

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%	84%	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	61%	70%	45%	57%
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%	92%
South Korea	74%	61%	62%	87%
Spain	93%	83%	84%	87%
Sweden	73%	60%	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%

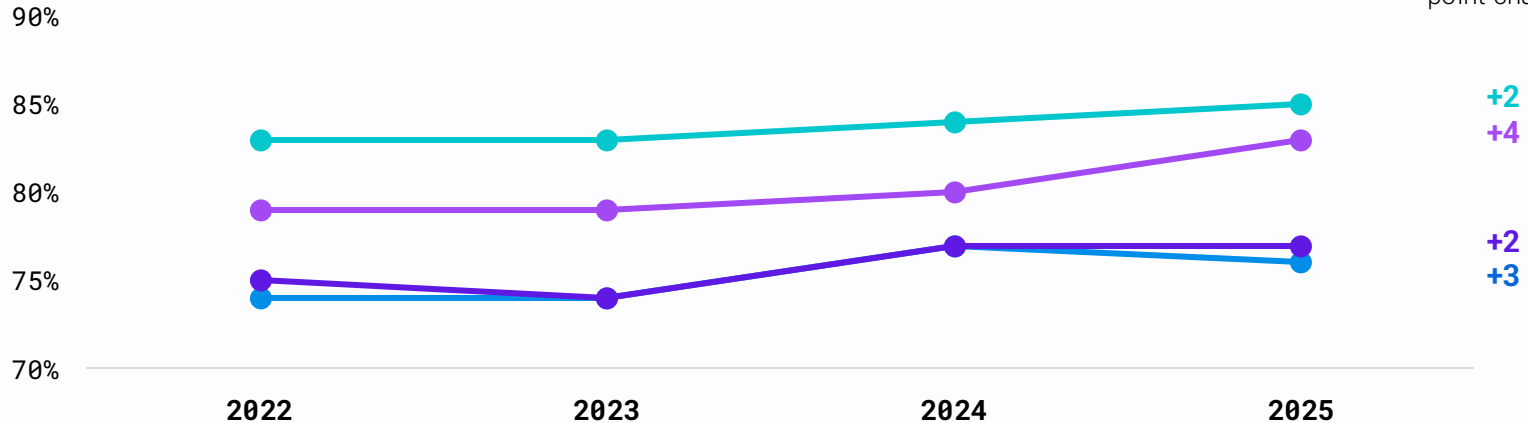
Recommend

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

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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