Syndigo

The State of Product Experience 2026

UK EDITION

France vs. Germany vs. the UK:
Who wins the match to get chosen?

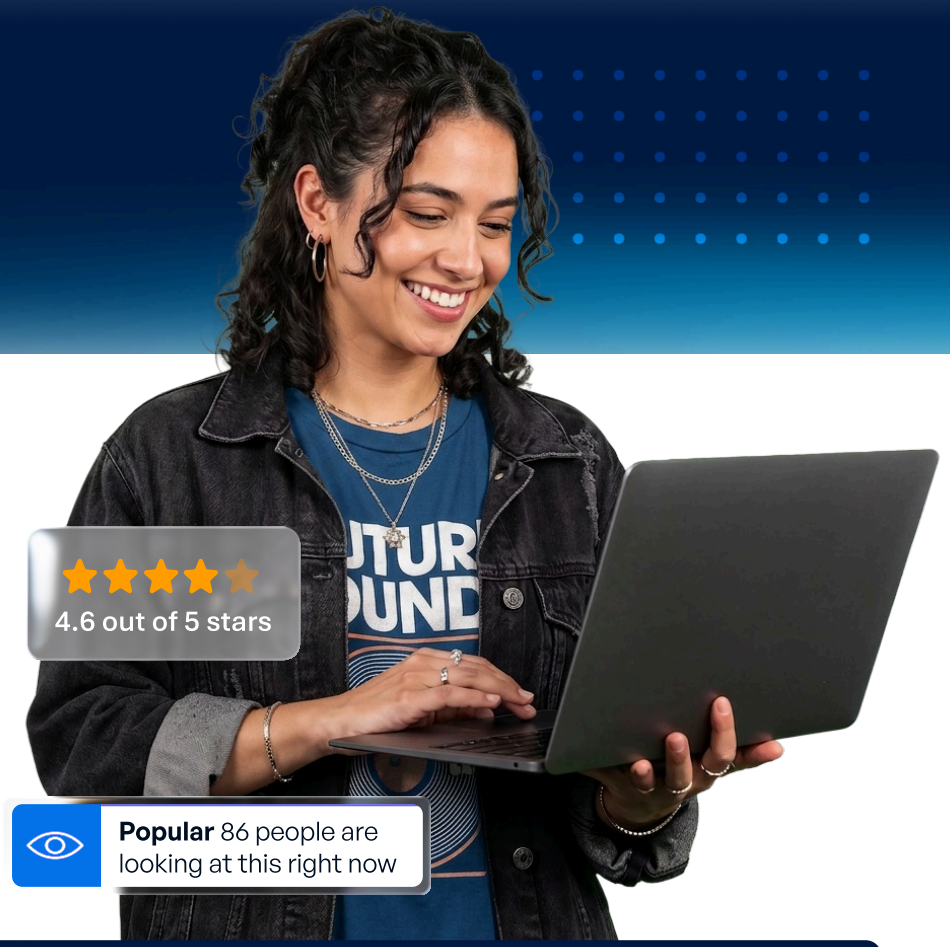


The Product Experience Cup is underway.

For the 2026 State of Product Experience, Syndigo surveyed 8,736 consumers across six global markets to understand what helps shoppers choose, trust, abandon, and return. This European edition zooms in on three of the region's largest ecommerce markets — France, Germany, and the UK — to see where shoppers align, where they diverge, and what each market reveals about the future of product experience.

Across Europe, one pattern is clear: product content is no longer just a supporting asset. It is a conversion driver, a brand signal, a loyalty lever, and, increasingly, the data foundation for AI-assisted shopping. But the path to getting chosen looks different by market. French shoppers report fewer content-related frustrations. German shoppers put sharper pressure on price, value, and expectation-setting. UK shoppers are especially evidence-driven, rewarding strong product experiences and leaving when information falls short.

The result is a friendly three-market matchup with serious stakes: which product experiences earn confidence, which gaps cost the sale, and what brands and retailers need to do next to keep shoppers coming back for more.



Want the full picture?

Download the complete
State of Product Experience 2026 Report.

Download Report

How key findings are coming to life in Europe

Here's how the major trends identified in the global State of Product Experience 2026 are playing out in our combined European survey results:

Good product data gets chosen. Bad product data gets costly.

85% of online shoppers are likely to leave for another site or app when they cannot find enough product information. Another 26% recently returned a product because it failed to meet expectations set by its content.

Content is the new price tag.

Detailed product descriptions (54%) and ratings and reviews (53%) and now outrank discounts or deals (50%) among consumers' top purchase considerations.

Your PDP is your brand.

80% of consumers say inaccurate or incomplete online product representation damages their perception of a brand. But when they quickly find all the information they want, 67% are more likely to turn to that brand or retailer first.

AI: Your newest, pickiest customer.

Although AI is not yet a primary purchase consideration, 21% say an AI recommendation would make them more likely to buy. Complete, structured, and consistent content is essential for both human confidence and future AI visibility.

Which country has the most positive product experience, the biggest AI enthusiasts, and the pickiest shoppers? The pages that follow show where European shoppers align with these global patterns, where they differ, and what those distinctions mean for product content, conversion, loyalty, and AI readiness.

UK Product Experience Highlights

Proof carries the cart

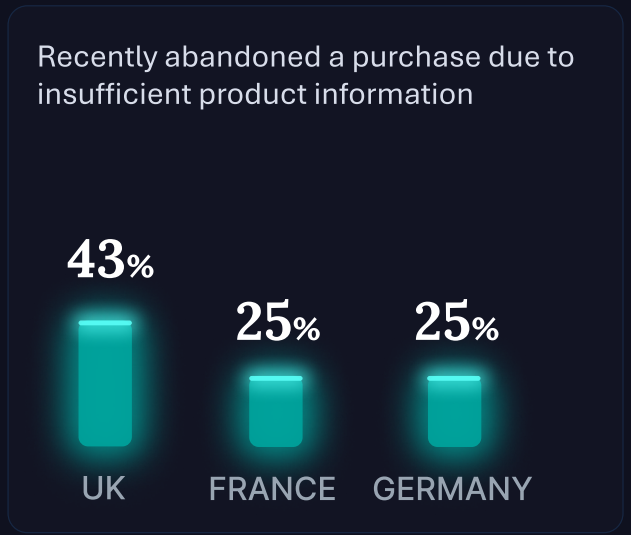
UK shoppers stand out as the most evidence-driven audience in Europe. They are more likely than shoppers in Europe overall and globally to say reviews, ratings, detailed descriptions, and basic product information make them more open to purchase. the UK shoppers are looking for proof: what the product does, what other shoppers think, what it is made of, how it performs, and whether it can meet expectations before they commit.

Mind the content gap

If the UK shoppers cannot find the information they need, they are especially quick to move on. Across Europe, 33% of shoppers say they recently abandoned a potential purchase because they could not find sufficient product information. In the UK, that jumps to the highest among the three European markets surveyed. The takeaway is simple: for the UK shoppers, incomplete content is a conversion leak.





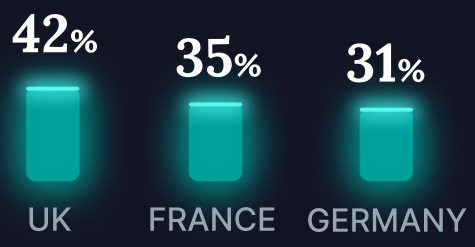


UK Product Experience Highlights

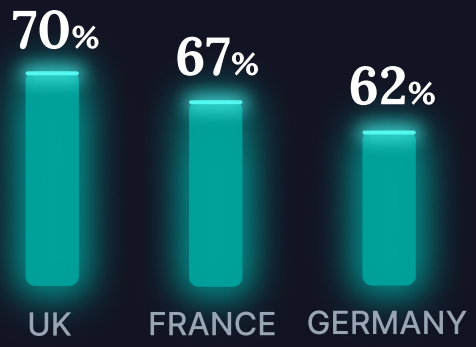
Product content works both ways

UK shoppers are the most likely in Europe to reward a strong product experience with future loyalty — and the quickest to leave when product information falls short. When they can quickly find all the information they want, 70% say they are more likely to turn to that brand or retailer first for similar purchases in the future. But when a site or app does not provide enough product information, 85% of online shoppers say they are likely to go somewhere else. In the UK, product content works both ways: it can pull shoppers back, or push them straight out.

Very likely to leave for another site or app if they can't find desired product information



More likely to return to a brand/retailer first if they find desired product information





Appendix: UK Product Experience Benchmarks

Q: How much more likely are you to turn to a brand and/or store first for similar purchases in the future if you are able to quickly find all the information you want about a product when shopping?

19%	Much more likely
33%	Somewhat more likely
18%	A little bit more likely
15%	It would have no effect
12%	Don't know
2%	Not applicable — I don't do any shopping
70%	Net likely

Base: UK adults 18+

Q: If a retail or eCommerce website/app does not provide enough information about the products it is selling, how likely, if at all, are you to go to another site/app for your shopping?

42%	Very likely
44%	Somewhat likely
11%	Not very likely
4%	Not at all likely
85%	Net: Likely

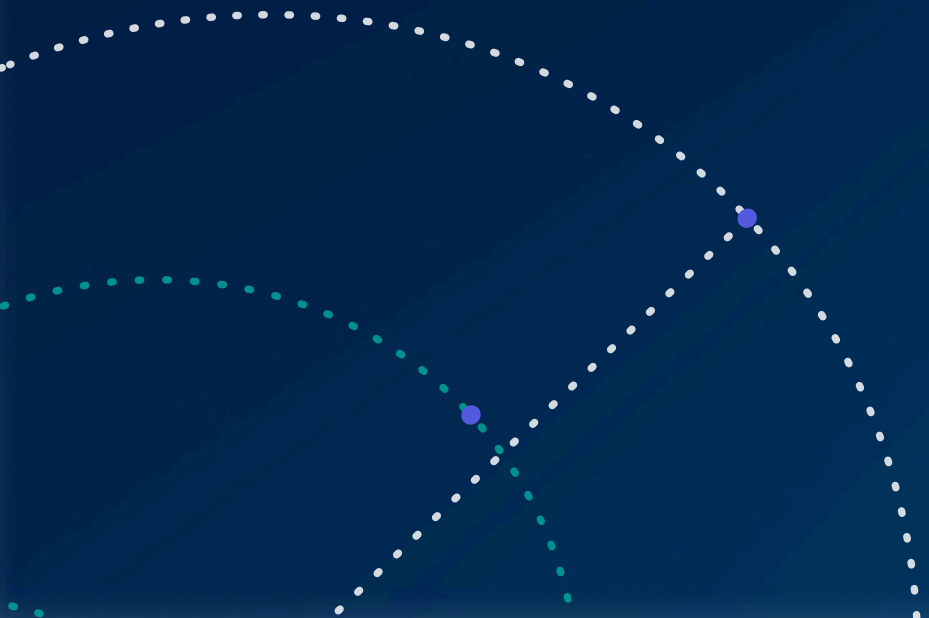
Base: UK online shoppers

Appendix: UK Product Experience Benchmarks

Q: Does it negatively impact your perception of a brand if their products are not accurately and completely represented online?

83%	Yes, it does
8%	No, it does not
9%	Don't know

Base: UK online shoppers



Q: In the last 6 months (i.e., since December 2025), which, if any, of the following have you done while shopping? Please select all that apply.

11%	Noticed an item on a physical store shelf appearing differently than it did online, in an ad, catalog, or other representation
43%	Abandoned a potential purchase because you could not find sufficient product information
18%	Encountered inconsistent or contradictory product information from different sources
34%	Been disappointed by a product that did not meet expectations based on online information
26%	Returned a product because it did not meet expectations based on available shopping information
8%	Purchased a product after using an AI chat agent to research, compare, or evaluate products
31%	None of these

Base: UK total shoppers

Appendix: UK Product Experience Benchmarks

Q: How much more or less likely are you to purchase a brand or product that an AI chat agent (e.g., ChatGPT, Gemini, Copilot, Claude, etc.) recommends based on a question, search, or query you give it?

2%	Much more likely
13%	Somewhat more likely
29%	Neither more nor less likely / It would have no effect
6%	Somewhat less likely
16%	Much less likely
6%	Don't know
28%	Not applicable — I don't use AI chat agents
15%	Net: More likely

Base: UK online shoppers

Q: Which ONE of the following best describes your usage of AI chat agent (e.g., ChatGPT, Gemini, Copilot, Claude, etc.) or an ecommerce site's built-in AI agent (e.g., Amazon's Rufus, Walmart's Sparky, etc.) to autonomously purchase a product on your behalf?

2%	I have let an AI agent purchase a product for me and would do so again
2%	I have let an AI agent purchase a product for me but would not do so again
15%	I have not let an AI agent purchase a product for me but would let one do so
74%	I have never and would never let an AI agent purchase a product for me
7%	Don't know

Base: UK online shoppers

Appendix: UK Product Experience Benchmarks

Q: Which THREE, if any, of the following factors do you consider the most when purchasing a product online? Please select up to three options only.

42%	Recommendations from personal contacts
60%	Ratings and reviews from others who have purchased the product
4%	A personalized recommendation by an AI chat agent
42%	The brand reputation of the product's manufacturer
48%	A discount or other deal
6%	A recommendation by someone you follow on social media
58%	Detailed descriptions of product features and capabilities
3%	Real-time messages like "only 2 left in stock" or "30 other people shopping this item now"
4%	None of these

Base: UK online shoppers

Q: If an AI chat agent (e.g., ChatGPT, Gemini, Copilot, Claude, etc.) were to recommend a product to you, to what extent would you trust that the product information it provides (e.g., features, specifications, availability, reviews, etc.) is accurate?

2%	Completely trust it
26%	Somewhat trust it
28%	Mostly don't trust it
33%	Don't trust it at all
12%	Don't know
28%	Net: Trust it

Base: UK online shoppers

Survey **Methodology**

Analysis is based on responses to a representative general survey of 8,736 adults aged 18 or over (of whom 8,058 were online shoppers) from Australia, Brazil, France, Germany, The United Kingdom, and The United States. Data collection was carried out using an online survey platform and administered by YouGov for accuracy and objectivity. Responses were collected from June 5-17. The figures have been weighted and are representative of all adults (aged 18+) in their respective markets.

Country	Total Respondents	Online Shoppers
Australia	1093	1005
Brazil	1028	984
France	1013	875
Germany	2054	1914
United Kingdom	2388	2215
United States	1160	1065

Win the moment of choice **wherever commerce happens**

Complete data. Rich content. Trusted reviews. Real-time proof. Connected everywhere a decision gets made. That's how great products get chosen.

18K+ Enterprises

3,500+ Retail-Brand Connections

1M+ Daily Data Quality Checks

330M+ Assets Published

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