one-to-one fully personalised VAT refund service for our clients at the airport.

Rob. Engström AB
Rob. Engström AB



How to make a meaningful connection with international customers

Whether they come from the East or West, you'll want international shoppers to experience retail's best.

It isn't easy adapting the shopping experience to suit people from all corners of the globe, but our research offers some key insights into how to do it.

Here, we focus on shoppers from two major but very different parts of the world. What do customers from China and the US value in a shopping experience, and how do they compare and contrast?

Shoppers from China:



83% use their mobile phone to shop online; with **77%** going on to make payment on their phone



59% of them say they save money through Tax Free shopping (global average 41%)



63% would buy products from different places outside their own country (global average 51%)



40% say getting instructions from staff is a problem when Tax Free shopping abroad; a further **40%** state they don't see in-store communication which highlights Tax Free availability



16% have not struggled with Tax Free shopping on foreign trips



43% say their top feature of a great online shopping experience is a full range of delivery options



56% say provision of digital wallet-based payment at online checkouts is very important for them



53% abandon online purchases as they worry their data will not be encrypted



Online shoppers mainly switch between using Alipay/Alipay+ (86%) and WeChat Pay (87%)



Only **4%** pay in-store using Klarna; in-store shoppers prefer to use Alipay/Alipay+ (84%) and WeChat Pay (85%)



38% say an online shopping experience can only be considered great if they are offered Click & Reserve / collect capability

Shoppers from the US:



74% use their mobile phone to shop online; with **60%** going on to make payment on their phone



49% say they save money through Tax Free shopping (global average 41%)



57% are the most likely in the world to believe most e-commerce sites are not to be trusted



15% or around one in six have not struggled with Tax Free shopping on foreign trips



44% say getting instructions from staff is a problem when Tax Free shopping abroad - the highest proportion globally. This is a warning in particular for retailers in France and Italy, where US visitors are a key share of total shoppers



74% or nearly three quarters prefer to pay online using credit or debit cards



55% say provision of digital wallet-based payment for online checkouts is very important for them



52% say an online shopping experience can only be considered great if they can use their preferred payment method



58% are the second keenest globally - after shoppers in China - to buy products from different places outside their own country (global average 51%)



12% or more than one in 10 pay online using Klarna

Tax Free: Just the ticket

Tax Free shopping is attractive to consumers from both the US and China, according to Planet's latest data and insights report, [Planet Intelligence](#).

Despite all the excitement around the much-heralded return of Chinese shoppers post-Covid, it's US spenders that have been leading much of the charge so far in 2023. Encouraged by receding concerns about the economy, they are continuing to show a strong appetite for travel and luxury.

In part this surge was reinforced by a favourable exchange rate and the perception among US shoppers that Europe offers relatively good value compared to the US, particularly luxury goods at Tax Free stores. Even though the US dollar eased slightly compared to 2022, it's still stronger against the euro than it has been for the better part of two decades.

Customers from the world's largest economy spent an astounding 27% more with European Tax Free retailers in May, making this the third consecutive month of growth.

Memorial Day gave sales an additional boost. Spending on May 26, 27 and 29 accounted for between 4% and 5% per day of the monthly turnover, up from 2.5% to 3.5% per day in the week before, Planet data shows.

None of this means customers from China should be overlooked with Tax Free offers, of course. Their interest is strong: the country is second behind the US in the top five source markets for Tax Free, with retail sales turnover from China increasing by more than 100% in 2022 compared to 2019.

In addition, in the first half of 2023 shoppers from China comprised 26% of total retail sales in Germany - making them the highest-spending international visitors - as well as 13% in France, and 9% in Italy.

26%

Of total retail sales in Germany are to Chinese tourists





Sales in Europe by nationality

In 2019, China dominated tax-free sales in Europe with 32% ratio of all nationalities, with an Average Transaction Value above € 800, following US at 9.8% and then Russian at 8.3%.

Asian nationalities were the high spenders overall; Chinese, Taiwanese, Hong Kong, Thailand & Japanese tourists all had ATV above €500.

This has changed in 2023 after the pandemic, where the top place has been taken by the US with 20% of the share ratio. China has recently shown a peak in recent months after the Zero COVID policy was eased as well as group tours starting back up in March 15. The ATV now for Asian tourist has crossed € 1,000.

GCC nations are also back in the top 10 with UAE as well as Saudi Arabia, where they show more sales mainly after the period of Ramadan.

“

Planet’s substantial experience in meeting the needs of Chinese shoppers along with its dedicated local account management will help us grow our revenue and support our staff in providing a better retail experience.

 **TRIPIDI**



Different generations = different desires

It's said that older generations hold most of the global wealth. But a close focus on them overlooks the size of spending power of the youngest adults.

Getting the attention of younger generations of shoppers is crucial. Having grown up with advanced and constantly developing forms of technology, their expectation of a seamless customer experience when shopping is stronger than any generation that has gone before.

If the shopping experience is neither slick nor quick, retailers will lose them – and they won't return. A desire to be future-facing is fine, but the opportunity is here today. Now is the time to invest in getting the offer right

So what do younger shoppers want from today's retail experience? Here's a snapshot.

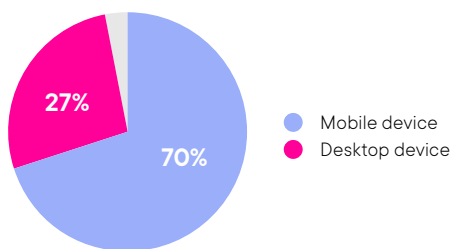
Gen Z and their shopping preferences

(18 - 26 years old) 30% of the global population

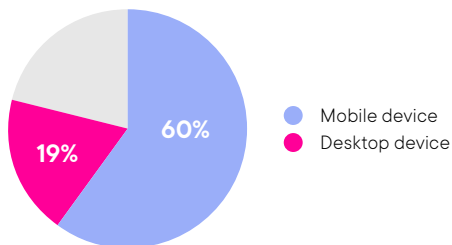


Devices for browsing and buying?

Browsing



Buying



Delivery

48%

rate precise delivery date details very important

37%

say a choice of delivery time slot is very important

34%

think next-day delivery is a very important option

25%

believe Click & Collect within two hours is vital

Payment technology

42%

say inclusion of alternative payment methods, such as digital wallets, is very important when online shopping; 56% say this for in-store shopping

28%

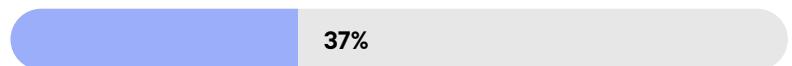
would like retailers to offer cryptocurrency as a payment method

Online payment - selected preferences

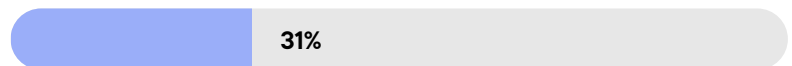
Debit/credit card



PayPal



Alipay



Klarna



In-store payment - selected preferences

Debit/credit card



WeChat



Alipay



Klarna

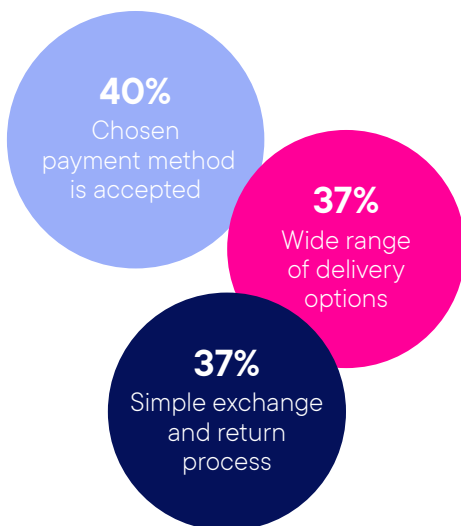


Gen Z and their shopping preferences

(18 - 26 years old) 30% of the global population



Top Shopping experience features



Security

52% do not trust most e-commerce sites to be fraud-free

46% are suspicious when routed to a third-party site to pay

41% abandon baskets if they feel their data will be unencrypted

52% want websites to clearly display claims that they are secure and protected

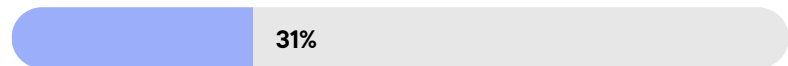
Currency

86% would pay on their debit/credit card if able to do so in their domestic currency - though this is lower than other age groups; 41% say this is because they like to understand pricing

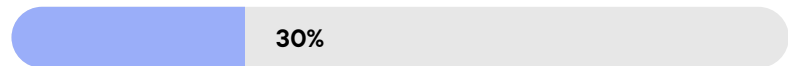
45% say it is very important to be able to pay online using their national currency

Tax Free shopping - biggest challenges

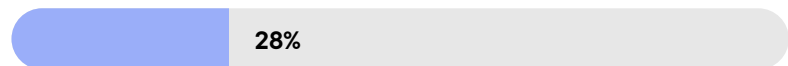
Lack of instructions from staff on how to use



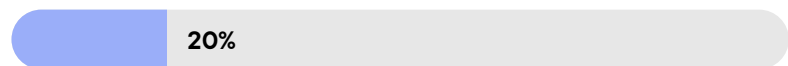
Lack of in-store messaging about availability



Difficulty tracking refunds



No challenges



Shopping abroad

49% name access to new and different products as the most appealing factor in shopping abroad, rather than in their home country

44% state they can get cheaper deals abroad

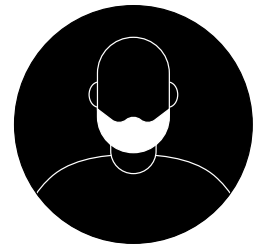
39% save money via Tax Free shopping

Shopping in home country

At **49%**, chosen payment method being accepted is the top required feature for in-store shopping in their home country

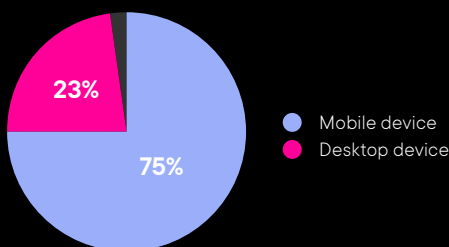
Millennials and their shopping preferences

(27 - 42 years old) 27% of the global population

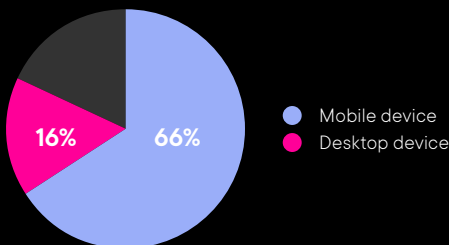


Devices for browsing and buying?

Browsing



Buying



Delivery

51%

rate precise delivery date details very important

43%

say a choice of delivery time slot is very important

35%

think next-day delivery is a very important option

27%

believe Click & Collect within two hours is vital

Payment technology

43%

say inclusion of alternative payment methods, such as digital wallets, is very important when online shopping; 49% say this for in-store shopping

27%

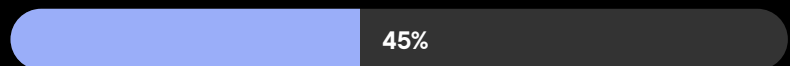
would like retailers to offer cryptocurrency as a payment method

Online payment - selected preferences

Debit/credit card



PayPal



Alipay



Klarna



In-store payment - selected preferences

Debit/credit card



PayPal



Alipay



Klarna

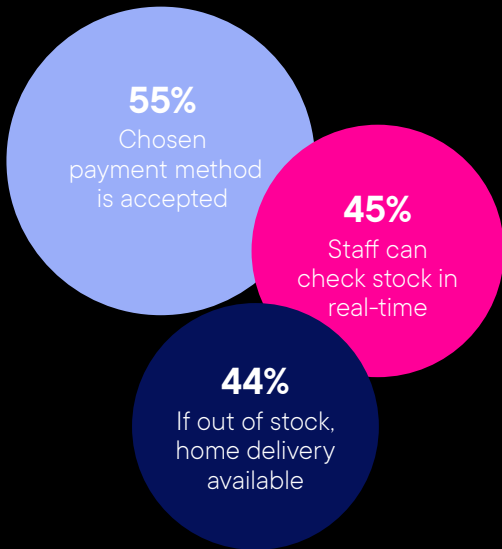


Millennials and their shopping preferences

(27 - 42 years old) 27% of the global population



Top Shopping experience features



Security

49% do not trust most e-commerce sites to be fraud-free

48% are suspicious when routed to a third-party site to pay

46% abandon baskets if they feel their data will be unencrypted

55% want websites to clearly display claims that they are secure and protected

Currency

92% would pay on their debit/credit card if able to do so in their domestic currency - though this is lower than other age groups; 41% say this is because they like to understand pricing

48% say it is very important to be able to pay online using their national currency

Tax Free shopping - biggest challenges

Lack of instructions from staff on how to use



Lack of in-store messaging about availability



Difficulty tracking refunds



No challenges



Shopping abroad

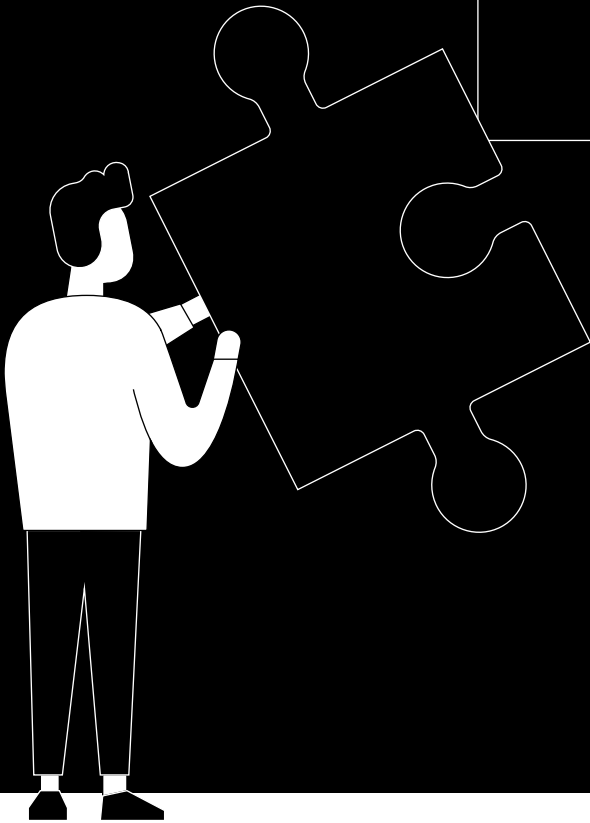
53% name access to new and different products as the most appealing factor in shopping abroad, rather than in their home country

46% state they can get cheaper deals abroad

44% save money via Tax Free shopping

Shopping in home country

At **55%**, chosen payment method being accepted is the top required feature for in-store shopping in their home country



How Planet can help you

Empowering every customer to shop on their own terms is key to winning hearts and minds, and growing revenue.

The findings in our report clearly highlight how important choice, convenience and connectivity is to shoppers across the world today.

It's not always easy to deliver this, especially when retail systems and processes are built for different channels and payments is often an afterthought.

So what's the answer?

We believe the answer lies in a true [unified commerce platform](#) that synchronises all sales channels, harmonising them with stock management systems and payments across every location and channel to deliver a better way of working for retailers.

One in which there's no distinction between online, in-store and mobile. It's all the same – for purchases and returns.

At Planet, we're delivering this with a [connected commerce platform](#) that takes unified commerce a step further. Our flexible solution brings together systems, technology, and payments to help retailers deliver a more interactive and connected experience for customers from start to finish across different channels and touchpoints.

The goal is to create synergies between channels and processes, such as linking online and offline, [integrating payments](#) and delivery methods, leveraging mobile and digital devices for customer interactions, or utilising social media platforms for customer engagement.

We want customers to be able to seamlessly switch between channels and mediums while maintaining a consistent experience and leveraging the unique advantages of each channel and we're empowering our retail partners to deliver this by connecting payments, software and Tax Free on a single Retail platform.

Keep customers coming back for more

With the very best end-to-end 100% digital [Tax Free shopping](#) experience, a single scalable payment solution that empowers customer to pay how they want, and software tools that make browsing, choosing, ordering, paying, and returning goods easier and more enjoyable.

Maximise your efficiency

Choose the solutions you need thanks to our fully modular approach that works with your existing infrastructure, which can simplify orders, reduce stock management overheads, payments, returns and refunds by bridging online and in-store channels, all through a single technology partnership.

Unlock more spending everywhere

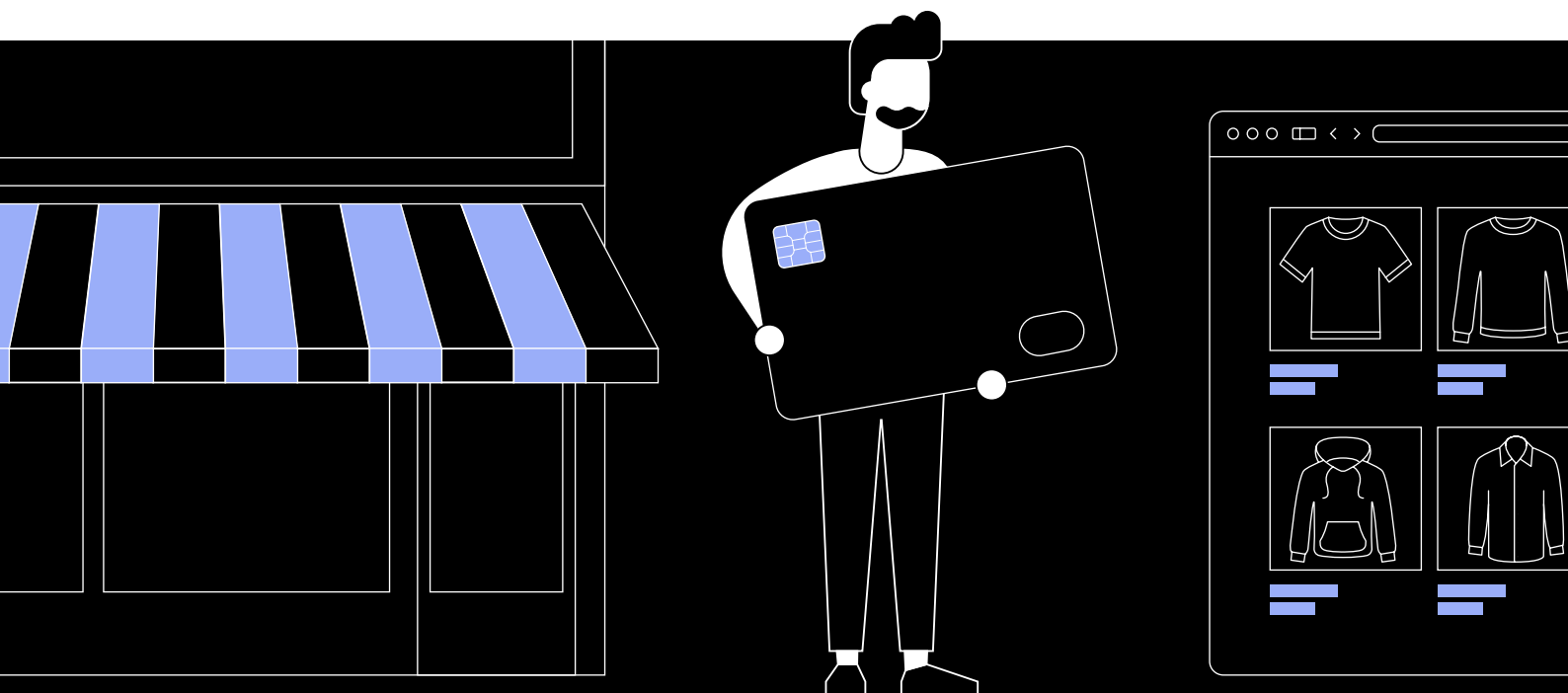
Software tools allow you to use the store as a driver of differentiation from your competitors, by blending stores and digital commerce, while making the store the centre of customer interactions: increase footfall, average basket size and conversion rate.

Planet's [Tax Free](#) and [Currency Conversion](#) services ensure you generate incremental revenue streams, and endless aisle and clientelling software means you'll never miss a sales opportunity.

“

We wanted to be more effective for our international clients and provide a better experience. Planet was chosen because of its fast, effective and digital solution. It offered more than a VAT Refunding service, including services and assistance with payments, consulting and intelligence.

MWM
MOD WAVE MOVEMENT





About Planet

Planet provides integrated software, payment and technology solutions for its customers in the Hospitality and Retail sectors and worldwide via a network of global Financial Services Partners.

Planet helps its customer and partners make the most of the connected commerce revolution. Our software and payment technology enables businesses to unlock the benefits of a more connected and digital world.

Founded over 35 years ago, we have evolved our services, delivering an innovative digital commerce platform that puts customer experience first.

With headquarters in London and nearly 3,000 expert employees located across six continents we serve customers in over 120 markets.

For more information, visit:



weareplanet.com



linkedin.com/company/planet



Methodology

About the research

The research was conducted by the independent market research consultancy, Censuswide. 7,707 consumers across the UK, France, Germany, Austria, Switzerland, Italy, Spain, Nordics, Saudi Arabia, UAE, USA, Canada, Mexico, Brazil, China, and Singapore who travel at least once per year (spending at least £500), and who shop online were surveyed via an online link between the 3rd and 9th of May 2023. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles and are members of the British Polling Council.

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