2023 Cyber Safety Insights Report

Global Results: Online Holiday Shopping
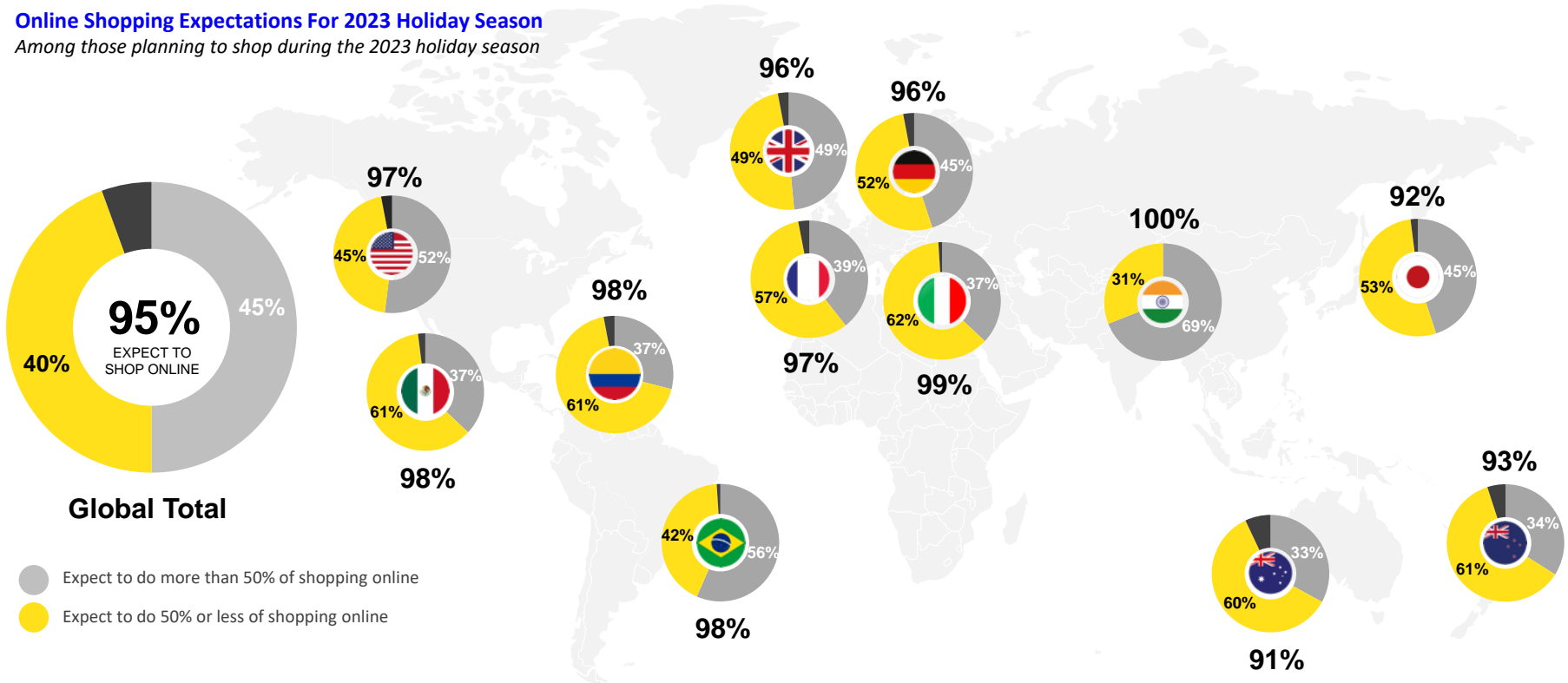
November 2023

Online Holiday Shopping

This year, consumers are spending even more money when holiday shopping online. Despite feeling confidence in being able to shop safely online during the holidays, shoppers are still concerned about falling victim to cybercrime, AI shopping scams and fake online stores.

# Nearly All Consumers Shopping During 2023 Plan to Do So Online

norton™

Online Shopping Expectations For 2023 Holiday Season
Among those planning to shop during the 2023 holiday season

95% EXPECT TO SHOP ONLINE — 40% / 45%

Global Total

● Expect to do more than 50% of shopping online
● Expect to do 50% or less of shopping online

97% — 45% / 52% (USA)

98% — 61% / 37% (Mexico)

98% — 61% / 37% (Colombia)

98% — 42% / 56% (Brazil)

96% — 49% / 49% (UK)

96% — 52% / 45% (Germany)

97% — 57% / 39% (France)

99% — 62% / 37% (Italy)

100% — 31% / 69% (India)

92% — 53% / 45% (Japan)

91% — 60% / 33% (Australia)

93% — 61% / 34% (New Zealand)

Gen

While Most Consumers Say They are Confident Shopping Safely Online, Less Than a Third Are Not Sure How

Confidence In Shopping Safely Online (Global Total)

73%

Very/Somewhat Confident

25%
Very
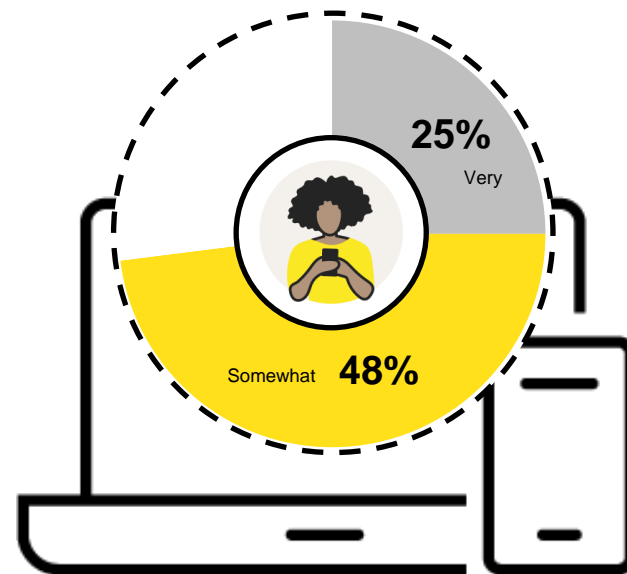
Somewhat **48%**

"I am not really sure of the best ways to shop safely online"

28%

Strongly/somewhat agree that they are not really sure of the best way to shop safely online
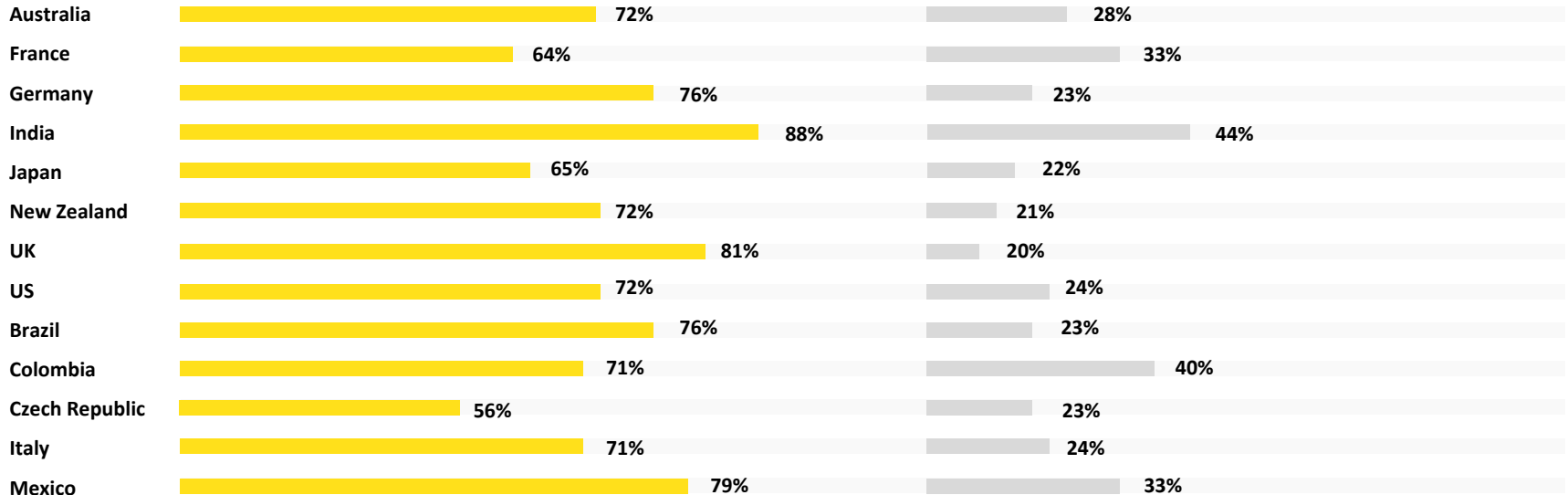
Despite Confidence, 25% of Consumers Are Unsure of the Best Ways to Shop Online

| Confidence in Shopping Safely Online (By Country)	Very/somewhat confident they can shop safely online	Strongly/somewhat agree "I am not really sure of the best ways to shop safely online"
Australia	72%	28%
France	64%	33%
Germany	76%	23%
India	88%	44%
Japan	65%	22%
New Zealand	72%	21%
UK	81%	20%
US	72%	24%
Brazil	76%	23%
Colombia	71%	40%
Czech Republic	56%	23%
Italy	71%	24%
Mexico	79%	33%

1 in 3 Consumers Say They Sometimes Spend More Than They Can Afford on Tech Gifts

% Strongly/Somewhat Agree

Agreement with Statement About Spending More Than Can Afford on Tech Gifts

34%
AGREE

GLOBAL TOTAL
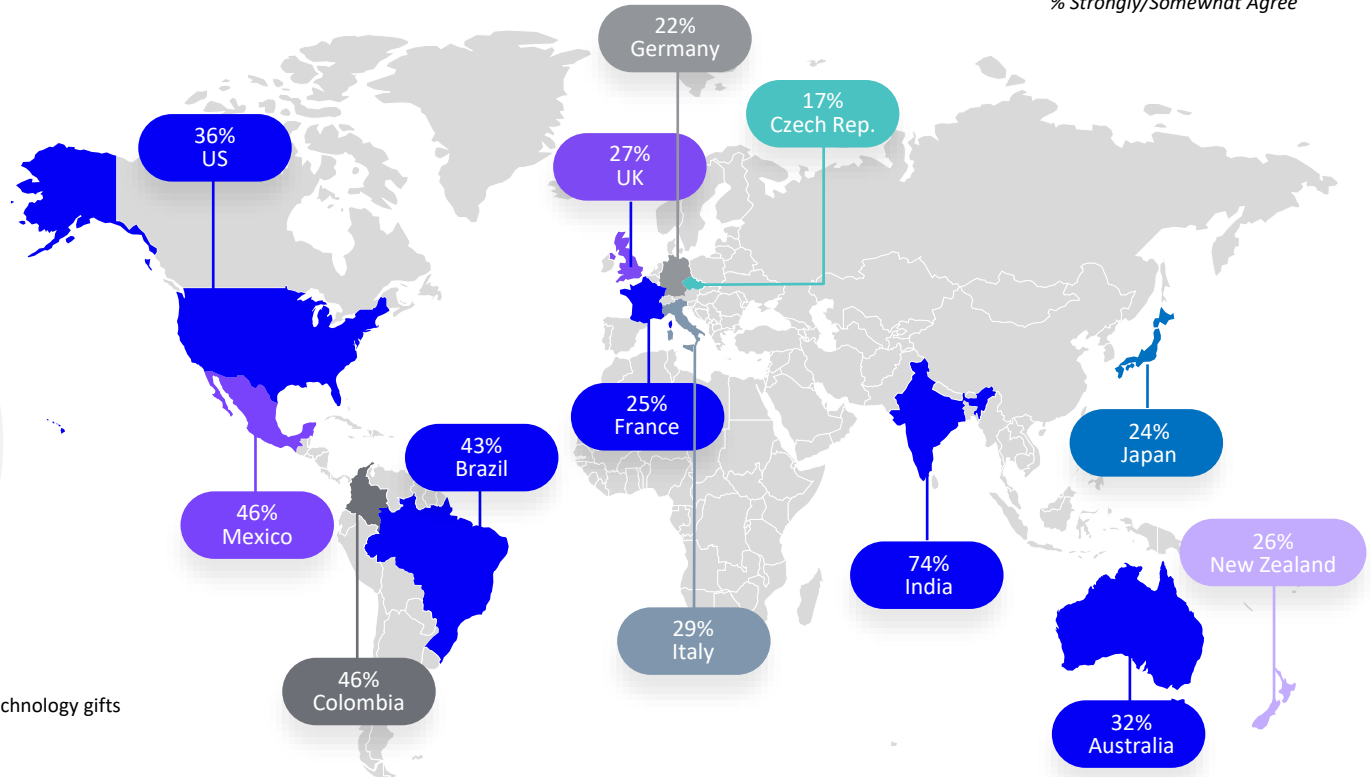
"I sometimes spend more than I can afford on technology gifts (e.g., smartphone, TV, tablet, laptop, etc.)"

36% US

22% Germany

17% Czech Rep.

27% UK

25% France

24% Japan

46% Mexico

43% Brazil

74% India

26% New Zealand

46% Colombia

29% Italy

32% Australia

Over Half of Consumers Are Concerned About Security When Shopping Online

My personal details (e.g., address, credit card, email, etc.) being compromised
73%

Being the victim of a cybercrime
67%

Being scammed by a third-party retailer
64%

A device I buy as a gift for someone being digitally unsafe (e.g., not secure, prone to hacking, etc.)
53%

Unintentionally receiving a counterfeit version of a gift
51%

A device I receive as a gift from someone being hacked
51%

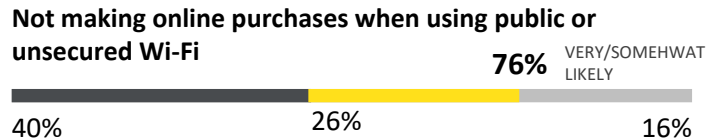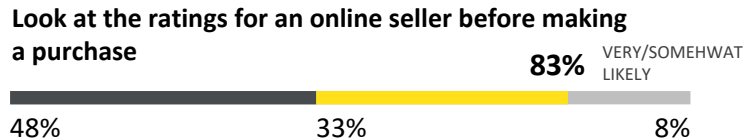My holiday travel arrangements or accommodations being ruined by a scammer
53%

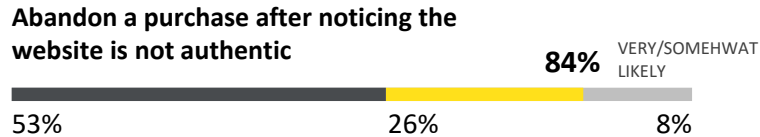Buying or receiving a refurbished device as a gift
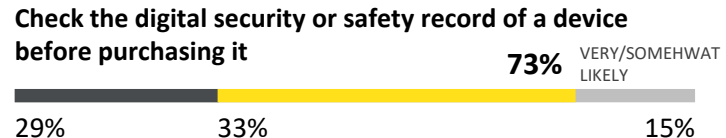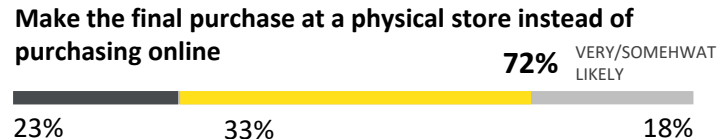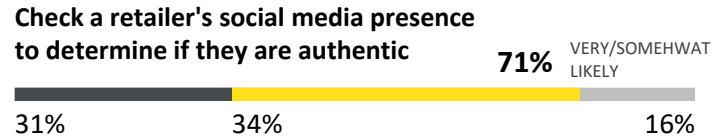**41%**

% Very/Somewhat Concerned

At Least Half of Consumers Are Concerned About Security When Shopping Online

Likelihood To Take Action To Help Protect Against Potential Cybercrimes (Global Total)

● VERY LIKELY   ● SOMEWHAT LIKELY   ● NOT AT ALL/NOT VERY LIKELY

Abandon a purchase after noticing the website is not authentic

84% VERY/SOMEHWAT LIKELY

53%   26%   8%

Look at the ratings for an online seller before making a purchase

83% VERY/SOMEHWAT LIKELY

48%   33%   8%

Not making online purchases when using public or unsecured Wi-Fi

76% VERY/SOMEHWAT LIKELY

40%   26%   16%

Check a retailer's social media presence to determine if they are authentic

71% VERY/SOMEHWAT LIKELY

31%   34%   16%

Make the final purchase at a physical store instead of purchasing online

72% VERY/SOMEHWAT LIKELY

23%   33%   18%

Check the digital security or safety record of a device before purchasing it

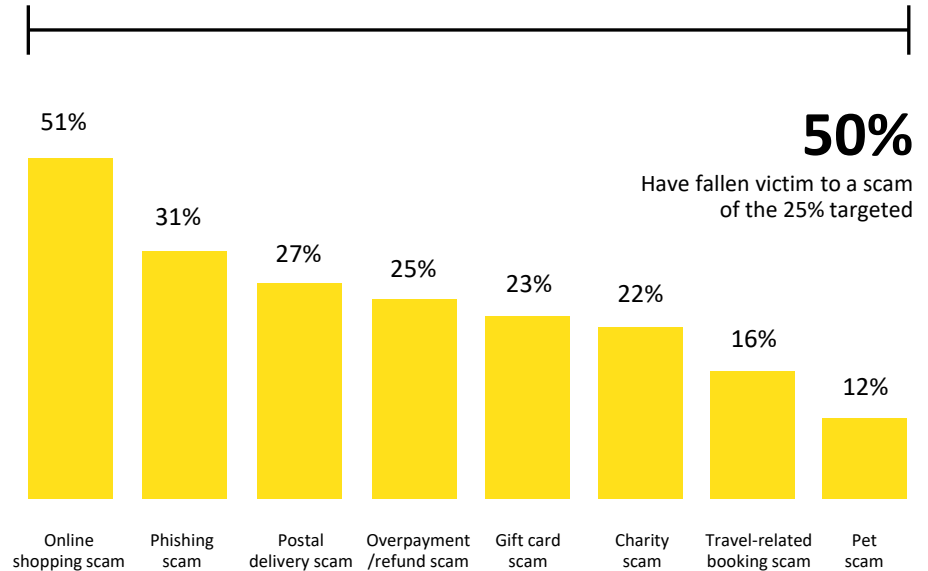**73%** VERY/SOMEHWAT LIKELY

29%   33%   15%

Nearly 1 in 4 Consumers Report They Have Been Targeted by a Scam When Shopping Online

Have Been Targeted By A Scam When Shopping Online (Global Total)

25% YES

75% NO

HAVE BEEN TARGETED
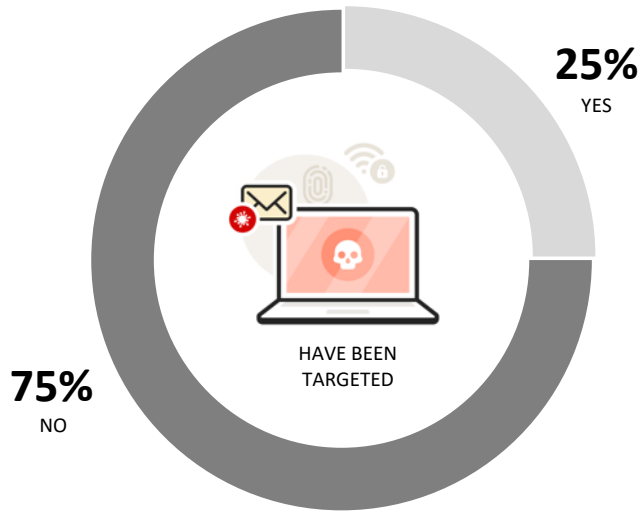
Global Total

Scams Fallen Victim To (Global Total)

51% Online shopping scam

31% Phishing scam

27% Postal delivery scam

25% Overpayment /refund scam

23% Gift card scam

22% Charity scam

16% Travel-related booking scam

12% Pet scam

50% Have fallen victim to a scam of the 25% targeted

Gen

Globally, Scam Victims Say the Scam(s) Primarily Occurred on Social Media or Third-Party Websites

46%

Social Media

35%

Third Party Website

32%

Email

29%

Phone Call

28%

Text

Gen
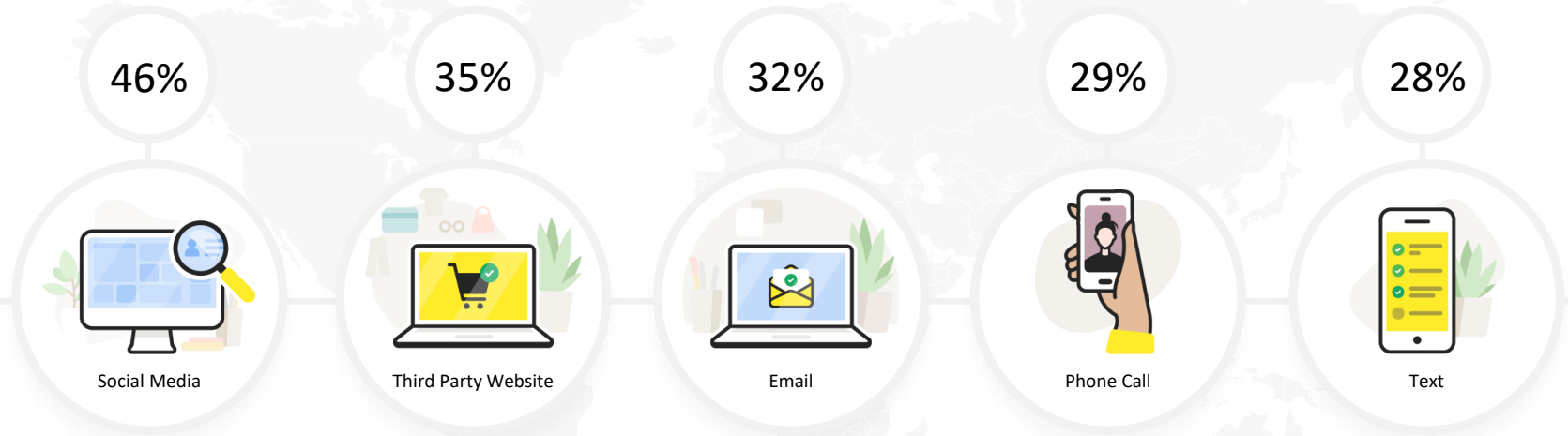
Scams Have Significant Financial Repercussions for Victims

Average Amount Lost Due To A Scam

Among those who fell victim to a scam

1,079 EUR

6,103 CZK

1,510 USD

211 GBP

574 EUR

208,066 JPY

1,566 BRL

4,347 MXN

20,769 INR

701 NZD

748,918 COP

215 EUR

1,024 AUD
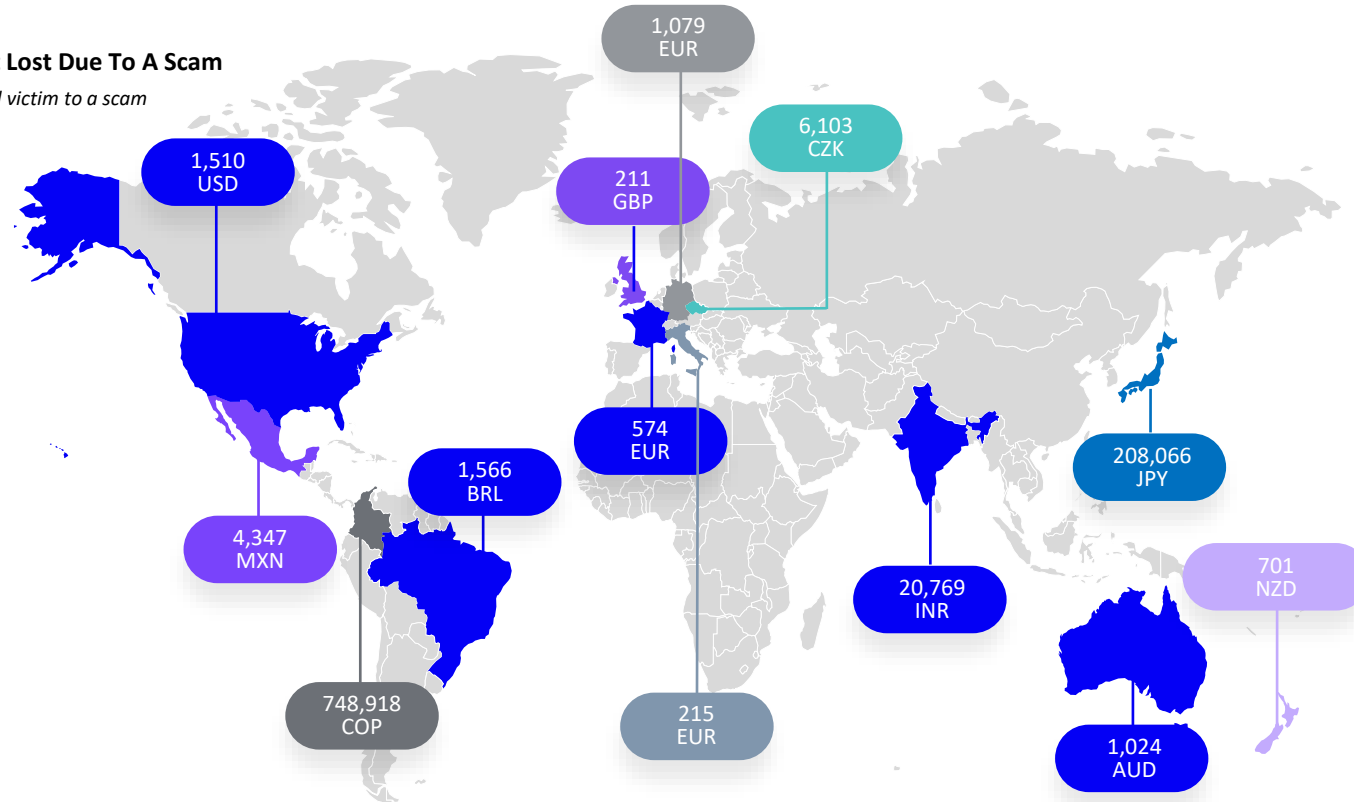
Tips on Keeping Shoppers Safe

1. **Never buy from unrecognized retailers.** Check details of unfamiliar stores, ratings and reviews of resellers and be wary when you see too many five-star reviews.

2. **Check that websites start with https** to help ensure they are secure. Ensure that the payment also starts with https so not just the main page is secure.

3. **Avoid the allure of deals and offers that seem too good to be true,** like must-have gifts at extremely low prices. Remember that if it seems too good to be true, it probably is.

4. **Use a Virtual Private Network (VPN),** such as Norton Secure VPN, to help protect your online privacy and keep personal and financial information secure when shopping or using apps on public Wi-Fi.

5. **Create strong, unique passwords** for shopping sites, email accounts and financial apps. Keep track of passwords by using a password manager, such as Norton Password Manager.

6. **Install device protection software,** such as Norton 360 Deluxe, to help protect and alert you of potential scams.

Gen™

GenDigital.com

Survey Method

The study was conducted online in 13 countries worldwide (USA, UK, Australia, Brazil, Colombia, the Czech Republic, France, Germany, India, Italy, Japan, Mexico, and New Zealand) by Dynata on behalf of Gen from August 17th to September 4th, 2023 among 13,061 adults ages 18 and older, with a minimum of 1,000 respondents per country. Data are weighted where necessary by age, gender, and region, to be nationally representative.

ONLINE SURVEY   **13,061 ADULTS**   **13 COUNTRIES**

Germany n=1,003
UK n=1,004
Czech Republic n=1,006
France n=1,000
Italy n=1,002
Japan n=1,001
India n=1,008
New Zealand n=1,010
Australia n=1,008
Colombia n=1,011
US n=1,001
Mexico n=1,005
Brazil n=1,002

Gen