

PYMNTS



Global Edition

The 2023 Global Digital Shopping Index, a PYMNTS and Cybersource collaboration, examines the behaviors of 13,349 consumers and 3,124 merchants across Brazil, India, Mexico, the United Arab Emirates, the United Kingdom and the United States. This third year of this global study examines the factors that influence how and where consumers shop, how they pay for what they purchase and the features that establish merchant preference.

2023

Global Digital Shopping Index



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PYMNTS



The 2023 Global Digital Shopping Index was produced in collaboration with Cybersource, and PYMNTS is grateful for the company's support and insight. PYMNTS retains full editorial control over the following findings, methodology and data analysis.

The great reopening

After two years of pandemic-related restrictions, 2022 was when consumers around the world returned to the physical world to work, play, travel and shop, and merchants adapted to a consumer whose relationship with digital became stronger and more embedded into their everyday routines during that time.

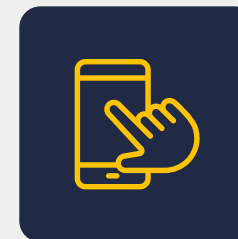
The 2023 Global Digital Shopping Index (GDSI) is the third annual study of consumers and merchants in six countries examining the frictions consumers experience when shopping and paying for grocery and retail products. The GDSI measures those frictions against 34 digital capabilities merchants say are available to consumers, and the level of satisfaction consumers have with their preferred merchants. The higher the GDSI score, the lower the friction — and the more satisfied consumers are with that merchant. The GDSI is a leading indicator of the digital features that drive consumers' merchant preferences.

For this report, PYMNTS conducted a population-balanced study of 13,349 consumers and 3,124 merchants across six countries — Brazil, India, Mexico, the United Arab Emirates, the United Kingdom and the United States — between Sept. 23, 2022, and Nov. 20, 2022.

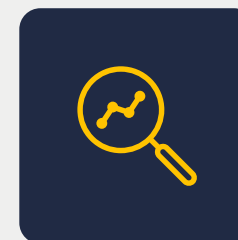
THE 2023 GDSI ANALYSIS IS IMPORTANT IN THREE WAYS:



It benchmarks the shopping and payments behaviors of consumers in the year that they got off the couch and got into the car to go shopping.



It measures the bottom-line impact of consumers' digital preferences on merchant choice.



It offers merchants new insights about positioning the capabilities most relevant to consumers when they shop.

Benchmarking shopping and payments behaviors in the digital and physical worlds

We have one of the only consistent data sets, now going back three years, measuring the impact of digital on consumer shopping and payments preferences in six global markets. Year three informs the digital durability of those habits and preferences across the online and offline channels consumers now use.

The bottom line impact of digital preferences on merchant choice

The GDSI methodology measures consumer preference for merchants by examining their last purchases and the relevance of the capabilities merchants provide in creating that consumer preference. We can observe the shifts in the importance of specific features and capabilities for consumers and merchants based on consumer habits and merchant decisions on what features to add or drop to establish the preferences that drive sales.

Choosing capabilities that are most relevant to consumers' shopping practices

The GDSI also measures the gap between what merchants offer and how aware consumers are of those features. Since relevant features drive preference, merchants can use this insight to examine the placement, positioning, messaging and marketing of those features to consumers.

TABLE 1:

How GDSI scores compare across countries¹

Average and median GDSI scores for each country, by year

		MEDIAN	AVERAGE
All countries - comparable	2022	103.3	92.1
	2021	104.9	93.4
 Brazil	2022	103.3	89.4
	2021	100.0	87.2
 India	2022	134.4	119.8
	2021	N/A	N/A
 Mexico	2022	106.6	95.8
	2021	98.4	89.5
 UAE	2022	136.1	124.4
	2021	131.1	112.0
 U.K.	2022	88.5	79.9
	2021	83.6	79.7
 U.S.	2022	100.0	94.7
	2021	109.8	98.9

Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N varies by country and represents complete consumer responses, fielded Sept. 27, 2022 – Oct. 31, 2022

¹ 2022 is the first year in which PYMNTS, in collaboration with Cybersource, surveyed consumers in India.

Key insights for 2023

01

Eighty-seven percent of consumers use digital features to shop and pay for purchases, even when shopping in a store.

02

Payment choice remains the most important shopping feature for all consumers in all markets, with digital wallets gaining ground.

03

The presence or absence of specific digital shopping and payment features is how consumers decide which merchant gets their business.

04

Using smartphones, apps and digital features give consumers greater confidence and certainty about their purchases, especially when they shop in a physical store.

05

The pickup economy is growing in importance as consumers trade delivery fees for delivery immediacy.

06

Consumers are unaware of many digital features merchants offer, including those driving consumer preference.

07

Embedding features into the payment process can remove checkout friction for consumers and improve the merchant's chance of completing a sale.

01

Eighty-seven percent of consumers use digital features to shop and pay for purchases, even when shopping in a store.

The key to a consumer's heart, and pocketbook, is realizing that digital is no longer described as just a channel, but how consumers engage with the merchants they want to shop at and pay for the products they want to buy. In this year's report, we discovered that 87% of consumers use digital in some aspect of their daily shopping and payments routines.

Our research identified three types of global shoppers. Each of these persona groups expects merchants to provide digital shopping features, but the features they want most vary by the nature and frequency of their shopping behaviors.

Digital mainstream consumers

represent most of the shoppers in the six countries we studied, even though all shoppers use digital to assist with some aspect of the shopping experience. They are the most drawn to digital features that give them more insight into the items they buy and make that shopping process easier, including mobile-optimized apps, product reviews and free shipping. Fifty-two percent of consumers across the six countries we studied are digital mainstream consumers.

Digital minimalist consumers

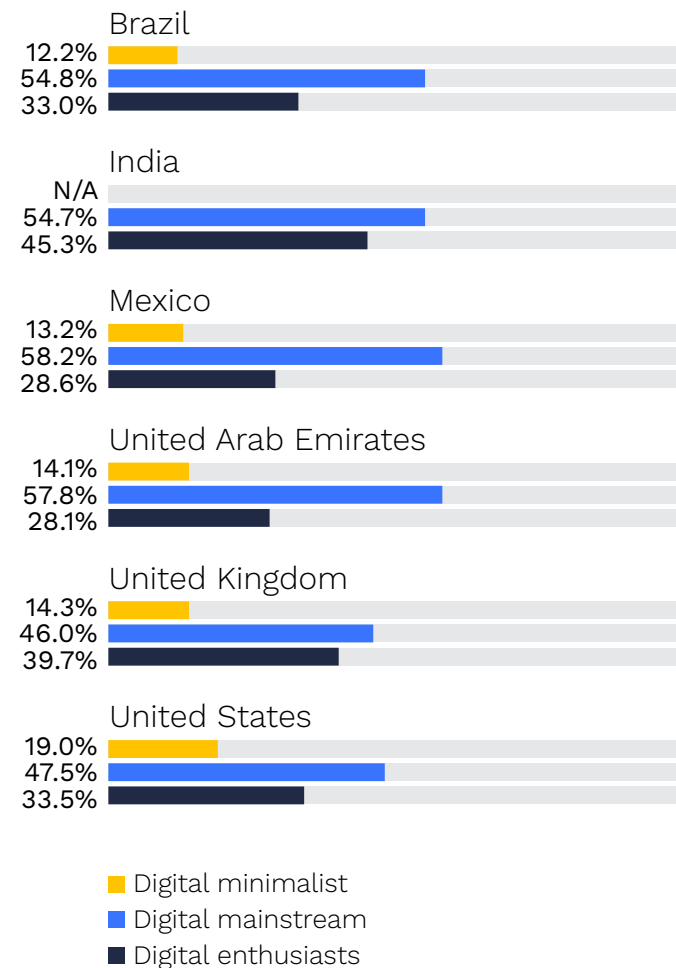
use fewer shopping features than any other persona group and primarily engage digitally with the features that more highly correlate to their offline habits: coupons, rewards and promotions and preferred payments availability. Ten percent of consumers across the six countries we studied are digital minimalist consumers.

Digital enthusiast consumers

are the most aware of digital shopping features offered by merchants — and their most enthusiastic users. That also means they are the most technology- and data-literate of all of the personas and, therefore, are the early adopters of features such as buy now, pay later (BNPL), voice-enabled shopping and buy online, pick up in-store (BOPIS). Thirty-seven percent of consumers across the six countries we studied are digital enthusiast consumers.

The UAE is the only country where **digital minimalist shoppers** are more common among Generation X than baby boomers and seniors.

FIGURE 1:
Persona group prevalence²
 Share of consumers falling into each persona group, by country



Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N varies by country and represents complete consumer responses,
 fielded Sept. 27, 2022 – Oct. 31, 2022

² Our survey of consumers in India included only individuals who could read and write in either Hindi or English. Our sample may therefore hold an inherent bias toward the 74% of consumers in India who have these skills. India has a relatively high illiteracy rate compared to other countries in our study.

02

Payment choice remains the most important shopping feature for all consumers in all markets, with digital wallets gaining ground.

Payment choice ranks first of 34 features in terms of importance in every country for the third year in a row.

Digital wallets are gaining traction in stores, particularly in the UAE and the U.K. Digital wallet use has doubled in the UAE and tripled in the U.K. Even in historically cash-based Mexico, digital wallet use is up 27%, while cash is down 23% year over year.









In-store use of contactless debit cards also grew in 2022 as issuers made this payment method available, and consumers used it. In-store contactless debit card use was up 534% in the U.S., 159% in the U.K., 620% in the UAE and 198% in Brazil.

Notably, consumers in India and Brazil show a preference for emerging local payment options. Paytm is the most popular payment method in India, with 22% of consumers using it when making purchases online and 12% of consumers using it to pay in-store. PIX, Brazil’s national instant payment service, is gaining traction, as 25% of eCommerce shoppers used it, and 7.1% of in-store shoppers used it.

TABLE 2:

The most common in-store payment methods

Share of in-store shoppers in each country using select methods, by year









		CASH	CONTACTLESS		DIGITAL WALLET		
			CREDIT CARD	DEBIT CARD			
 Brazil	2022	11.4%	22.8%	22.4%	3.1%	7.1%	0.0%
	2021	19.6%	6.2%	7.5%	1.5%	0.0%	0.0%
 India	2022	31.3%	5.2%	8.6%	34.0%	0.0%	12.1%
	2021	N/A	N/A	N/A	N/A	N/A	N/A
 Mexico	2022	44.8%	5.1%	8.6%	2.8%	0.0%	0.0%
	2021	58.3%	1.0%	3.6%	2.2%	0.0%	0.0%
 UAE	2022	29.0%	24.2%	25.3%	13.7%	0.0%	0.0%
	2021	42.7%	4.5%	3.5%	6.0%	0.0%	0.0%
 U.K.	2022	11.2%	13.4%	44.3%	19.6%	0.0%	0.0%
	2021	16.8%	12.7%	17.1%	5.4%	0.0%	0.0%
 U.S.	2022	16.2%	11.8%	11.7%	6.5%	0.0%	0.0%
	2021	17.1%	1.7%	1.8%	4.9%	0.0%	0.0%

Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
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TABLE 3:

The most common digital wallets

Share of online shoppers in different countries using select digital wallets, by year

		DIGITAL WALLET		
 Brazil	2022	6.9%	24.7%	0.0%
	2021	13.0%	0.0%	0.0%
 India	2022	60.3%	0.0%	22.3%
	2021	N/A	N/A	N/A
 Mexico	2022	22.1%	0.0%	0.0%
	2021	30.1%	0.0%	0.0%
 UAE	2022	20.3%	0.0%	0.0%
	2021	32.7%	0.0%	0.0%
 U.K.	2022	20.5%	0.0%	0.0%
	2021	27.3%	0.0%	0.0%
 U.S.	2022	19.1%	0.0%	0.0%
	2021	33.3%	0.0%	0.0%

Source: PYMNTS
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03

The presence or absence of specific digital shopping and payment features is how consumers decide which merchant gets their business.

Shopper satisfaction increases when merchants add and make consumers aware of features they consider valuable to their shopping experiences, and shopper satisfaction decreases when merchants remove or change features consumers find valuable.







For example, we observe that incentives, coupons and rewards drive satisfaction in the two countries with the highest GDSI scores: India and the United Arab Emirates. Free shipping, free returns and guaranteed refunds for fraudulent charges are highly correlated to the 4% decline in the U.S. GDSI score. Many U.S. merchants stopped offering guaranteed refund policies this year, and that change brought down the overall GDSI score for all countries as a result.

Merchants in emerging markets such as Brazil, Mexico and the UAE all offered more digital features in 2022 than in 2021, which positively impacted GDSI for those countries. The most significant satisfaction increase was in the UAE: Shopper satisfaction grew 11% in the UAE year over year. This increase is not surprising as more UAE merchants offered every single feature in our index in 2022 than in 2021.

TABLE 4:

The top three features that moved the needle on consumer satisfaction in 2022

Share of digital shopping features merchants offered year over year, according to shoppers

	DIGITAL SHOPPING FEATURE	2021	2022
 U.S.	• Refund of fraudulent charges	59.3%	52.8%
	• Product recommendations	61.1%	56.4%
	• Information sharing (payments)	57.2%	53.8%
 U.K.	• Easy to navigate online store	55.0%	60.5%
	• Checking inventory	37.2%	40.0%
	• Recommendations	52.0%	55.2%
 Brazil	• Creating a profile	43.7%	46.9%
	• Easy to navigate online store	59.8%	63.6%
	• Recommendations	54.7%	57.1%
 Mexico	• Coupons, promo codes or rewards	44.1%	69.9%
	• Easy to navigate online store	59.0%	67.2%
	• Using a mobile app for delivery	56.3%	63.9%
 UAE	• Coupons, promo codes or rewards	59.1%	89.2%
	• Price matching	57.7%	70.1%
	• Online purchase return	63.0%	72.1%
 India	• Free shipping	N/A	76.1%
	• Easy to navigate online store and shopping cart	N/A	75.4%
	• Recommendations	N/A	75.2%

Source: PYMNTS

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04

Using smartphones, apps and digital features give consumers greater confidence and certainty about their purchases, especially when they shop in a physical store.

The study shows that the features that offer product certainty and ease of access are highly correlated to reducing friction and improving overall customer satisfaction. For example, free returns, easy dispute resolutions and product details are among the most desired features across all studied countries. This goes to show that although consumers in every country have their own unique shopping preferences, certainty, ease of use and smooth shopping experiences have a universal appeal.

Country by country, we observe that features that help consumers get better value for their money are in high demand in markets where inflation and competition for consumer spend are highest. Promo codes and recommendations rank highly among consumers in Brazil and Mexico, where competition for spend is high, given inflation's historic highs. Consumers in Brazil and Mexico used deals like these 14% and 39% more year over year, respectively.

Satisfaction

is higher among brick-and-mortar shoppers who use digital features such as **in-store navigation apps and cross-channel digital profiles.**

Again, this year, digital features like in-store navigation apps and cross-channel digital profiles improve consumers' satisfaction with the brick-and-mortar shopping experience. U.S. consumers who used in-store navigation apps are 42% more satisfied with their in-store digital shopping features than consumers who did not. Meanwhile, U.S. consumers who used cross-channel digital profiles, which store their personal and payments information for easy access no matter which channel they use to shop, were 47% more satisfied with their in-store digital shopping features than those who did not use such profiles.

05

The pickup economy is growing in importance as consumers trade delivery fees for delivery immediacy.

Year over year, 26% more consumers across the five countries we studied used BOPIS options in 2022, as consumers appeared to favor the certainty and cost-effectiveness of pickup, and more merchants integrated pickup options into their order flows. This increase in usage of BOPIS puts added pressure on merchants worldwide to provide shoppers with the in-store and curbside options they have come to expect, whether by employing workers or equipping brick-and-mortar stores with in-store kiosks where shoppers can pick up their orders.

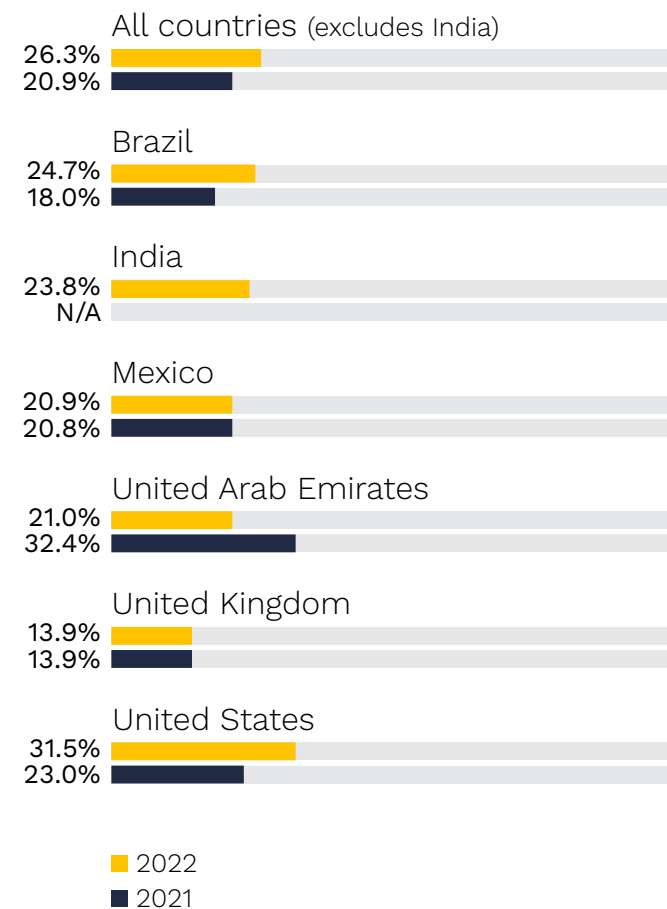
The U.S. is home to the largest pickup economy of all; nearly one-third of U.S. consumers, or 16 million individuals, who made their most recent purchase online, picked it up in-store or curbside — a 37% year-over-year increase.

At the same time, 25% of all online shoppers in Brazil picked up their most recent purchases in-store — a 74% increase from last year.

FIGURE 2:

The growth of the pickup economy

Share of consumers in different countries who picked up their most recent eCommerce order in-store or curbside, by year



Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N varies by country and represents consumers who made their last purchase digitally, fielded Sept. 27, 2022 – Oct. 31, 2022

26%
 more consumers across the five countries we studied during the past two years **used BOPIS options** in 2022 than in 2021.

06

Consumers are unaware of many digital features merchants offer, including those driving consumer preference.

This awareness gap has a measurable impact on shopper satisfaction. Shoppers in the U.S. are 28% less likely to realize that merchants offer guarantee or refund policies than U.S. merchants are to offer them. That awareness gap was largely responsible for the decline in overall consumer satisfaction in 2022.

The U.K. is the only country where consumers are even less aware of which features merchants offer than they were last year. U.K. consumer awareness of free shipping fell most of all.

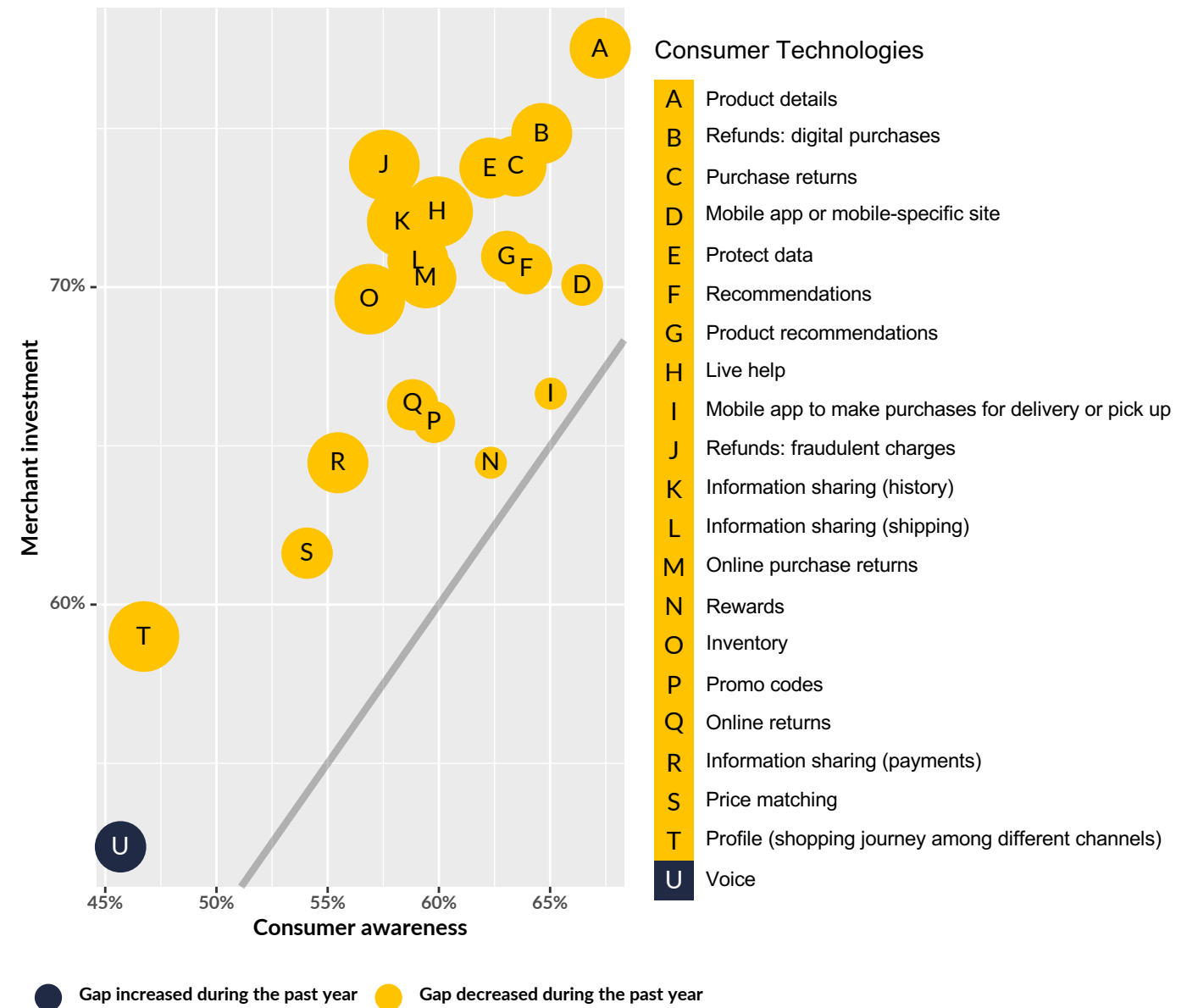
Alternatively, in 2021, we observed that merchants in Mexico had a similar problem but took corrective measures in 2022 to improve the visibility and relevance of digital shopping features. As a result, their GDSI score improved by 7% year over year.

FIGURE 3:

Consumer awareness gap across countries

Difference between the share of merchants that offer digital shopping features and the share of consumers aware of these features, across all countries

The closer to the diagonal, the lower the gap in 2022. Dot size and color indicate the magnitude and direction of change compared to 2021.



Source: PYMNTS
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07

Embedding features into the payment process can remove checkout friction for consumers and improve the merchant's chance of completing a sale.

Many of the features that consumers find valuable also create friction because of how they're implemented or presented. Merchants offer many features that consumers find relevant but cannot easily find, impacting consumer merchant preference and satisfaction.

Take promo codes and discounts. Consumers across all countries value promo codes and discounts, yet many merchants make it a multistep process to find and apply them. For instance, shoppers in Brazil who used rewards are 40% more likely to be very or extremely satisfied with merchant shopping features than those who did not, and shoppers who used rewards in Mexico are 31% more likely than those who did not use rewards.

Meanwhile, payment optionality, including new payment options such as BNPL, promotional financing and local payments, also require that consumers hunt and peck or even leave the merchant site to complete. Consumers in Mexico who use BNPL at checkout are 37% more likely to be very or extremely satisfied with merchants' digital shopping features than those who do not. Similarly, consumers in India who use BNPL at checkout are 15% more likely to be very or extremely satisfied than consumers who do not.

The ability to embed instant refunds into the returns process can alleviate one of the biggest drivers of friction for consumers and keep funds at the merchant. In Brazil, consumers who shopped with merchants that offered embedded returns were 38% likelier to be very or extremely satisfied than those who did not.







A tighter integration of pickup options into the checkout flow can potentially improve consumer satisfaction and create better delivery economics for merchants. For instance, U.S. and Mexican shoppers who ordered online and picked their items up in-store were 38% and 33% more likely, respectively, to be very or extremely satisfied with merchants' shopping features experiences than consumers who did not use those digital features.

We saw similar increases in satisfaction in Brazil. Brazilian shoppers who ordered items online and picked them up in-store were 37% more likely to be very or extremely satisfied than consumers who did not. Local shoppers who ordered items online for in-store kiosk pickup were 35% more satisfied than those who did not.

TABLE 5:

Digital shopping features’ impact on consumer satisfaction

Share of consumers who are very or extremely satisfied, by whether they used select digital shopping features

		Digital profile	Promo codes	Coupon usage	Rewards	Recommendations	BNPL	Free shipping available for digital orders	Buy online, pick up in-store from an employee at a service desk/ employee delivers products to the car	Buy online, pick up in-store from a kiosk	Using a mobile device to locate a product in a physical store	Refunds: fraudulent charges	Purchase returns	Online purchase returns
 Brazil	• Used	78.5%	74.5%	73.6%	73.2%	77.3%	74.4%	77.6%	75.2%	75.7%	73.0%	74.5%	76.4%	72.8%
	• Did not use	52.9%	51.5%	52.8%	52.4%	49.9%	56.4%	49.8%	54.9%	55.9%	54.6%	56.1%	55.4%	56.7%
 India	• Used	90.7%	85.8%	88.4%	87.9%	90.4%	90.8%	88.4%	91.6%	89.9%	88.9%	89.5%	87.1%	87.2%
	• Did not use	78.7%	81.5%	79.3%	79.1%	77.3%	79.2%	77.2%	79.2%	80.7%	80.0%	78.9%	80.7%	81.0%
 Mexico	• Used	85.6%	85.2%	86.5%	83.4%	86.7%	89.1%	88.4%	85.4%	87.3%	85.7%	84.8%	85.7%	87.2%
	• Did not use	64.0%	63.2%	62.5%	63.6%	61.2%	65.2%	58.1%	64.1%	63.5%	63.5%	65.6%	63.6%	64.7%
 UAE	• Used	87.4%	90.9%	90.1%	89.4%	89.1%	89.4%	92.0%	90.7%	91.3%	90.3%	90.5%	90.6%	91.8%
	• Did not use	74.4%	71.6%	72.3%	70.8%	72.8%	76.1%	69.9%	74.6%	75.0%	74.4%	74.1%	72.4%	72.9%
 U.K.	• Used	80.9%	76.9%	77.9%	70.3%	82.2%	85.5%	88.8%	82.4%	85.4%	83.0%	86.0%	82.9%	82.3%
	• Did not use	63.3%	63.1%	62.0%	65.8%	60.2%	65.3%	58.1%	64.3%	64.2%	65.5%	64.1%	59.8%	62.7%
 U.S.	• Used	85.0%	83.9%	80.4%	77.8%	85.9%	89.5%	87.1%	83.6%	85.6%	85.0%	83.5%	81.2%	84.0%
	• Did not use	57.8%	59.9%	59.9%	61.5%	56.5%	62.6%	54.4%	60.6%	62.4%	57.9%	62.2%	57.7%	59.0%

Source: PYMNTS
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 N varies by country and represents complete consumer responses,
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The 2023 Global Digital Shopping Index snapshot

The Global Digital Shopping Index measures consumer satisfaction with merchants' digital shopping features. The higher a merchant's GDSI is, the more satisfied their customers are with their shopping experiences.

The GDSI shows that global shopper satisfaction faltered between 2021 and 2022, primarily because U.S. merchants eliminated many of the features consumers find relevant to their shopping journeys. According to local shoppers, 6% fewer U.S. merchants offered free shipping and 5% fewer offered free returns in 2022 than in 2021. Similarly, 11% fewer U.S. merchants promised guaranteed refunds for fraudulent charges year over year. The result was that U.S. shopper satisfaction slipped 4% year over year.

Merchants in the U.K. also cut back on several key features, but unlike merchants in the U.S., they also added several others. Our research shows that 7.5% more U.K. merchants offered dig-

ital inventory updates in 2022 than in 2021, for example, and 9.1% fewer provided shoppers with personalized product recommendations. These additions and substructions canceled each other out; U.K. shopper satisfaction remained unchanged year over year.

By contrast, merchants in emerging markets such as Brazil, Mexico and the UAE all offered more digital features in 2022 than in 2021, which positively impacted the GDSI for those countries. The greatest satisfaction increase of all was in the UAE. Shopper satisfaction grew 11% in the UAE year over year.

Consumers in India were some of the most satisfied shoppers in the world. India is new to the GDSI in 2022 and ranks second in shopper satisfaction. It is also by far the most mobile-centric market of all, with its shoppers being the most likely to use smartphones to assist both their in-store and online shopping journeys.



Key findings

01

**Eighty-seven percent
of consumers use
digital features
to shop and pay
for purchases,
even when
shopping in a store.**

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Digital mainstream shoppers, as the name implies, are the most common persona and represent 52% of the consumers we surveyed. When projected out, this means there are roughly 223 million digital mainstream shoppers across the six countries in our study.

Digital mainstream shoppers are most common among Gen Z consumers, as 60% were members of this persona — a share representing 36 million consumers across all six countries.

Digital enthusiast shoppers are the second-most common persona group we identified, representing 37% of surveyed consumers — a projected 160 million across all six countries. Digital enthusiasts are most commonly found among bridge millennials, a unique cohort of consumers between 33 and 44 years old who thus “bridge the gap” between Generation X and millennials.³ These consumers came of age with laptops and smartphones in hand and are comfortable using digital-first methods to shop and pay, whether via digital wallet, cryptocurrency, or otherwise.

Millennials have a similarly strong appetite for digital features, as 44% are digital enthusiasts. Bridge millennials, however, tend to have more work experience and earn higher incomes, thus presumably having more money to spend than their younger millennial peers.

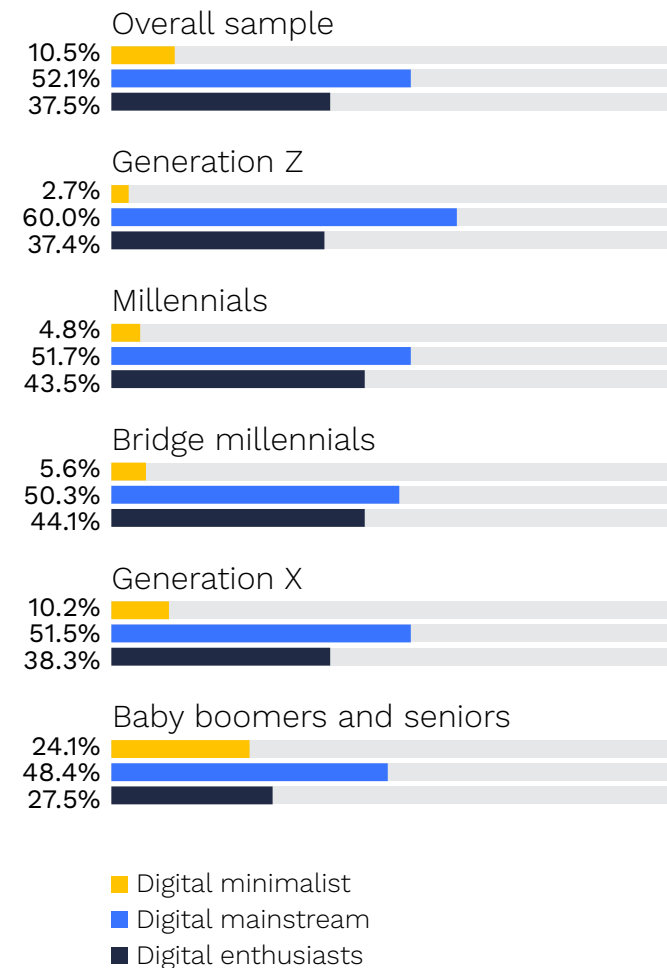
³ Our survey defines each generation as follows:

- Generation Z: Born between 1997 and 2004
- Millennials: Born between 1981 and 1996
- Bridge millennials: Born between 1978 and 1988
- Generation X: Born between 1965 and 1980
- Baby boomers and seniors: Born before 1965

FIGURE 4:

The demographic makeup of the digital shopping personas

Share of consumers falling into select persona groups, by generation

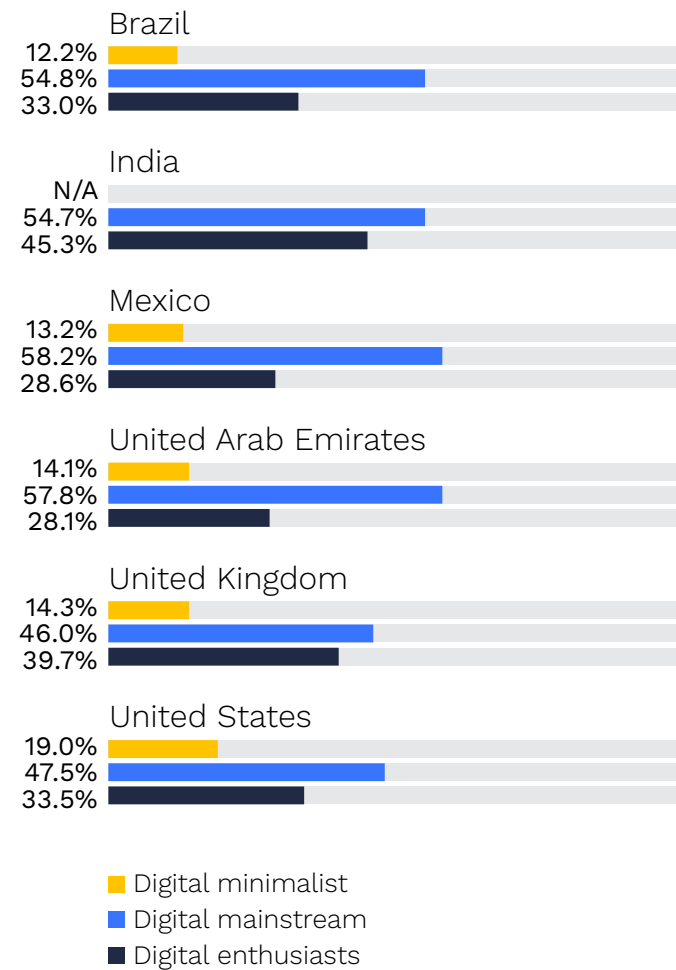


Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N = 13,349: Complete consumer responses,
 fielded Sept. 27, 2022 – Oct. 31, 2022

37%
 of the consumers
 across all six
 countries we
 studied in 2022
 were **digital
 enthusiasts.**

Digital mainstream shoppers are most common in the UAE and Mexico.

FIGURE 5:
Digital shopping personas around the world
 Share of consumers falling into select persona groups, by country



Source: PYMNTS
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45% of surveyed consumers in India were **digital enthusiasts** — more than in any other country.

Digital minimalist shoppers are the rarest. They account for just 10% of the consumers we surveyed, but 24% of baby boomers and seniors align with this persona.

Digital mainstream shoppers are most common in the U.K., for example, while the U.S. is home to the highest share of digital minimalists within any country we studied. Forty-six percent of all consumers in the U.K. are members of the digital mainstream, and 19% of all U.S. shoppers are digital minimalists.

The UAE is the only country where digital minimalist shoppers are more common among Gen X than baby boomers and seniors, at 29% and 21%, respectively.

Digital enthusiasts are most common in India, where they make up an astounding 45% of the population. India also has proportionally more digital mainstream shoppers per capita than other countries.

02

The presence or absence of specific digital shopping and payment features is **how consumers decide** which merchant gets their business.

Consumer satisfaction is higher when merchants offer digital shopping features that can add certainty to their shopping and payments experiences. Satisfaction also rises when merchants make the full range of their digital feature offerings known to local shoppers.

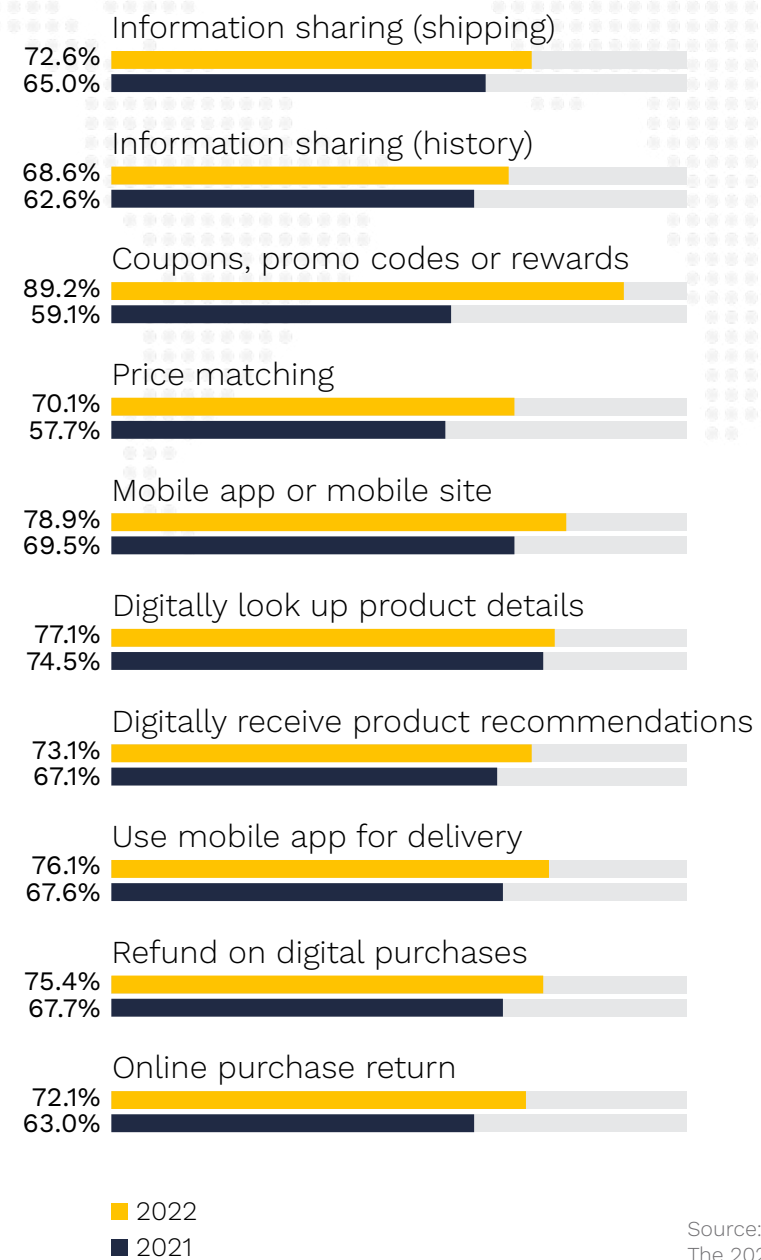
Consumers in different countries nevertheless hunt for very different mixes of shopping features. Incentives, coupons, rewards and other money-saving deals, for example, are especially important in the countries with the two highest GDSI scores: India and the UAE.

The UAE offers a picture-perfect example of how adding the right features can enhance shopper satisfaction. Merchants in the UAE boosted their shopper satisfaction year over year by adding incentives, coupons and rewards. Eighty-six percent of UAE shoppers said that local merchants offered some type of incentive, coupon or reward option in 2022 — up 11% from 2021. UAE merchants' GDSI score increased from 112 to 124 in that time, meaning that their shoppers were 11% more satisfied in 2022 than they were just one year earlier.

FIGURE 6:

Shopping feature use and awareness in the UAE

Share of UAE consumers who have used or are aware of select digital features, by year



51%
more UAE shoppers used **coupons, rewards or other promotions** year-over-year, boosting their satisfaction.

Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N = 1,081: Complete consumer responses, fielded Sept. 27, 2022 – Oct. 31, 2022

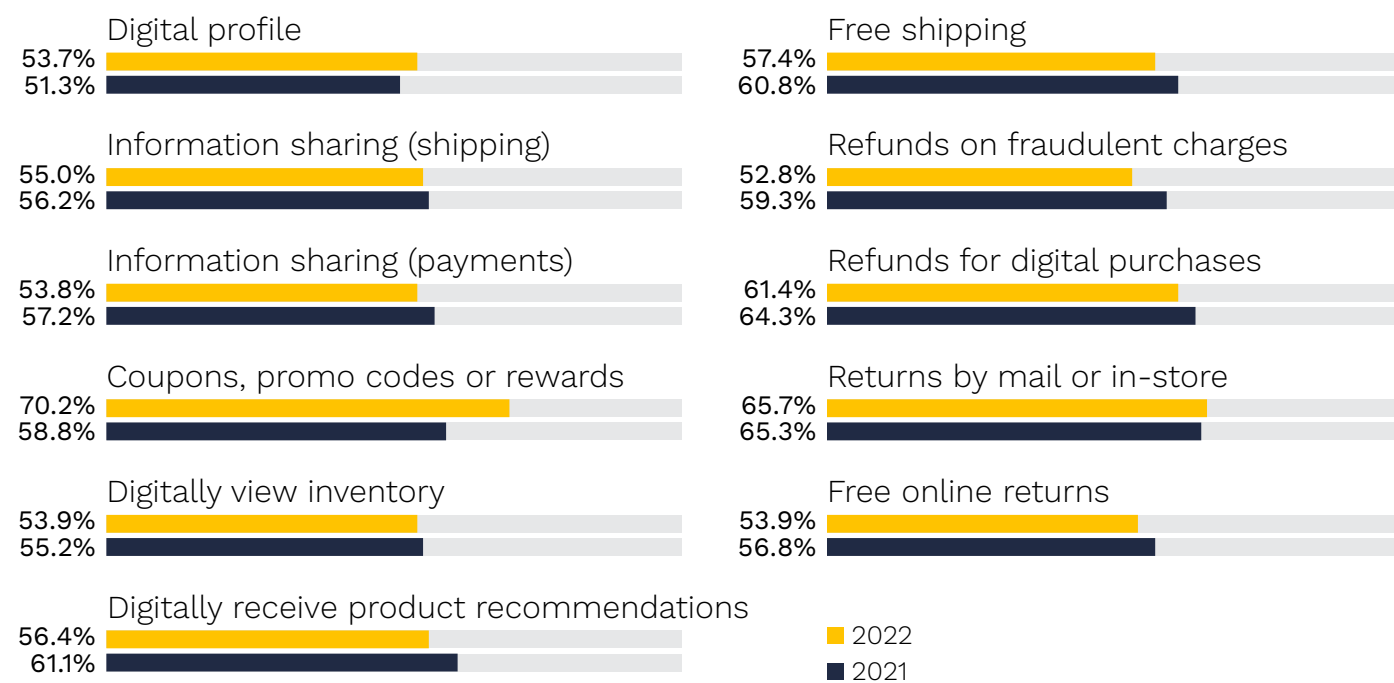
U.S. shoppers

grew less satisfied with their shopping experiences year over year, coinciding with **a broader decrease** in offered shopping features.

FIGURE 7:

Shopping feature use and awareness in the U.S.

Share of U.S. consumers who have used or are aware of select digital features



Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N = 2,811: Complete consumer responses,
 fielded Sept. 27, 2022 – Oct. 31, 2022

Satisfaction drops when merchants remove or change features consumers find valuable — a lesson U.S. merchants are learning the hard way.

While merchants in the UAE added new digital features, U.S. merchants cut back. Six percent fewer U.S. shoppers said local merchants offered free shipping and 5% fewer said they offered free online returns with prepaid shipping labels in 2022 than in 2021. Eleven percent fewer merchants promised guaranteed refunds for fraudulent charges in that same span.

The removal of these features took a toll on U.S. shoppers' satisfaction. As a result, U.S. merchants' GDSI score decreased from 99 to 95, indicating that local shoppers were 4.3% less pleased with their shopping journeys than they were just one year ago.

Satisfaction drops
 when merchants remove or
 change features consumers
 find valuable.

U.K. merchants

added more features in 2022, but they **also removed others.**

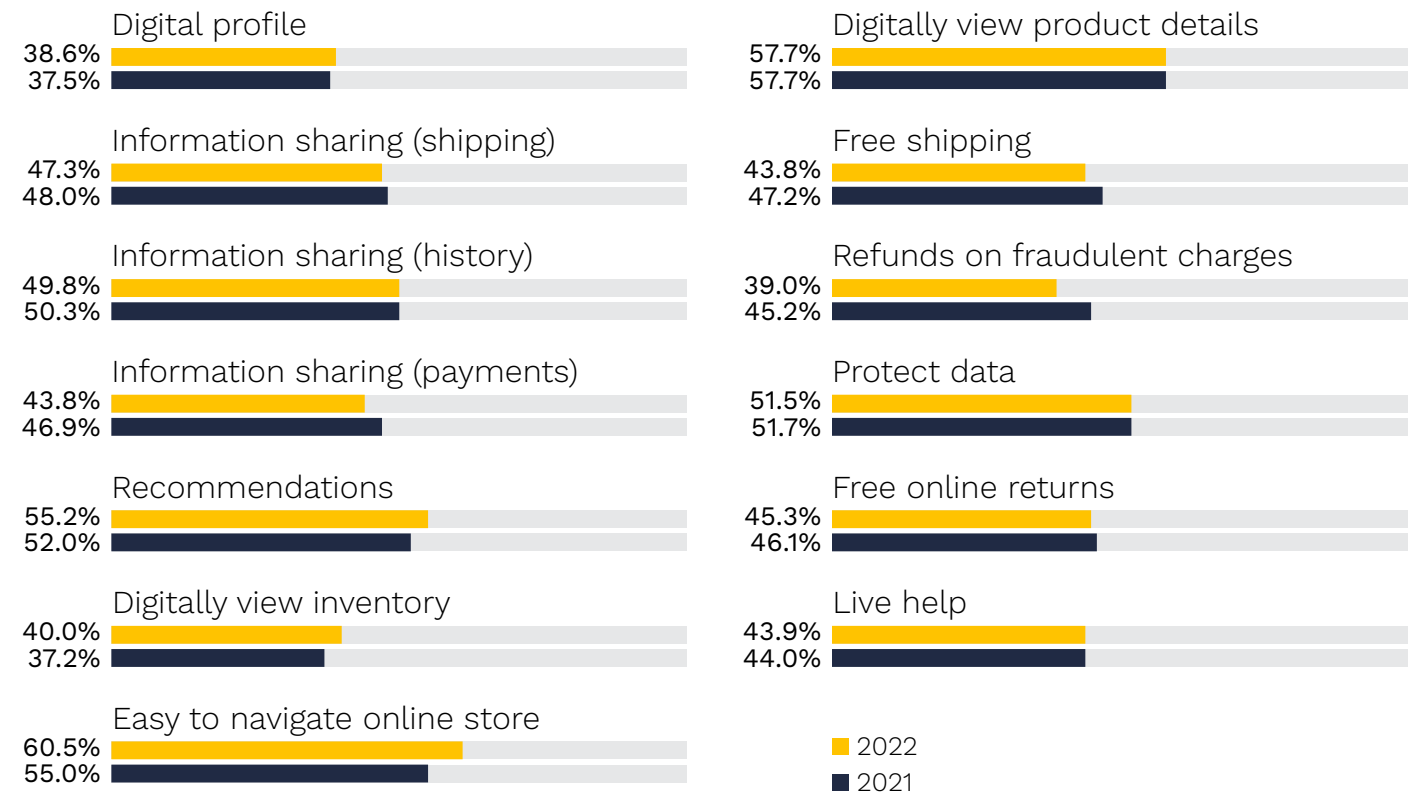
Satisfaction can also decrease when merchants keep a static feature set or do not align features with customer preferences.

This is precisely what we witnessed in the United Kingdom. U.K. merchants added several key features this year but also took several others away. Seven percent more U.K. merchants offered digital inventories in 2022 than in 2021, for example, yet 9.1% fewer provided shoppers with personalized product recommendations. These additions and subtractions effectively canceled each other out, so U.K. merchants' GDSI score held steady.

FIGURE 8:

Shopping feature use and awareness in the U.K.

Share of U.K. consumers who have used or are aware of select digital features



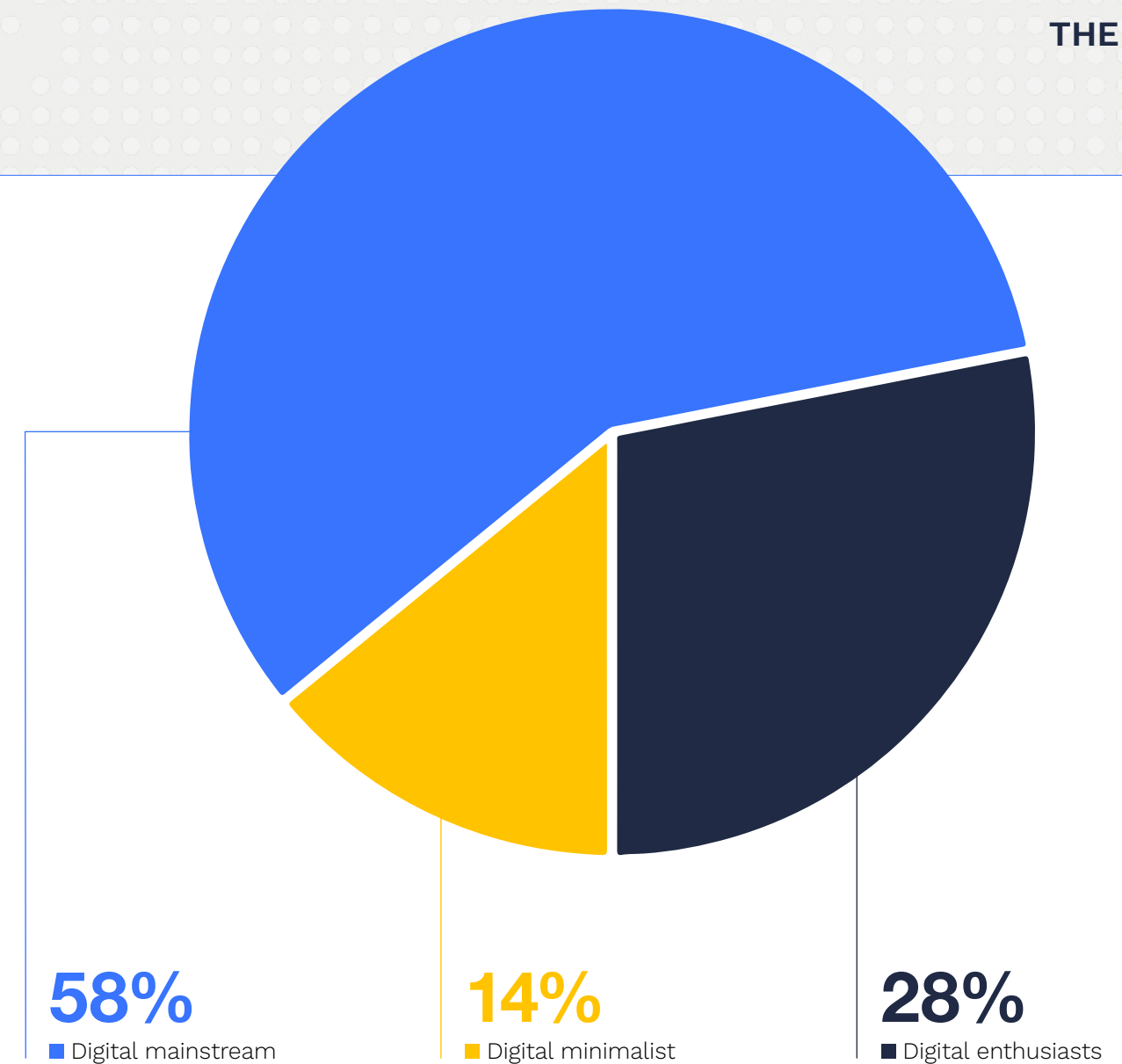
Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N = 2,797: Complete consumer responses,
 fielded Sept. 27, 2022 – Oct. 31, 2022



Rashid

Rashid lives in Dubai. Like many of the UAE’s digital mainstream shoppers, he is usually open to trying new digital payment and shopping options — even if he does not actively seek them out. When he shops, he spends approximately half the time online and half the time on his phone or computer. Even when he shops in person, he likes to use his smartphone to price shop and hunt for deals. **Rashid hates having to dig through his wallet for cash and generally prefers to pay using a digital wallet or card.** He always has some cash on his person in case he has to make a purchase from a cash-only merchant.

BREAKDOWN OF CONSUMER PERSONAS IN THE UAE



Using smartphones, apps and digital features **give consumers greater confidence and certainty** about their purchases, especially when they shop in the physical store.









Certain shopping and payment features are more popular in some countries than others, but certainty has a universal appeal. Features that offer product certainty and ease of access rank in the top five across all countries and seem relevant for all consumers. These include easy dispute resolutions and product details.

Shoppers in Brazil who use promo codes, coupons and other deals are **45%** more satisfied than shoppers who do not use these features.

TABLE 6:










The ranking of consumer awareness of digital shopping features

Digital capabilities merchants offer, ranked according to consumers' perception, by category

DIGITAL SHOPPING FEATURE		 Brazil	 India	 Mexico	 UAE	 U.K.	 U.S.
 <p>Know me</p>	• Digital profile	27	25	24	24	29	24
	• Information sharing (shipping)	30	12	22	19	18	20
	• Information sharing (history)	18	26	29	27	14	18
	• Information sharing (payments)	25	30	30	31	22	23
	• Profile (shopping journey among different channels)	33	33	33	29	33	33
 <p>Value me</p>	• Promo codes	9	11	20	12	19	26
	• Coupon usage	13	21	17	9	12	19
	• Marketing opt-In	22	28	15	15	16	30
	• Rewards	8	16	16	14	10	15
	• Recommendations	7	9	9	10	9	13

(Continued on the next page)

Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N varies by country and represents complete consumer responses,
 fielded Sept. 27, 2022 – Oct. 31, 2022

DIGITAL SHOPPING FEATURE		 Brazil	 India	 Mexico	 UAE	 U.K.	 U.S.
 <p>Do you have what I want?</p>	• Inventory	32	20	21	18	27	22
	• Price matching	24	23	31	25	30	31
	• Easy to navigate online store and shopping cart	2	8	2	2	2	3
	• Mobile app or mobile-specific site	3	4	4	3	5	8
	• BNPL	31	27	32	32	31	32
	• Ability to use preferred payment method	1	1	1	1	1	1
 <p>Make it easy for me</p>	• Product details	4	7	3	4	3	4
	• Product reviews	16	6	7	11	6	11
	• Product recommendations	6	10	6	16	15	17
	• Free shipping is available for digital orders	10	5	8	13	23	14
	• Buy online, pick up in-store from an employee at a service desk/employee delivers products to the car	14	32	13	21	24	12
	• Buy online, pick up in-store from a kiosk	29	34	14	30	26	28
	• Mobile app to make purchases for delivery or pick up	5	14	5	5	11	6
	• Using mobile device to locate a product in a physical store	19	29	27	33	32	27
• Voice	34	31	34	34	34	34	
 <p>Protect me</p>	• Disputes	11	3	10	6	8	5
	• Refunds: fraudulent charges	20	22	23	28	28	25
	• Refunds: digital purchases	15	2	11	7	7	7
	• Protect data	12	18	12	23	13	10
	• Purchase returns	21	19	18	8	4	2
	• Online returns	23	13	28	17	20	21
	• Live help	17	15	26	22	21	16
	• Two-factor authentication	28	17	25	26	25	29
	• Online purchase returns	26	24	19	20	17	9

Brick-and-mortar shoppers who use
in-store navigation apps are
29%
more satisfied than those
who do not.

Promo codes and recommendations rank high with consumers in Brazil and the UAE, for example. Shoppers in Brazil who use promo codes, coupons and other deals are 45% more satisfied with merchants' digital features than those who do not. Consumers in the UAE who use these are 27% more satisfied than those who do not.

Meanwhile, easy returns are especially important to shoppers in the U.S. and the U.K. U.S. shoppers who use these easy return options are 52% more satisfied than those who do not, and U.K. shoppers who use easy returns are 49% more satisfied than those who do not, on average.

Even when they shop in-store, shoppers are more satisfied when they use digital features to help the process. Brick-and-mortar shoppers across all six countries are roughly 29% more satisfied with their merchants' feature offerings when they use those merchants' in-store navigation apps, for example. Such apps can enhance the shopping experience by helping them locate the products they want to purchase more quickly and with less hassle.

In-store navigation apps are especially important for U.S. merchants. Brick-and-mortar shoppers in the U.S. who used in-store navigation apps were 42% more satisfied with their merchants' in-store digital shopping features than consumers who did not.

U.S. consumers who used cross-channel digital profiles that store personal and payment information for easy access, regardless of whether they shop in-store or online, were 47% more satisfied with their in-store digital shopping features than those who did not use such profiles.

The use of cross-channel digital profiles and information-sharing features, both of which help merchants save and manage consumers' payment information, is also strongly associated with higher shopper satisfaction. Global shoppers who use cross-channel digital profiles are 34% and 35% more satisfied than shoppers who do not use these features, respectively.

Cross-channel digital profiles and information-sharing features are the most important for winning U.S. shoppers. U.S. shoppers who use cross-channel digital profiles are 47% more satisfied than those who do not, and those who use payment information-sharing features are 52% more satisfied than those who do not.

Key findings

04

The pickup economy is gaining importance as consumers trade delivery fees for **in-person immediacy.**

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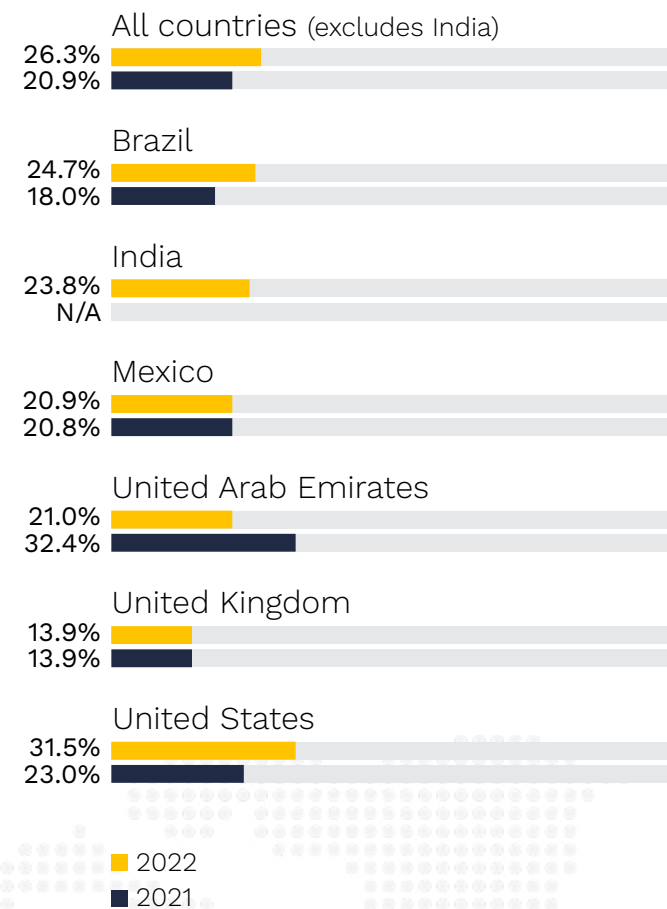
Supply chain issues have plagued economies worldwide ever since the onset of the pandemic in March 2020, resulting in longer delivery windows and uncertainty about when — or even if — consumers would receive products ordered online.⁴ Demand for eCommerce purchases has slowed somewhat since the height of the crisis, but logistical issues remain.⁵

These long, uncertain delivery windows — combined with higher shopping costs as a result of merchants removing free shipping options — have consumers worldwide opting out of having their orders delivered and turning instead to BOPIS options and curbside pickup. BOPIS use grew 26% across all countries year over year as consumers opted for the immediacy of pickup instead of the cost and uncertainty of delivery.

FIGURE 9:

How eCommerce shoppers acquire purchases

Share of consumers who acquired their most recent online purchase using select methods, by country



Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N varies by country and represents consumers who made their last purchase digitally, fielded Sept. 27, 2022 – Oct. 31, 2022

26% of eCommerce shoppers across all six countries used **BOPIS or curbside pickup options** for their most recent purchases.

⁴ Goodman, P. A Normal Supply Chain? It's 'Unlikely' in 2022. The New York Times. 2022. <https://www.nytimes.com/2022/02/01/business/supply-chain-disruption.html>. Accessed December 2022.

⁵ Saraiva, A. Trade and Logistics Data Point to Broader Economic Cooling. Bloomberg. 2022. <https://www.bloomberg.com/news/newsletters/2022-12-07/supply-chain-latest-us-trade-logistics-data-hint-at-broader-economic-cool-off>. Accessed December 2022.



32%

of U.S. eCommerce shoppers ordered their most recent purchases for **in-store or curbside pickup** in 2022 — more than in any other country.

Pickup options are especially popular in the three largest economies we studied: the U.S., India and Brazil. The U.S. is home to the largest pickup economy of all, proportionally — and it is still growing. Thirty-two percent of U.S. eCommerce shoppers ordered their most recent purchases for in-store or curbside pickup in 2022, up 37% from 2021.

Brazil and India are the second- and third-largest pickup economies by proportion. Twenty-five percent of Brazilian eCommerce shoppers and 24% of those in India ordered their most recent purchases for pickup. These three global superpowers have 45 million in-store and curbside pickup shoppers between them — a number poised to grow in the future.

Pickup economies in both the U.K. and Mexico are static and smaller by comparison but are still critical to local commerce. Roughly 3.9 million eCommerce shoppers across both the U.K. and Mexico picked up their most recent purchases in-store or curbside.

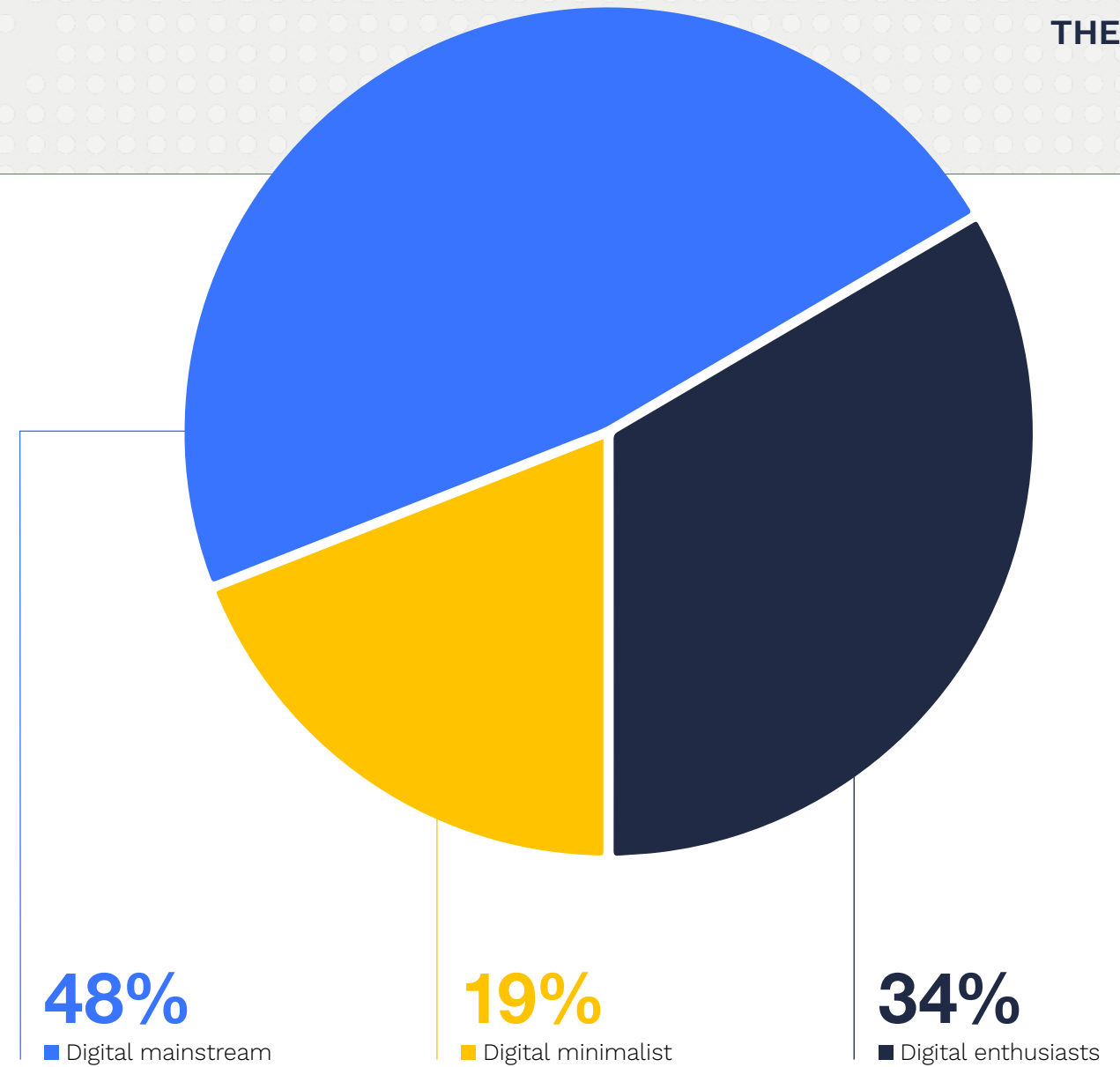
The UAE is the only country whose pickup economy shrank year over year in 2022. Twenty-one percent of local eCommerce shoppers picked up their most recent purchases in-store or via curbside in 2022 — down 35% from 2021.



Joe

Joe lives in Baltimore with his five children. Like most of the digital minimalist shoppers in the U.S., Joe usually does not like using too many digital features when he shops, but is always looking for ways to save time and money and has taken to ordering groceries online from his home office. **On the website of a local grocery chain, he chooses groceries, applies promo codes and coupons at checkout and orders for in-store pickup.** He always makes sure to bring his wallet and phone to the store in case he winds up wanting to buy more after picking up his groceries.

BREAKDOWN OF CONSUMER PERSONAS IN THE U.S.



Key findings

05







Payment choice
remains the
most important
shopping feature
for all consumers
in all markets,
with digital wallets
gaining ground.

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Credit and debit cards are still the most commonly used payment methods globally, but digital wallets are rapidly gaining traction, especially in the U.K. and the UAE. That said, consumers typically fund digital wallets through a credit or debit card, so they can sometimes be interchangeable.

TABLE 7:
Global shoppers' in-store payment practices

Share of consumers in different countries using select payment methods for their most recent in-store purchases, by year

PAYMENT METHODS	 Brazil			 India			 Mexico			 UAE			 U.K.			 U.S.		
	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022
• Debit card	21.2%	33.1%	12.7%	N/A	N/A	6.5%	N/A	23.7%	22.7%	N/A	19.8%	3.5%	51.7%	30.1%	6.2%	35.5%	35.1%	28.2%
• Credit card	24.2%	28.0%	13.4%	N/A	N/A	2.7%	N/A	9.4%	12.3%	N/A	19.2%	1.1%	22.7%	15.9%	2.2%	37.4%	32.6%	17.1%
• Cash	31.6%	19.6%	11.4%	N/A	N/A	31.3%	N/A	58.3%	44.8%	N/A	42.7%	29.0%	16.6%	16.8%	11.2%	14.6%	17.1%	16.2%
• Contactless credit card	2.6%	6.2%	22.8%	N/A	N/A	5.2%	N/A	1.0%	5.1%	N/A	4.5%	24.2%	0.0%	12.7%	13.4%	2.4%	1.7%	11.8%
• Contactless debit card	4.9%	7.5%	22.4%	N/A	N/A	8.6%	N/A	3.6%	8.6%	N/A	3.5%	25.3%	0.0%	17.1%	44.3%	2.4%	1.8%	11.7%
• Digital wallet	0.3%	1.5%	3.1%	N/A	N/A	34.0%	N/A	2.2%	2.8%	N/A	6.0%	13.7%	4.9%	5.4%	19.6%	1.2%	4.9%	6.5%
• Store card	4.1%	2.0%	3.7%	N/A	N/A	0.4%	N/A	0.6%	1.3%	N/A	0.1%	0.6%	1.1%	1.0%	0.5%	3.0%	3.1%	2.9%
• Other	1.1%	1.5%	1.1%	N/A	N/A	0.6%	N/A	0.8%	0.7%	N/A	1.5%	0.2%	1.5%	0.8%	0.1%	1.9%	1.9%	1.4%
• Prepaid/gift card	0.0%	0.0%	0.2%	N/A	N/A	0.2%	N/A	0.0%	0.3%	N/A	0.0%	0.6%	0.0%	0.0%	1.6%	0.0%	0.0%	1.3%
• Check	0.0%	0.0%	0.0%	N/A	N/A	0.2%	N/A	0.0%	0.0%	N/A	0.1%	0.5%	0.0%	0.0%	0.0%	0.9%	1.1%	1.0%
• Merchant's app	0.3%	0.2%	0.2%	N/A	N/A	0.9%	N/A	0.5%	0.1%	N/A	0.6%	1.1%	0.7%	0.2%	0.5%	0.7%	0.6%	1.0%
• QR code	0.0%	0.0%	1.6%	N/A	N/A	8.5%	N/A	0.0%	0.9%	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
• Buy now, pay later	0.0%	0.0%	0.0%	N/A	N/A	0.8%	N/A	0.0%	0.0%	N/A	1.9%	0.0%	0.8%	0.0%	0.2%	0.0%	0.1%	0.3%
• PIX	0.0%	0.0%	7.1%	N/A	N/A	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
• Boleto bancário	9.7%	0.3%	0.3%	N/A	N/A	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
• Other	0.0%	0.0%	0.0%	N/A	N/A	0.0%	N/A	0.0%	0.3%	N/A	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%

Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N varies by country and represents consumers who made their last purchase in-store, fielded Sept. 27, 2022 – Oct. 31, 2022

Twenty percent of brick-and-mortar shoppers in the U.K. paid for their most recent in-store purchases via a digital wallet — more than three times as many who did the same in 2021. Meanwhile, 14% of brick-and-mortar shoppers in the UAE paid for their most recent purchases via digital wallet this year, more than twice the share who did the same last year.

Digital wallet usage has grown globally this year, but India's usage is unmatched. Thirty-four percent of brick-and-mortar shoppers and 60% of eCommerce shoppers in India paid for their most recent purchases via a digital wallet.

In Brazil, the PIX instant payments system is gaining traction, as consumers made 25% of eCommerce purchases and 7.1% of in-store purchases in the country via PIX in 2021.

20%
of brick-and-mortar shoppers in the U.K.
paid via a **digital wallet** in 2022 —
nearly three times as many as in 2021.

In-store contactless card payments also surged this year, with the U.S., the U.K., Brazil and the UAE seeing a major shift away from traditional credit and debit cards and toward contactless options, right as demand for contactless cards increased and more merchants began accepting contactless options at the brick-and-mortar point of sale. It is also key to realize that the spending limit for contactless payments in the U.K. officially increased from £45 to £100 in October 2021, opening the door for in-store shoppers to pay via a digital wallet for more, larger transactions.⁶

U.K. consumers have consistently shown the strongest preference for using contactless debit cards in-store, and that preference is growing even stronger. Forty-four percent of brick-and-mortar shoppers in the U.K. used a contactless debit card to make their most recent in-store purchase — more than twice as many who did so just last year.

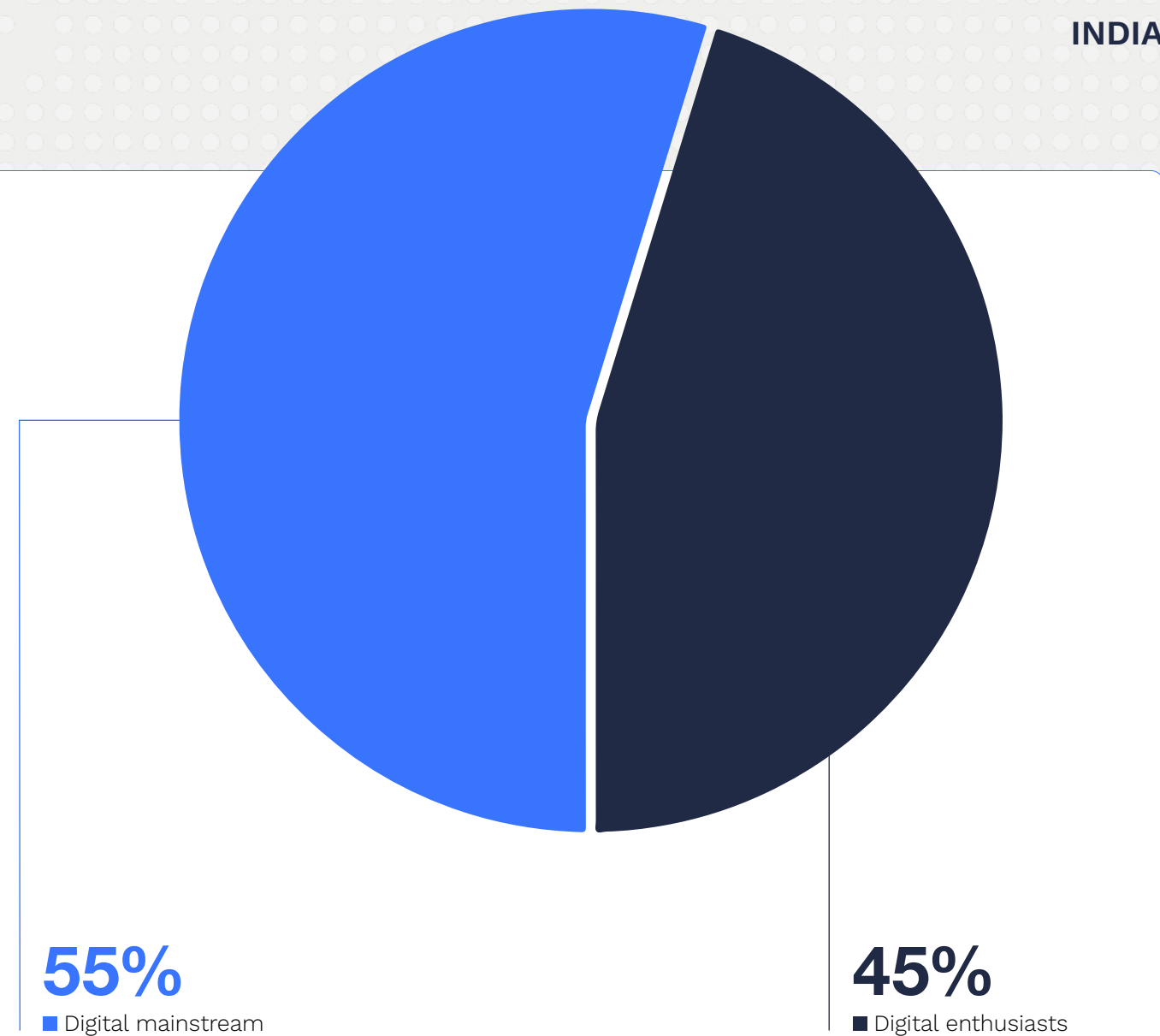
⁶ Author Unknown. Contactless limit to increase to £100 from 15 October. UK Finance. 2023. <https://www.ukfinance.org.uk/press/press-releases/contactless-limit-increase-100-15-october>. Accessed January 2023.



Arjun

Arjun works in Mumbai. He is one of India's many digital enthusiast shoppers. Like most other young professionals he knows, he feels like he could not live without his smartphone. He is always on the lookout for new digital shopping features and often checks whether retailers offer them before shopping with them. He usually looks for products online first, no matter the shopping situation. **If he finds something he likes or needs, he buys it then and there and almost always has the products delivered to his building.** Then, when he goes to stores to buy groceries or make other purchases, he uses his smartphone in just about every way imaginable: He navigates the stores using apps on his phone, checks for coupons, compares prices and then invariably uses Paytm to pay. He always makes sure to have some cash on hand just in case he needs it, however.

BREAKDOWN OF CONSUMER PERSONAS IN INDIA



U.S. consumers also used contactless credit and debit cards in record numbers.







Even in historically cash-centric markets like Mexico, consumers and merchants are beginning to move away from paper money. Twenty-three percent fewer consumers in Mexico paid for their most recent in-store purchases in cash year over year, in fact. Their use of contactless credit and debit cards more than doubled in that time.

25%
of eCommerce shoppers in Brazil
used **PIX** to make their
most recent purchases.

TABLE 8:

Global shoppers' online payment practices

Share of consumers in different countries using select payment methods for their most recent online purchases, by year

PAYMENT METHODS	 Brazil			 India			 Mexico			 UAE			 U.K.			 U.S.		
	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022
• Credit card	65.8%	54.3%	51.5%	N/A	N/A	10.6%	N/A	26.2%	28.9%	N/A	33.4%	27.4%	24.5%	25.0%	21.2%	49.8%	34.6%	36.1%
• Debit card	14.2%	12.6%	6.2%	N/A	N/A	15.3%	N/A	40.6%	33.5%	N/A	28.3%	38.9%	44.9%	41.6%	46.7%	30.6%	23.5%	26.7%
• Digital wallet	5.5%	13.0%	6.9%	N/A	N/A	60.3%	N/A	30.1%	22.1%	N/A	32.7%	20.3%	17.4%	27.3%	20.5%	6.9%	33.3%	19.1%
• Store card	2.1%	2.4%	1.7%	N/A	N/A	0.2%	N/A	1.9%	1.4%	N/A	1.5%	0.7%	2.0%	1.8%	1.2%	5.6%	4.2%	5.2%
• Prepaid/gift card	0.0%	0.0%	2.8%	N/A	N/A	2.8%	N/A	0.0%	4.4%	N/A	0.0%	6.9%	0.0%	0.0%	4.5%	0.0%	0.0%	4.8%
• Merchant's app	0.0%	0.0%	0.8%	N/A	N/A	2.1%	N/A	0.0%	3.3%	N/A	0.0%	1.4%	0.0%	0.0%	2.1%	0.0%	0.0%	3.0%
• Buy now, pay later	0.0%	2.5%	0.1%	N/A	N/A	2.5%	N/A	0.2%	0.5%	N/A	3.0%	2.0%	1.3%	1.5%	2.3%	0.0%	1.6%	2.3%
• QR code	0.0%	0.0%	0.6%	N/A	N/A	1.2%	N/A	0.0%	2.8%	N/A	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
• PIX	0.0%	0.0%	24.7%	N/A	N/A	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
• Boleto bancário	8.7%	10.8%	3.8%	N/A	N/A	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
• Other	3.6%	4.4%	0.9%	N/A	N/A	5.0%	N/A	0.9%	3.2%	N/A	1.1%	2.0%	9.9%	2.7%	1.5%	7.1%	2.7%	2.1%

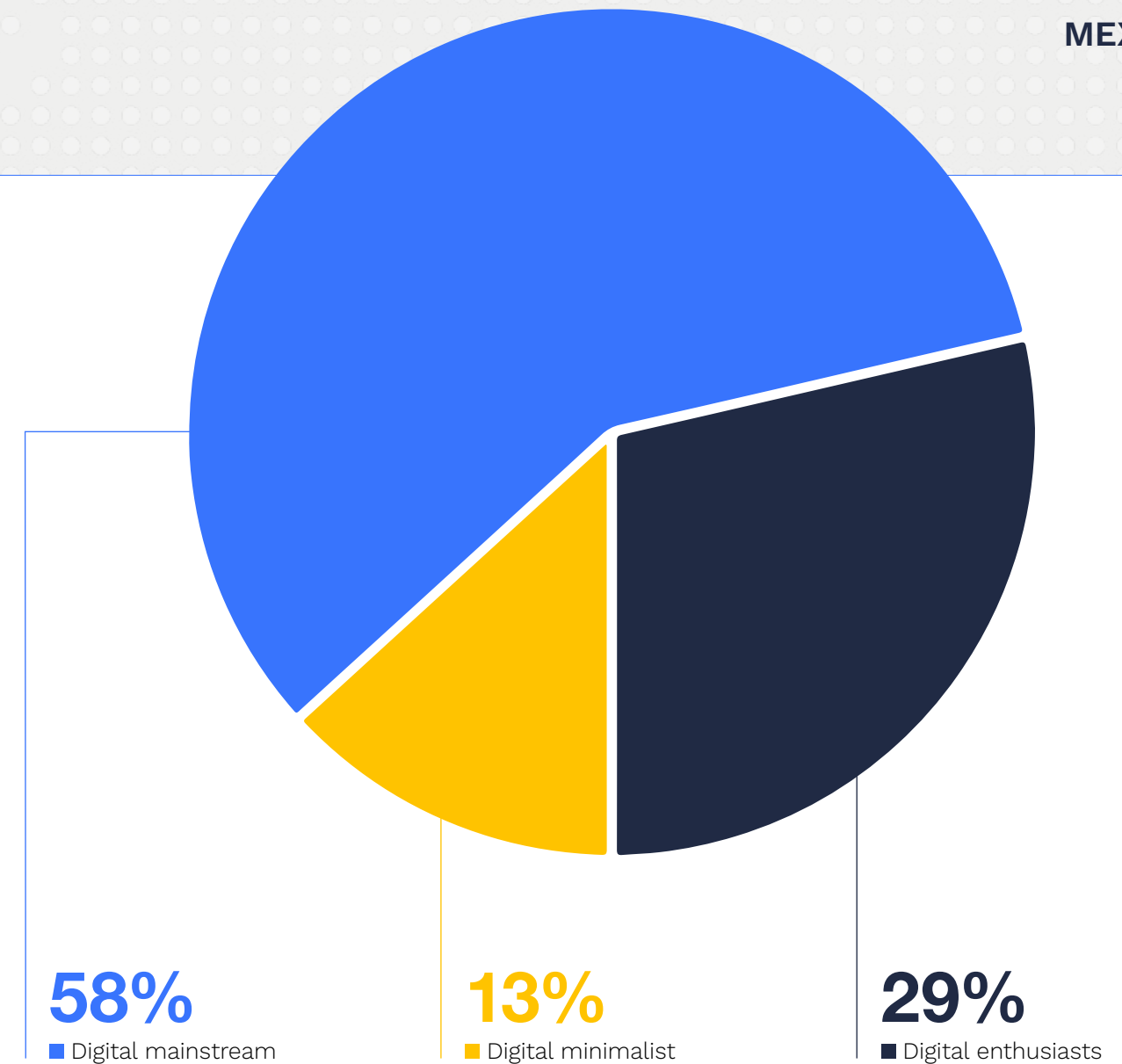
Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N varies by country and represents consumers who made their last purchase digitally, fielded Sept. 27, 2022 – Oct. 31, 2022



Maria

Maria, who lives in Mexico, is a digital mainstream shopper — the most common type of shopper in the country. Every week, she goes to a local shopping center to buy groceries and always winds up window-shopping along the way. **Whenever she sees something she likes in a window, she takes out her smartphone to see if she can find more information about the product — and if she can find it cheaper somewhere else.** If it's on sale online, she orders the product to be shipped to a brick-and-mortar retail branch nearby and continues on her way. She usually pays with cash in-store, but recently, she has noticed that many local shops have begun accepting contactless credit and debit cards and digital wallets.

BREAKDOWN OF CONSUMER PERSONAS IN MEXICO



Key findings

06

Consumers are
**unaware of many of
the digital features**
merchants offer,
including those
that drive consumer
preference.

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Providing a wide range of digital shopping features and payment options is often not enough to move the needle on shopper satisfaction. Merchants must also ensure that their customers know these features are available.

The difference between the share of merchants that offer digital shopping features and the share of consumers who are aware of these features is called the awareness gap, and it is taking a toll on shopper satisfaction.

Shoppers in the U.S. are 28% less likely to realize that merchants offer guarantee or refund policies than U.S. merchants are to offer them. That awareness gap was largely responsible for the decline in overall consumer satisfaction in 2022.

The U.K. is the only country we studied where this awareness gap widened year over year, and U.K. consumers' awareness of free shipping fell more than for any other feature. U.K. merchants were 51% likelier to offer free shipping than U.K. shoppers were to realize that free shipping was available in 2022, for example. In 2020, merchants were just 38% likelier to offer free shipping than local shoppers were to realize it was available.

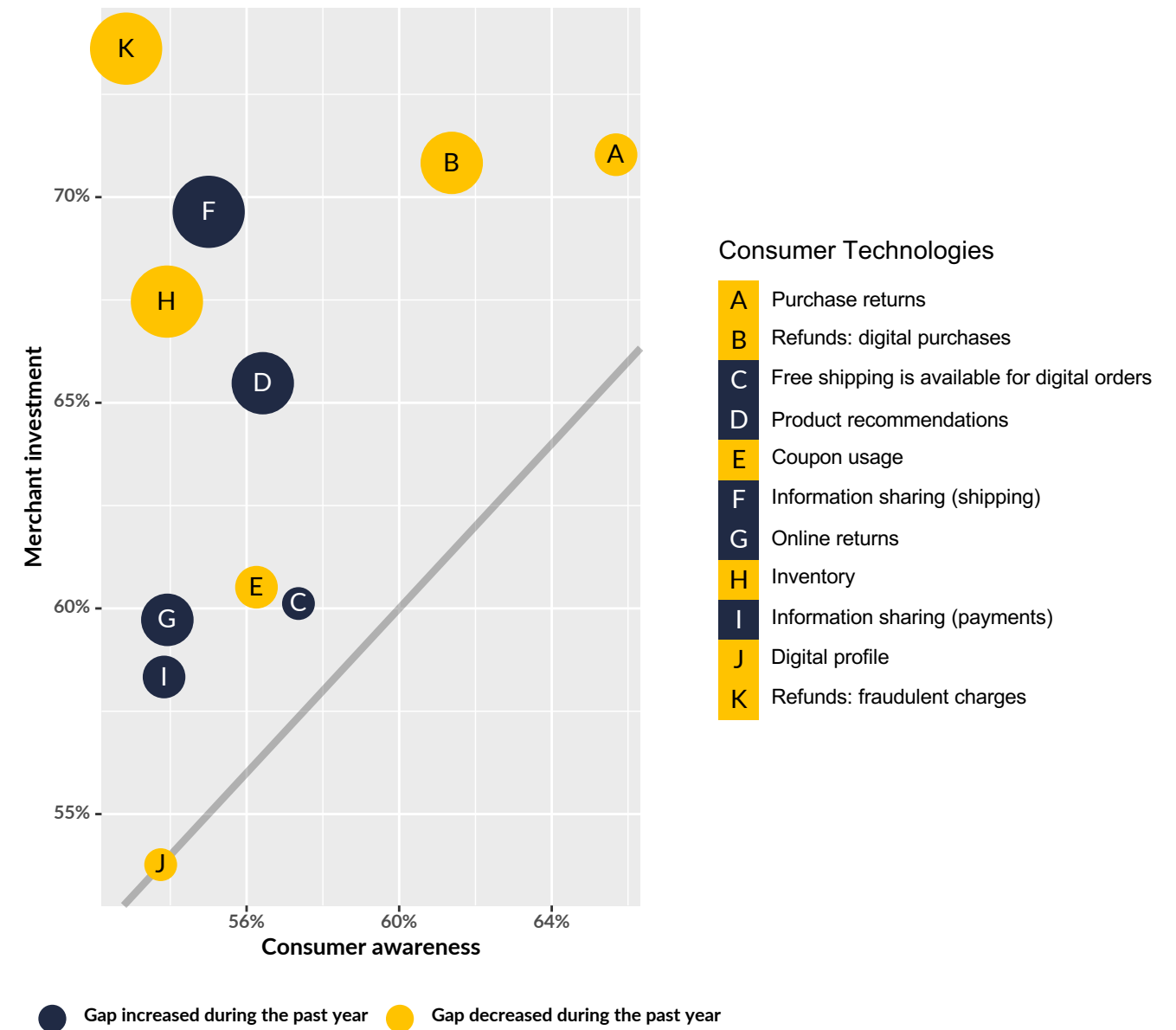
FIGURE 10:

The U.S. awareness gap

Difference between the share of merchants that offer digital shopping features and the share of consumers aware of these features in the U.S.

The closer to the diagonal, the lower gap in 2022.

Dot size indicates the magnitude of change, and color the direction of change compared to 2021.



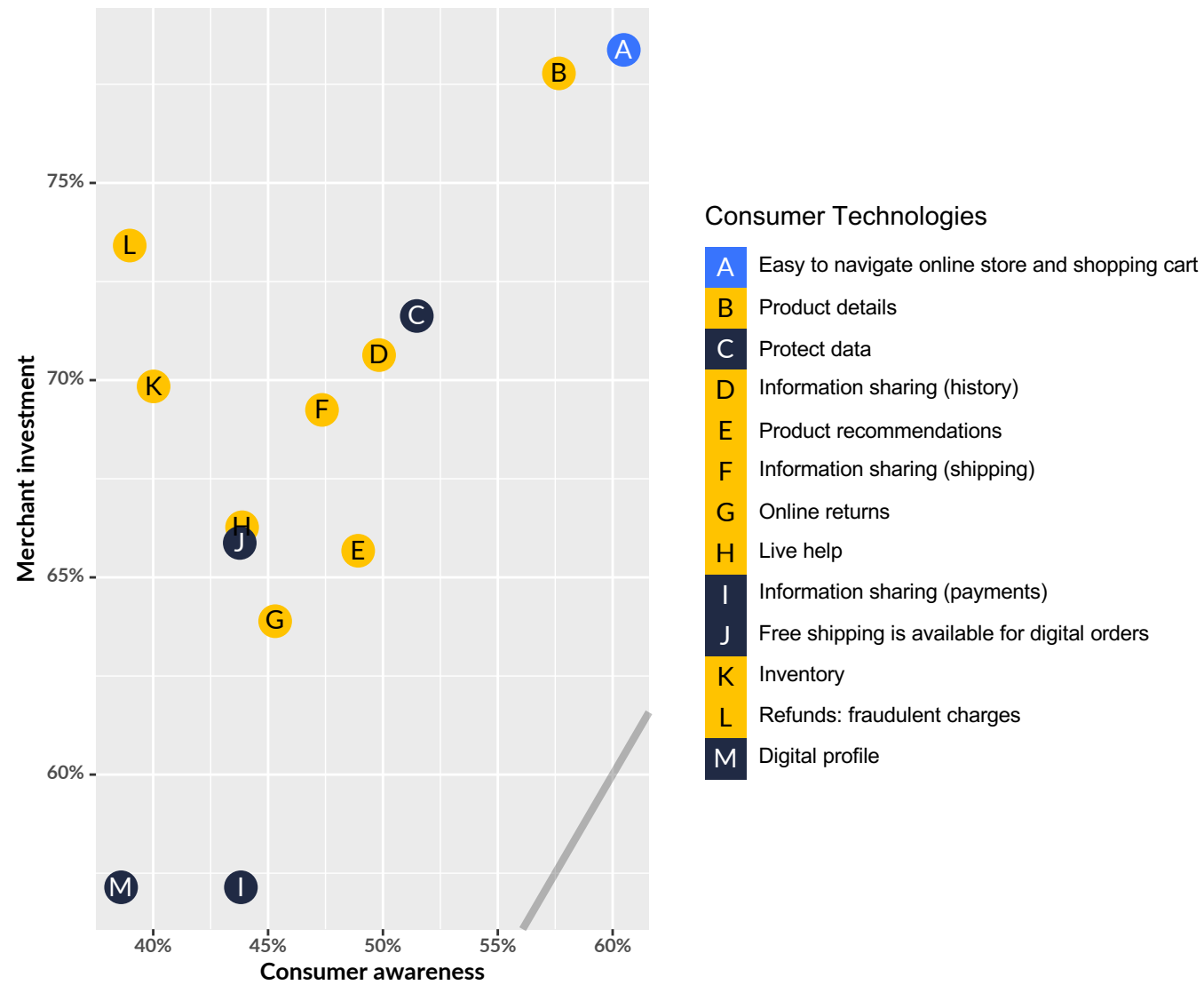
Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N = 2,811: Complete responses by consumers; N = 504: Complete responses by merchants
 fielded Sept. 27, 2022 – Oct. 31, 2022

FIGURE 11:

The U.K. awareness gap

Difference between the share of merchants that offer digital shopping features and the share of consumers aware of these features in the U.K.

The closer to the diagonal, the lower the gap in 2022.
Dot size and color indicate the magnitude and direction of change compared to 2021.



● Gap increased during the past year ● Gap decreased during the past year ● No time comparison

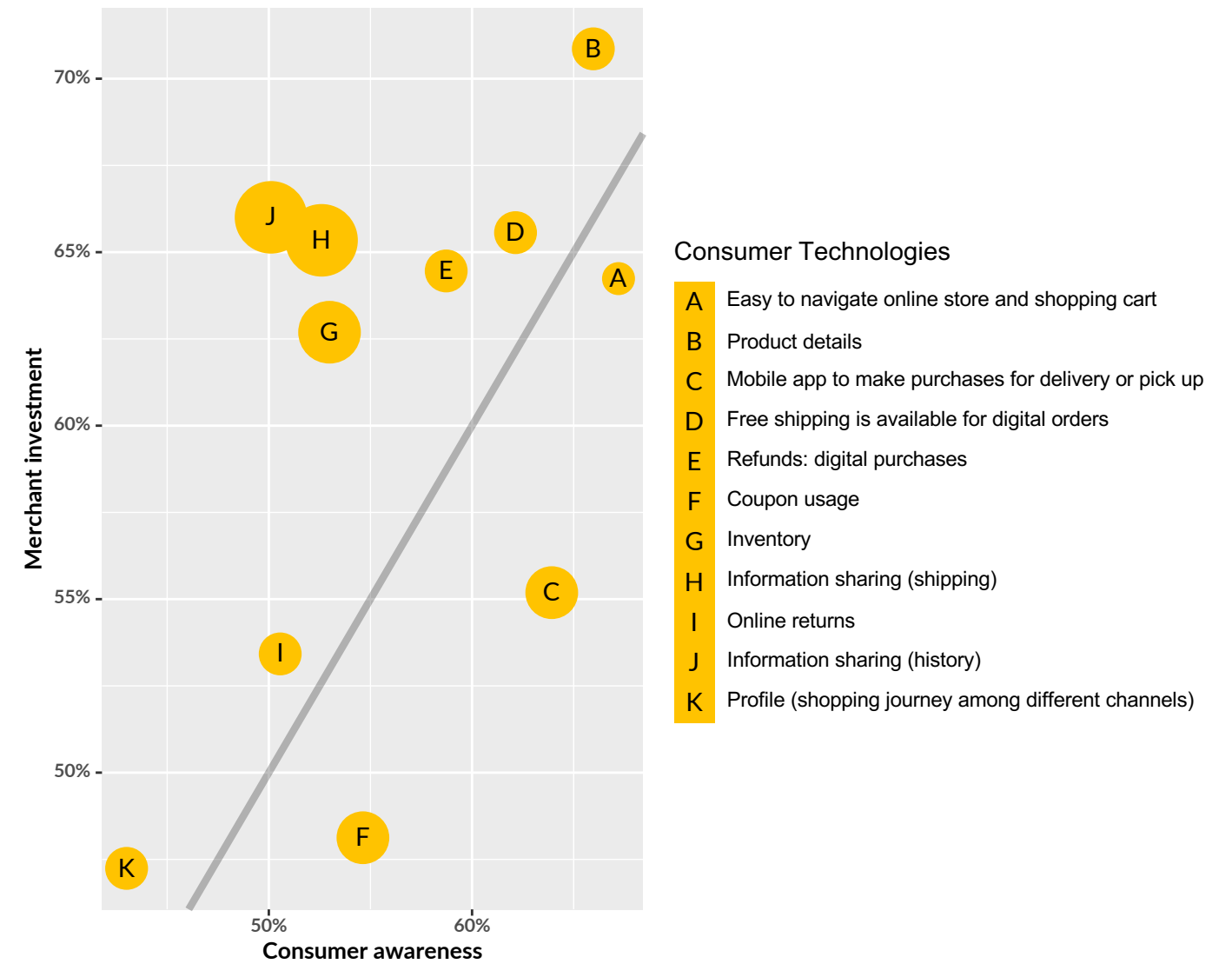
Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N = 2,797: Complete responses by consumers; N = 504: Complete responses by merchants,
fielded Sept. 27, 2022 – Oct. 31, 2022

FIGURE 12:

The Mexico awareness gap

Difference between the share of merchants that offer digital shopping features and the share of consumers aware of these features in Mexico

The closer to the diagonal, the lower the gap in 2022.
Dot size and color indicate the magnitude and direction of change compared to 2021.



● Gap increased during the past year ● Gap decreased during the past year

Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N = 2,223: Complete responses by consumers; N = 453: Complete responses by merchants,
fielded Sept. 27, 2022 – Oct. 31, 2022

Merchants in the UAE and Mexico

made the most significant strides in shrinking their **customer awareness gaps** year over year.

In 2021, we observed that merchants in Mexico had a similar problem but took corrective measures this year to improve the visibility and relevance of digital shopping features. As a result, their GDSI score improved by 7% year over year. Consumers in Mexico are less aware of just one feature this year: mobile apps designed to facilitate delivery and pickup orders.

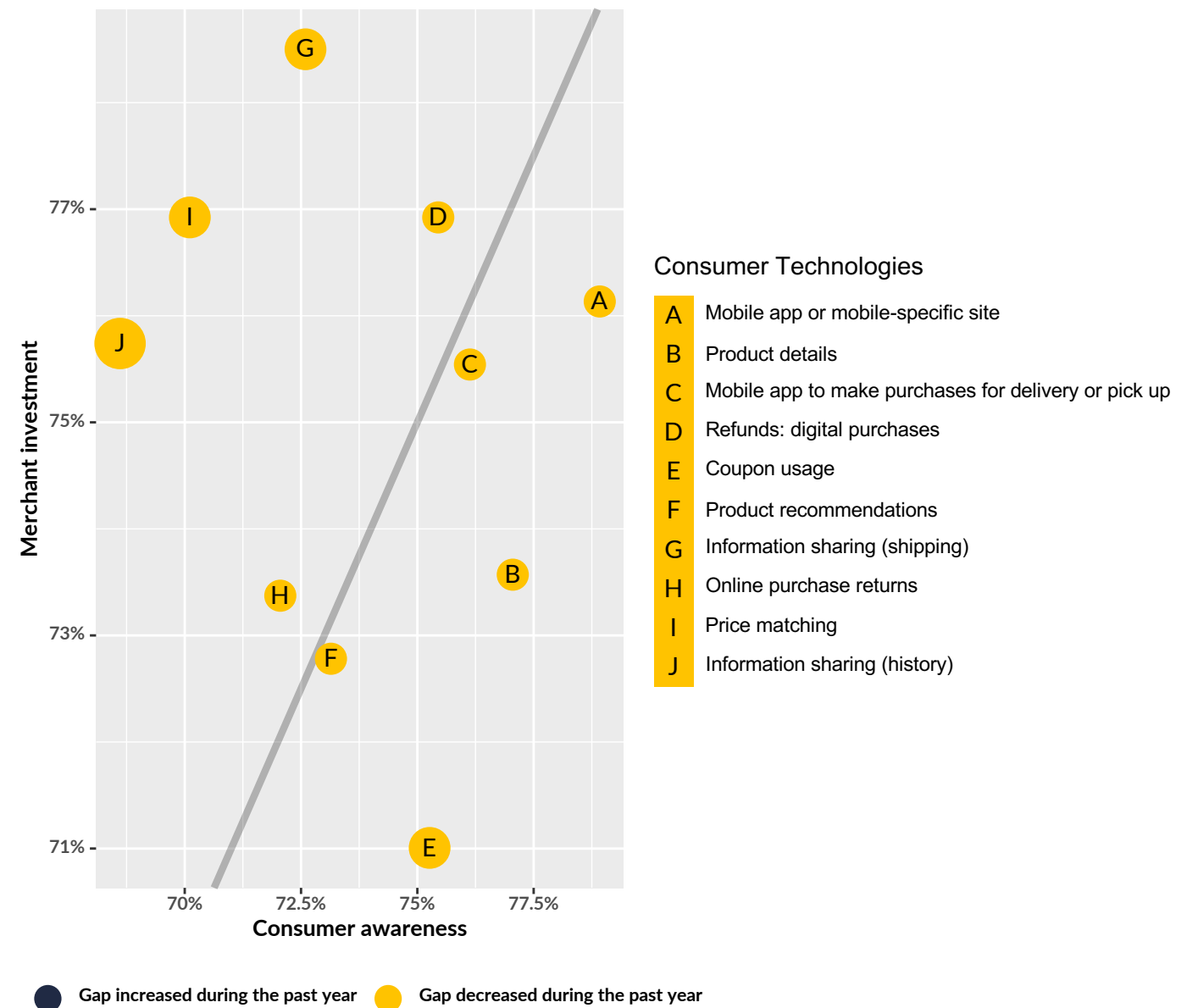
UAE merchants also managed to shrink the consumer awareness gap, and they did so comprehensively: The UAE is the only country we studied where consumers are more aware of each feature we studied in 2022 than in 2021. The 11% increase in overall UAE consumer satisfaction we have seen in that time is hardly coincidental.

FIGURE 13:

The UAE awareness gap

Difference between the share of merchants that offer digital shopping features and the share of consumers aware of these features in the UAE

The closer to the diagonal, the lower the gap in 2022. Dot size and color indicate the magnitude and direction of change compared to 2021.



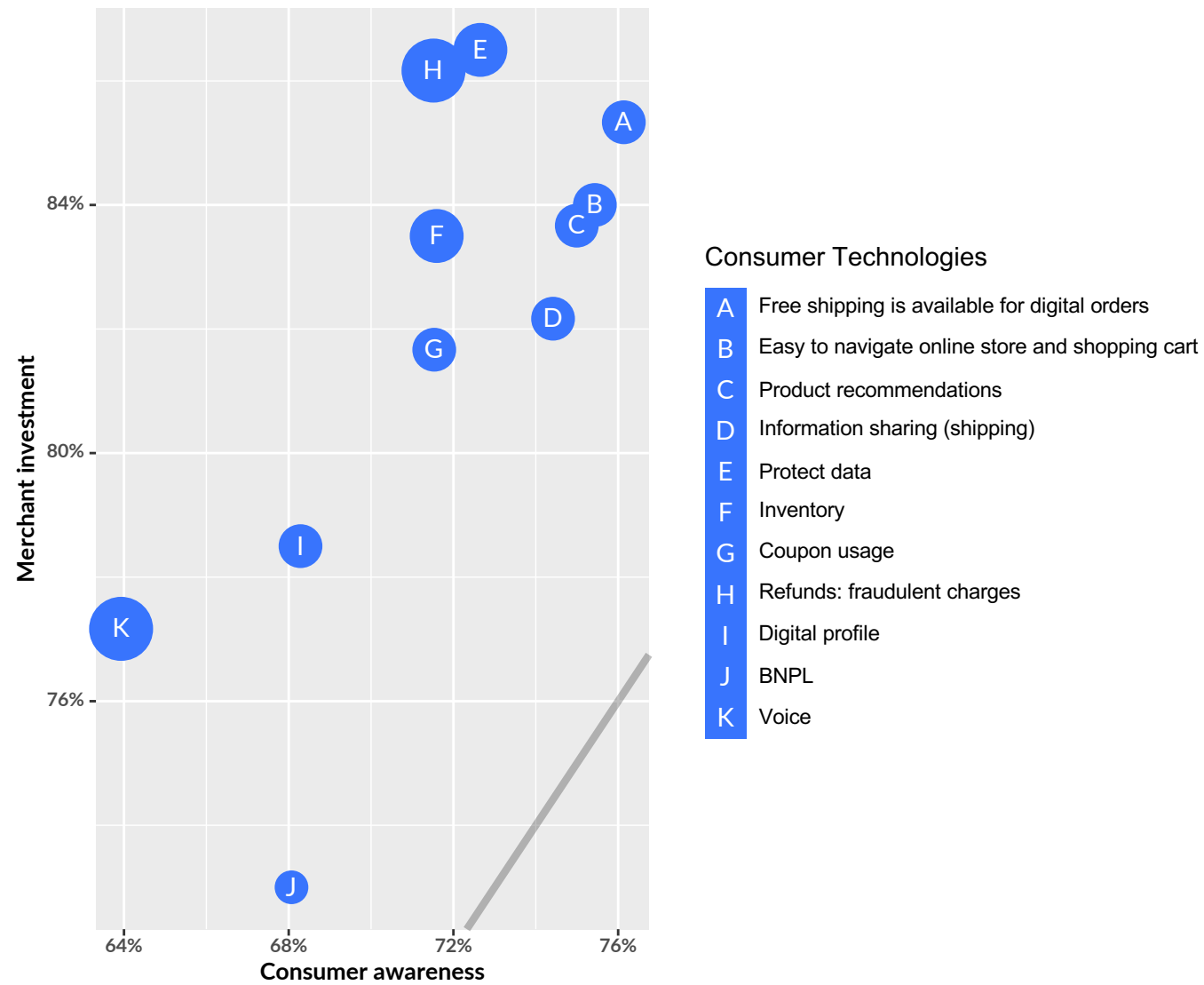
Source: PYMNTS
 The 2023 Global Digital Shopping Index, January 2023
 N = 2,223: Complete responses by consumers; N = 453: Complete responses by merchants,
 fielded Sept. 27, 2022 – Oct. 31, 2022

FIGURE 14:

The India awareness gap

Difference between the share of merchants that offer digital shopping features and the share of consumers aware of these features in India

The closer to the diagonal, the lower the gap in 2022.
Dot size and color indicate the magnitude and direction of change compared to 2021.



India is another standout country. Consumers in India are more aware of the digital features that local merchants offer than consumers in other countries, but this may be in part because merchants in India offer so many more features than other countries' merchants. The result is that the awareness gap is nearly on par with that of the U.S. Merchants in India are 20% likelier to offer guaranteed refunds for fraudulent charges and 17% likelier to offer inventory updates than local consumers are to realize each feature is available. This suggests that boosting consumer awareness could help merchants in India raise their customer satisfaction going forward.



Merchants in India are **20%** likelier to promise **refunds for fraudulent charges** than their shoppers are to realize that they have guaranteed refund policies.

● Gap increased during the past year ● Gap decreased during the past year ● No time comparison

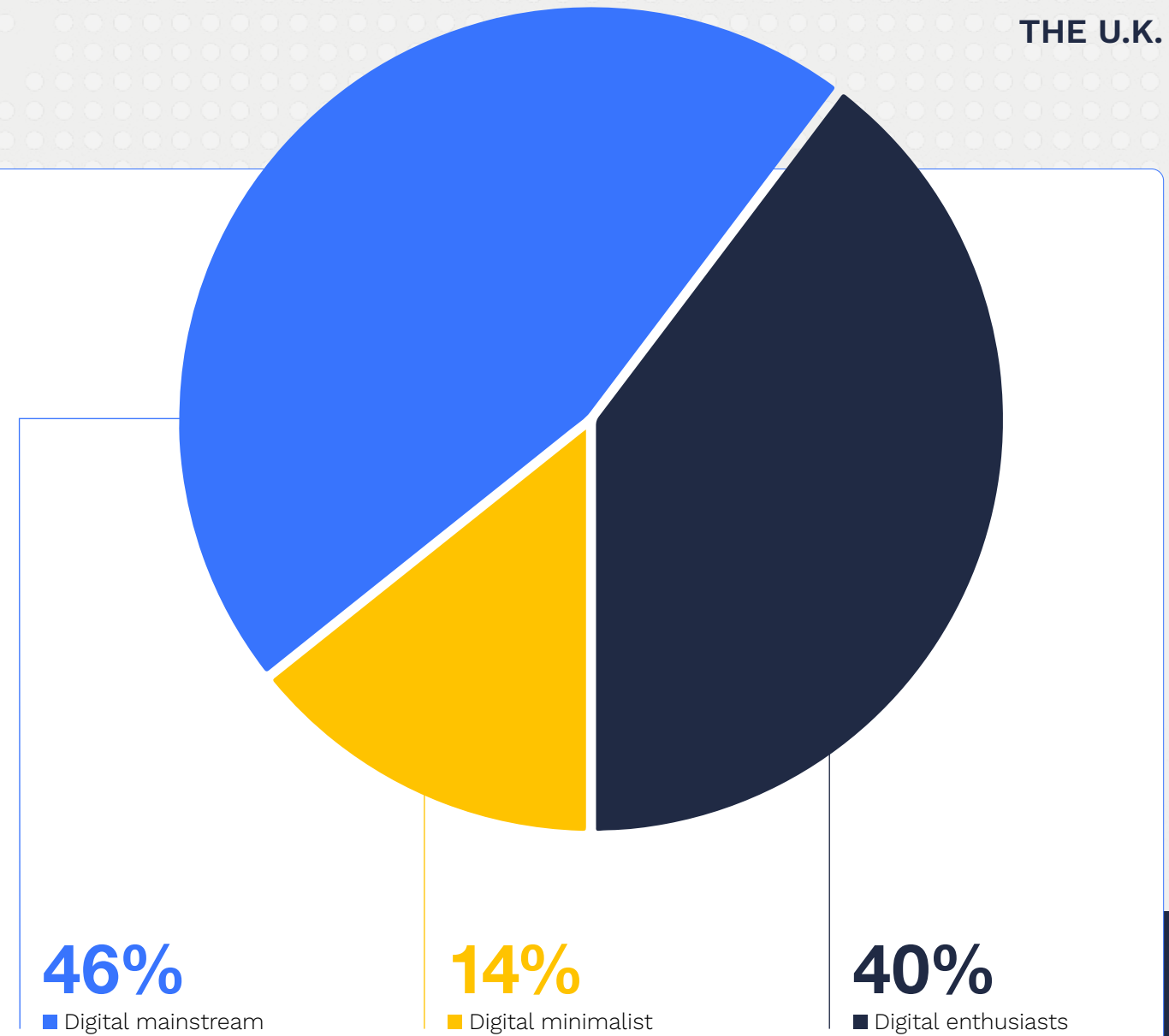
Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N = 2,797: Complete responses by consumers; N = 504: Complete responses by merchants, fielded Sept. 27, 2022 – Oct. 31, 2022



Kate

Kate is a digital enthusiast shopper from Manchester but is visiting her sister, who studies in London. She is happy to travel out and about for nearly any reason now, especially after having been cooped up in her home for much of last year. **She makes a point of shopping and exploring the city as much as she can, but she leaves her wallet at home when she does so.** As Kate picks up the tab for her sister at a café, she sees a man in line ahead of her tap to pay; she realizes she also used to pay at this location using contactless cards, but she now pays for most in-store purchases with a digital wallet. She cannot imagine going back to using plastic cards, especially since she likes using her digital wallet to accumulate loyalty points and other perks. With all else being equal, she will usually choose to shop with a merchant that allows her to pay via a digital wallet.

BREAKDOWN OF CONSUMER PERSONAS IN THE U.K.



Embedding features
into the payment process
**can remove checkout
friction for consumers**
and improve the
merchant's chance
of completing a sale.

It is no longer enough for payments to be easy, fast and secure. To stand out, merchants must go the extra mile and embed added digital capabilities into their customers' payments experiences. This might mean adding promo codes and coupons automatically at the eCommerce point of sale or adding BNPL options during the payment portion of the online checkout process, for example.

The specific embedded payment feature that will do the most to increase shopper satisfaction varies by country.

Embedding automatic promo codes and coupons into the online checkout process can be especially beneficial to merchants in Brazil and Mexico, for example. Shoppers in Brazil who used promo codes or coupons in online transactions were 45% more likely to be very or extremely satisfied than those who did not, and shoppers in Mexico who used promo codes or coupons were 35% more likely to be very or extremely satisfied than those who did not.

Embedded payments functions

boost **shopper satisfaction** across the board.

Meanwhile, in the U.K., where concerns about data security and fraud are widespread, embedding added security features could go a long way in boosting shopper satisfaction. U.K. consumers who made their most recent purchases from merchants that allowed them to store their card data on file in a secure manner were 58% more likely to be very or extremely satisfied than those who did not.










U.S. shopper satisfaction is notably higher with merchants that embed instant refunds into the return process and with merchants that integrate pickup options into their checkout flows. Interestingly, embedding instant refunds and pickup options into the checkout flow could also strongly benefit merchants in Brazil.

Data additionally shows that pickup options embedded into the eCommerce checkout process are also key to ensuring high satisfaction among shoppers in India and Mexico.

TABLE 9:







Digital features that help improve consumers' shopping experience

Share of consumers in each country who used or did not use select digital shopping features

DIGITAL SHOPPING FEATURE	 Brazil			 India			 Mexico			 UAE			 U.K.			 U.S.			
	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap	
	 Know me																		
• Digital profile	78.5%	52.9%	48.4%	90.7%	78.7%	15.2%	85.6%	64.0%	33.8%	87.4%	74.4%	17.5%	80.9%	63.3%	27.8%	85.0%	57.8%	47.0%	
• Information sharing (shipping)	80.1%	53.4%	50.0%	91.4%	75.9%	20.5%	84.9%	62.9%	34.8%	90.2%	72.9%	23.6%	85.0%	58.7%	45.0%	85.0%	56.9%	49.3%	
• Information sharing (history)	79.8%	51.0%	56.3%	89.7%	79.1%	13.4%	87.0%	63.1%	37.9%	83.0%	77.2%	7.5%	82.5%	59.4%	38.9%	83.8%	57.0%	47.0%	
• Information sharing (payments)	76.2%	53.8%	41.7%	91.1%	78.6%	15.9%	87.0%	64.0%	35.9%	86.9%	75.8%	14.7%	85.2%	60.4%	41.1%	85.8%	56.6%	51.6%	
• Profile (shopping journey among different channels)	79.0%	55.4%	42.6%	89.4%	80.2%	11.4%	87.9%	64.8%	35.5%	85.0%	76.3%	11.3%	87.0%	64.3%	35.4%	85.4%	62.2%	37.4%	
 Value me																			
• Promo codes	74.5%	51.5%	44.5%	85.8%	81.5%	5.4%	85.2%	63.2%	34.8%	90.9%	71.6%	26.9%	76.9%	63.1%	21.8%	83.9%	59.9%	40.1%	
• Coupon usage	73.6%	52.8%	39.4%	88.4%	79.3%	11.4%	86.5%	62.5%	38.3%	90.1%	72.3%	24.6%	77.9%	62.0%	25.7%	80.4%	59.9%	34.2%	
• Marketing opt-In	76.3%	53.6%	42.3%	89.1%	80.2%	11.1%	84.1%	64.0%	31.3%	87.9%	74.4%	18.2%	78.9%	63.5%	24.4%	85.7%	61.6%	39.1%	
• Rewards	73.2%	52.4%	39.7%	87.9%	79.1%	11.2%	83.4%	63.6%	31.1%	89.4%	70.8%	26.2%	70.3%	65.8%	6.8%	77.8%	61.5%	26.3%	
• Recommendations	77.3%	49.9%	54.9%	90.4%	77.3%	17.1%	86.7%	61.2%	41.6%	89.1%	72.8%	22.4%	82.2%	60.2%	36.6%	85.9%	56.5%	52.0%	
 Do you have what I want?																			
• Inventory	77.9%	54.3%	43.4%	88.5%	79.3%	11.6%	88.2%	62.3%	41.5%	91.5%	71.2%	28.5%	88.9%	60.1%	47.8%	86.4%	56.3%	53.5%	
• Price matching	73.7%	54.6%	35.1%	84.6%	82.8%	2.1%	86.3%	65.0%	32.7%	89.8%	73.8%	21.6%	78.2%	64.6%	21.1%	85.1%	61.6%	38.3%	
• Easy to navigate online store and shopping cart	77.6%	47.3%	64.0%	89.3%	77.2%	15.7%	88.4%	55.8%	58.3%	88.5%	70.9%	24.9%	86.3%	52.0%	65.9%	85.1%	52.3%	62.7%	
• Mobile app or mobile-specific site	78.1%	46.7%	67.0%	87.2%	79.4%	9.8%	85.2%	60.0%	42.0%	90.7%	68.7%	31.9%	81.5%	58.9%	38.3%	83.4%	55.4%	50.6%	
• BNPL	74.4%	56.4%	31.8%	90.8%	79.2%	14.7%	89.1%	65.2%	36.6%	89.4%	76.1%	17.4%	85.5%	65.3%	31.0%	89.5%	62.6%	43.0%	
• Ability to use preferred payment method	68.1%	48.4%	40.5%	88.5%	75.1%	17.8%	79.2%	58.2%	36.0%	84.1%	72.8%	15.6%	74.5%	56.8%	31.2%	77.0%	54.3%	41.7%	

(Continued on the next page)

Source: PYMNTS
The 2023 Global Digital Shopping Index, January 2023
N varies by country and represents complete consumer responses,
fielded Sept. 27, 2022 – Oct. 31, 2022

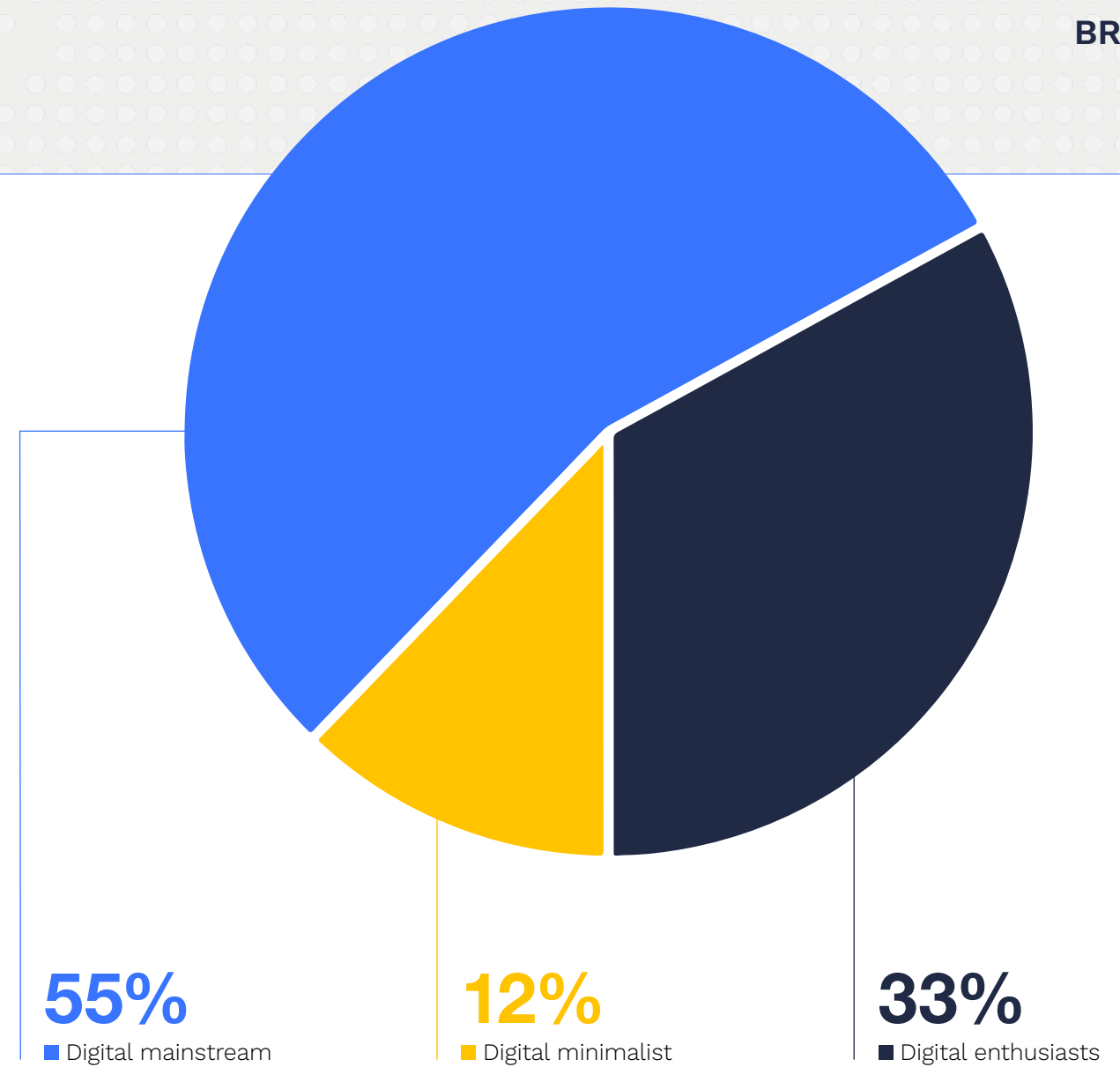
DIGITAL SHOPPING FEATURE	 Brazil			 India			 Mexico			 UAE			 U.K.			 U.S.		
	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap	Used	Did not use	Gap
	<div data-bbox="96 741 251 891"></div> <div data-bbox="68 913 273 989">Make it easy for me</div> <ul style="list-style-type: none"> Product details Product reviews Product recommendations Free shipping is available for digital orders Buy online, pick up in-store from an employee at a service desk/ employee delivers products to the car Buy online, pick up in-store from a kiosk Mobile app to make purchases for delivery or pick up Using a mobile device to locate a product in a physical store Voice 	73.9%	49.4%	49.7%	90.5%	74.8%	21.0%	83.7%	59.7%	40.3%	90.0%	69.9%	28.8%	84.0%	56.2%	49.5%	85.6%	52.3%
<div data-bbox="96 1423 251 1572"></div> <div data-bbox="80 1594 276 1630">Protect me</div> <ul style="list-style-type: none"> Disputes Refunds: fraudulent charges Refunds: digital purchases Protect data Purchase returns Online returns Live help Two-factor authentication Online purchase returns 	74.1%	54.9%	34.8%	87.9%	79.5%	10.5%	84.1%	64.0%	31.4%	89.3%	72.4%	23.2%	85.2%	59.4%	43.4%	82.4%	58.6%	40.7%
	76.2%	52.9%	44.1%	90.7%	74.5%	21.6%	87.0%	59.3%	46.7%	89.4%	72.5%	23.3%	85.3%	56.9%	50.0%	86.0%	55.3%	55.4%
	79.0%	49.3%	60.1%	89.7%	77.0%	16.5%	88.5%	59.0%	49.9%	90.1%	72.5%	24.2%	85.9%	60.0%	43.2%	88.4%	56.1%	57.4%
	77.6%	49.8%	55.9%	88.4%	77.2%	14.5%	88.4%	58.1%	52.1%	92.0%	69.9%	31.7%	88.8%	58.1%	53.0%	87.1%	54.4%	60.1%
	75.2%	54.9%	36.9%	91.6%	79.2%	15.6%	85.4%	64.1%	33.2%	90.7%	74.6%	21.5%	82.4%	64.3%	28.2%	83.6%	60.6%	37.8%
	75.7%	55.9%	35.3%	89.9%	80.7%	11.5%	87.3%	63.5%	37.4%	91.3%	75.0%	21.7%	85.4%	64.2%	33.0%	85.6%	62.4%	37.2%
	78.7%	49.8%	57.9%	92.6%	75.4%	22.9%	87.8%	60.1%	46.1%	89.5%	72.3%	23.7%	87.3%	59.1%	47.7%	85.4%	56.3%	51.7%
	73.0%	54.6%	33.7%	88.9%	80.0%	11.1%	85.7%	63.5%	34.9%	90.3%	74.4%	21.4%	83.0%	65.5%	26.7%	85.0%	59.7%	42.4%
	77.1%	56.6%	36.0%	87.5%	81.5%	7.3%	88.6%	66.3%	33.7%	91.4%	76.2%	20.0%	84.9%	66.2%	28.3%	88.5%	63.7%	39.0%
	74.1%	54.9%	34.8%	87.9%	79.5%	10.5%	84.1%	64.0%	31.4%	89.3%	72.4%	23.2%	85.2%	59.4%	43.4%	82.4%	58.6%	40.7%
	74.5%	56.1%	32.8%	89.5%	78.9%	13.5%	84.8%	65.6%	29.2%	90.5%	74.1%	22.1%	86.0%	64.1%	34.1%	83.5%	62.2%	34.1%
	75.6%	54.8%	38.2%	88.3%	78.7%	12.2%	85.6%	63.9%	33.9%	88.7%	74.7%	18.7%	86.8%	57.3%	51.6%	84.5%	57.1%	48.0%
	78.3%	51.0%	53.5%	87.3%	80.2%	8.8%	87.1%	61.3%	42.1%	90.1%	72.4%	24.5%	89.2%	56.6%	57.6%	87.2%	54.6%	59.8%
	76.4%	55.4%	37.9%	87.1%	80.7%	7.9%	85.7%	63.6%	34.7%	90.6%	72.4%	25.2%	82.9%	59.8%	38.7%	81.2%	57.7%	40.8%
	76.5%	55.7%	37.4%	84.5%	82.8%	2.0%	87.2%	65.0%	34.1%	90.6%	73.1%	23.9%	89.7%	60.3%	48.8%	89.1%	58.7%	51.9%
	77.3%	54.0%	43.1%	90.8%	77.3%	17.5%	85.6%	63.7%	34.4%	89.1%	74.5%	19.6%	88.4%	61.5%	43.6%	83.6%	60.7%	37.7%
	76.6%	55.1%	39.0%	88.8%	79.3%	12.1%	85.6%	64.4%	33.0%	90.5%	73.0%	23.9%	88.4%	61.1%	44.6%	87.2%	59.9%	45.5%
	72.8%	56.7%	28.3%	87.2%	81.0%	7.5%	87.2%	64.7%	34.7%	91.8%	72.9%	26.0%	82.3%	62.7%	31.2%	84.0%	59.0%	42.2%



Francesca

In São Paulo, Francesca moved into a new apartment and spends hours browsing Mercado Livre, searching for the best deals on vases, wall shelves, dried flowers and other knick-knacks to decorate her new space. **Even when shopping in-store, she always makes sure to price check to ensure she is getting the best deal,** and she keeps her eye out for promotional codes and coupons that can slash prices. She usually has products shipped straight to her apartment, but when she realized she needed a hammer to hang some new art, she ordered one for in-store pickup from a hardware shop around the corner so she could obtain it that very same day without losing time searching aisles. She still brings her wallet to stores so she can pay with cash or card, but when she orders online, she usually pays via PIX. She is one of Brazil’s many digital mainstream shoppers.

BREAKDOWN OF CONSUMER PERSONAS IN BRAZIL



Conclusion

To win over global shoppers in 2023, it is not enough for merchants to simply provide smooth, seamless shopping experiences. They must also deliver localized shopping, payment and acquisition options that match each market's unique preferences — and continue to do so, even as those preferences evolve. In concrete terms, this means providing local wallets like Paytm in India and PIX in Brazil, as well as delivering curbside and in-store pickup options in the U.S., where the demand for such options is the strongest. Merchants must know their customers — and have the flexibility to add new shopping features and payment methods as quickly as local shoppers adopt them. When merchants around the globe give their shoppers the tools they need to customize their shopping experiences — whether the shoppers are digital minimalists, digital enthusiasts or members of the digital mainstream — satisfaction will likely follow.

2023 Global Digital Shopping Index

Methodology

The 2023 Global Digital Shopping Index is the third annual study of consumers and merchants in six countries that examines the frictions consumers experience when shopping and paying for grocery and retail products at merchants. The Index is based on census-balanced surveys of 13,349 consumers, with more than 1,500 consumers surveyed in each of the studied markets —Brazil, India, Mexico, the United Arab Emirates, the United Kingdom and the United States. It is also based on surveys of merchants from each of the markets — 3,124 merchants in total.

We collected data on merchants generating annual revenues of less than \$1M USD, between \$1M to \$50M, between \$50M to \$1B, and \$1B or more, or the equivalent thereof, and asked them about the digital methods and capabilities they use and offer.

The consumer surveys consisted of 38 questions, and the merchant surveys had 29 questions. They were conducted between September 2022 and November 2022.

Glossary



Global Digital Shopping Index (GDSI)

The GDSI is a quantitative measure of the friction consumers experience when shopping, paying for and acquiring their purchases. Because low friction is strongly correlated with shopper satisfaction, a high GDSI score is a strong indicator of high shopper satisfaction.



Awareness gap

The difference between the share of merchants in any given country that offer a specific shopping feature and the share of consumers in the said country who are aware the feature is available. This is often expressed in terms such as “Merchants in Country X are 30% more likely to offer BNPL options than local shoppers are to realize that BNPL options are available” and means that out of every 10 merchants in Country X that offer BNPL, local shoppers falsely perceive that just 7 of those merchants offer BNPL options.



Digital

In the context of our research, “digital” is more than an adjective — it refers to a broad range of connected technologies used to enable and enhance consumers’ shopping journeys and other experiences, both online and in-store.



Embedded features

Shopping or payments features that are seamlessly integrated into the consumer shopping or payment experience. Embedded features may include BNPL options offered at the eCommerce point of sale or promotional codes or coupons that are applied automatically at checkout; they add another dimension to payments’ functionality.



Friction

Impediments to how smoothly consumers are able to shop, pay for and acquire their purchases. A smooth shopping experience may be described as “frictionless.” Consumer satisfaction tends to be higher where friction is lower. It is in merchants’ interest to minimize friction wherever it lies.



Personas

Different classes of shoppers that we identified during our research. Each persona has its own unique shopping preferences and behaviors, especially when it comes to how and how much they use digital shopping features. Our research identified three distinct personas: Digital mainstream consumers, digital minimalist consumers and digital enthusiast consumers.

About

PYMNTS

PYMNTS is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.



At **Cybersource**, we know payments. We helped kick start the eCommerce revolution in 1994 and haven’t looked back since. Through global reach, modern capabilities, and commerce insights, we create flexible, creative commerce solutions for everyday life — experiences that delight your customers and spur growth globally, all through the ease and simplicity of one digital platform to manage all your payment types, fraud strategies and more. Knowing we are part of Visa and their security-obsessed standards, you can trust that your business is well taken care of — wherever it may go.

We are interested in your feedback on this report. If you have questions, comments or would like to subscribe, please email us at feedback@pymnts.com.

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