

# 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  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# 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%**

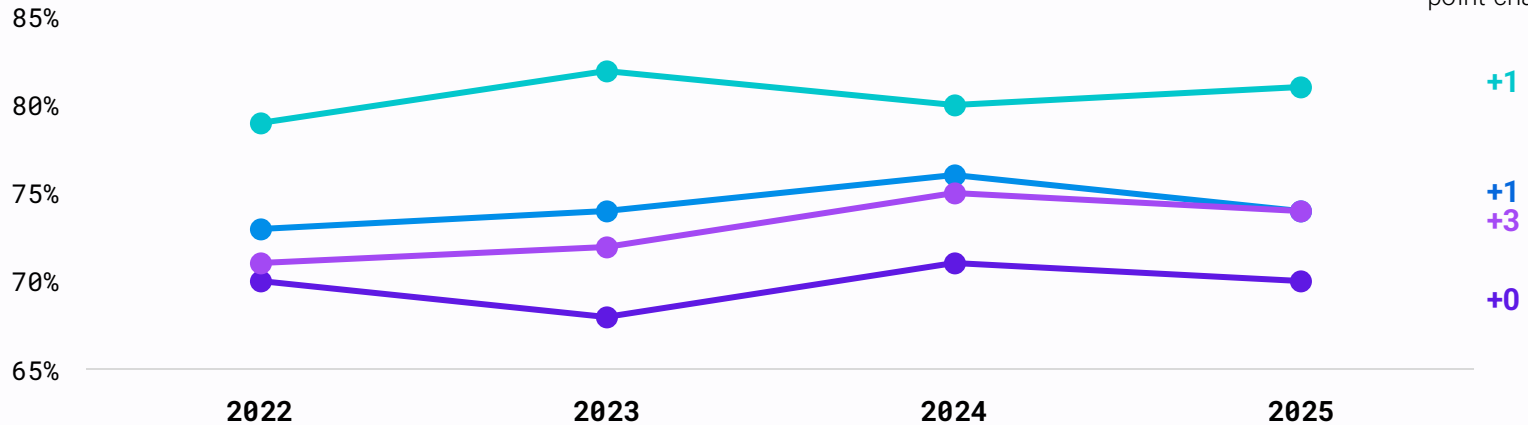
Recommend

**74%**

Purchase More

CX Metrics over time  
2022-2025

3 year %-  
point change



### ABOUT

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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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