

# Customer Experience in the Department Store Industry by Country

## KEY TAKEAWAYS

+ Filipino consumers are the most likely to be satisfied with their recent department store experience, and the most likely to trust and recommend after these experiences.

+ Satisfaction with department stores increased by 1 point from 2022 to 2025, the greatest change in department store CX metrics. Trust decreased slightly over this same time period.

### CX Metrics in the Department Store Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	80%	76%	76%	79%
Brazil	87%	81%	87%	84%
Canada	78%	75%	73%	80%
China	87%	82%	83%	<b>88%</b>
Denmark	72%	<b>62%</b>	67%	72%
France	82%	76%	74%	86%
Germany	76%	67%	69%	60%
Hong Kong (China)	78%	75%	70%	79%
India	80%	78%	78%	81%
Ireland	84%	76%	77%	84%
Italy	84%	76%	75%	74%
Japan	<b>68%</b>	72%	<b>58%</b>	<b>56%</b>
Mexico	88%	83%	82%	79%
Netherlands	79%	68%	68%	68%
New Zealand	82%	78%	78%	78%
Philippines	<b>89%</b>	<b>84%</b>	<b>89%</b>	84%
Singapore	75%	80%	80%	85%
South Korea	83%	79%	75%	82%
Spain	82%	78%	76%	79%
Sweden	70%	64%	70%	70%
United Arab Emirates	82%	78%	80%	83%
United Kingdom	77%	77%	73%	79%
United States	82%	76%	75%	79%

## ABOUT

Base: 23,730 consumers across 23 countries  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Department Store Industry, 2022-2025

## Customer Experience in the Department Store Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

**80%**  
Satisfaction

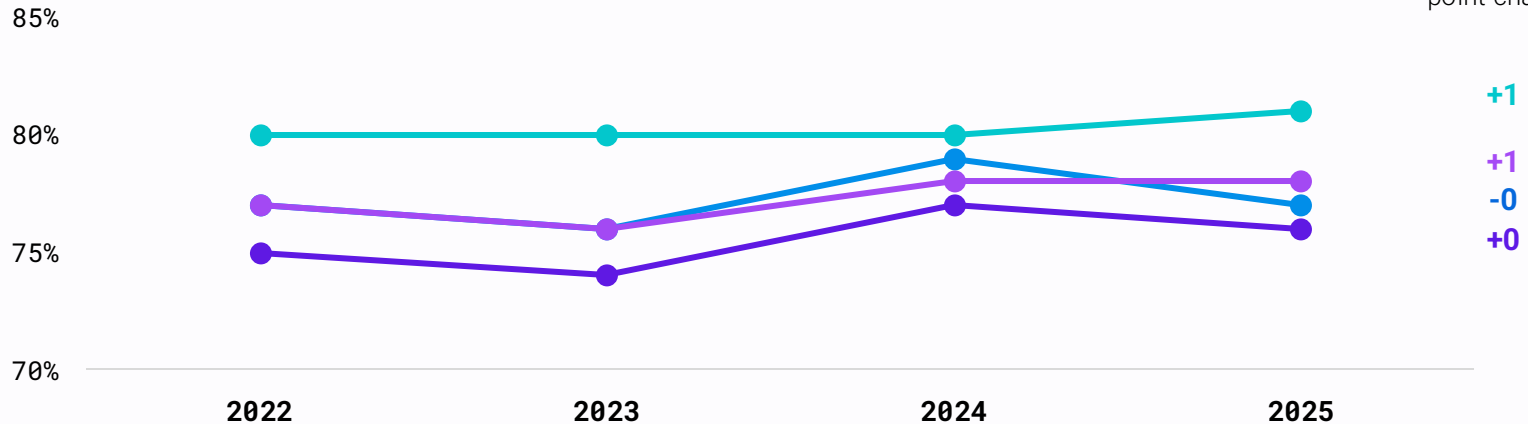
**76%**  
Trust

**75%**  
Recommend

**78%**  
Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



#### ABOUT

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## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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