



SWITZERLAND REPORT

E-SHOPPER BAROMETER 2025

Extract: Social Commerce

METHODOLOGY



Sample

18+ y.o. European e-shoppers who have ordered physical goods online since January and then, received at least one parcel, identified within a sample representative of the national population in age, gender, and SEC.

For the consolidated results at European level, a weight was applied to each country in order to reflect the right proportion of e-shoppers between the European countries.

Key targets

- **Regular e-shoppers:**

E-shoppers aged 18 to 70 years old, who buy at least one product category every month online.

- **Aficionados:**

15% of the total e-shoppers with the highest number of annual online purchases.

- **GEN Z: 18-27yo**

Regular e-shoppers aged 18 to 27 years old.





METHODOLOGY

Data collection

- Online data collection (blind: interviewees do not know who requested the study)
- 30,697 interviews across 22 European countries (unweighted)
- Number of interviews per country (unweighted):

Austria 1,250	Hungary 1,250	Romania 1,251
Belgium 1,253	Ireland 1,257	Slovakia 1,250
Bulgaria 1,251	Italy 2,000	Slovenia 1,009
Croatia 1,024	Latvia 1,002	Spain 2,002
Czech Republic 1,259	Lithuania 1,005	Switzerland 1,092
Estonia 1,006	Netherlands 1,250	UK 2,010
France 2,002	Poland 2,002	
Germany 2,010	Portugal 1,262	

Fieldwork

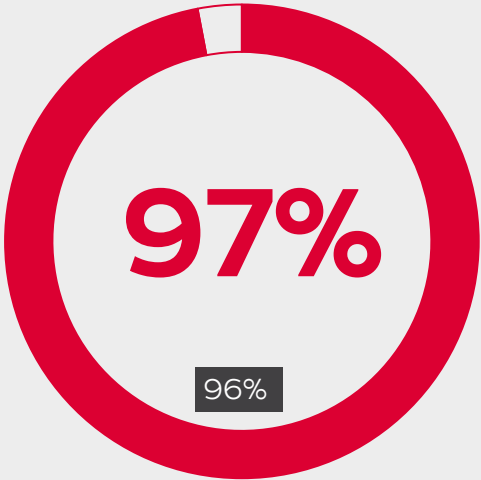
Fieldwork conducted from May 13th to July 7th , 2025





SOCIAL MEDIA USAGE

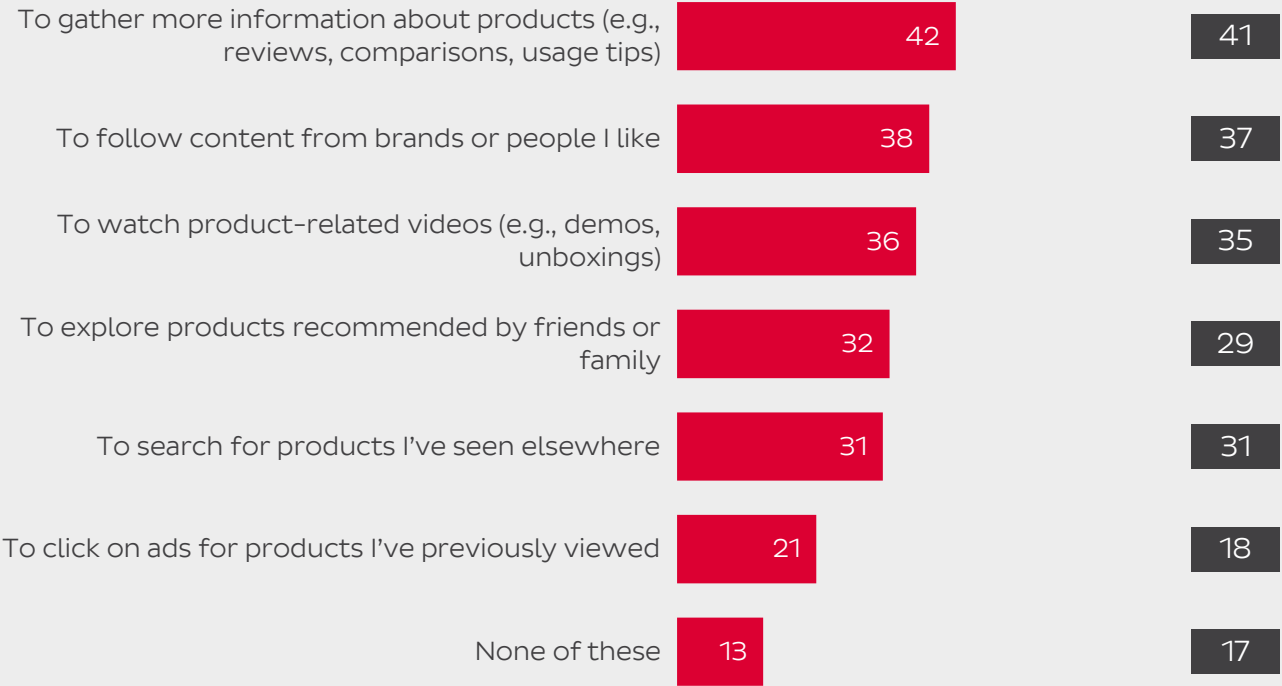
Among regular e-shoppers, nearly all use a social media platform at least once a week, not only to follow content they enjoy, but also to get information about products.



...of regular e-shoppers use a social media platform at least once a week

Reasons to use social networks - % (n = 590)

NEW 2025





SHOPPING THROUGH SOCIAL MEDIA

Social media inspires and facilitates purchasing for 3 in 4 Swiss regular e-shoppers. Direct purchase via social media is widely used in Switzerland, much higher than the European average. YouTube is strong compared to the EU average.

Social network for shopping inspiration – % NEW 2025

Among total sample

74%

70%

Use at least one platform to
get inspiration

Top 5 social network used for shopping inspiration – %

YouTube	40	31
Instagram	37	36
Facebook	35	32
TikTok	30	25
Pinterest	18	15

Social network for purchasing items – % NEW 2025

Among total sample

59%

44%

Use at least one platform to directly
purchase items

Top 5 social network used for purchasing items – %

Facebook	30	22
Instagram	28	19
YouTube	26	15
TikTok	22	14
Pinterest	13	6



SHOPPING THROUGH SOCIAL MEDIA

YouTube is the most used platform for shopping inspiration, followed by Instagram. TikTok is growing rapidly and is efficient in converting usage into shopping inspiration. Facebook is slightly more used for shopping.

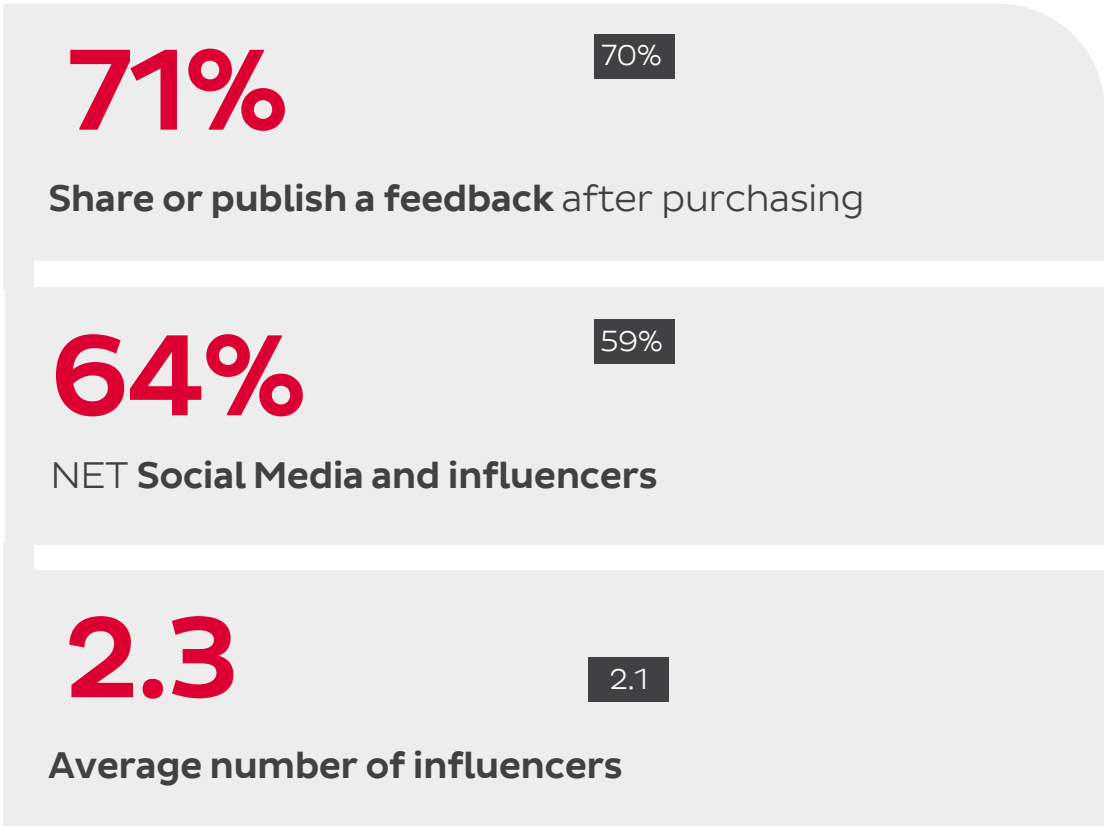
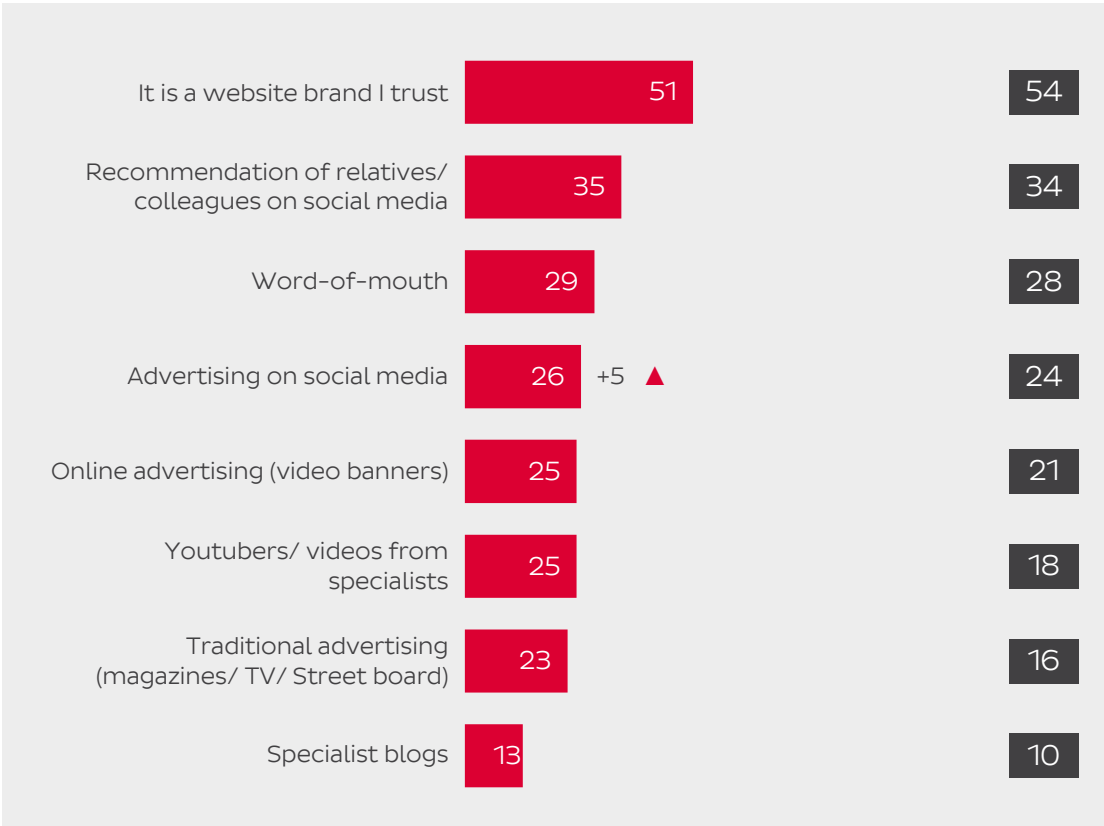




REVIEWS AND RECOMMENDATIONS

Brand trust and social media guide e-shoppers' platform choices, with an increasing influence for advertising on social media. To the same extent than their European peers, 7 in 10 Swiss regular e-shoppers leave feedbacks after a purchase.

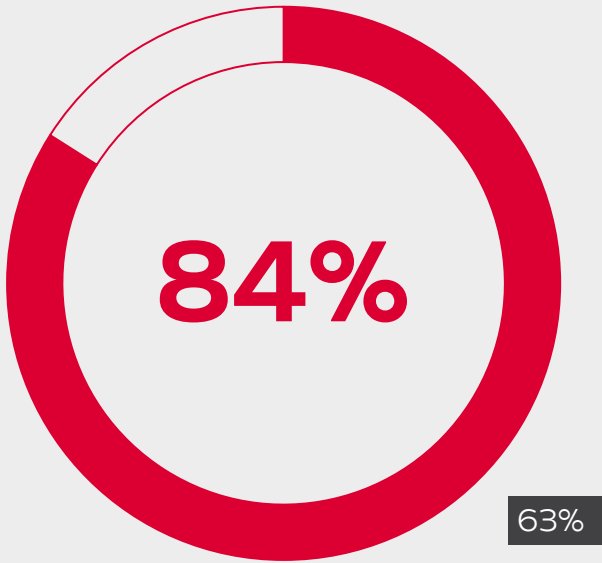
Drivers when choosing a website/ an app -%





FOREIGN VS. LOCAL

Foreign website purchases continue to be used widely used among Swiss regular e-shoppers, led by exclusive products available abroad and prices although below the European average.



of regular e-shoppers have already **bought online from foreign websites**

Reasons to purchases from foreign websites -%

NEW 2025

Base : among people who ever purchased online from a foreign website
(n = 510)

I was looking for a specific brand/product that was only sold abroad	26	27
I was looking for the lowest prices	26	34
I was looking for a brand/product on a website/app that has a good reputation and isn't active in my country	20	13
I was looking for a brand/product on a website/app that has wider choice of products and isn't active in my country	18	16
I realised it was a foreign website after buying	9	9