

# Customer Experience in the Mobile Phone Provider Industry by Country

## CX Metrics in the Mobile Phone Provider Industry

### KEY TAKEAWAYS

+ Filipino consumers are the most likely to be satisfied by their recent mobile phone provider experiences (84%), and are most likely to recommend and purchase more, while Mexican consumers are the most likely to trust their mobile phone provider. Italians are the least likely to trust their phone provider.

+ Consumers are likely to purchase more (+1), and trust (+2) after a mobile phone provider experience in 2022 than in 2025. Satisfaction with mobile phone providers is up 1 point from 2022.

	Satisfaction	Trust	Recommend	Purchase More
Australia	68%	68%	70%	67%
Brazil	63%	63%	64%	66%
Canada	76%	69%	68%	65%
China	77%	79%	73%	78%
Denmark	69%	61%	57%	55%
France	64%	61%	58%	62%
Germany	74%	61%	60%	40%
Hong Kong (China)	N/A	N/A	N/A	N/A
India	78%	77%	76%	74%
Ireland	76%	71%	72%	69%
Italy	61%	51%	56%	43%
Japan	47%	60%	34%	31%
Mexico	79%	82%	79%	71%
Netherlands	73%	68%	68%	59%
New Zealand	68%	71%	68%	64%
Philippines	84%	80%	80%	79%
Singapore	74%	71%	70%	65%
South Korea	70%	60%	55%	74%
Spain	70%	62%	68%	55%
Sweden	71%	62%	64%	60%
United Arab Emirates	77%	74%	79%	78%
United Kingdom	71%	68%	63%	61%
United States	79%	72%	75%	69%

### ABOUT

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

# Customer Experience in the Mobile Phone Provider Industry, 2022-2025

## Customer Experience in the Mobile Phone Provider Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

**71%**  
Satisfaction

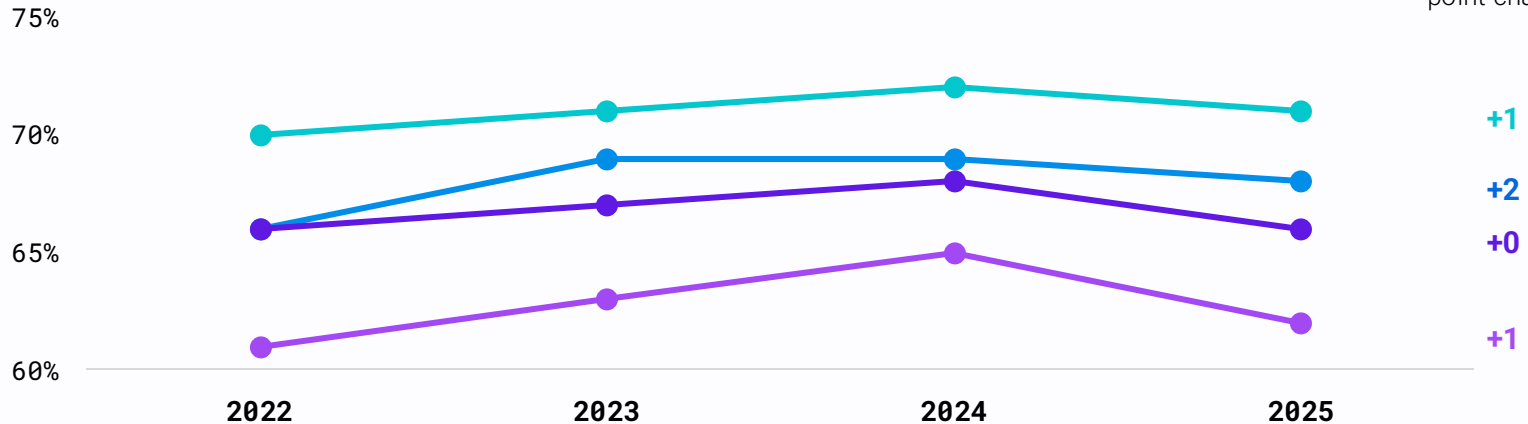
**68%**  
Trust

**66%**  
Recommend

**63%**  
Purchase More

CX Metrics over time  
2022-2025

3 year %-  
point change



### ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Online Retail Provider Industry by Country

## CX Metrics in the Online Retail Industry

### KEY TAKEAWAYS

- + Spanish consumers are the most likely to be satisfied with their online retail experience, while Singaporeans are the most likely to purchase more after their online retail experience. Consumers globally are more likely to purchase more (82%) from online retailers than they are to trust (75%) or recommend (76%).
- + Likelihood to purchase more from an online retailer has changed the most from 2022 to 2025, increasing 4 points. Over the same 3 years, trust has increased 3 points.

	Satisfaction	Trust	Recommend	Purchase More
Australia	85%	76%	80%	85%
Brazil	87%	82%	<b>84%</b>	85%
Canada	88%	78%	79%	86%
China	88%	80%	82%	90%
Denmark	86%	74%	70%	77%
France	87%	79%	81%	87%
Germany	91%	75%	76%	62%
Hong Kong (China)	N/A	N/A	N/A	N/A
India	81%	79%	83%	82%
Ireland	84%	66%	78%	80%
Italy	90%	76%	79%	81%
Japan	<b>61%</b>	70%	<b>45%</b>	<b>57%</b>
Mexico	83%	76%	77%	83%
Netherlands	84%	76%	76%	79%
New Zealand	84%	72%	75%	81%
Philippines	85%	80%	80%	87%
Singapore	83%	73%	82%	<b>92%</b>
South Korea	74%	61%	62%	87%
Spain	<b>93%</b>	<b>83%</b>	84%	87%
Sweden	73%	<b>60%</b>	65%	75%
United Arab Emirates	77%	74%	78%	81%
United Kingdom	89%	81%	78%	89%
United States	90%	79%	81%	86%

### ABOUT

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

# Customer Experience in the Online Retail Industry, 2022-2025

## Customer Experience in the Online Retail Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

84%

Satisfaction

75%

Trust

76%

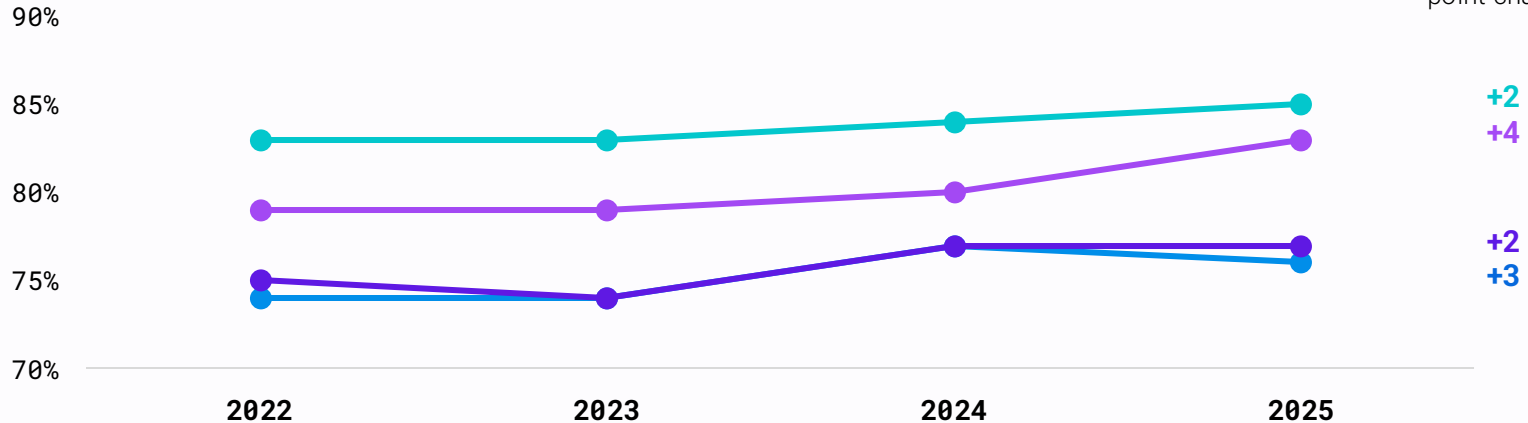
Recommend

82%

Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



#### ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Parcel Delivery Service Industry by Country

## CX Metrics in the Parcel Delivery Service Industry

### KEY TAKEAWAYS

- + Brazilian consumers most frequently report satisfaction and trust after their recent parcel delivery service experience. Swedish consumers are the least likely to trust.
- + Likelihood to recommend parcel delivery service providers has changed the least since 2022, while likelihood to purchase more is up 3 points.

	Satisfaction	Trust	Recommend	Purchase More
Australia	79%	77%	71%	77%
Brazil	<b>91%</b>	<b>84%</b>	85%	88%
Canada	83%	72%	63%	72%
China	87%	84%	82%	89%
Denmark	82%	73%	68%	76%
France	81%	75%	68%	84%
Germany	77%	66%	60%	49%
Hong Kong (China)	N/A	N/A	N/A	N/A
India	80%	75%	81%	78%
Ireland	86%	76%	79%	77%
Italy	81%	73%	72%	68%
Japan	<b>65%</b>	66%	<b>45%</b>	<b>47%</b>
Mexico	87%	79%	80%	77%
Netherlands	66%	62%	55%	65%
New Zealand	85%	77%	68%	72%
Philippines	89%	82%	<b>86%</b>	84%
Singapore	78%	70%	70%	71%
South Korea	82%	79%	72%	<b>90%</b>
Spain	82%	73%	68%	72%
Sweden	69%	<b>61%</b>	54%	66%
United Arab Emirates	N/A	N/A	N/A	N/A
United Kingdom	78%	70%	64%	73%
United States	77%	75%	70%	75%

### ABOUT

Base: 23,730 consumers across 23 countries  
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# Customer Experience in the Parcel Delivery Service Industry, 2022-2025

## Customer Experience in the Parcel Delivery Service Industry

■ Satisfaction   ■ Trust   ■ Recommend   ■ Purchase More

Global: 2025

**80%**

Satisfaction

**74%**

Trust

**70%**

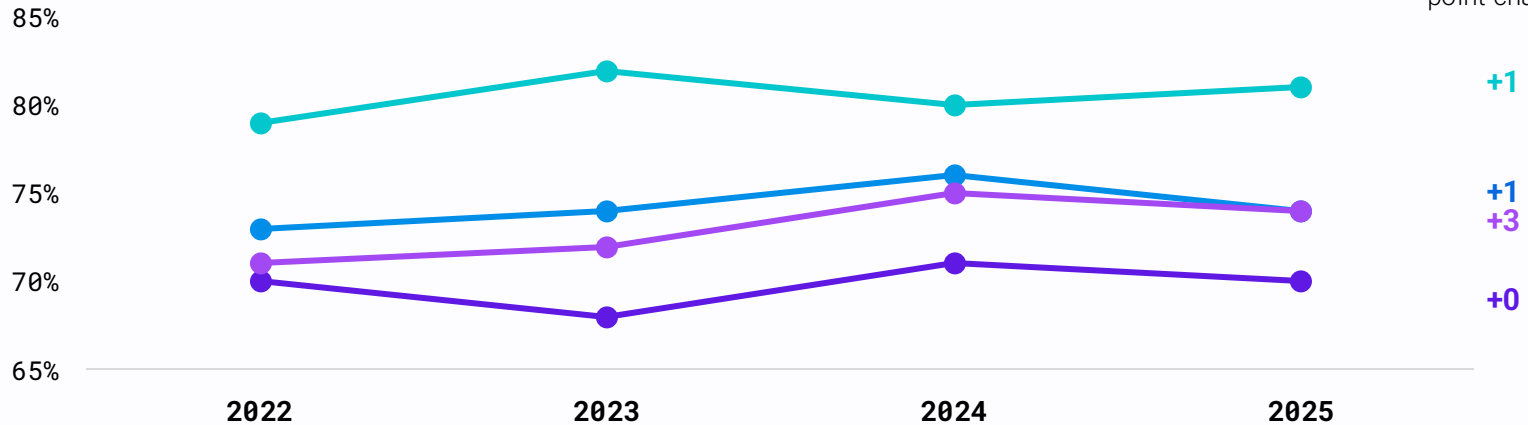
Recommend

**74%**

Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



#### ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Property Insurance Industry by Country

## CX Metrics in the Property Insurance Industry

### KEY TAKEAWAYS

+ Property insurance consumers in Hong Kong are 41 points more likely to trust after their recent experience than consumers in Spain.

+ Consumer likelihood to recommend and purchase more from property insurers decreased 4 points from 2022 to 2025, while satisfaction with property insurance experiences decreased 3 points over the same time.

	Satisfaction	Trust	Recommend	Purchase More
Australia	N/A	N/A	N/A	N/A
Brazil	N/A	N/A	N/A	N/A
Canada	72%	67%	61%	61%
China	85%	84%	85%	85%
Denmark	N/A	N/A	N/A	N/A
France	N/A	N/A	N/A	N/A
Germany	73%	58%	61%	35%
Hong Kong (China)	74%	<b>92%</b>	78%	69%
India	<b>86%</b>	87%	<b>86%</b>	<b>86%</b>
Ireland	N/A	N/A	N/A	N/A
Italy	67%	54%	57%	44%
Japan	<b>45%</b>	62%	<b>35%</b>	<b>29%</b>
Mexico	N/A	N/A	N/A	N/A
Netherlands	N/A	N/A	N/A	N/A
New Zealand	N/A	N/A	N/A	N/A
Philippines	N/A	N/A	N/A	N/A
Singapore	80%	86%	86%	81%
South Korea	57%	55%	43%	62%
Spain	64%	<b>51%</b>	53%	49%
Sweden	63%	62%	63%	62%
United Arab Emirates	73%	63%	71%	60%
United Kingdom	64%	54%	60%	54%
United States	74%	71%	65%	63%

### ABOUT

Base: 23,730 consumers across 23 countries  
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# Customer Experience in the Property Insurance Industry, 2022-2025

## Customer Experience in the Property Insurance Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

70%

Satisfaction

67%

Trust

65%

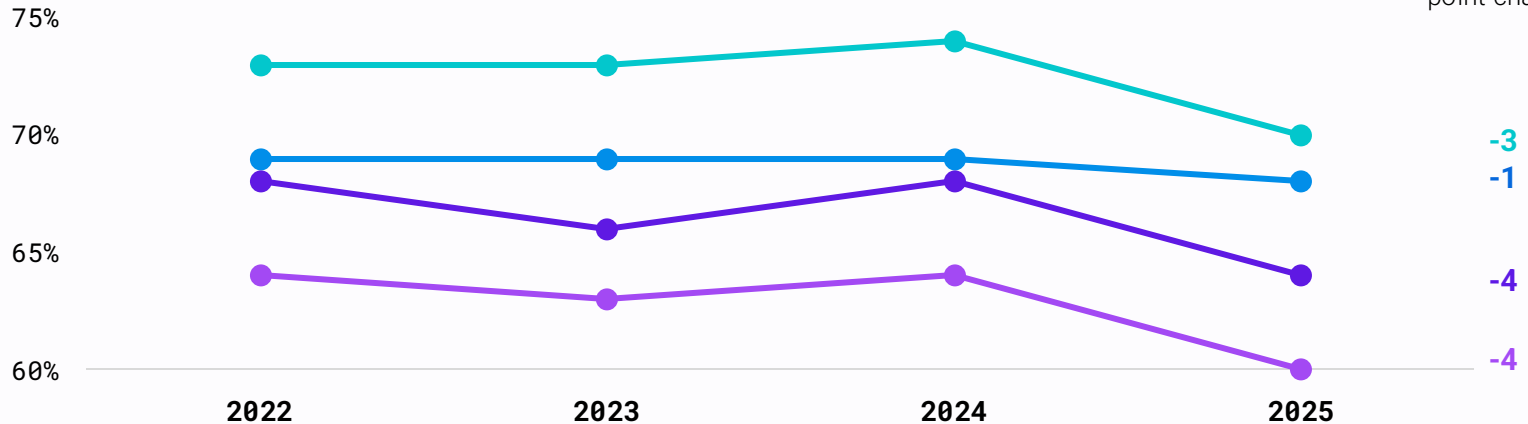
Recommend

60%

Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



#### ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study



# Customer Experience in the Public Utility Industry by Country

## KEY TAKEAWAYS

- + Emirati consumers are the most satisfied with their public utility experiences, while Chinese consumers are the most likely to trust. Globally, consumers are more likely to trust than recommend their public utility provider.
- + Consumer satisfaction with utility providers have changed the least over the past 3 years, rising 1 point, while consumer likelihood to purchase more from utilities have changed the most, increasing 5 points.

## CX Metrics in the Public Utility Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	65%	60%	58%	66%
Brazil	65%	74%	74%	78%
Canada	75%	73%	58%	67%
China	80%	<b>88%</b>	73%	81%
Denmark	66%	67%	55%	66%
France	72%	69%	65%	77%
Germany	69%	64%	58%	32%
Hong Kong (China)	70%	80%	59%	55%
India	77%	87%	<b>84%</b>	<b>84%</b>
Ireland	62%	63%	54%	69%
Italy	43%	<b>43%</b>	44%	49%
Japan	<b>42%</b>	60%	<b>28%</b>	<b>23%</b>
Mexico	75%	78%	74%	78%
Netherlands	66%	72%	58%	65%
New Zealand	73%	71%	62%	68%
Philippines	72%	83%	81%	81%
Singapore	81%	86%	76%	72%
South Korea	63%	72%	62%	83%
Spain	56%	61%	51%	56%
Sweden	65%	64%	57%	66%
United Arab Emirates	<b>85%</b>	84%	83%	79%
United Kingdom	63%	62%	55%	64%
United States	72%	71%	64%	74%

## ABOUT

Base: 23,730 consumers across 23 countries  
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# Customer Experience in the Public Utility Industry, 2022-2025

## Customer Experience in the Public Utility Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

68%

Satisfaction

71%

Trust

62%

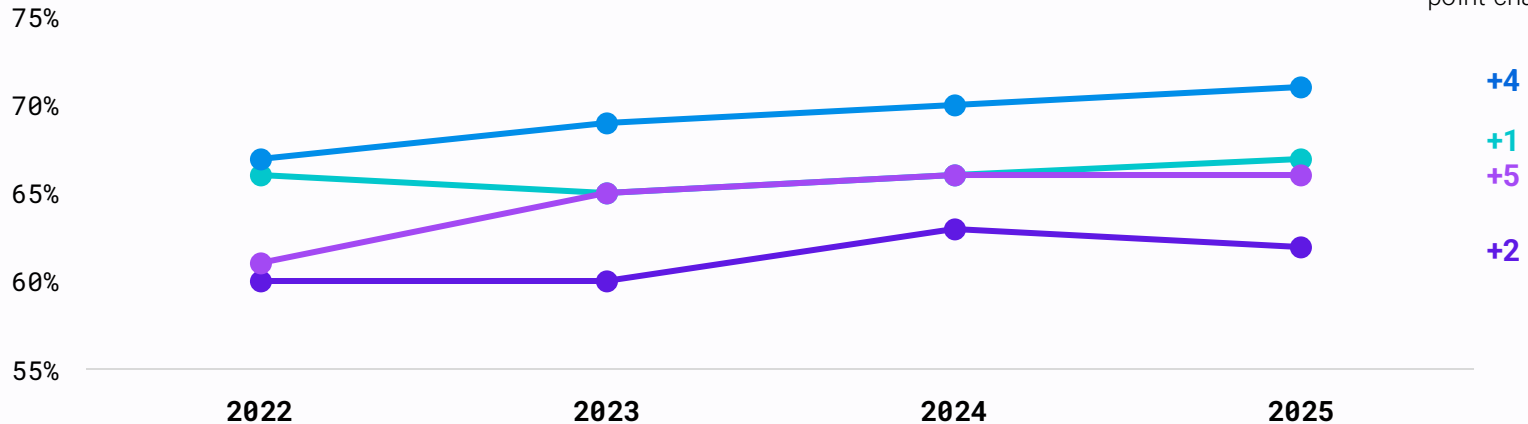
Recommend

67%

Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



#### ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Streaming Industry by Country

## CX Metrics in the Streaming Industry

### KEY TAKEAWAYS

- + Brazilian consumers are the most satisfied with recent streaming experiences, while Japanese consumers are the least satisfied. Mexican consumers are the most likely to trust after their streaming experience.
- + Since 2022, consumer satisfaction with streaming services decreased by 1 point, while likelihood to purchase more increased by 1 point. Trust and advocacy have not changed over this time.

	Satisfaction	Trust	Recommend	Purchase More
Australia	83%	72%	79%	74%
Brazil	<b>93%</b>	83%	<b>86%</b>	86%
Canada	82%	67%	74%	69%
China	85%	78%	81%	83%
Denmark	80%	66%	68%	63%
France	87%	79%	81%	79%
Germany	91%	76%	78%	54%
Hong Kong (China)	N/A	N/A	N/A	N/A
India	85%	82%	82%	82%
Ireland	86%	<b>62%</b>	77%	68%
Italy	87%	77%	80%	69%
Japan	<b>65%</b>	66%	<b>50%</b>	<b>50%</b>
Mexico	91%	<b>86%</b>	83%	79%
Netherlands	85%	77%	75%	70%
New Zealand	84%	71%	81%	69%
Philippines	87%	80%	83%	82%
Singapore	79%	62%	71%	70%
South Korea	84%	72%	69%	<b>89%</b>
Spain	86%	75%	76%	71%
Sweden	77%	70%	72%	68%
United Arab Emirates	81%	76%	79%	80%
United Kingdom	87%	75%	78%	73%
United States	86%	72%	79%	72%

### ABOUT

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Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Streaming Industry, 2022-2025

## Customer Experience in the Streaming Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

84%

Satisfaction

74%

Trust

76%

Recommend

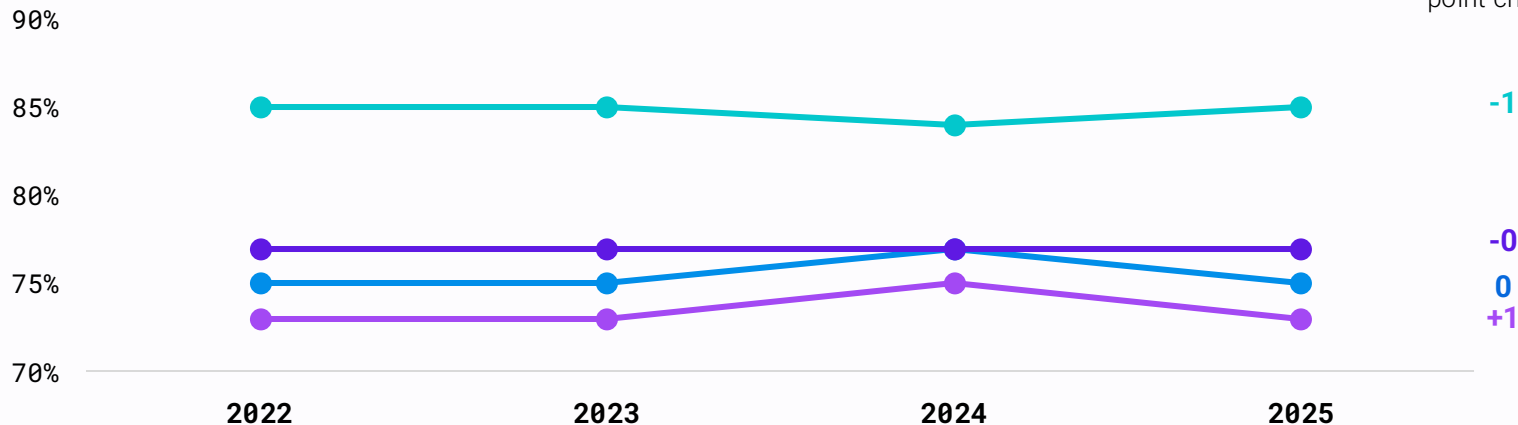
73%

Purchase More

### CX Metrics over time

2022-2025

3 year %-  
point change



#### ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Supermarket Industry by Country

## CX Metrics in the Supermarket Industry

### KEY TAKEAWAYS

- + Filipino consumers report the highest satisfaction and likelihood to trust and recommend after recent supermarket experiences. Japanese consumers are the least likely to exhibit satisfaction and loyalty behaviors.
- + Consumer likelihood to purchase more after recent supermarket experiences has increased by 5 points from 2022 to 2025.

	Satisfaction	Trust	Recommend	Purchase More
Australia	81%	75%	72%	85%
Brazil	87%	81%	80%	86%
Canada	81%	76%	75%	84%
China	90%	89%	81%	91%
Denmark	80%	74%	72%	75%
France	84%	80%	74%	<b>94%</b>
Germany	88%	78%	74%	64%
Hong Kong (China)	72%	70%	75%	83%
India	86%	83%	85%	86%
Ireland	87%	85%	84%	91%
Italy	86%	79%	78%	79%
Japan	<b>56%</b>	<b>68%</b>	<b>46%</b>	<b>46%</b>
Mexico	93%	82%	82%	83%
Netherlands	88%	78%	73%	75%
New Zealand	81%	76%	77%	86%
Philippines	<b>94%</b>	<b>93%</b>	<b>91%</b>	90%
Singapore	81%	81%	81%	84%
South Korea	77%	74%	60%	92%
Spain	88%	78%	73%	83%
Sweden	78%	68%	70%	76%
United Arab Emirates	88%	85%	82%	84%
United Kingdom	88%	81%	81%	91%
United States	89%	83%	80%	89%

### ABOUT

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Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

## 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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### PUBLICATION DATE

October 2024