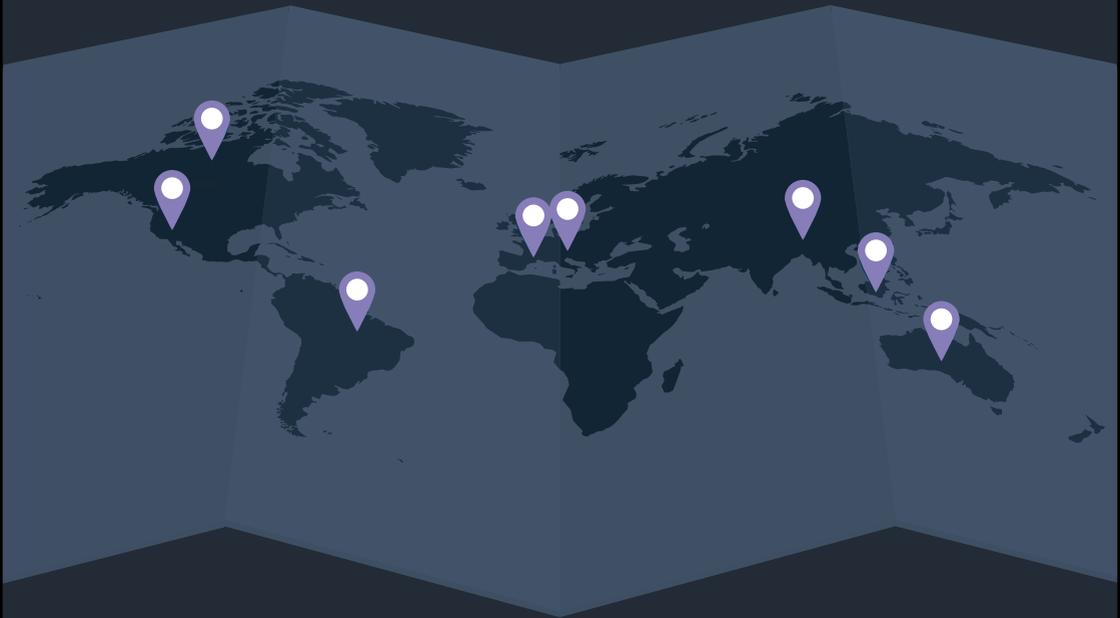




A Complete List of International eBay Sites

ebayworldwide



With 22 sites across the globe and an even wider presence in over 100 countries worldwide, eBay really is a fantastic marketplace to sell on, particularly if you're looking to expand your business overseas.

In fact, with a universal user ID you can easily sell to customers across the globe, either by enabling international postage on your domestic listings, or by listing directly on eBay's worldwide sites.

But which countries does eBay have a presence in and what do you need to know about selling into their respective markets?

Throughout this guide, we have listed each country that has a dedicated eBay website, along with key information and advice for selling on each one.

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ebay.com.au



 Population: 24.13 Million

 Currency: Australian Dollar

 Language: English

Cross-Border eCommerce Opportunities

As the fifth largest economy in the Asia-Pacific region and the 13th largest in the world, Australia is a favourable market for sellers wanting to expand internationally.

In fact, given that Australian consumers spend A\$6.4 billion online purchasing from overseas retailers, with 66% of online shoppers in this market having made an international purchase in the past six months alone, it's clear just how big the opportunity for cross-border trade is in this market.

But just how important is eBay in Australia?

Well, to start with, eBay.com.au is ranked as the top international site in the country, with [11 million unique visitors to the site every month](#). If you're a UK or US-based seller, you'll also be pleased to know that consumers typically prefer to purchase from these two markets.

On the whole, eBay accounted for 44% of cross-border purchases in Australia, so it really is a marketplace worth considering if you're looking to expand into this market.

Understanding the Australian Shopper

The number of online purchases in Australia is on the rise, but what exactly are consumers buying from international retailers?

Well, clothing & footwear leads the way with 49% of shoppers having purchased products of this kind from cross-border sellers, followed by computer electronics (21%), beauty & cosmetics (19%), toys (16%), home & furniture products (14%), sporting goods (11%), gifts & flowers (11%), automotive parts (9%) and food (7%).

On eBay itself, the most popular products include wedding items which are purchased every 25 seconds, home décor goods purchased every 12 seconds and tools purchased every 19 seconds.

That's not to say that you shouldn't be considering eBay Australia if you sell other products, you will just need to do your research into what sells well in Australia and where the opportunities are.

So, what else is there to know about Australian online shoppers?

When it comes to preferred payment methods, PayPal is the most popular with 70%. 59% of Australians also shop online because it's more convenient, 63% do because it's cheaper and 16% because they believe they can get the products they want quicker – all factors worth considering when thinking about your delivery options and pricing strategy.

Key Considerations for Selling Into Australia

Logistics is a huge challenge when selling to Australia from the UK, or any European or North American country for that matter. With the closest Australian city being approximately 24 hours away from the UK by plane, it's crucial that you're considering delivery and fulfilment options when exporting to this market.

Australian consumers do, however, value choice when it comes to delivery options, although this isn't just with regards to speed but also traceability.

It's also worth keeping in mind that eBay Australia is one of only two markets that currently offers eBay Plus, a premium account option for buyers. While there are [several benefits which you can learn more about here](#), the main advantages are free and fast delivery on Plus items, along with free returns and premium customer service.

This service does, however, require eligible sellers to store their inventory in Australia, with the ability to ship these orders on the same day.

Geographical distance aside, the fact we share a common language does eliminate the need for translation costs, which is a particular advantage when it comes to listing directly on eBay Australia. That said, you should still consider language variations in your listings, as this could impact visibility and conversions.

ebay.at



 Population: 8.7 Million

 Currency: Euro

 Language: German

Cross-Border eCommerce Opportunities

Not only is Austria home to over 5 million online shoppers, it also has some of the highest cross-border sales across the globe with as many as [82% of Austrian consumers](#) having shopped internationally, making it an eCommerce market worth considering.

That's not all though; thanks to its extremely well-developed infrastructure and the fact it's located at the heart of Europe, it's also one of the easiest countries to deliver to worldwide.

But which eCommerce markets are most popular for cross-border trade? When it comes to buying from overseas sellers China leads the way, followed by Germany, the UK and the US.

70% of Austrian shoppers also prefer to shop on global marketplaces when making international purchases, making eBay a great platform to leverage for reaching this market.

Understanding the Austrian Shopper

eCommerce spending in Austria far above the European average, but that's not the only reason to consider the country as a potential export destination.

Another big advantage of selling into this market is that consumers are so used to purchasing internationally that they tend to be flexible when it comes to delivery times. That said, they do expect extremely high-quality customer service in return.

But when it comes to shopping internationally, which product categories are the most in demand?

As with many markets, fashion leads the way with 44% of consumers having purchased a product of this kind from an international seller, followed by computer electronics (25%), toys (20%), beauty and cosmetics (19%), home & furniture items (16%), sporting goods (13%) and automotive parts (11%).

Austrian shoppers also tend to value complete transparency with regards to payment costs and when it comes to making a purchase decision, the three key criteria include free delivery, good quality products and good value for money.

Key Considerations

It can't be ignored that Austria does have one of the highest cross-border return rates across the globe, although shoppers don't typically expect them to be free and are often willing to pay for returns themselves.

If this is something you are concerned about, do keep in mind that there are plenty of international returns services available, making the whole process easy (and relatively cheap) to deal with.

As a German-speaking country, you will also need to factor in translation when listing directly to eBay.at.

While you will be at an advantage if you're already selling into Germany, do consider the fact there may be different dialects and you will need to adjust your listings accordingly.



 Population: 1.25 Million

 Currency: Euro

 Languages: Dutch and French

Cross-Border eCommerce Opportunities

If you're looking for ideas on which European eBay markets to sell into, Belgium is definitely one worth considering.

After all, 81% of Belgian consumers shop across the border, with the Netherlands, France, Germany and the UK cited as the most favoured online shopping destinations.

Now while that in itself is a big enough reason to sell into this market, the fact that eBay has a strong presence there provides you with an even greater opportunity to reach Belgian consumers.

Understanding the Belgian Shopper

Belgian shoppers tend to be relatively price-sensitive and will often seek out products that are the best value for money.

Free shipping is another driver for cross-border purchases, with 43% citing this as a factor, although 28% are prepared to pay between €4.00 and €7.50 for delivery, so providing various delivery options is key. Security around payment is another concern amongst cross-border customers, which is why they typically prefer to buy from recognised and trusted brands.

But what exactly are Austrian consumers buying?

With regards to the most popular product categories for cross-border purchases, clothing, footwear & accessories is at the top (71%), followed by consumer electronics (62%), collectibles, memorabilia and art (61%), toys & hobbies (60%) and physical entertainment/educational items (59%).

Key Considerations

Besides the language barrier, there are few challenges for selling into Belgium. That said, one worth noting is the fragmented market.

Specifically, Belgium has two official languages - Dutch and French - depending on the region - which is why eBay operates two separate Belgium sites - a French version and Dutch version.

This is certainly something you will need to consider before selling into this market through eBay, and you will need to conduct thorough research to determine whether it's a good fit for your business. You can find out more about doing business in Belgium, with the [DIT's export guide](#).



 Population: 36.29 Million

 Currency: Canadian Dollar

 Languages: English and French

Cross-Border eCommerce Opportunities

Canadian's are amongst the most prolific cross-border purchasers worldwide, with as many as 67% of online orders coming from international retailers.

Now given that the Canadian eCommerce market is worth an estimated \$18 billion, there is clearly a huge opportunity for UK sellers to succeed in this market – even more so due to the fact the UK is one of the three most popular overseas shopping destinations in this country, along with the US and China.

Understanding the Canadian Shopper

Pricing is key for Canadian consumers, with [37% citing price/promotions as their primary consideration for an online purchase.](#)

Free shipping also influences the buying decision, which is something to keep in mind when targeting this market.



So, what should you be selling?

Similar to many other overseas territories, clothing tends to be amongst the most popular products ordered online in Canada, [followed by books, electronics and household goods](#).

It is worth keeping in mind that Canadian consumers typically expect quick fulfilment of online orders, despite not wanting to pay premium prices for shipping. In fact, 78% expect an economy international shipping option when purchasing from overseas retailers.

Alongside lower prices, another reason Canadian's tend to purchase internationally is because they want something that's [not available in their domestic market](#). This could be a great opportunity if you sell unique products.

Key Considerations

It can be easy to forget that both English and French are official languages in Canada, with territories such as Quebec officially speaking the latter. This is incredibly important to keep in mind if you want to sell into Canada and is the reason why eBay do in fact operate both an English Canadian site and a French-Canadian site.

Tax is another key consideration when selling into this market and there are different tax structures to be aware of across the country, each of which you will need to familiarise yourself with. More information on these different tax structures, as well as legal considerations, customs regulations and product restrictions, can be found in the [DIT's Canadian Export Guide](#).

ebay.fr



 Population: 66.9 Million

 Currency: Euro

 Language: French

Cross-Border eCommerce Opportunities

With an eCommerce market worth over €80 billion and around 38 million active online shoppers, France is a lucrative market for international expansion. That's not the only reason to consider selling into France though.

Of the 38 million online shoppers, 59% do in fact purchase from international retailers and the UK is even ranked as one of the top foreign markets for cross-border trade, along with China, the US and Germany.

Now when it comes to eBay's position in this market, it's worth keeping in mind that the marketplace is amongst the top five eCommerce sites in France, with 4.4 million active buyers and 1.5 million unique visitors every day.

This makes it a great (and relatively easy) place to start if you're looking to expand into France, especially if you're already selling on the site. What's more is that 1 out of every 5 transactions on eBay.fr are cross-border.



Understanding the French Shopper

So, what exactly are French consumers buying online? Well, when it comes to cross-border purchases, consumer electronics, cultural products, clothing, toys & games and vehicle parts & accessories all lead the way. In fact, clothing alone has the highest eCommerce market share in France, with a value of around £4.8bn.

With regards to delivery options, French shoppers typically value convenience, with as many as 72% opting for click and collect. Free shipping is another driver for cross-border sales, so you should really be thinking about offering a range of delivery options.

When pricing your products, you should also be aware that cost is a key factor in the purchasing decision amongst French shoppers. There also tends to be an expectation for special offers and discounts.

Key Considerations

Let's start with translation. The French language is the sixth most widely spoken across the globe, opening up opportunities to reach millions of additional consumers in markets such as Belgium, Switzerland, Canada and some North African countries. That said, it is imperative that you localise your listings for each French-speaking market, not just France.

It's not just your listings you need to consider though as French consumers typically require local-language support. When choosing your delivery services, keep in mind that La Poste, Collissimo and Chronopost are all recognised and trusted delivery services in France, and it recommended that you provide customers with these delivery options.

ebay.de



 Population: 82.67 Million

 Currency: Euro

 Language: German

Cross-Border eCommerce Opportunities

Not only is the German market one of the largest in the world at an estimated €71 billion, it is also an extremely lucrative country to sell into thanks to its well-developed infrastructure and the fact that as many as [73% of German shoppers in this market shop across borders.](#)

When it comes to eBay's German marketplace, the site itself has over 17 million active customers and along with eBay.co.uk, was responsible for 30% of eBay's total net revenue in 2016.

In fact, eBay.de is also the second most visited website in Germany, highlighting just how big of a presence it has in the market.



Understanding the German Shopper

There is a general expectation amongst German consumers that goods purchased online will be delivered in a timely manner. This means that in order to be successful, you should be opting for quick and reliable delivery services.

Preferred shipping methods also vary and while home delivery is still the most popular delivery option in Germany, consumers typically like to have alternative options including click & collect and delivery to pick-up points such as parcel lockers.

Now you're probably wondering what sells well in Germany.

According to eBay's [Inside eBay EU report](#), the most popular product category on eBay.de is Home & Garden, followed by Clothes, Shoes & Accessories, Electronics, Parts & Accessories, Business & Industrial, Collectable, Lifestyle and Media.

Key Considerations

There are a number of factors you will need to take into consideration before selling not only on eBay.de, but also into Germany as a whole.

To start with, German law allows consumers to return their purchases within 14 days, with no need for explanation. Subsequently, the country has one of the highest return rates in Europe – as high as 70% for fashion and 5-10% for electronic goods – meaning you will need to be fully prepared for this should you wish to expand in this market.



As with many other markets, local-language customer service is expected, along with translated and localised product listings.

If you take a look at any listing on eBay's German site, you will also notice that there is typically far more detailed legal and seller information than on eBay's other international sites.

This is because there are more comprehensive legal requirements for selling to German consumers and you will therefore need to familiarise yourself with these requirements and ensure your T&C's are compliant.

Finally, it's worth being aware that eBay Germany offer eBay Plus, a premium account option for buyers, with benefits such as fast and free domestic shipping and free returns. For sellers to enrol in the eBay Plus programme, there are a few requirements that must be met.

These include the need for Top Rated seller status, along with the ability to ship these orders on the same day, with the items located in Germany. Eligible sellers can, however, add or remove the eBay Plus offer on a listing-by-listing basis. You can [read more about the requirements here](#).



 Population: 4.8 Million

 Currency: Euro

 Languages: Irish Gaelic & English

Cross-Border eCommerce Opportunities

Ireland has a higher percentage of cross-border shoppers than any other country worldwide, with as many as 81% of the population having purchased from an international retailer in the past year.

Thanks to its close geographical proximity, shared language and cultural similarities, Ireland is a particularly attractive export market for UK sellers, which is supported further by the fact that Irish consumers largely buy from British retailers. That said, the US and China are also popular shopping destinations.

Understanding the Irish Shopper

When shopping cross-border, the most popular product categories tend to be clothing, footwear & accessories, jewellery & watches and consumer electronics.

Now if you're wondering what drives Irish consumers to buy online, free shipping, low costs and security around payments are cited as the top reasons.

On the other hand, high shipping costs, long delivery times and the need to pay customs and duties are the most common barriers and should therefore be considered when targeting this market.

It's also worth bearing in mind that 64% of consumers in Ireland typically prefer to shop on a global marketplace such as eBay or Amazon when making cross-border purchases.

Key Considerations

Like with most international markets, some of the biggest concerns Irish consumers have when purchasing overseas include a lack of trust in foreign sites, data protection and returns policies.

This is another reason why a recognised marketplace such as eBay could be a great platform to sell on.

For further information on exporting into Ireland, we would recommend reading the [DIT's full country guide](#).



 Population: 60.6 Million

 Currency: Euro

 Language: Italian

Cross-Border eCommerce Opportunities

Compared to other European countries, the Italian eCommerce market is still relatively undeveloped, resulting in a higher percentage of consumers looking to international retailers for products that aren't available in their domestic market.

In fact, as many as [48% of consumers have purchased from an online retailer in the past year alone](#), with a further 24% of those buying from UK merchants. Interestingly, 82% prefer to shop via large 'global' stores, for instance eBay or Amazon, when buying from international sellers.

So, how does eBay perform in the Italian market?

eBay.it has [5 million active users](#), with buyers typically using the marketplace to purchase from sellers in China, the UK, Germany, Hong Kong and the US. It is also the second most popular eCommerce marketplace in Italy, beaten only slightly by Amazon.



Understanding the Italian Shopper

According to eBay's [Italian Trend Report 2017](#), the most purchased products on eBay.it include car parts (one bought every 6 seconds), electronics items (every 5 seconds), clothing (every 9 seconds) and DIY products (every 5 seconds).

Alongside clothes, shoes & accessories, electronics and parts & accessories, other popular product categories on eBay's Italian site include home & garden, collectables and lifestyle products.

When it comes to consumer expectations in this market, free delivery is high up there with 63% citing it as a key factor in their purchasing decision. Cheapest total cost (39%), inability to find the item locally (34%) and local-language customer support (34%) are also drivers for cross-border purchases.

Italian shoppers are also particularly keen to have full [oversight of their goods from purchase to delivery \(96%\)](#), so it's worthwhile offering tracked delivery options.

So, what puts Italian customers off buying internationally?

Delivery times not being fast enough, having to pay customs duties/fees and/or taxes, and concerns that they may not receive their items are all common barriers to shopping internationally.



Key Considerations

Italian is the official language of Italy, meaning you will need to translate and localise your product listings when selling on eBay.it.

Another thing to consider is around sizing and metrics.

If, for example, you sell clothing, you will need to list these products using EU sizing, as opposed to British sizing. This of course applies to any European market.

Understanding local tax requirements and customs regulations is also key for exporting into Italy, so make sure you take a look at the [DIT's Italian Trade & Export Guide](#) for advice.



 Population: 347 Million

 Currency: Hong Kong Dollar

 Languages: English & Mandarin

Cross-Border eCommerce Opportunities

Although in-store shopping remains the preferred outlet amongst consumers in Hong Kong, the popularity of online eCommerce sites in this market is on the rise, with an increase in online sales across almost all product categories.

In fact, as many as 88% of consumers in this market made at least one online purchase in the past year.

While it can't be ignored that online marketplaces such as Alibaba's Taobao and Tmall lead the way in Hong Kong, eBay is still a popular site in this country and acts as a great platform for reaching consumers in this market, particularly if you're already selling on the eBay marketplace.

Understanding the Hong Kong Shopper

With regards to what shoppers in Hong Kong are buying online, the most [popular product categories](#) include fashion, books, sporting goods, lifestyle goods, consumer electronics, beauty & wellness products and food & beverage.

More specifically, on [eBay.com.hk](#) the main products sold by professional sellers are photography, mobile phones & accessories, computing goods, auto parts and clothing, shoes & accessories.

Discounts and promotions are amongst the top drivers of cross-border purchases, along with free shipping, lower shipping costs and lower total costs.

Key Considerations

Returns should be a key consideration when exporting to this market, with consumers in Hong Kong citing return shipping costs and difficult processes for returning products amongst their top barriers for buying internationally.

Delivery costs, unfavourable currency conversion rates and the fear of having insufficient customer support are other common barriers.



 Population: 31.19 Million

 Currency: Malaysian Ringgit

 Languages: Malay & Malaysian

Cross-Border eCommerce Opportunities

Over the past few years, consumer expenditure in Malaysia has increased steadily in line with the country's economic growth, with 97% of consumers having previously shopped online.

Perhaps even more importantly, as much as [40% of all Malaysian eCommerce is cross-border](#), highlighting a huge opportunity for sellers looking to expand into this country.

One reason for this comes down to the unserved demand for broader product selection in Malaysia. Ultimately, however, the country's growing middle-class, healthy economy, developing digital landscape and improving infrastructure are all key drivers for international commerce.

Understanding the Malaysian Shopper

So, what exactly are Malaysian consumers buying online? And more specifically, what are they buying from international retailers?

Apparel, beauty, electronics, media products and food & beverage goods are amongst the most popular product categories for cross-border trade.

With regards to shopping destinations, [eBay itself is incredibly popular amongst consumers in Malaysia](#), making it a site worth considering.

When it comes to barriers for cross-border trade in this market, the biggest one comes down to logistics. In fact, when it comes to shipping to Malaysia, there are complex rules and regulations you will need to adhere to.

Key Considerations

One consideration worth keeping in mind when selling into this market is the general concern around payment security, which is why you will need to sell through a trusted marketplace such as eBay, or alternatively use a recognised and secure global card payment processor.

Import taxes are also relatively complex in Malaysia, with different procedures and taxes applied to different product categories. We would recommend consulting with an expert to learn more.



 Population: 17.02 Million

 Currency: Euro

 Language: Dutch

Cross-Border eCommerce Opportunities

Thanks to its close geographical proximity, well-developed infrastructure and a population used to shopping cross-border, the Netherlands is a great potential market for British merchants.

Not only that, but the country is the [7th largest eCommerce market in Europe](#), with 37% of Dutch consumers already shopping internationally. More specifically, the UK, US, China, Germany and Belgium are the top five most popular destinations for international purchases.

But just how popular is eBay in the Netherlands?

The short answer is very. In fact, eBay.nl is one of the country's top online retailers, making it a great platform for reaching customers in the Netherlands.



Understanding the Dutch Shopper

Let's start with what Dutch shoppers are buying online.

As with many markets, fashion is the leading product category, accounting for 5.76 billion USD, followed by toys, hobbies and DIY, worth 2.13 billion USD.

Regardless of whether you list directly on eBay.nl or sell through your own website, it's also worth being aware that many Dutch consumers do prefer to shop online in their native language. This is despite the fact that many of them are fluent in English.

For this reason, you will be required to use local language listings when selling into the Netherlands.

Key Considerations

The Dutch are used to fast delivery options, including next-day, same-day, evening and Sunday delivery, with merchants that offer these options typically seeing up to [25% more sales](#).

The cost of delivery itself is another consideration, with 53% of shoppers considering it to be an important factor.

For further guidance on selling into the country, take a look at this [dedicated export guide for UK sellers](#).



 Population: 103.3 Million

 Currency: Philippine Peso

 Languages: English & Filipino

Cross-Border eCommerce Opportunities

Although the development of eCommerce in the Philippines has certainly been slower than other Asian countries, online shopping amongst Filipino consumers is now on the rise, with an eCommerce market that's set to reach \$19 billion by 2025.

That's not all though; as many as [50% of shoppers in this market shop across borders](#), making it a market worth considering.

Now with regards to preferred shopping outlets, online marketplaces tend to be popular as a result of the country's lack of secure payment facilities. In fact, eBay is one of the major eCommerce players in the Philippines.

Understanding the Filipino Shopper

The first thing to note about Filipino shoppers is that they are amongst the most receptive to cross-border trade, with as many as [61% of consumers in the Philippines](#) having made a purchase from an overseas retailer in the past six months.

But what are they buying?

During the past 12 months, clothing, footwear and accessories have been the [most common cross-border purchases](#), followed by consumer electronics and cosmetics.

That said, three forecasted growth categories include groceries and household goods, baby and children suppliers and leisure, hobby and outdoor equipment.

Key Considerations

As always, there are certain barriers to cross-border shopping in this market, the biggest being high shipping costs. The need to pay customs duties or taxes are another barrier, as is a difficult returns process.

To learn more about taxes and customs regulations in the Philippines, along with general guidance for selling into this country, make sure you take a look at the [DIT's trade and export guide](#).

ebay.pl



 Population: 37.95 Million

 Currency: Polish złoty

 Language: Polish

Cross-Border eCommerce Opportunities

With a current value of €10 billion, the eCommerce market in Poland has seen rapid growth in recent years – up 25% since 2015 – making it one to consider setting your sights on.

Now while it can't be ignored that the percentage of Polish consumers shopping internationally is lower than other global markets, what is important to keep in mind is that [34% of the population are currently purchasing from international retailers](#), and as many as 52% of those who aren't are planning to in the near future.

Understanding the Polish Shopper

If you're wondering whether your product will be a good fit for the Polish eCommerce market, the three most [sought-after product categories for cross-border sales](#) are clothing & footwear, home furnishings and car accessories.

Interestingly, Polish consumers already shopping overseas are driven to do so by lack of product selection in their domestic market and lower prices, both of which are factors to keep in mind if you are looking to expand into Poland.

But what's stopping the consumers that have yet to shop cross-border?

Largely it comes down to the fact that many Polish shoppers still perceive it as an [unsafe way to purchase](#).

A poor international returns management process can also be a barrier, although that said, return rates in Poland are relatively low with only one in five online consumers having ever returned an online product. For advice on how to deal with international returns, [take a look at our separate guide](#).

Key Considerations

As with any international market, there are certain regulations to selling into Poland, each of which you will need to familiarise yourself with before exporting into the country.



 Population: 5.607 Million

 Currency: Singapore Dollar

 Languages: English, Malay & Standard Mandarin

Cross-Border eCommerce Opportunities

Along with Malaysia, Singapore represents one of the two largest eCommerce markets in southeast Asia, with an estimated current value of \$3.3 billion.

What's more is that 55% of Singaporeans shop from international retailers, resulting in a cross-border eCommerce market worth \$1.2bn.

Ultimately, Singapore is a favourable market for international expansion, thanks to it being a high-income country and having one of the best logistics infrastructure in the world.

But how exactly does eBay fare in this market?

Well to start with, eBay.com.sg is the third most visited eCommerce site in Singapore, with cross-border trade on the platform on the rise with a 21% YoY growth. In fact, international commerce now makes up the majority of transactions on the site, meaning it really is one to set your sights on if you decide to expand your business in this market.

Understanding the Singaporean Shopper

Let's start with what consumers are buying from overseas sellers. Like with most markets, fashion, beauty, electronics and food & beverages drive the most purchases, however what's interesting is that online sales of furniture and homeware goods are anticipated to increase significantly over the next five years. This something to keep in mind if you're a retailer in one of these verticals.

But which countries are Singaporeans buying from?

China, Malaysia, Japan and the US are the top four importing destinations, however Singaporeans do shop worldwide so don't let that put you off if you're located elsewhere.

Ultimately, Singaporean consumers are amongst the world's most demanding, with good customer service crucial to your success Singapore. That said, 72% are willing to spend more with a company if the customer service is excellent, so it really is worth investing in local-language support if you want to tackle this eCommerce market.

Key Considerations

Another good reason for selling into this market is due to the fact that Singapore is one of the only countries in South East Asia to use English as a working language, eliminating any language barriers.

There are, however, still tax and customs regulations, among other things, so we would recommend consulting the DIT's export guide before getting started.

ebay.es



 Population: 46.56 Million

 Currency: Euro

 Language: Spanish

Cross-Border eCommerce Opportunities

With an eCommerce market worth €18.2 billion, not to mention the fact that 63% of Spanish consumers have purchased from overseas retailers in the past year, Spain could be an ideal destination for your international business.

Now while eCommerce itself isn't as well developed in Spain compared to other European markets, the eBay marketplace does have a significant presence across the country.

In fact, [eBay.es](https://www.ebay.es) is the second most visited retail site in the country making it one worth considering as part of your expansion plans.



Understanding the Spanish Shopper

eBay.es differs from many of eBay's other European sites, in that Electronics is the most popular product category, followed closely by clothes, shoes & accessories, home & garden, collectables, lifestyle goods and parts & accessories.

With regards to the specific markets Spanish eBay shoppers are buying from, China, the UK, Germany and the US lead the way.

When it comes to delivery preferences, free shipping is high on the list, meaning that by offering it as an option you could make your eBay Spain listings more competitive.

Expectations for delivery speed aren't overly high though, with Spanish shoppers typically expecting their purchases to be delivered within 3-5 days. As an international seller, this timeframe may work in your favour.

Key Considerations

While you will need to translate and localise your listings if selling directly on eBay.es, Spanish is one of the widest spoken languages worldwide, making it even easier to reach Latin American consumers.

In fact, due to the shared language, Latin America is Spain's second biggest export market.

Find out more about selling into this market with the DIT's Spanish export guide.



 Population: 8.372 Million

 Currency: Swiss Franc

 Languages: German, Italian & French

Cross-Border eCommerce Opportunities

Not only do 61% of Swiss online shoppers make purchases overseas, but the UK is actually one of the favoured destinations for cross-border sales in Switzerland.

That's not all though.

[34% of total Swiss eCommerce expenditure is spent abroad](#), with better prices, more availability of products and a greater product selection being the main driving factors for these international sales.



Understanding the Swiss Shopper

The first thing to note here is that Switzerland is one of the top countries for high-value purchases of over €100, a fact that correlates with the country's higher level of consumer income. If you sell high-value products, Switzerland could be a great country to set your sights on. Alternatively, it could be worth conducting research to understand demand in this market and determine whether you could justify charging a premium for certain products.

Now while Swiss consumers have a willingness to spend, there are certain expectations they have as consumers. Free postage, for example, is typically required, even on international purchases.

With regards to popular product categories, as with the majority of international markets clothing and footwear leads the way. Perhaps the biggest difference is that Swiss consumers actually [buy more of these goods](#) than the global average.

Additionally, consumer electronics, books, health & beauty products, toys, sports & leisure equipment and home & garden goods are also in-demand.

Key Considerations

One of the biggest challenges you will face when selling into this country is that they have three official languages – German, Italian and French.

Although eBay.ch uses the German language, it is important to be aware that many Swiss consumers aren't actually fluent in German and may use a different eBay site.

ebay.com.tw



 Population: 23.55 Million

 Currency: New Taiwan Dollar

 Languages: Mandarin Chinese & Standard Mandarin

Cross-Border eCommerce Opportunities

Taiwan has one of the highest eCommerce penetration rates worldwide, with 62% of the population having already purchased goods online and 84.3% willing to buy from international merchants.

Even though China, Japan and the US are the leading markets for cross-border shopping amongst Taiwanese consumers, it doesn't mean you should be ruling this market out if you're based elsewhere.

In fact, cross-border eCommerce in Taiwan is growing year-on-year, opening up opportunities for sellers across the globe.

Understanding the Taiwanese Shopper

So, what are Taiwanese shoppers purchasing from overseas retailers?

Once again, clothing and accessories are top of the list, followed by electronic products, books and cosmetics. If you sell clothing and accessories, it's also worth noting that there is a huge market for youth fashion, with an increasing demand for contemporary menswear and ladieswear, as well as premium accessories and sportswear.

When it comes to the [actual reasons for Taiwanese shoppers using cross-border eCommerce platforms](#), favourable pricing leads the way as the most important, followed by availability of foreign products, wider range of products, large discounts and quality.

With regards to the most popular cross-border eCommerce platforms, [eBay itself is amongst the top five](#), along with Taobao/Tmall, Rakuten, Amazon.co.jp and Amazon.com

Key Considerations

Despite the evident opportunities for cross-border sales in this market, the biggest barriers to selling in Taiwan are customs, warehousing and tax issues, along with the lack of a well-developed eCommerce infrastructure.

For this reason, we would urge you to conduct thorough research and consult the [DIT's Taiwan trade and export guide](#).

ebay.co.th



 Population: 68.86 Million

 Currency: Thai Baht

 Language: Thai

Cross-Border eCommerce Opportunities

The Thai eCommerce market has experienced steady growth in the past few years, and while it is still in its early stages, valued at around \$0.9 billion, it is expected to reach \$11.1 billion by 2025.

That in itself opens up a huge opportunity for cross-border trade.

Stats aside, the demand for international products already exists, with 64% of online shoppers having made a recent purchase from a retailer outside of Thailand.

Understanding the Thai Shopper

Despite Lazada being the country's leading marketplace, Thailand has maintained its position as [eBay's largest marketing in Southeast Asia](#), making it a great platform to sell on to reach Thai consumers.

It's also worth noting that China is the [biggest import market](#) amongst Thai consumers, followed by Japan, the US, Malaysia and Singapore.

But what are these Thai shoppers buying?

Unlike many other markets, fashion is actually the [second most popular product category](#), accounting for 525 million USD, compared with Electronics which accounts for 1.3 billion USD.

Key Considerations

There are still many barriers that come with Thai cross-border eCommerce, including customs duties and taxes, as well as long and costly shipping.

Additionally, the most common deterrents for Thai shoppers buying online include both security and price, both of which should be considerations when deciding on your strategy for selling into this market.

For further advice on selling in Thailand, make sure you have a [read of this guide](#).



 Population: 65.64 Million

 Currency: Pound Sterling

 Language: English

Cross-Border eCommerce Opportunities

The UK is the third largest eCommerce market in the world, with online sales exceeding £133 billion and over 87% of the population shopping online. But with such a well-developed domestic market, how many shoppers are looking overseas for their products?

Well, in 2016 alone, British shoppers spent £7.7 billion online from overseas retailers, an increase of £1 billion when compared to 2015. That is a huge rise in the number of customers shopping abroad, opening up some pretty big opportunities for international merchants wanting to reach British consumers.

But which countries are they buying from?

China is the [most popular import destination](#), followed by the US, Germany, Japan and France.

Understanding the British Shopper

eBay itself is a popular shopping site amongst British shoppers, making it a great option to consider if you're looking to sell into this market.

As with the majority of countries worldwide, clothing & footwear is the most popular product category on eBay UK, followed by electronics, home & garden, collectable, parts & accessories and lifestyle goods.

Ultimately, British consumers are avid online shoppers, with convenience and price being amongst the key reasons.

That said, consumer expectations are high, particularly around customer service and delivery, with [45% of shoppers expecting no minimum spend in order to receive free delivery](#). There's also a demand for multiple options to communicate with customer service – live-chat, texts, phone, email and social media.

Key Considerations

As with any market, there are certain considerations for selling not only on eBay UK, but in the UK in general.

As an example, data protection regulations, VAT compliance and customs requirements (if you're exporting into the UK), are all factors you should be considering when selling into this market.

Ultimately, whether you're already selling on eBay or not, find out everything you need to know about [selling on the marketplace here](#).

ebay.com



 Population: 65.64 Million

 Currency: Pound Sterling

 Language: English

Cross-Border eCommerce Opportunities

Despite the fact that many US consumers shop domestically, 32% of the population – which equates to around 100 million shoppers – are actively buying from international sellers, making the US a market worth setting your sights on.

But which countries are American consumers buying from?

The UK, China, Japan and Germany are amongst the most popular destinations for cross-border purchases in this market, although that's not to say you shouldn't consider the US if you're located elsewhere.

Understanding the American Shopper

There are a number of reasons why these US-based shoppers look to buy from overseas retailers, the main ones being better prices, unique products, greater choice and in some cases, better quality.



This demand does come with certain expectations though, including the fact that over half of these shoppers expect their goods to be delivered within 4-5 days. Now while this may not seem too much of an expectation, for international sales this does require fast dispatch and a reliable courier.

So, just how influential is eBay in this market?

The short answer is very. In fact, [eBay.com is the second most popular online marketplace in the US](#), with an [8% market share](#), which is pretty significant. That's not all though. The frequency in which US consumers are shopping on eBay.com is fairly high with 34% stating that around once a month, 9% around once a week and 7% as much as several times per week.

But what are they buying? Surprisingly, electronics and media is the [leading product category accounting for 102 billion USD](#). Toys, hobby and DIY comes in second accounting for 80 billion USD, followed by fashion which accounts for 76 billion USD.

Key Considerations

While one of the most lucrative reasons to sell in the US is the fact there are no language barriers and it is such a vast market, there are of course challenges.

To start with, the US tax system is a complex one, with taxes imposed by both the government and individual states, counties and cities. For this reason, we would recommend [reading this export guide from the DIT](#) and seeking advice from a certified accountant. As with many countries, you will also need to consider customs charges and international returns.



 Population: 92.7 Million

 Currency: Vietnamese Dong

 Language: Vietnamese

Cross-Border eCommerce Opportunities

With Vietnam dubbed to become the next global eCommerce powerhouse, thanks to its huge potential for growth and rapid online shopping adoption, it really is a market worth acknowledging as part of your international expansion strategy.

In fact, when it comes to shopping cross-border, there is a stronger preference for foreign brands than domestic ones, with [45% of Vietnamese shoppers having purchased products online from foreign countries](#), and 33% making an international purchase at least once a year.

Understanding the Vietnamese Shopper

So, what are the motivations amongst Vietnamese shoppers for purchasing from international retailers?

Better [quality of products is cited as the top reason](#), followed by better availability of products and better conditions surrounding customer service, terms of payment and price.



With regards to popular products, [electronics is the leading product category](#) in this market, followed by Toys, Hobbies & DIY, and Fashion.

But what about eBay.vn specifically?

For commercial sellers on the marketplace, collectables, sporting goods and home furnishings are the top three exports.

It's also worth noting that [eBay is amongst the top ten preferred platforms](#) for online transactions in Vietnam

Key Considerations

While the country has had its fair share of barriers for cross-border eCommerce, including poor infrastructure, the high cost of logistics and online payment concerns, in 2016 Vietnam signed, implemented and negotiated 16 Free Trade Agreements (FTAs), creating favourable conditions for cross-border trade.

Before exporting to this market, however, we would recommend that you take a look at the [Vietnamese trade and export guide](#).



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