

Geo-blocking in the EU

A barrier to better deals online



Geo-blocking makes it hard for online shoppers to buy from a website based in another EU country. A mystery shopping survey of websites across the EU has revealed how obstacles at different stages of online shopping prevent consumers from taking advantage of wider choice and lower prices in the Digital Single Market.

www.noshopping.com



63% of websites do not let shoppers buy from another EU country. Geo-blocking by sector:



REGISTRATION *refused*

The majority of online retailers (92%) require shoppers to register on their websites in order to proceed with their online cross-border purchase.

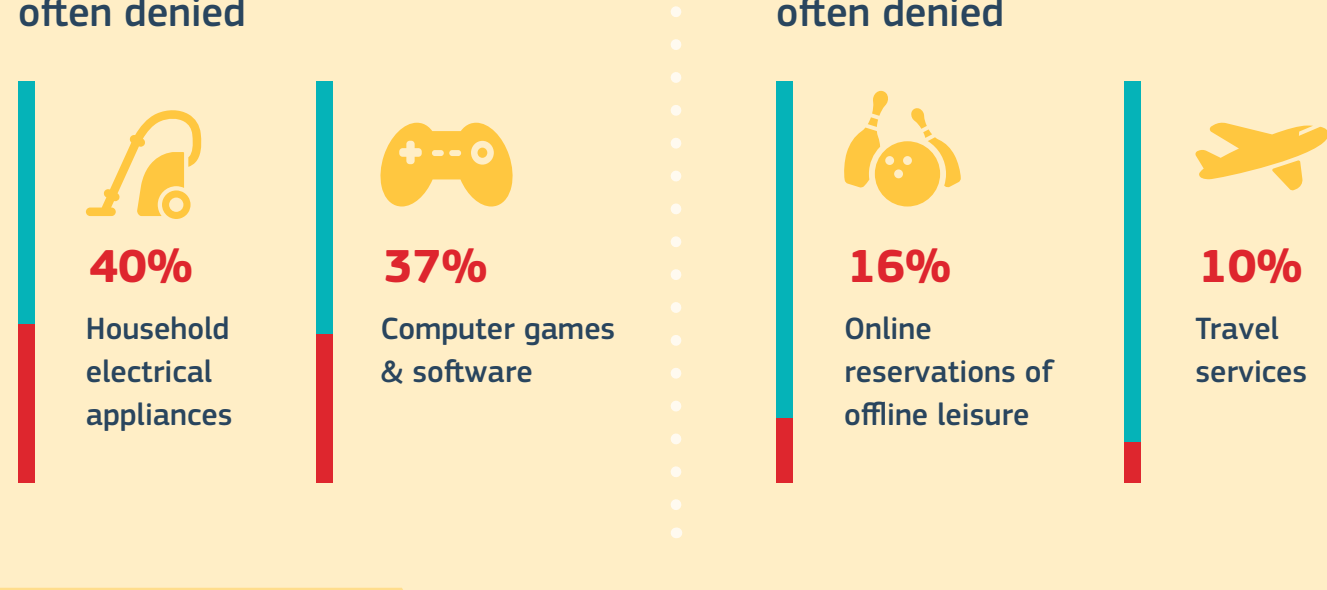
Most commonly requested types of information:

Email address	93%
Physical address	88%
Telephone number	76%
All of the above	73%

Registration (and your chance to shop online) denied.



Main cause → foreign delivery address



DELIVERY *Not available*

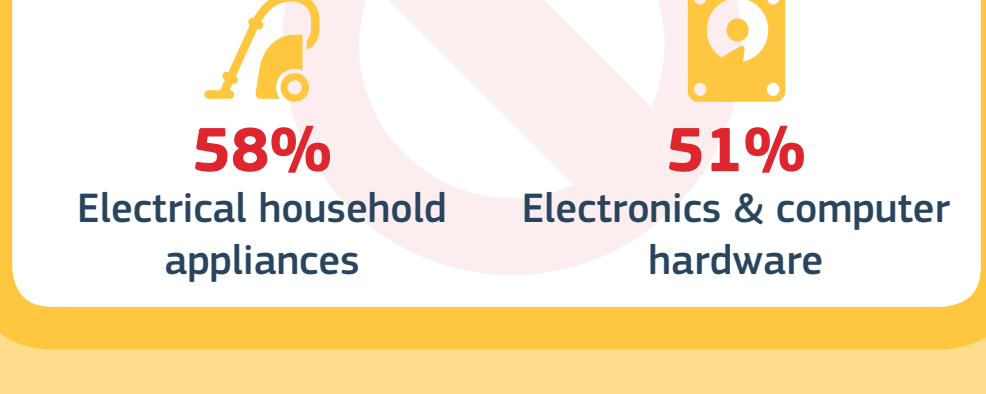
The items (you have so carefully chosen) can't be delivered to your country



32% Delivery refused AFTER registration

EU-15 SELLERS Did not deliver to any other EU country	28%
EU-13 SELLERS Did not deliver to any other EU country	48%

Refusal to deliver was highest with



i Information on delivery restrictions has to be provided by law. Many sites that geo-block don't make this information readily available.

44% No information while shopping

PAYMENT *Blocked*

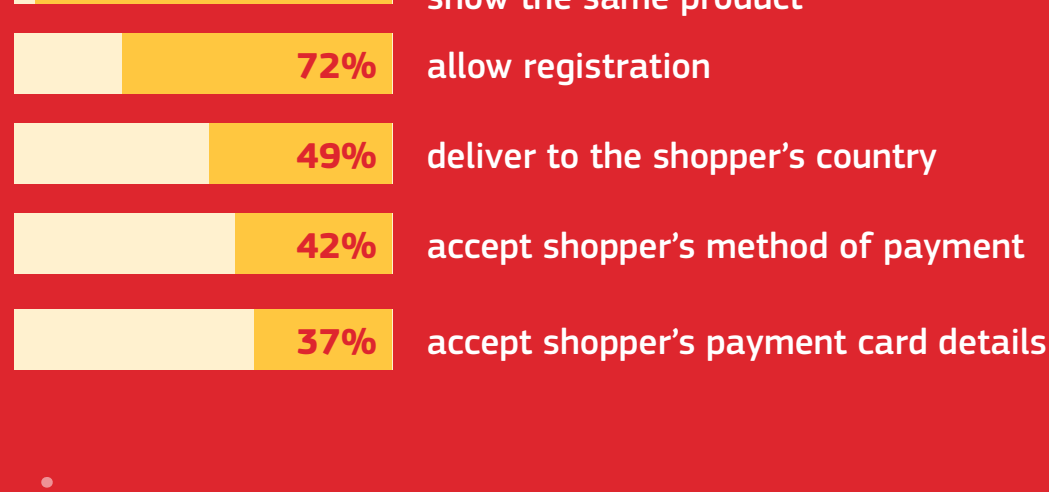
Payment not valid (and it's not your bank account that's the problem)



Payment blocked most often



EU28 ONLINE RETAILERS OVERALL



Total Only 37% of websites allow shoppers to buy online from another EU country

This survey was carried out through 'mystery shopping' on over 10 000 e-commerce websites in the EU. In total, 143 country pairs were assessed in 8 sectors (6 tangible goods and 2 services) with 9 websites tested per sector.

Check out the survey:



Find out more about geo-blocking and what the EU wants to do to end it:

