

HotUKDeals reveals that 75% of British consumers have shopped online with retailers based outside of the UK

London, Wednesday 18th April 2018: A survey commissioned by Pepper.com, the global social shopping community that includes HotUKDeals in the UK, reveals that 75 per cent of British consumers have shopped online from retailers based overseas, with 25 per cent advising that they stick to purchasing from online retailers based in the UK*.

Despite the high number of consumers shopping from the UK with online retailers based in another country, consumers in places like Italy and Germany are more likely to shop away from home with 77 per cent of German consumers advising they have shopped online with retailers based abroad, 78 per cent of Spanish consumers and 86 per cent of Italian consumers.

For those British consumers ordering from online retailers outside of the UK, the main reason for choosing so, according to 60 per cent of consumers, was due to the fact the price was good (and supposedly better than that of UK retailers), even with shipping costs.

32 per cent of shoppers advised they shopped online with retailers based overseas because they were looking for a specific product only sold by that retailer; 2 per cent advised they did so simply to test out the process; whilst 7 per cent admitted that they weren't aware the site was not a UK based retailer**.

Since the EU referendum, increased prices have already been seen across some food and alcohol products in the UK, with some consumer technology items also increasing in price since the vote, such as speakers. According to an article by Trusted Reviews in April 2017, the Sonos Connect rose from a suggested price of £279 in January 2017 to £349 in April 2017 - a 25.09% (£70) increase on the previous price***. They also reported other price increases seen across products such as the iPad Pro, iPad Air, HTC Vive, One Plus 3 Smartphone and more.

Members of HotUKDeals vote hot or cold on deals so other consumers know that the hotter the deal, the stronger the offer based on factors such as price, product quality and the retailer selling the item. Members often post deals for overseas based retailers and international sites of global retail brands such as Amazon that get a lot of deal heat, highlighting that despite being an overseas seller/website, the deal is good and better than prices seen in the UK. One recent, hot deal posted by a consumer using HotUKDeals was for the Samsung Galaxy S8 that was available from Amazon.de for 499 Euro, which the consumer highlighted would be £449****. This deal was voted hot by consumers (1418^o) with those who purchased the smartphone advising that they were able to get free delivery and that the product was covered by Amazon's EU warranty. Looking at data available on CamelCamelCamel, the cheapest the phone has been on Amazon.co.uk is £649 in January 2018*****.

Savvy shoppers find it increasingly easier to shop online with international sites, especially with the likes of Amazon where you can use your existing UK login details to shop at its foreign equivalents and use their returns policy which covers [global store items](#). Consumers also feel more confident shopping abroad thanks to social commerce platforms like HotUKDeals where consumers share tips and answer questions any concerned shoppers have about the process.

To view the latest deals as found by consumers for consumers on HotUKDeals, please visit www.hotukdeals.com.

Editor's notes:

**Pepper.com commissioned a survey of 2003 British consumers (not members of HotUKDeals), which was carried out by Statista in September 2017 covering male and female consumers across different age groups and regions of the UK. The same questions were also asked to consumers in Italy (1000 participants), Spain (1005 participants), Germany (1002 participants) and France (1002 participants).

***<http://www.trustedreviews.com/news/brexit-theresa-may-article-50-letter-eu-referendum-vote-trigger-2950590#UEJYGsE8ker4PG95.99>

****<https://www.hotukdeals.com/deals/samsung-s8-all-colours-449-from-amazonde-2896340>

*****<https://uk.camelcamelcamel.com/Samsung-Plus-64GB-SIM-Free-Smartphone-Midnight-Black/product/Bo6XYKR7GP?context=search>

About HotUKDeals:

HotUKDeals is the UK's biggest deal-sharing community where consumers find, rate and share the best deals from on and off the high street every day to provide inspiration to others on what to buy at the best prices. Members use the temperature gauge to vote on deals so other users know that the hotter the deal, the stronger the offer. HotUKDeals has over 1.6m members and is a founding member of Pepper.com, the world's largest social commerce group.

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ABOUT PEPPER MEDIA HOLDING

Pepper.com, the world's largest shopping community, was founded in 2014 by Fabian Spielberger and Paul Nikkel. Through international partnerships and conversations, Pepper.com gives smart shoppers around the world a voice to share deals, tips and ideas, connecting members in twelve countries on three continents. The Pepper.com group is headquartered in Berlin/Germany with offices in Belo Horizonte, Guadalajara, London, Lyon, Mumbai and Winnipeg and consists of market-leading platforms such as [BuenosDeals](#) (North America), [Dealabs](#) (France), [DesiDime](#) (India), [HotUKDeals](#) (United Kingdom), [mydealz](#) (Germany), [Pelando.com.br](#) (Brazil), [Pelando.sg](#) (Singapore), [Pepper.co.kr](#) (South-Korea), [Pepper NL](#) (The Netherlands), [Pepper PL](#) (Poland), [Preisjaeger](#) (Austria) and [PromoDescuentos](#) (Mexico). These platforms are currently used by more than 25 million smart shoppers and influence 12,000 buying decisions every minute.



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