



## Cross-Border Buying Report

Why are online shoppers buying from other countries  
(and how can you sell to them)?

# What (and why) the world is buying from abroad

To help your business understand what consumers want from online retailers in 2024, we’ve surveyed 12,000 shoppers across 24 countries.

 Austria	 Poland	 USA	 UAE
 Czech Republic	 Spain	 Argentina	 Australia
 France	 Sweden	 Brazil	 China
 Germany	 Turkey	 Nigeria	 India
 Italy	 UK	 South Africa	 Malaysia
 Netherlands	 Canada	 Morocco	 Thailand

Using these insights, we’ve created a series of Online Shopper Trends Reports, revealing what’s important to shoppers around the world.

In this report, we explore the cross-border shopping market. From what shoppers are buying to the countries they are buying from, discover the shopping habits of international shoppers.

If you’re interested in expanding into new markets, this report will help you understand why some shoppers are hesitant to buy from cross-border retailers and what you can do to give them the confidence to place an order with your business.



Respondents were required to have made at least one purchase online within the three months before the survey. The countries chosen for this survey represent some of the most active e-commerce markets across the globe. Please note, that where percentages within this report don’t equal 100% this is due to particular questions having multiple choice options. While regional data is provided, it does not reach a level of statistical significance to make definitive statements about specific regions or globally. Figures are correct at time of publishing.








# Are online shoppers buying from abroad?

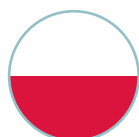




Over half of shoppers worldwide buy from online retailers in other countries – presenting growth opportunities for businesses looking to expand into new markets.

## WHICH COUNTRIES ARE THE BIGGEST BUYERS OF ITEMS FROM ABROAD?

### Globally

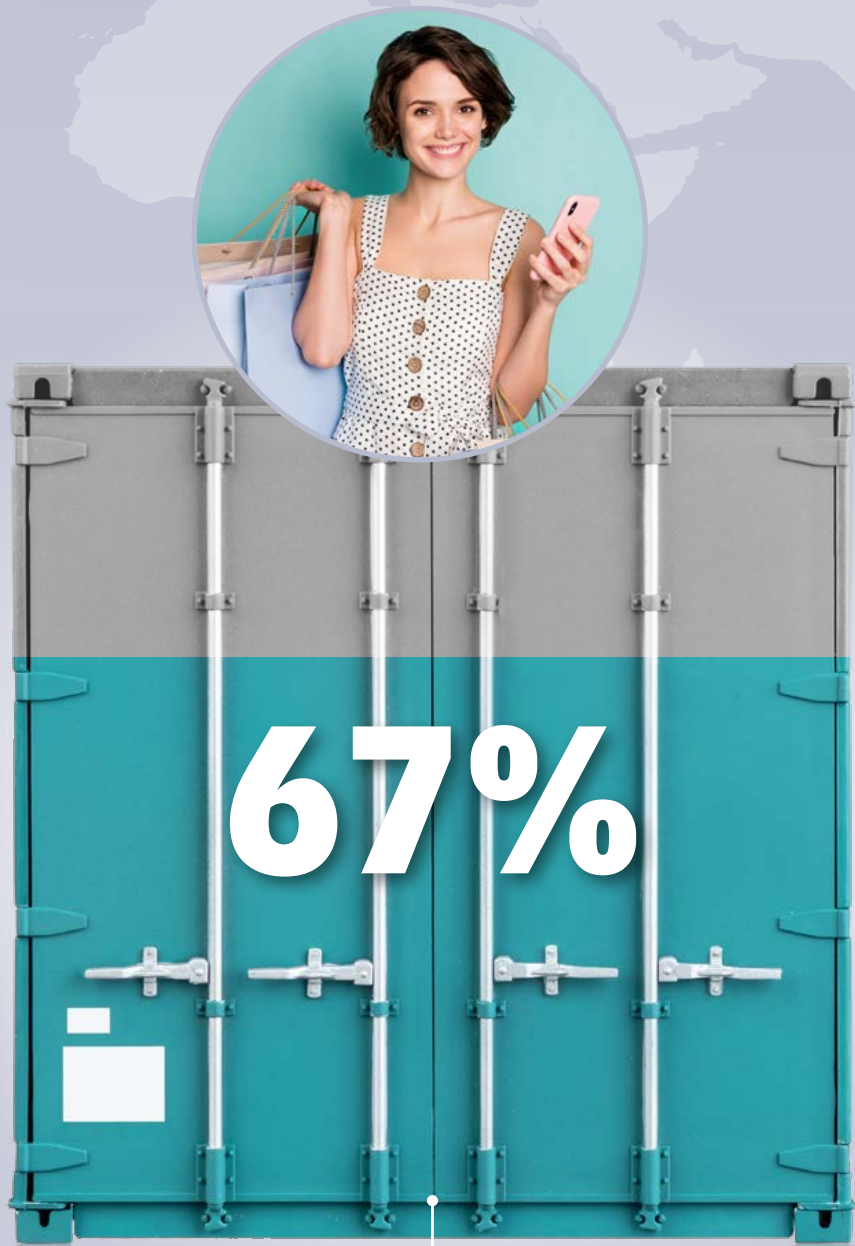
-  Morocco – **74%**
-  South Africa – **74%**
-  UAE – **67%**
-  Nigeria – **66%**
-  Australia – **61%**

### In Europe

-  Poland – **95%**
-  Sweden – **65%**
-  Spain – **64%**
-  Austria – **62%**
-  Netherlands – **59%**



of global shoppers buy from retailers in other countries.



of people who shop on social media buy from retailers in other countries.



of shoppers under 45 buy from retailers in other countries.



# How often are shoppers buying from abroad?

Almost half of shoppers buy from an online retailer in another country once a month, and 16% once a week or more often. While consumers are purchasing more frequently from domestic retailers, there is a clear demand for goods from other countries.

In Europe, online shoppers in the UK (26%), Turkey (15%), and France (12%) buy from abroad at least once a week. Globally, India is leading the way with cross-border purchases – 38% buy from abroad once a week or more often.



### Does your business sell on social media?

Doing so could help you grow your cross-border sales.

**33%**

OF PEOPLE WHO SHOP ON SOCIAL MEDIA SAY THEY BUY FROM E-COMMERCE RETAILERS IN ANOTHER COUNTRY ONCE A WEEK OR MORE.



# Which countries are shoppers buying from?

If you are thinking about expanding into new markets, it's important to know which countries cross-border shoppers tend to buy from.

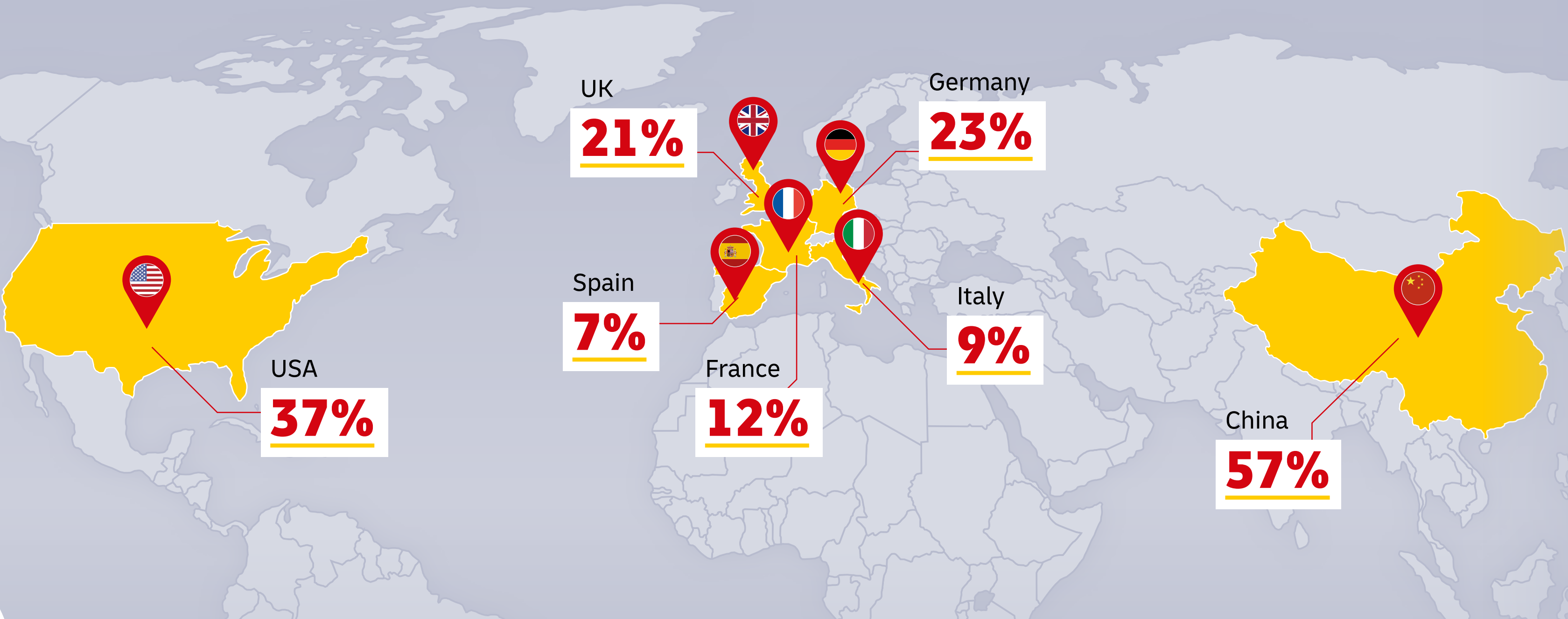
While many shoppers across the globe buy from China, there is also demand for goods from European countries. Online shoppers are buying from Germany, the UK and France.

Consumers who shop on social media buy more from a wider range of countries. One reason for this could be because they are making a purchase directly on a platform they already use and trust.

The global consumer cross-border e-commerce market is expected to reach a value of

**7.9 TRILLION**

US dollars by 2030.\*



**DID YOU KNOW**  
**97%**

OF GLOBAL SHOPPERS BUY FROM MARKETPLACES?

In recent years, app-based marketplaces such as Temu and AliExpress have risen in popularity. These retailers offer shoppers across the globe a huge range of products at various price points. If you want to grow internationally, selling via marketplaces could be a great way to reach new customers.

**Discover which marketplaces are most popular in our E-Commerce Trends Report.**



\*Source: Statista, 2024. Data accurate as of July 2024.

# A spotlight on European buying behavior

As well as shopping with online retailers outside their region, shoppers in Europe frequently buy from their neighbors. But which countries in their region do European shoppers tend to buy from the most?

## Does your business sell within Europe (or are you thinking about doing so)?

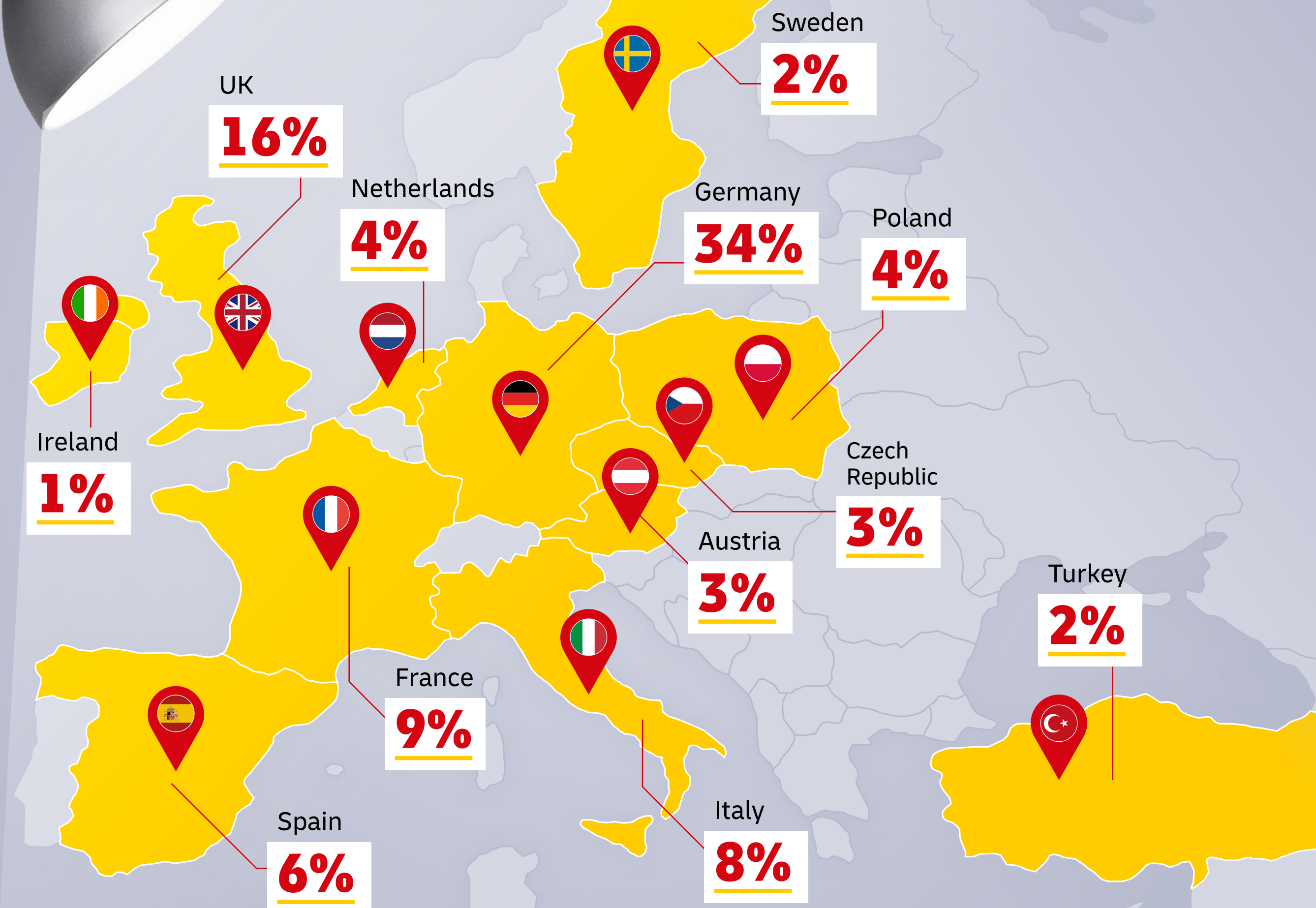
Shoppers in this region are particularly frustrated by high delivery costs and paying for returns:

- **71%** say free delivery would improve their online shopping experience.
- **51%** would like to be offered free returns.

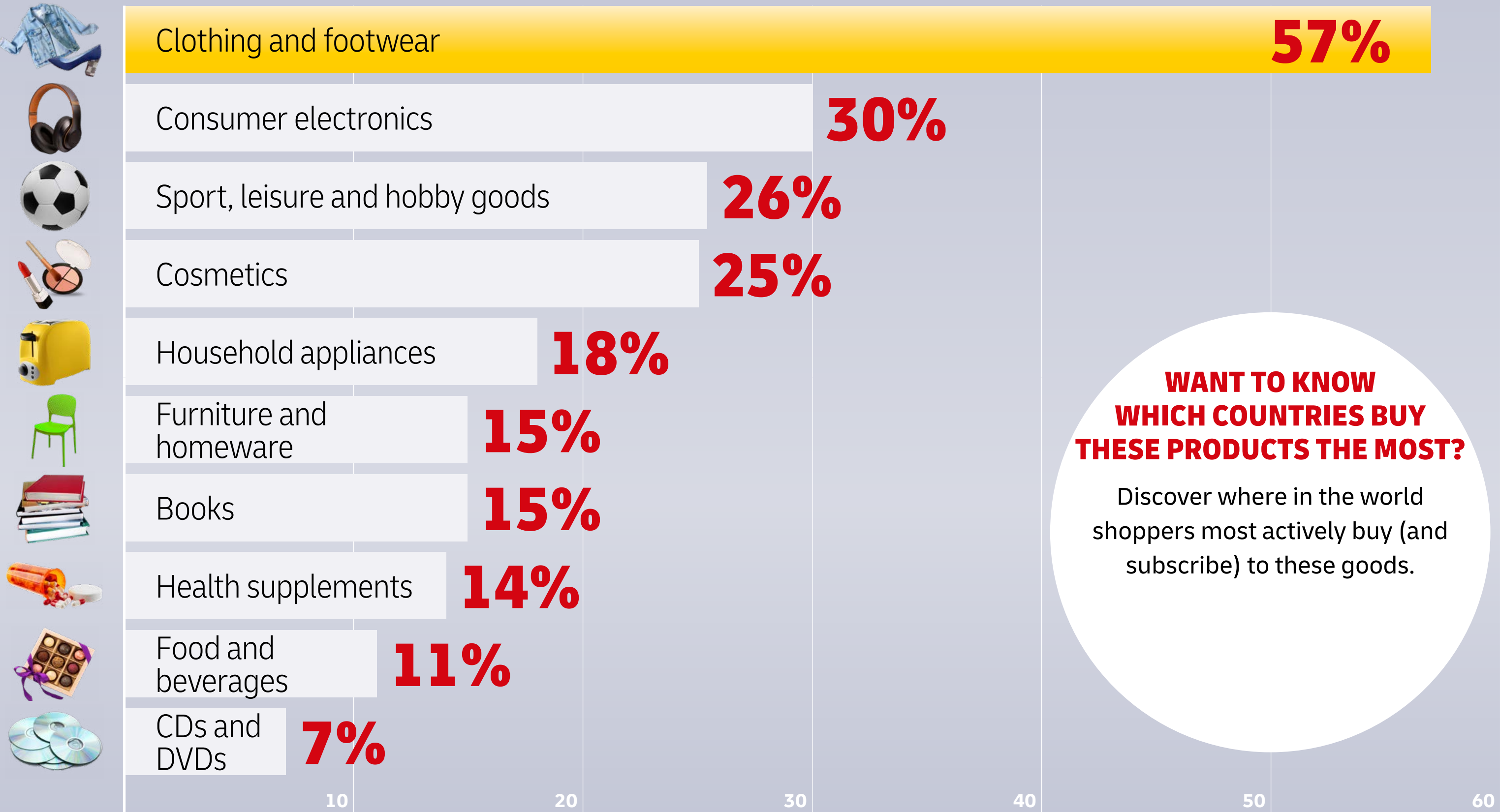
Consider partnering with a reliable and trusted delivery provider to help you grow successfully in this region.

At DHL eCommerce, we have a trusted logistics network in **28 European countries**.

**Discover** our  
Parcel Connect services



# What are shoppers buying from other countries?



**WANT TO KNOW  
WHICH COUNTRIES BUY  
THESE PRODUCTS THE MOST?**

Discover where in the world shoppers most actively buy (and subscribe) to these goods.

**Does your business sell the products that more than 1 in 2 cross-border shoppers want?**

For fashion retailers looking to expand into new markets, opportunities await. If you want to attract new customers, consider expanding your product range to include these in-demand goods.

For retailers selling cosmetics or food and beverages, you might want to consider selling on social media. Social media shoppers buy more of these types of products than the average global shopper.

**DID YOU KNOW?**

**67% of social media shoppers buy from retailers in other countries.** This is higher than 55% of global shoppers. But which products are most popular with these shoppers?



**61%**

Clothing and footwear



**37%**

Cosmetics



**22%**

Food and beverages

Respondents were offered multiple choice options for this question.



# Are shoppers planning on buying more frequently from abroad?

With 27% of shoppers planning to buy more frequently from abroad in the coming year, there’s real potential for businesses to grow by expanding across borders.

Online shoppers in India (56%), Morocco (49%), and Nigeria (49%) plan to increase their overseas purchases the most.

## IN WHICH COUNTRIES DO SHOPPERS PLAN TO BUY MORE FREQUENTLY FROM OVERSEAS?

Globally		In Europe	
1	 India	 Turkey	
2	 Morocco	 UK	
3	 Nigeria	 Germany	
4	 South Africa	 Czech Republic	
5	 Thailand	 Italy	

IN THE NEXT 12 MONTHS, ONLINE SHOPPERS SAY THEY PLAN TO...



33%

OF SHOPPERS UNDER 45 PLAN TO BUY MORE FREQUENTLY FROM ABROAD IN THE NEXT YEAR.

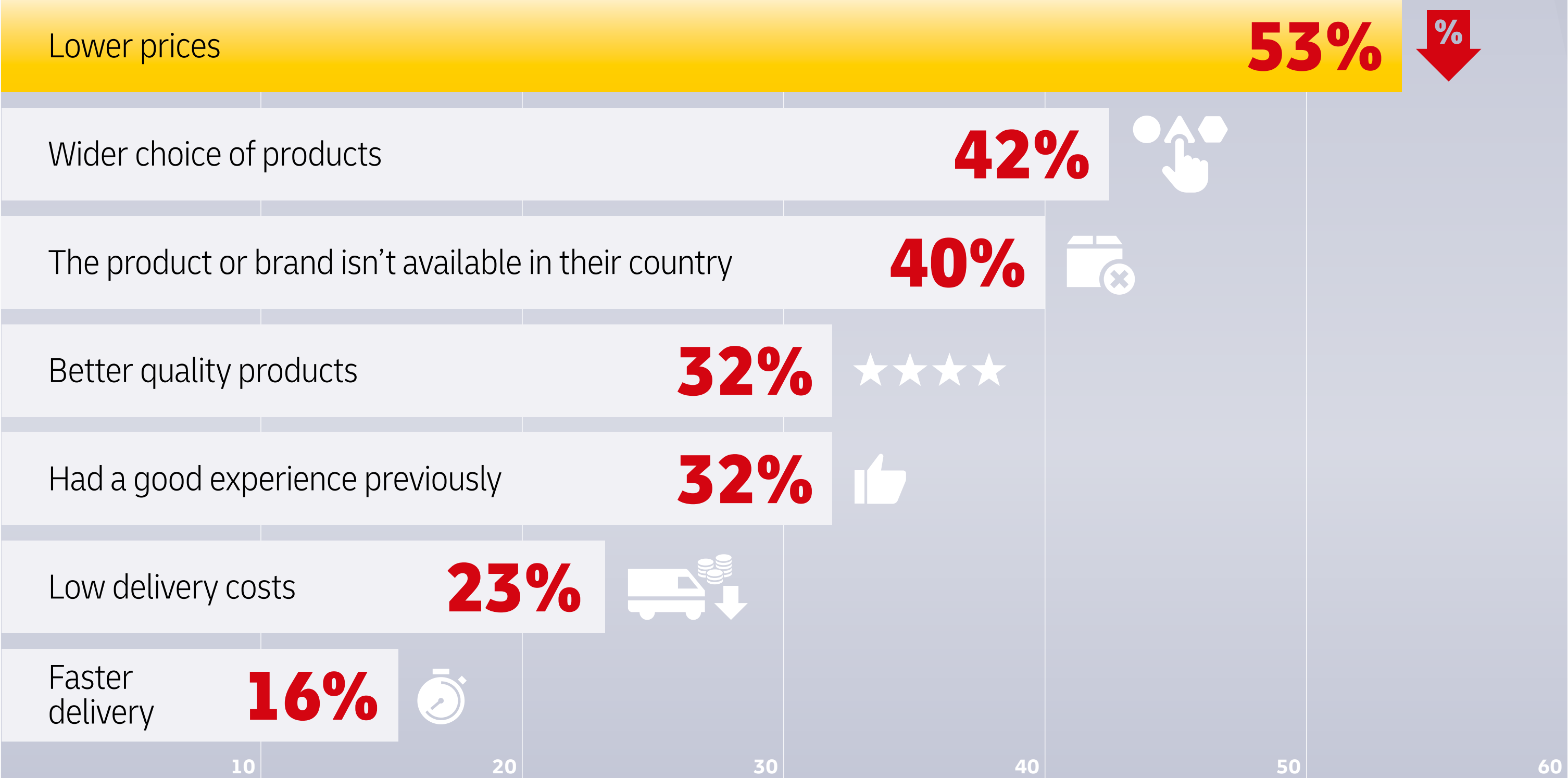


48%

OF SOCIAL MEDIA SHOPPERS PLAN TO BUY MORE FREQUENTLY FROM ABROAD IN THE NEXT YEAR.



# Why are shoppers buying from abroad?



Respondents were offered multiple choice options for this question.

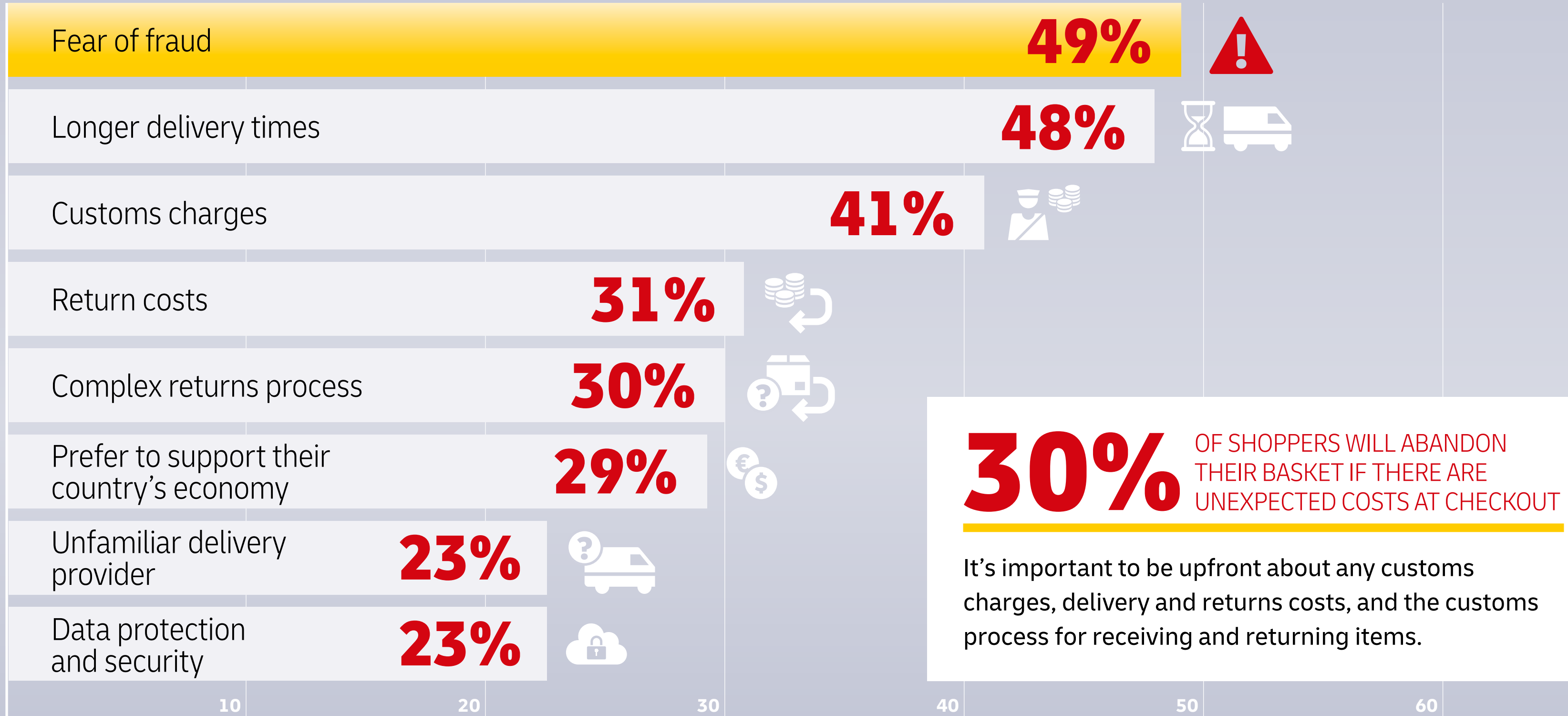


Lower prices are particularly important to shoppers in the Czech Republic (68%), the Netherlands (66%), Spain (63%), and Sweden (61%).

Being able to access a wider range of products is most important to shoppers in Malaysia (54%), South Africa (53%), and Brazil (52%).

If you're thinking about selling abroad, we recommend checking your prices against those of other businesses in that country to ensure they align with what consumers expect to pay.

# Why are some shoppers not buying from abroad?



Respondents were offered multiple choice options for this question.



## THE MAIN REASON SHOPPERS ARE NOT BUYING FROM ABROAD IS FEAR OF FRAUD.

Concerns about whether overseas retailers are genuine, the chance of receiving low-quality products, and the risk of their payment information being stolen all contribute to this. Offering your customers globally trusted payment options and delivery and returns with a globally trusted logistics provider can help alleviate the concerns that almost 1 in 2 online shoppers have.

Shoppers in Malaysia, Morocco, and Nigeria are most concerned about fear of fraud when buying from retailers in other countries.



# Are shoppers satisfied with the cross-border delivery experience?

Four out of five shoppers are happy with the delivery experience they receive from online retailers in other countries. However, they are slightly less satisfied with the delivery options on offer.

With 54% of overseas shoppers saying they frequently abandon their baskets due to delivery options, offering a range of delivery options is essential to grow your cross-border sales.

Offering customers free delivery (with a choice to pay for faster delivery) and letting them choose whether to have their parcel delivered to their home, a parcel locker or a pick-up point can all help increase their satisfaction.



## WHY ONLINE SHOPPERS ARE SATISFIED WITH THEIR DELIVERY FROM ABROAD...

*"It didn't take too long to arrive, not much longer than purchasing a product from my own country."*

*"The delivery option was prepaid and safe. The product was perfectly packed to avoid damages."*

## AND WHY THEY ARE NOT SO SATISFIED...

*"There was no delivery option. The items were sent to a post office which I had to locate to collect them."*

*"The custom fee was too high and I only had one option for courier company."*

The percentage shown is the total of "very" or "quite" satisfied responses vs "neither" or "very" or "quite" dissatisfied.



# What can online retailers do to reassure overseas shoppers?



The good news is that businesses can implement a few simple changes to secure more cross-border sales.

What overseas consumers want most is trust – but how can you offer that to them?

Here are some of our top tips for helping shoppers in other countries feel more confident buying from your business:

- 1 Provide your website in local languages and currencies.** If you are selling on marketplaces or social platforms where these elements may already be handed, consider providing reviews from customers in the countries you're selling to.
- 2 Visibly advertise your transit times and costs, as well as any customs fees –** the delivery and returns options you offer could make or break a sale.
- 3 Payment methods are important to shoppers across the globe.** Consider offering a variety of globally-trusted payment options, digital wallet payments and Buy Now, Pay Later to give customers a choice on how they pay at checkout.



We hope this report gives you useful insight into what’s important to cross-border shoppers and how you can effectively sell abroad.

Interested in how consumers in different countries shop online?

In our Country Reports, we explore how different countries shop online – from what they buy to their delivery and returns preferences. For retailers thinking about expanding into a new market, these reports uncover what matters most to shoppers in specific countries.

Let us help you grow your business

To access even more insights from our Cross-Border Buying Report, or find out how our best-in-class products can support your business, **connect with one of our delivery experts in your country.**

DHL eCommerce ships within and all over the world from:

 Austria	 Denmark	 Netherlands	 Switzerland
 Australia	 France	 Poland	 Thailand
 Belgium	 Italy	 Portugal	 Turkey
 Canada	 India	 Spain	 UK
 Czech Republic	 Malaysia	 Sweden	 USA



*Selling to online shoppers in other countries might seem daunting, but there’s a booming and active market buying across borders.*

*To access this market, it’s clear retailers need to offer a few key things: a website in their local language and currency, globally trusted payment options to ease fraud concerns, and from a delivery perspective, not only partnering with a reliable provider for delivery and returns but also being transparent about transit times and costs.*

*A recurring theme across all our Trend Reports is that the delivery and returns options offered can make or break a sale.*

**Pablo Ciano** | CEO at DHL eCommerce



DID YOU KNOW?

83%

of shoppers trust DHL to deliver an item they bought from an online retailer in another country.



# Interested in finding out more?



Read our series of Online Shopper Trends Reports and in-depth Country Reports, for data and insights that can help support and expand your business into new or existing markets.



## E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



## Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



## Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



## Beyond the Basket

Discover what's really influencing the buying decisions of social, sustainable and cross-border shoppers



## Country Reports

Want to know what matters most to shoppers in a specific country?

### LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.

