

# THE US CROSS-BORDER ECOMMERCE SHOPPER SURVEY

A Dive Into Consumer Behavior and Preferences





# Why Do American Online Shoppers Buy Cross-Border?

Factors influencing conversion and retention rates



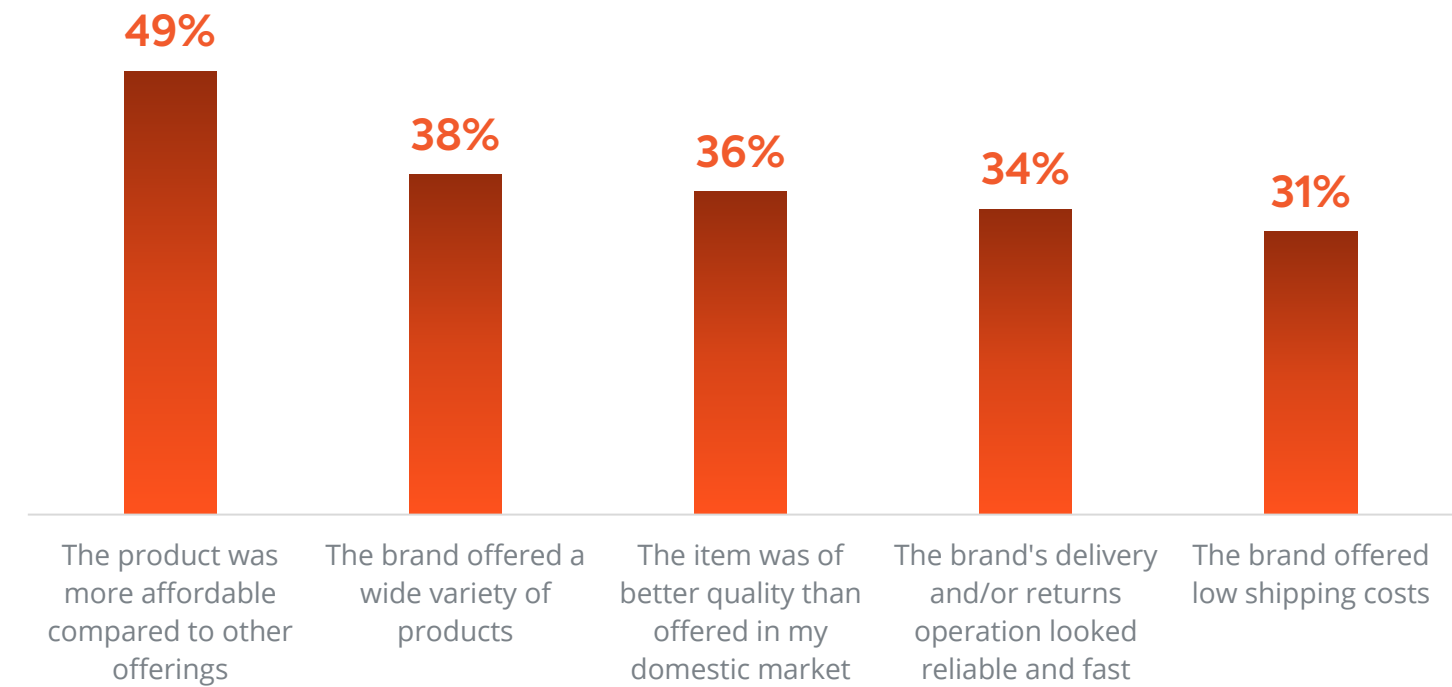


Product price is the leading reason for cross border shopping; **49%** of American cross-border online shoppers purchased from a brand outside their market because the product cost is lower than domestic

Cost, variety, and quality are the main reasons consumers in the USA buy from an overseas website.

**Figure 1: The top 5 reasons for buying online from a seller outside the domestic market**

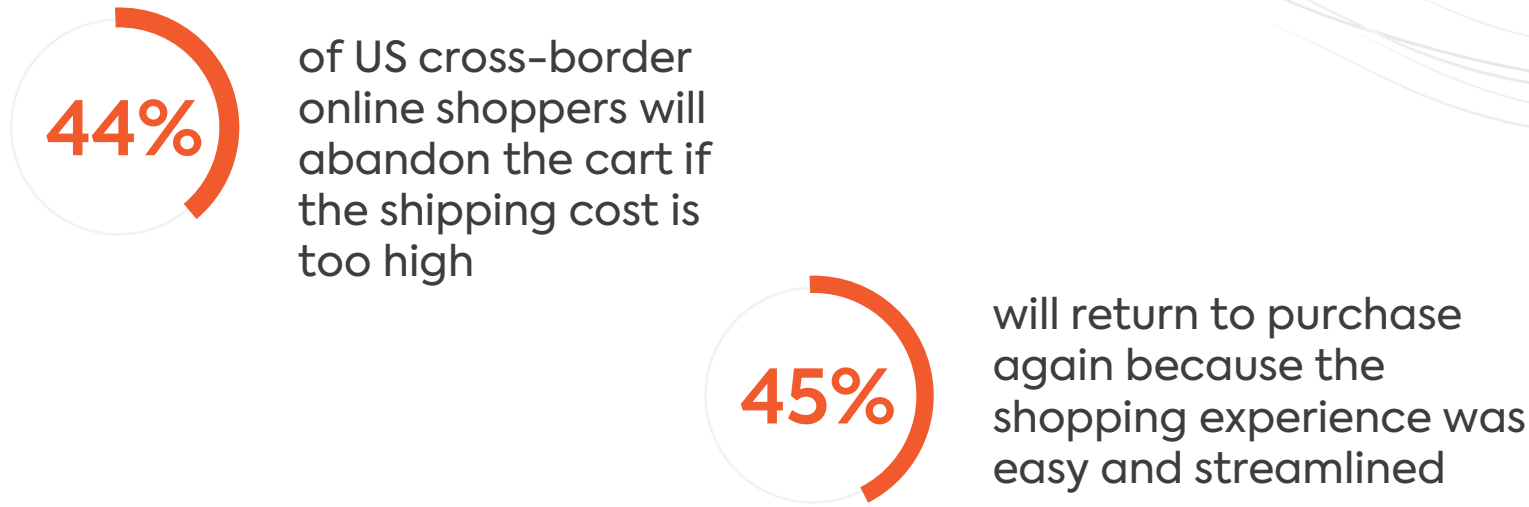
% of respondents who made an online purchase from a cross-border seller because of one or more of these factors



Q: You made an online purchase from a seller outside of your domestic market because... (Select up to 3). N=1000



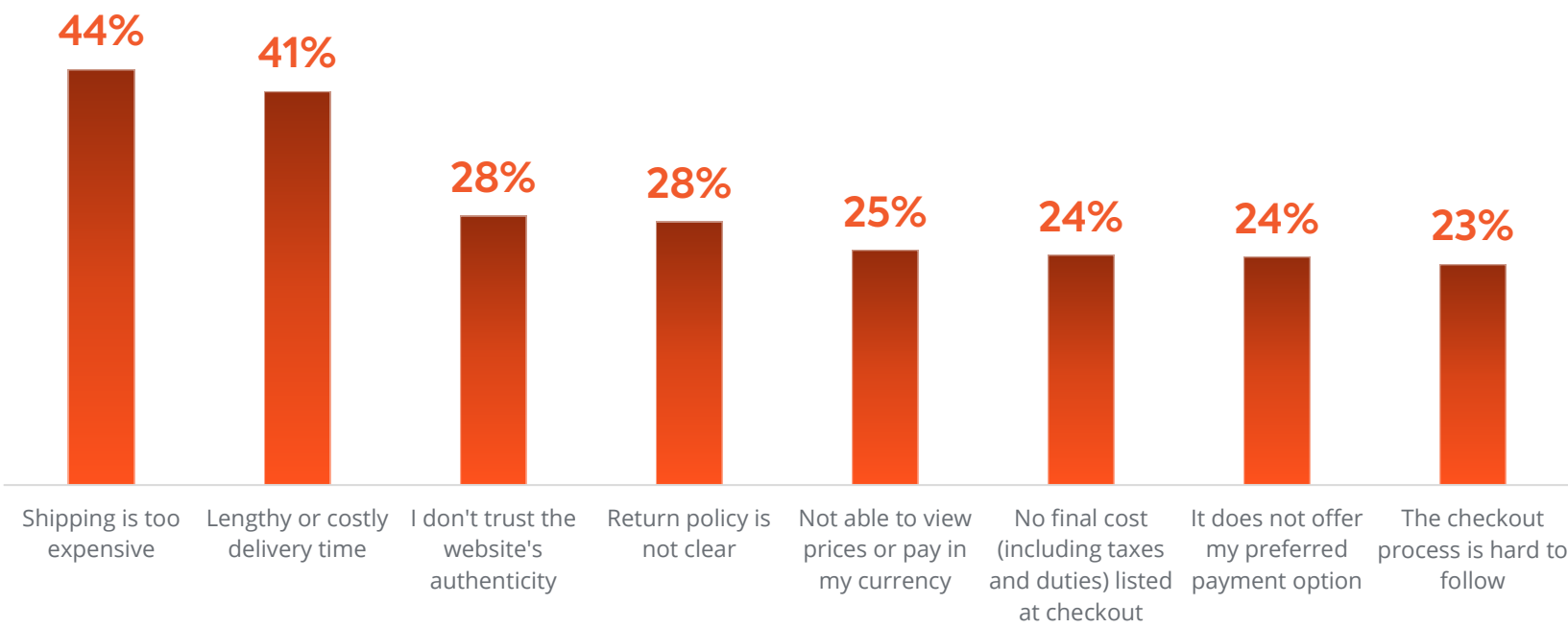




Like in many other markets, expensive or lengthy deliveries are the main reasons for cart abandonment among American respondents. The other main reasons driving US cross-border shoppers to abandon their carts are related to lack of clarity or inability to shop in the way they are accustomed to. This includes being unable to buy and pay in their currency and with their preferred payment option, unclarity regarding the final cost of their purchase, and return options.

Figure 2: The top reasons for cart abandonment when shopping online internationally

% of respondents who would not place an order because of one or more of these factors

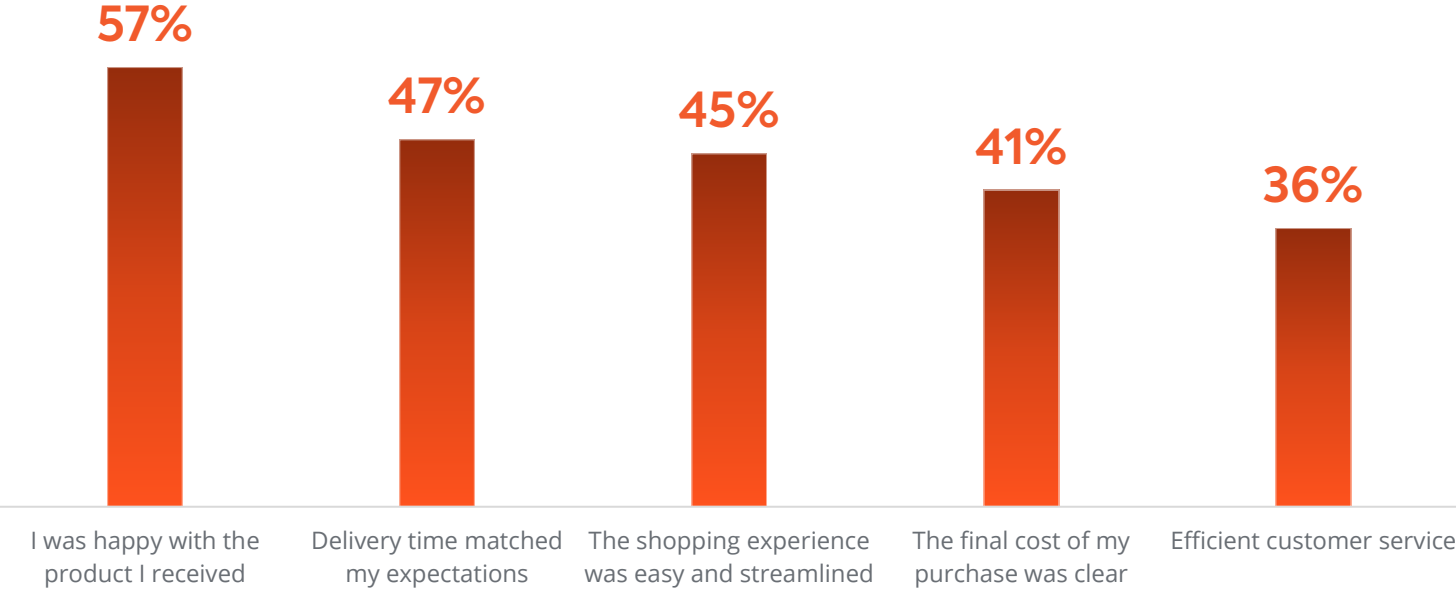


Q: When shopping online internationally, what, if anything, would make you most likely to abandon the cart and not go through with a purchase? (Select up to 3). N=1000

Besides their satisfaction with the product they purchased, a seamless shopping experience that meets their expectations drives American online shoppers to buy again from an overseas retailer or brand. This includes delivery time, clear final cost of their purchase, and an overall seamless shopping experience.

Figure 3: The top factors that motivate consumer retention

% of respondents that would shop again from an international website they already made a purchase from, because of one or more of these factors



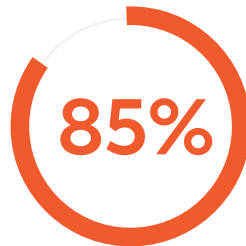
Q: What factors, if any, would motivate you to shop again from an international website you already made a purchase from? (Select up to 3). N=1000



# The Impact of Social Media on the American Cross-border Online Shopper





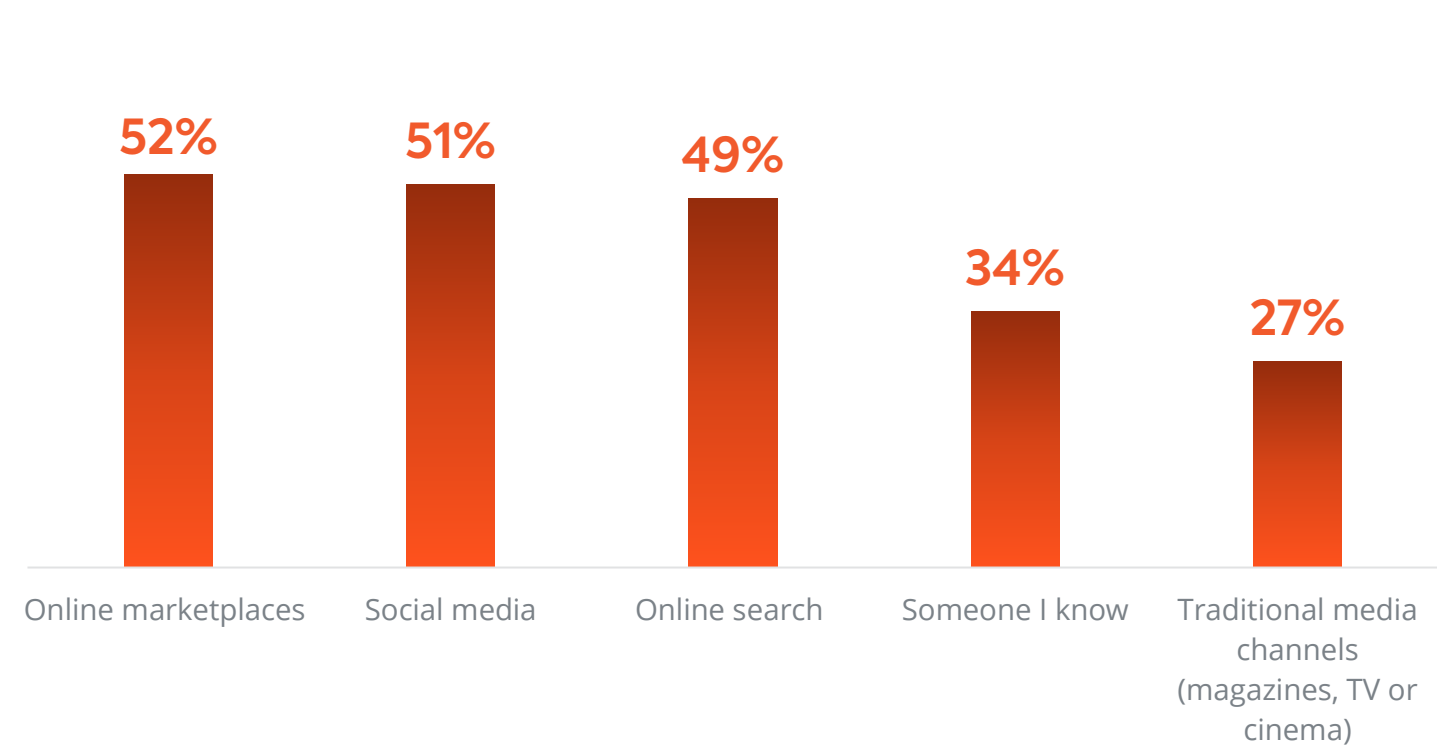


of the respondents have purchased from a brand because they engaged with it on social media<sup>1</sup>, which is higher than the global rate (75%)

Among US consumers, social media is very prominent as a channel to discover international brands; Over half (51%) of all respondents said they bought from a brand or retailer outside their country after coming across it on this platform. Interestingly, it's second only to online marketplaces, which were mentioned by 52% of all respondents. Almost one-third (32%) of US online shoppers, across all age groups, said they would order from an international brand they are unfamiliar with if it caught their attention on social media.

Figure 4: The top 5 places for engaging with the brand before making a purchase

% of respondents who purchased an item from an international brand/retailer after hearing about/came across it from one of these channels



Q: I purchased an item from an international brand/retailer after hearing/coming across it from... (Select up to 3). N=1000

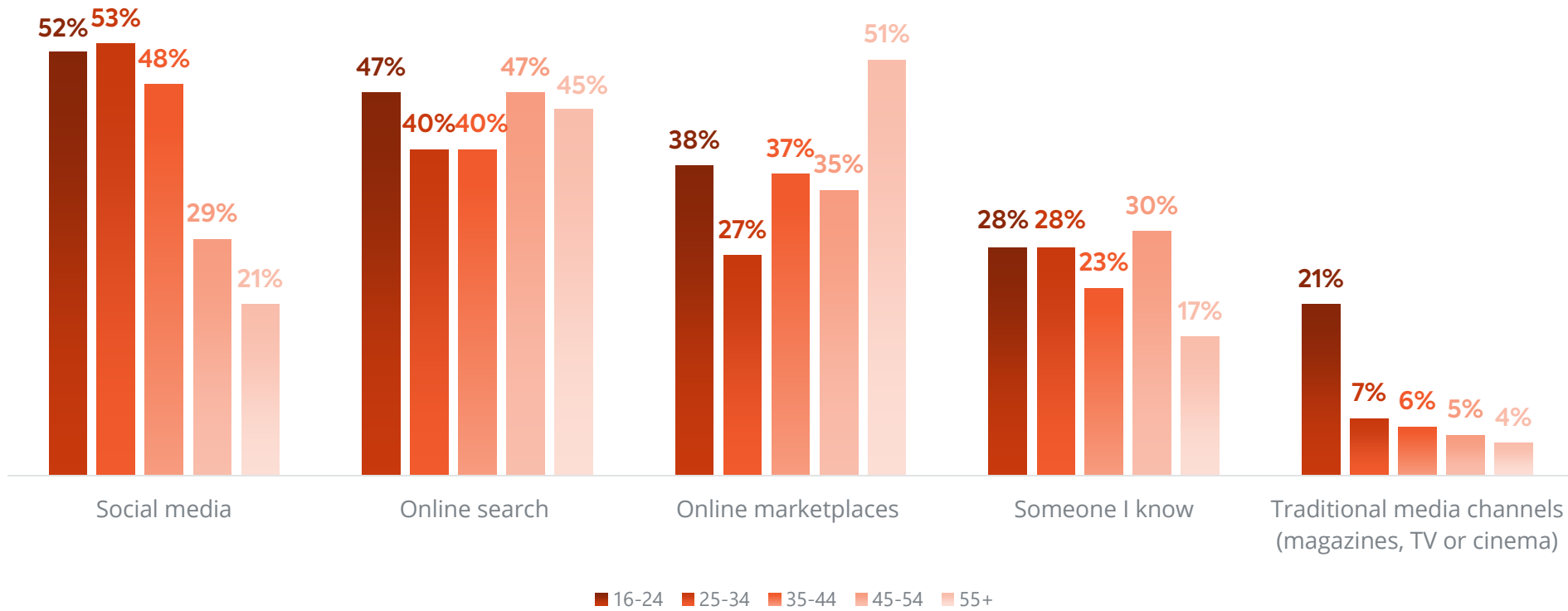
<sup>1</sup> Among respondents who have social media (N=955)



Among young American consumers, social media is the main channel to discover brands outside their market. Over half of online shoppers aged 16-34 made a purchase from an international brand after coming across it on social media.

Figure 5: The top 5 places for engaging with the brand before making a purchase, by age

% of respondents who purchased an item from an international brand/retailer after hearing about/came across it from one of these channels



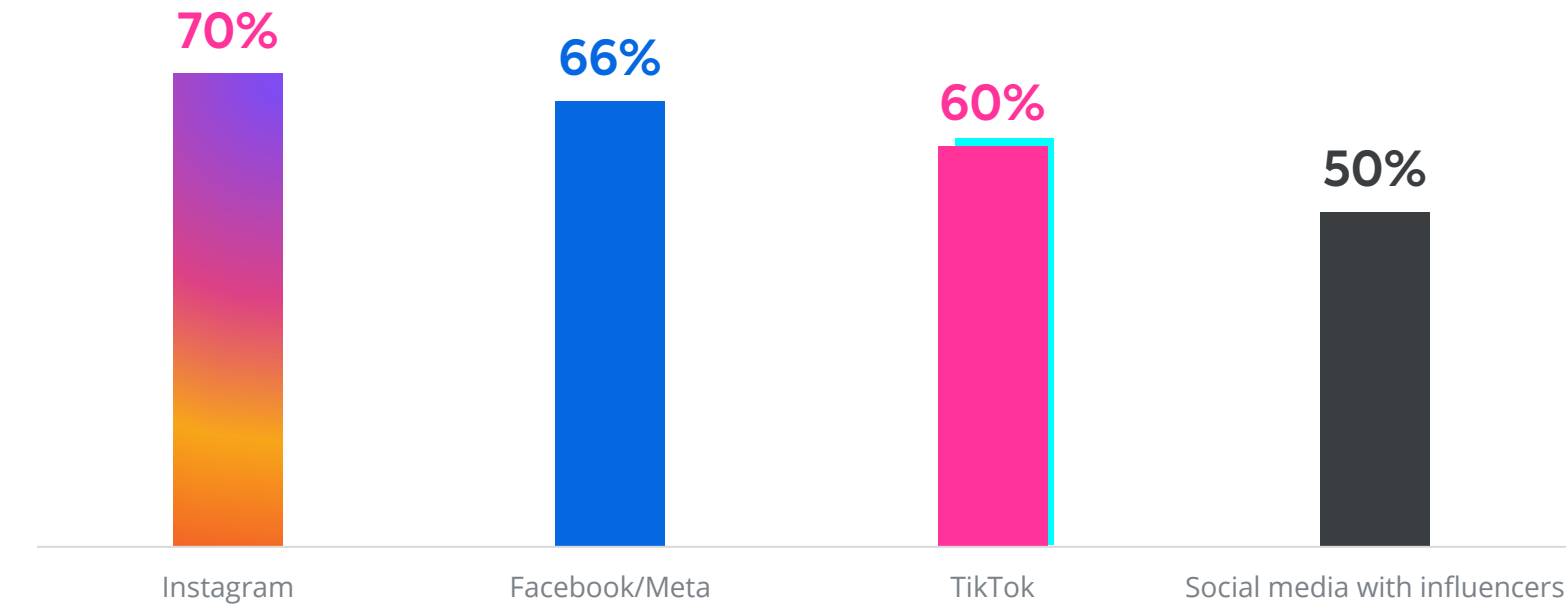
Q: I purchased an item from an international brand/retailer after hearing/coming across it from... (Select up to 3). N=1000



TikTok is the leading social media channel among US online shoppers aged 16-24

Instagram is the leading social media channel among US cross-border ecommerce shoppers; 70% of consumers who reported purchasing because they engaged with a brand on social media, said they did so via Instagram<sup>2</sup>. Among consumers aged 16-24, 72% said they engaged with the brand via TikTok, more than Instagram (69%) and Facebook (31%).

**Figure 6: Top social media channels for engaging with brands**  
% of respondents who recently made a purchase because they engaged with the brand via this social media platform



Q: I recently made a purchase because I engaged with the brand via social media on... (Select all that apply). N=815

<sup>2</sup> Among respondents who have social media and reported they made a purchase after engaging with the brand on social media (N=815)



# American Cross-border Ecommerce Shoppers' Preferences



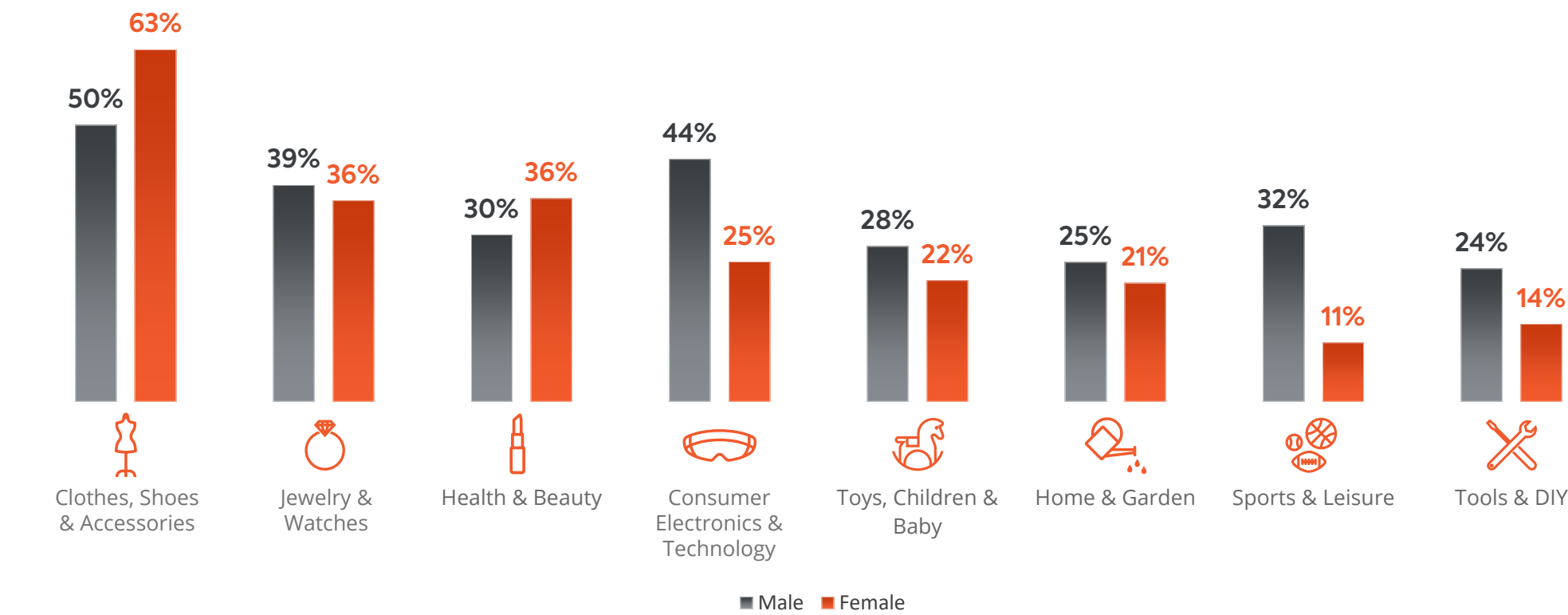


Apparel and footwear is the leading category for cross-border online purchases, across all age groups; **62%** of consumers aged 16-24 would buy clothes, shoes, and accessories outside their market

Apparel and footwear is the leading category for buying online cross-border, across all genders and age groups. Health and beauty, and jewelry are the second leading categories among women (36% for each category), while among men, the second most purchased products are consumer electronics and technology.

Figure 7: The top products consumers would buy cross-border, by gender

% of respondents who would buy these products outside of their domestic market



Q: Which products would you consider buying the most outside of your domestic market? (Select up to 3). N=1000

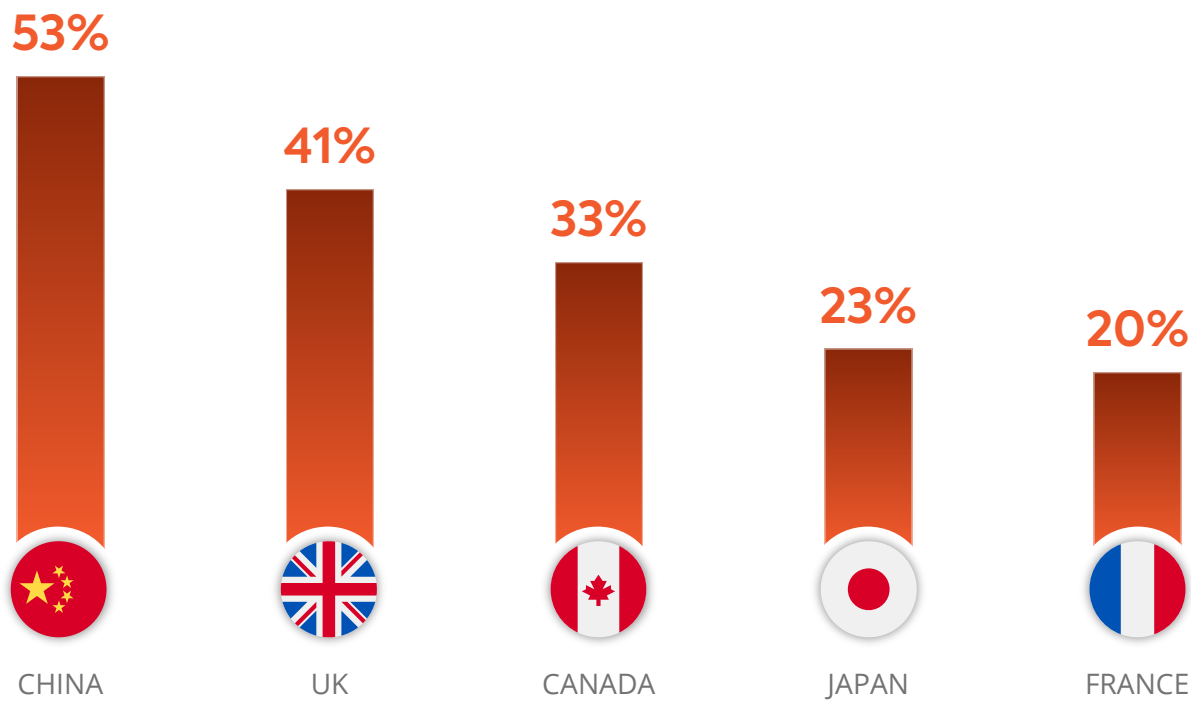




China, the UK, and Canada are the leading markets for cross-border ecommerce purchases

The leading markets for cross-border ecommerce shopping among US consumers are China, the UK, and Canada. However, while among women, China is the leading market (60% of female respondents), the UK is the leading market among men (54% among male respondents).

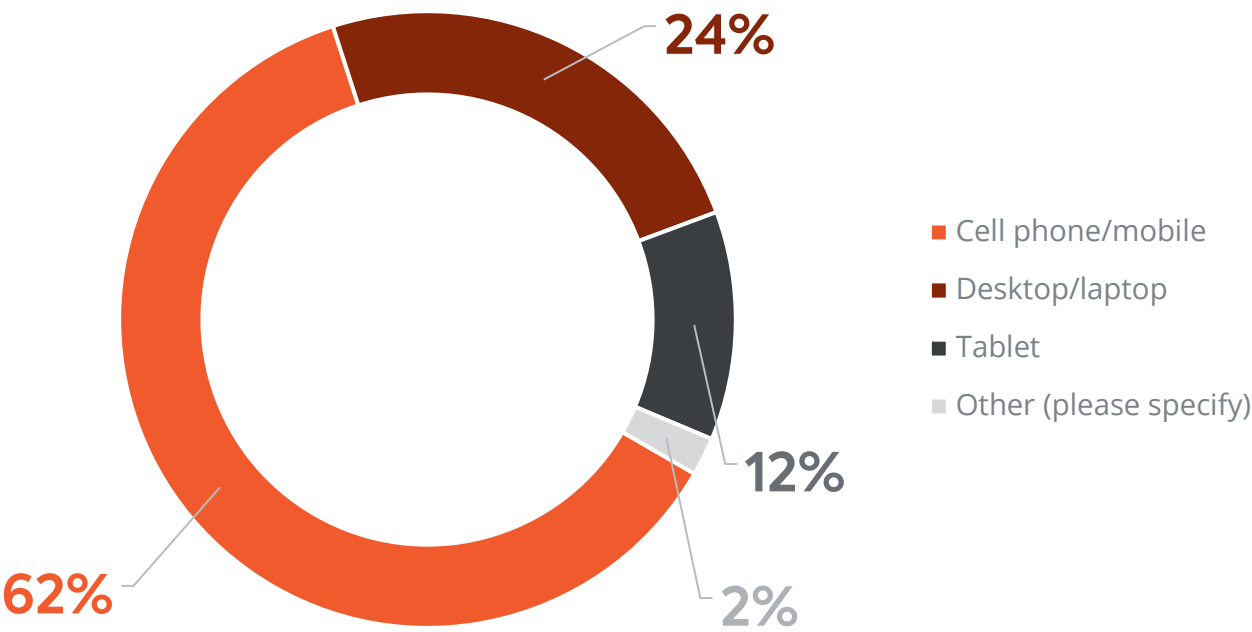
**Figure 8: The top 5 markets for cross-border purchases**  
% of respondents who bought an item online from these markets



Q: In the last year, which countries outside of your domestic market have you bought an item online from? (Select all that apply) N=1000

Mobile is the most popular device for cross-border ecommerce purchases across all age groups. The rate of online shoppers who bought cross-border via mobile is higher than the global average, 62% among US consumers versus 53%.

**Figure 9: The leading devices for cross-border online purchase**  
% of respondents who used this device for shopping online internationally



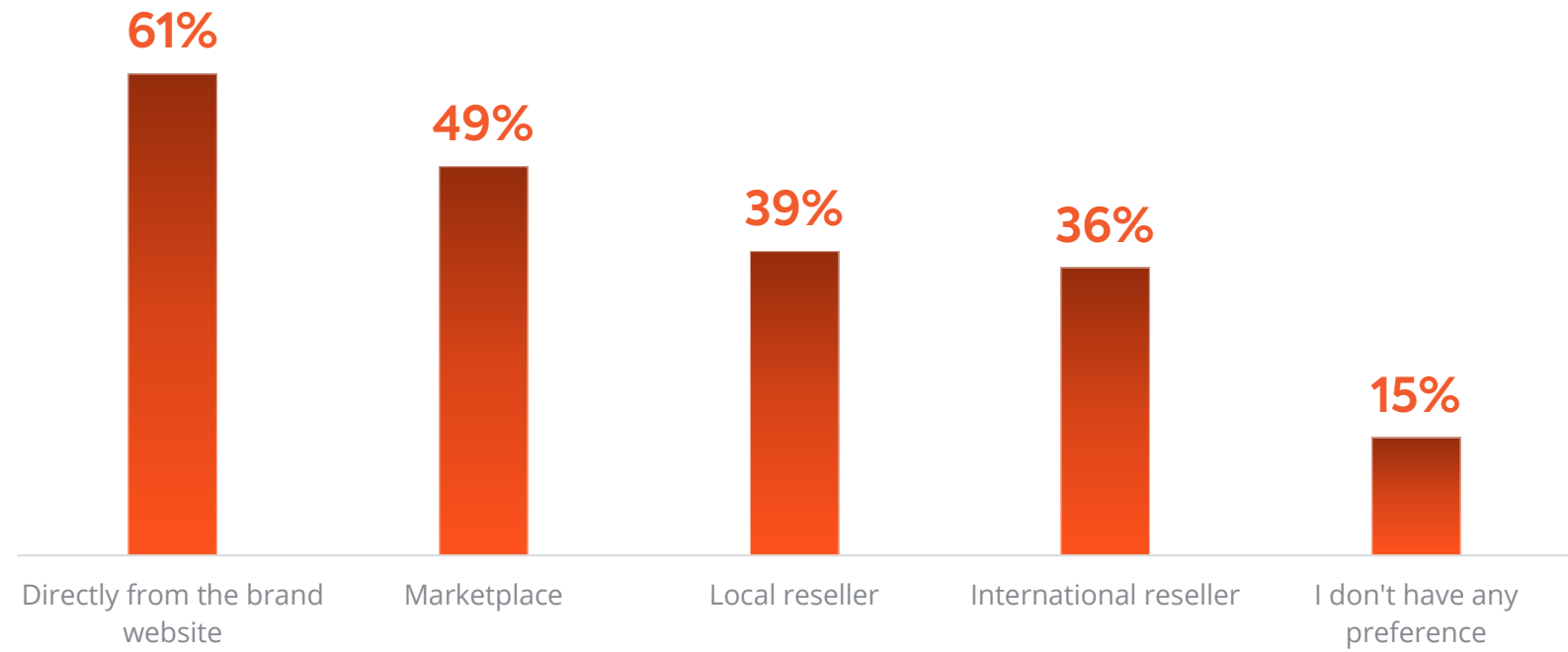
Q: When shopping online internationally, how did you make your most recent purchase? N=1000



**61%** of cross-border ecommerce shoppers in the USA prefer to purchase directly from the brand website

Most American cross-border online shoppers (61%) prefer to buy directly from the brand's website rather than buying from an online marketplace or local reseller.

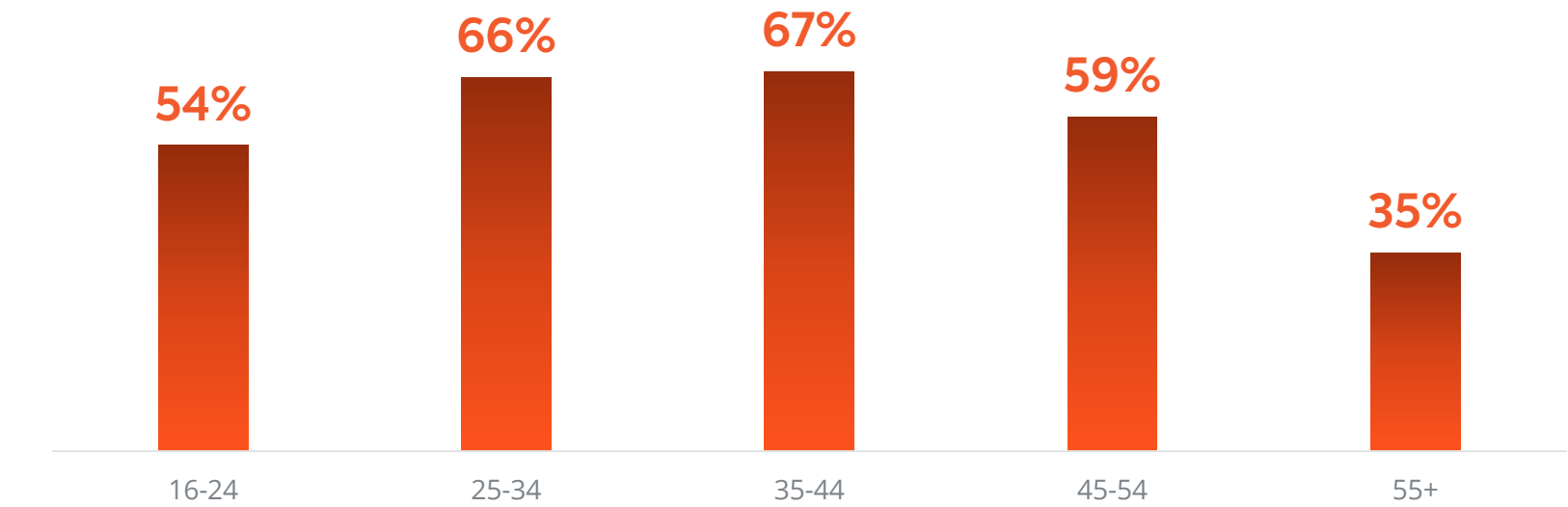
**Figure 10: The preferred platform for buying a branded product among cross-border online shoppers**  
% of respondents who prefer to buy via this platform



Q: When looking to buy a specific branded product, where, if anywhere in particular, do you prefer to make a purchase through? (Select up to 3) N=1000

Buying directly from the brand is the preferred option across all age groups, except for consumers aged 55+, whom most of them stated they don't have any preference.

**Figure 11: Directly from the brand is the preferred way to buy branded products among cross-border online shoppers, by age**  
% of respondents who chose direct from the brand's website as their preferred option for buying a branded product



Q: When looking to buy a specific branded product, where, if anywhere in particular, do you prefer to make a purchase through? (Select up to 3) N=1000



## About Global-e

Global-e (Nasdaq: GLBE) is the world's leading platform enabling and accelerating global, direct-to-consumer cross-border e-commerce. The chosen partner of hundreds of brands and retailers across the United States, Europe and Asia, Global-e makes selling internationally as simple as selling domestically. The company enables merchants to increase the conversion of international traffic into sales by offering online shoppers in over 200 destinations worldwide a seamless, localized shopping experience. Global-e's end-to-end e-commerce solutions combine best-in-class localization

capabilities, big-data best-practice business intelligence models, streamlined international logistics and vast cross-border experience, enabling international shoppers to buy seamlessly online and retailers to sell to, and from, anywhere in the world.

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## Methodology

The US Cross-border Ecommerce Shopper survey polled 1000 online shoppers across the USA who have shopped online in the last year and bought from a brand or retailer who is based outside of their country. It was conducted as part of a global survey across eight additional markets: Canada, Australia, the UK, France, Germany, Japan, China, and the UAE.

The survey was conducted online in July 2022 by Censuswide Market Research Consultancy.

### Markets surveyed

