



Destination United Kingdom

Country factsheet



Spring
global delivery solutions

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The United Kingdom is one of the world's wealthiest countries and the **4th largest e-commerce market**.



E-commerce revenue is expected to reach **\$160.6bn in 2024** comparable to **\$143.9bn (2023)** – an **11.61%** increase.



E-commerce user penetration is currently **83.1% (2023)** and expected to hit 86.3% by 2027.



49% of the British e-commerce shoppers **buy online at least once a week**.

A land of opportunity for Canadian brands and retailers!

E-commerce in 2022 Vs 2021



26%
Shopped less



45%
No change



29%
Shopped more online

Main cross-border categories by purchase



34% Clothing, footwear & apparel



14% Personal care & beauty products



13% Consumer electronics & accessories



12% Sports, leisure & hobbies



12% Jewellery & watches



11% Home & garden



11% Books, music & media



11% Toys

Cross-border e-commerce attitude:

Based on the IPC survey results from 2022 – **20% of the United Kingdom** always know the location of the e-retailer they buy from.

In 2022 – **50% of participants from the United Kingdom** who participated in the IPC survey agreed on the following statement, “**It makes no difference to my online shopping decision if the e-retailer I am buying from is foreign-based or based in my own country.**”

Product weight

cross-border purchases weighed

42%
up to
0.5kg



82%
up to
2kg

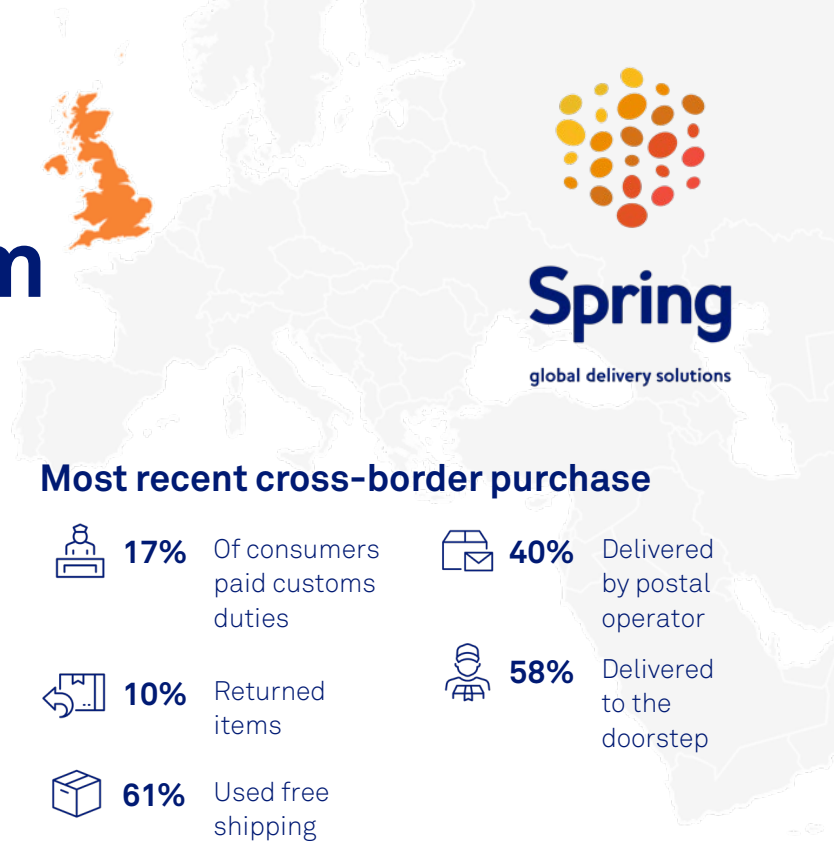


Top Tip: Spring's service is ideal for shipments up to 2kg.

It is fully tracked and avoids complications like customs clearance and returns due to our integration with leading international distribution networks.

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Marketplace

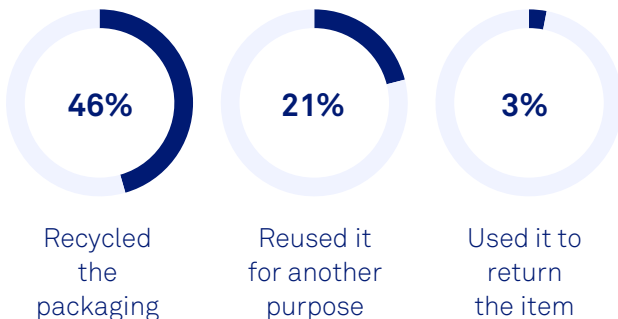
Amazon is the dominant marketplace in the United Kingdom

Despite a 6% drop from 2021, Amazon remains the leading marketplace. Many other marketplaces saw a slight increase apart from eBay with a 2% decrease.



Packaging & Sustainability

Sustainable packaging is important for United Kingdom consumers, with **49% expecting all packaging material to be recycled**.



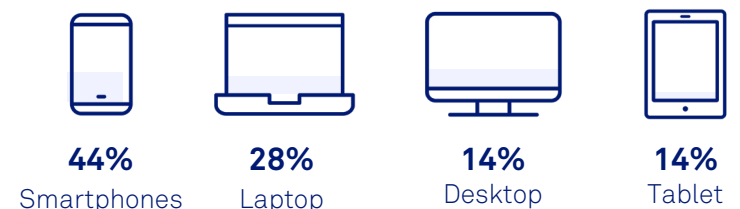
Top tip: make sure your packaging is both recyclable and reusable

Most recent cross-border purchase



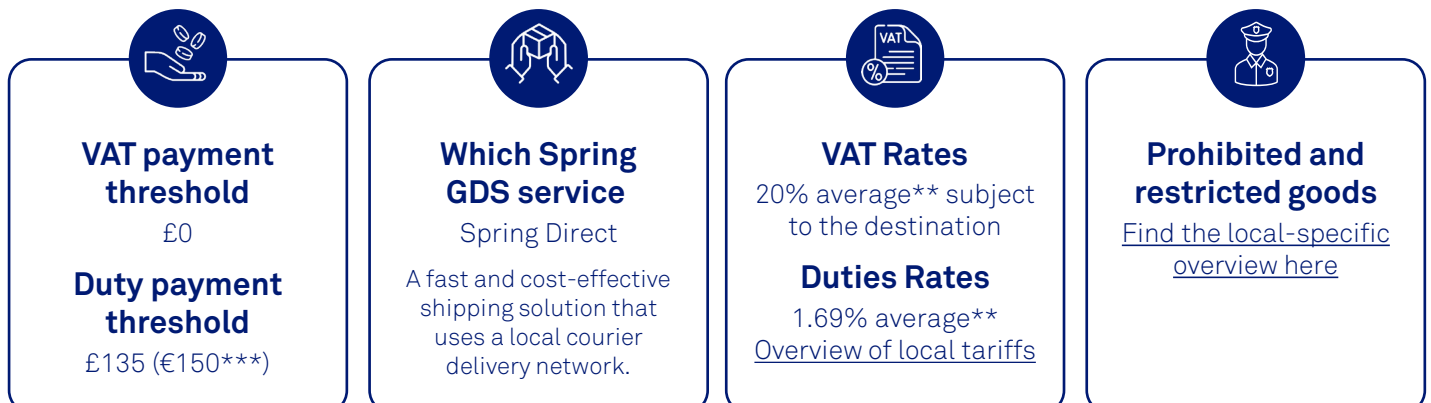
Top tip: offer home delivery service so your goods arrive directly at your customer's door at no additional cost to them.

Smartphones dominate the usage of online shopping devices with a 6% increase in a year



Top tip: make sure your website is fully mobile responsive!

VAT & Duty insights



Disclaimer:

*** Exchange rates can go up and down.

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VAT & Duty insights

Value	VAT**	Duty**	Settlement*
£0 - £135	Applicable on all imports	Not applicable	DDP – VAT to be settled directly by the shipper charged at the point of sale to the recipient.
£135+	Applicable on all imports	Applicable on all imports	<ul style="list-style-type: none">DAP – VAT & Duty to be settled by the recipient upon delivery. Plus, a local handling fee.DDP – VAT & Duty to be settled by the shipper upon import and charged to the recipient at the point of sale.DDP – PVA postponed settlement of VAT by shipper. Duty settled by shipper upon import and charged to the recipient at the point of sale.DDP – DAN postponed settlement of VAT & Duty by shipper and charged to the recipient at the point of sale.

Disclaimer: * For more information on UK Customs Clearance settlement check out our Spring Customs Clearance Factsheet.

** VAT/Duty rates are subject to destination, HS code, value, product type, and origin.



Registration

Threshold registration
GB EORI and GB VAT
registration is always mandatory.

Apply for registration:

- [GB EORI](#)
- [GB VAT](#)
- GB PVA (postponed VAT accounting)
- GB DAN (duty deferment account)

About Spring

Spring GDS is part of the PostNL group and a leading name in e-commerce cross-border delivery solutions.

With Spring GDS, you get simplified deliveries, customs clearance and returns in all key markets. You can also easily integrate our global delivery solutions with your webshop or e-commerce marketplace.

That's why Spring GDS has become a trusted partner for businesses wanting to deliver worldwide.

We continuously reach our business and sustainability goals by taking on the complexity of cross-border e-commerce for our customers so they can focus on what matters most: growing their businesses.



All Spring GDS shipments are CO2 neutral, supporting your brand and the environment.

Get in touch with us



Visit: www.spring-gds.com/en-ca
Phone: 647-735-5367

Sources:

ecommercedb.com | statista.com | IPC Cross-border E-Commerce Shopper Survey 2022



Expert e-commerce solutions

Simplified deliveries, customs clearance and returns



Part of the PostNL group

Direct access to leading international distribution networks



A global company with local experts

Deliver worldwide with over 230 reliable local postal carriers