



THE UK CROSS-BORDER ECOMMERCE SHOPPER SURVEY

A Dive Into Consumer Behaviour and Preferences



Why Do British Online Shoppers Buy Cross-border?

Factors influencing conversion and retention rates

Product price is the leading reason for cross-border shopping; **48%** of UK online shoppers purchased from a brand outside their market because the product cost was lower than domestic

59% would not go through with their purchase if the shipping is too expensive; **29%** would abandon the cart if the final cost of their purchase, including taxes and duties, is not listed at checkout

Like consumers in other markets, cost and variety are the main reasons consumers in the UK buy online from an overseas brand.

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

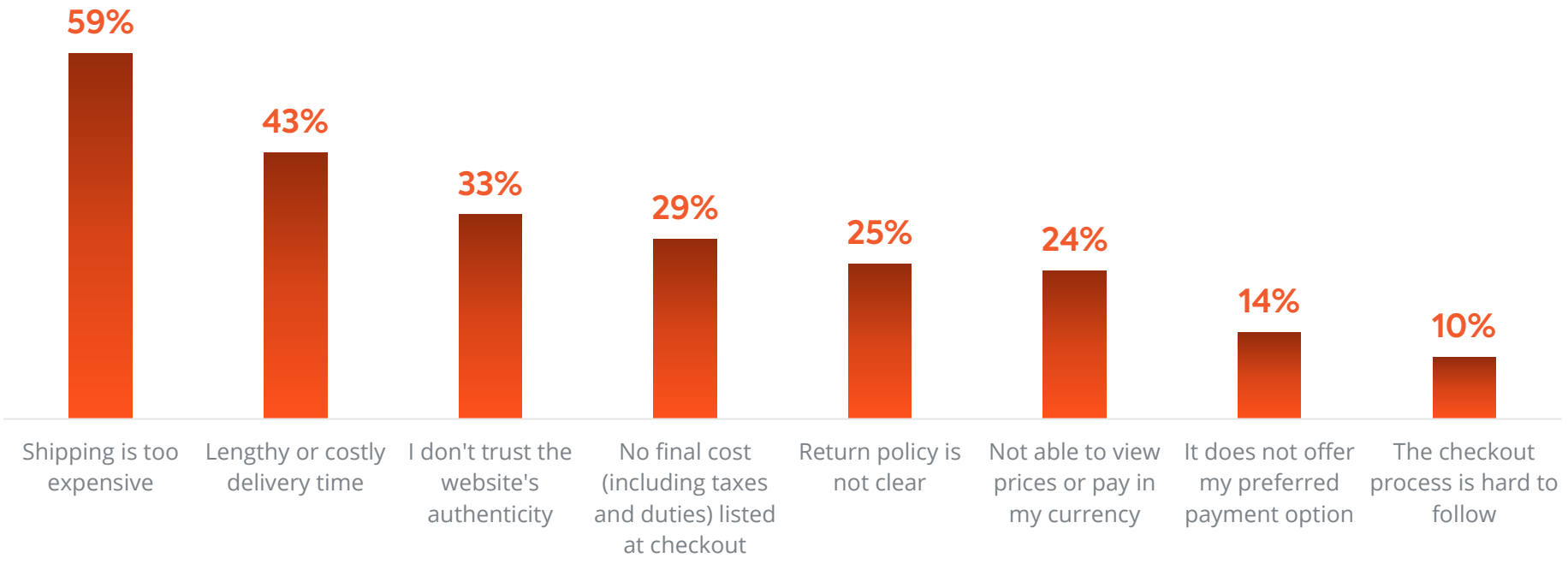


Q: You made an online purchase from a seller outside of your domestic market because... (Select up to 3). N=1000

Delivery is the main reason for cart abandonment among UK cross-border shoppers. 59% of respondents stated that expensive shipping would most likely make them not complete their purchase. 43% said they would abandon their cart if delivery time is too lengthy. The main other reasons driving UK cross-border shoppers to abandon their carts are related to lack of clarity or inability to shop in the way they are accustomed to when buying domestically. This includes unclear final cost of their purchase, including taxes and duties, unclear return policy and the inability to view prices and pay in GBP.

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



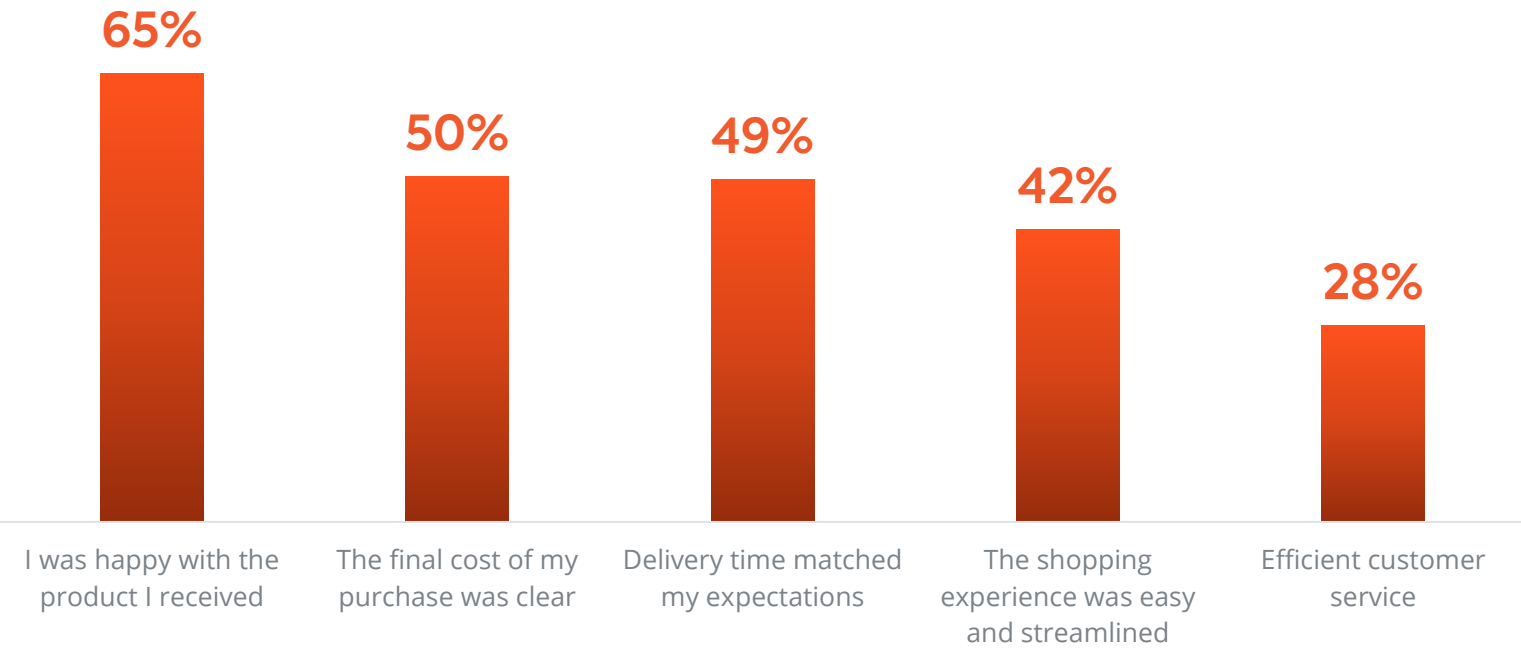
Q: When shopping online internationally, what, if anything, would make you most likely to abandon the cart and not go through with a purchase? (Select up to 3). N=1000

42% of UK online shoppers would return to purchase again from an international website if the shopping experience is easy and streamlined

Like consumers in other markets, satisfaction with the product they have purchased is the main reason consumers in the UK return to an international website. Interestingly, the second main reason driving British cross-border online shoppers to buy again from an overseas brand is clarity regarding the final cost of their purchase.

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 British Cross-Border Online Shopper



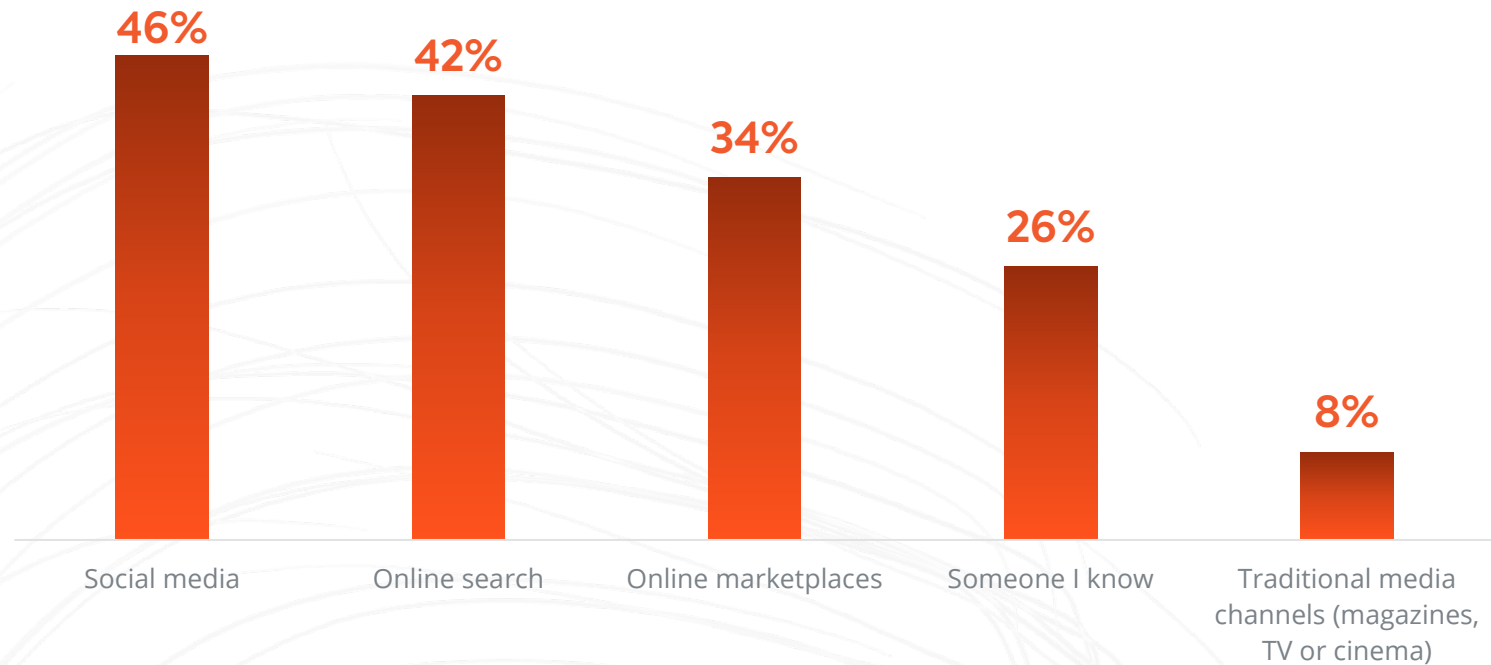


of the UK respondents have purchased from a brand because they engaged with it on social media¹

Social media is the leading channel for most British consumers to discover international brands, coming before online search or online marketplaces; almost half (46%) of all respondents said they bought from a brand or retailer outside their country after coming across it on this platform.

Figure 4: The top 5 places among British online shoppers 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

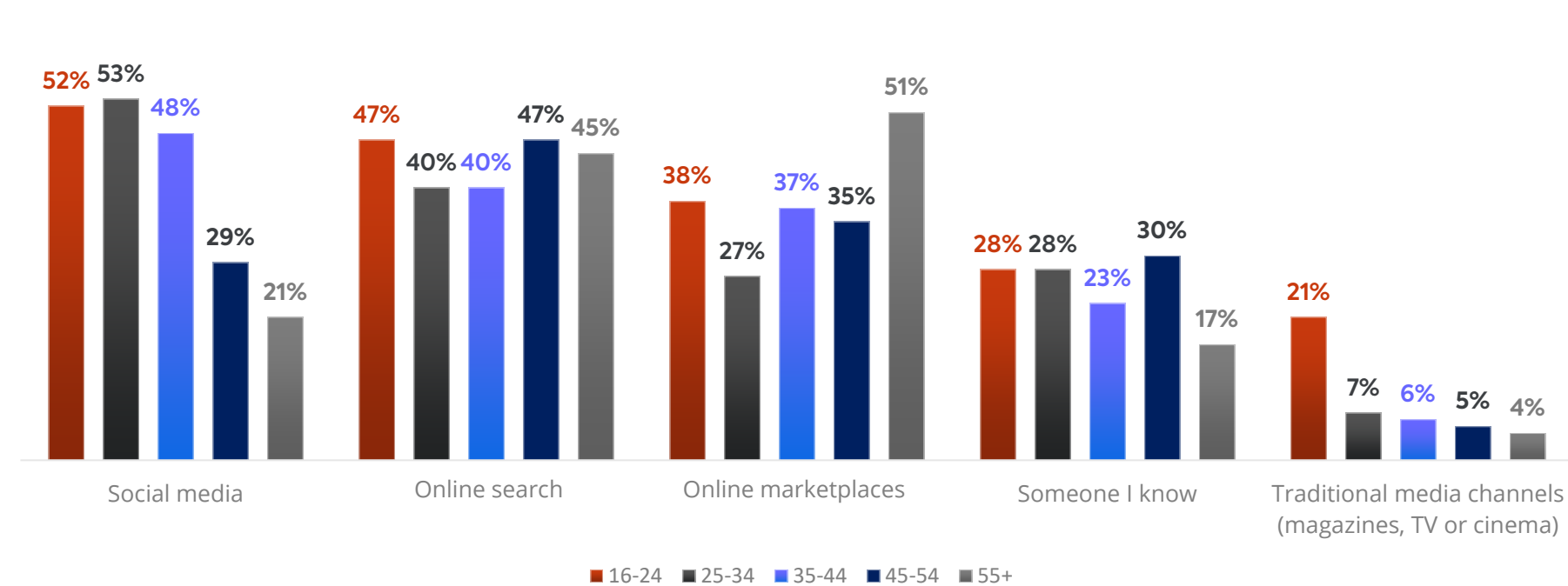
¹ Among respondents who have social media (N=963)



This is especially prominent among younger consumers, with social media mentioned by 52% of online shoppers aged 16-24 and 53% of online shoppers aged 25-34.

Figure 5: The top 5 places among British consumers 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, by age



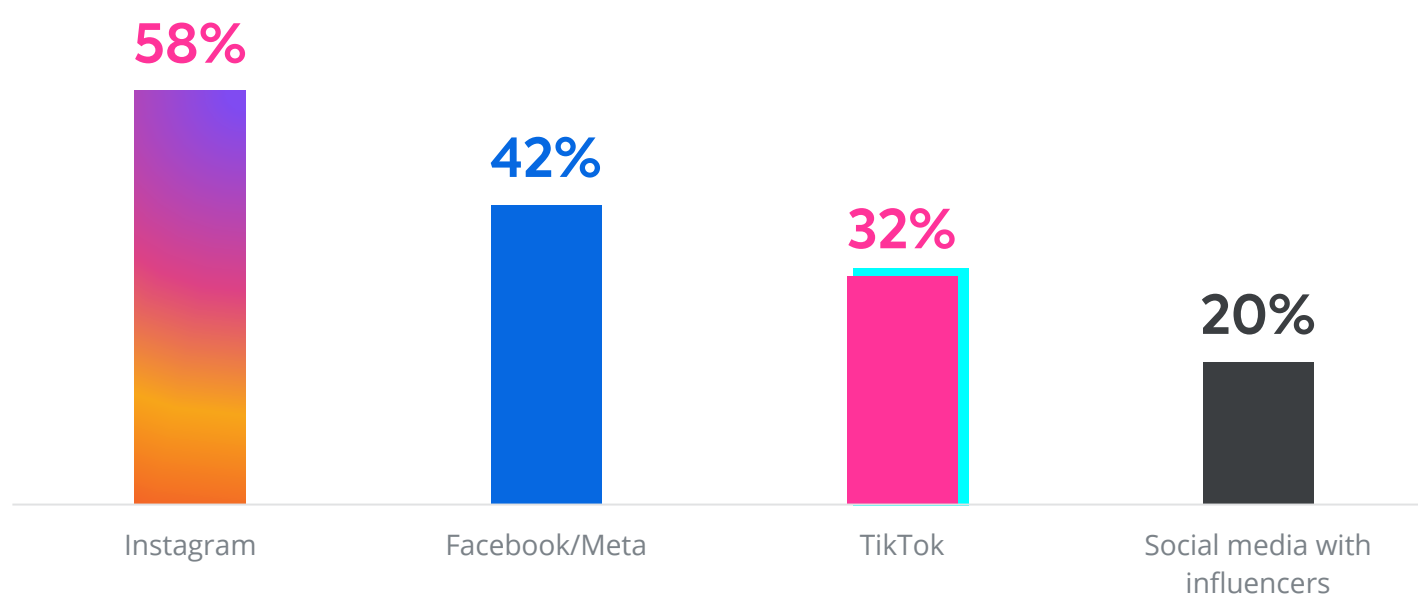
Q: I purchased an item from an international brand/retailer after hearing/coming across it from... (Select up to 3). N=1000

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

Instagram is the leading social media channel among British cross-border ecommerce shoppers; 58% of consumers who reported making a purchase because they engaged with a brand on social media said they did so via Instagram². TikTok is the leading social media channel among British consumers aged 16-24, with 69% of respondents saying they engaged with the brand via this platform.

Figure 6: Top social media channels for engaging with brands

% of respondents who recently made a purchase because they engaged with the brand via social media



Q: I recently made a purchase because I engaged with the brand via social media on... (Select all that apply). N=682

² Among respondents who have social media and reported they made a purchase after engaging with the brand on social media (N=682)

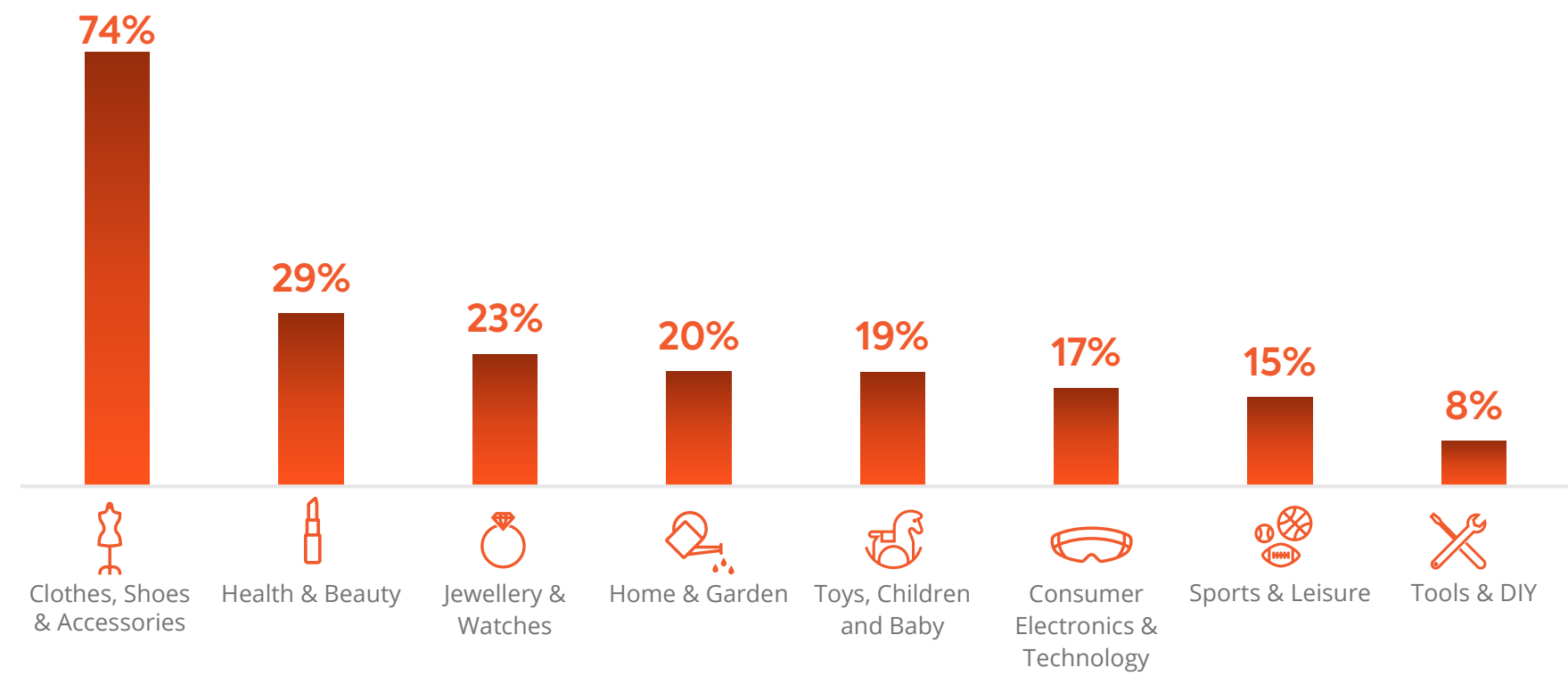
British Cross-border Ecommerce Shoppers' Preferences



Apparel and footwear is the leading category for cross-border online purchases, across all age groups; 78% of consumers aged 25-34 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 is the second leading category among women (32%), while among men, the second most purchased products are consumer electronics and technology (41%).

Figure 7: The top products consumers would buy cross-border
% of respondents who would buy these products outside of their domestic market

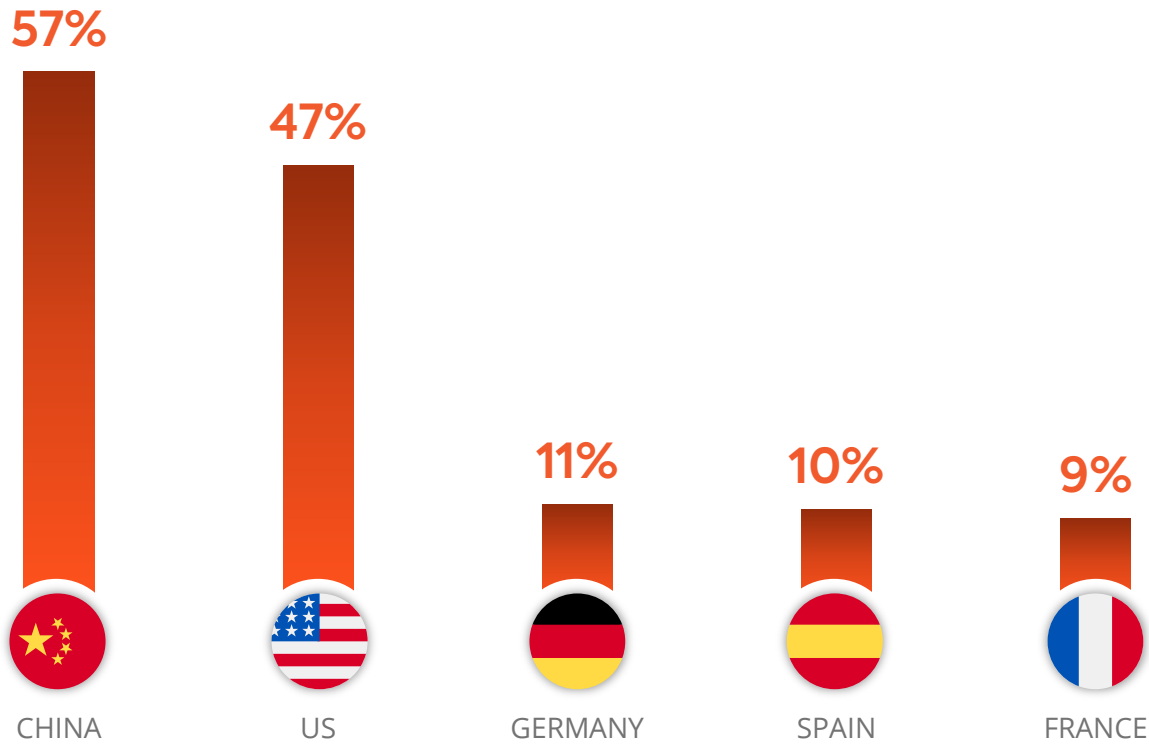


Q: Which products would you consider buying the most outside of your domestic market? (Select up to 3). N= 1000

China, the USA, and Germany are the leading markets for cross-border ecommerce purchases

China and the USA are the leading markets for cross-border ecommerce shopping among UK consumers, followed by three major European markets: Germany, France and Spain.

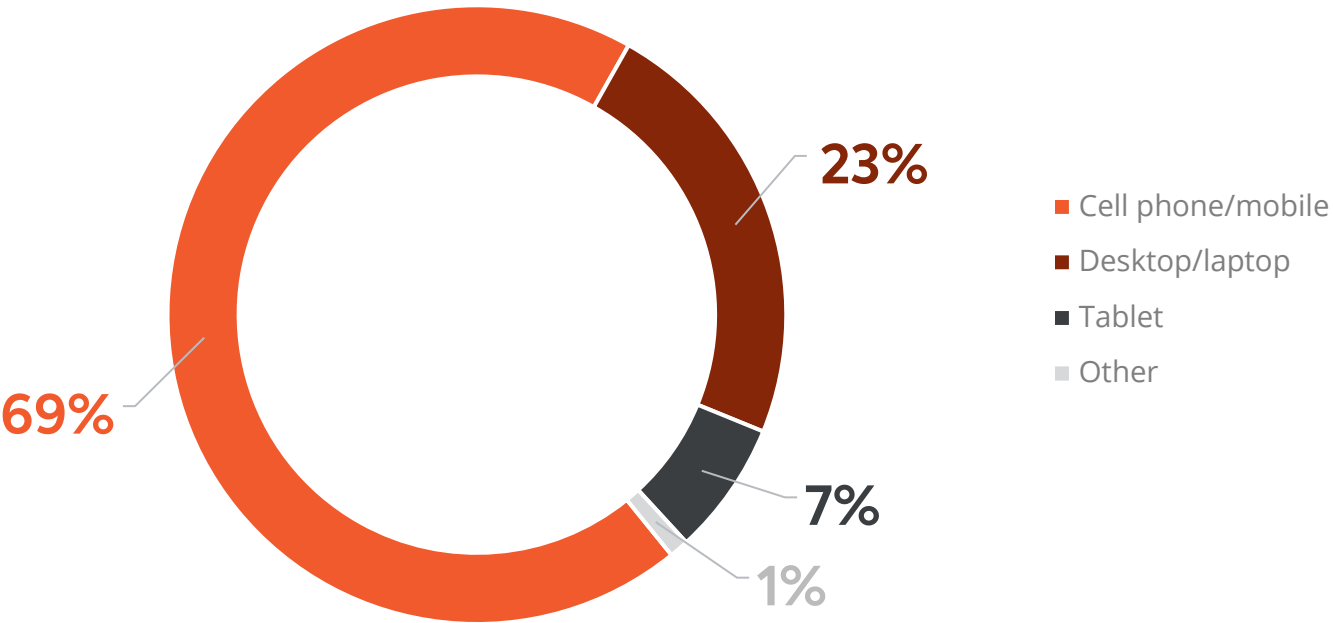
Figure 8: The top 5 markets for cross-border purchases
% of respondents who bought an item online from these markets



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 besides consumers aged 55+. The rate of online shoppers who bought cross-border via mobile is higher than the global average, 69% among UK consumers versus 53%.

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



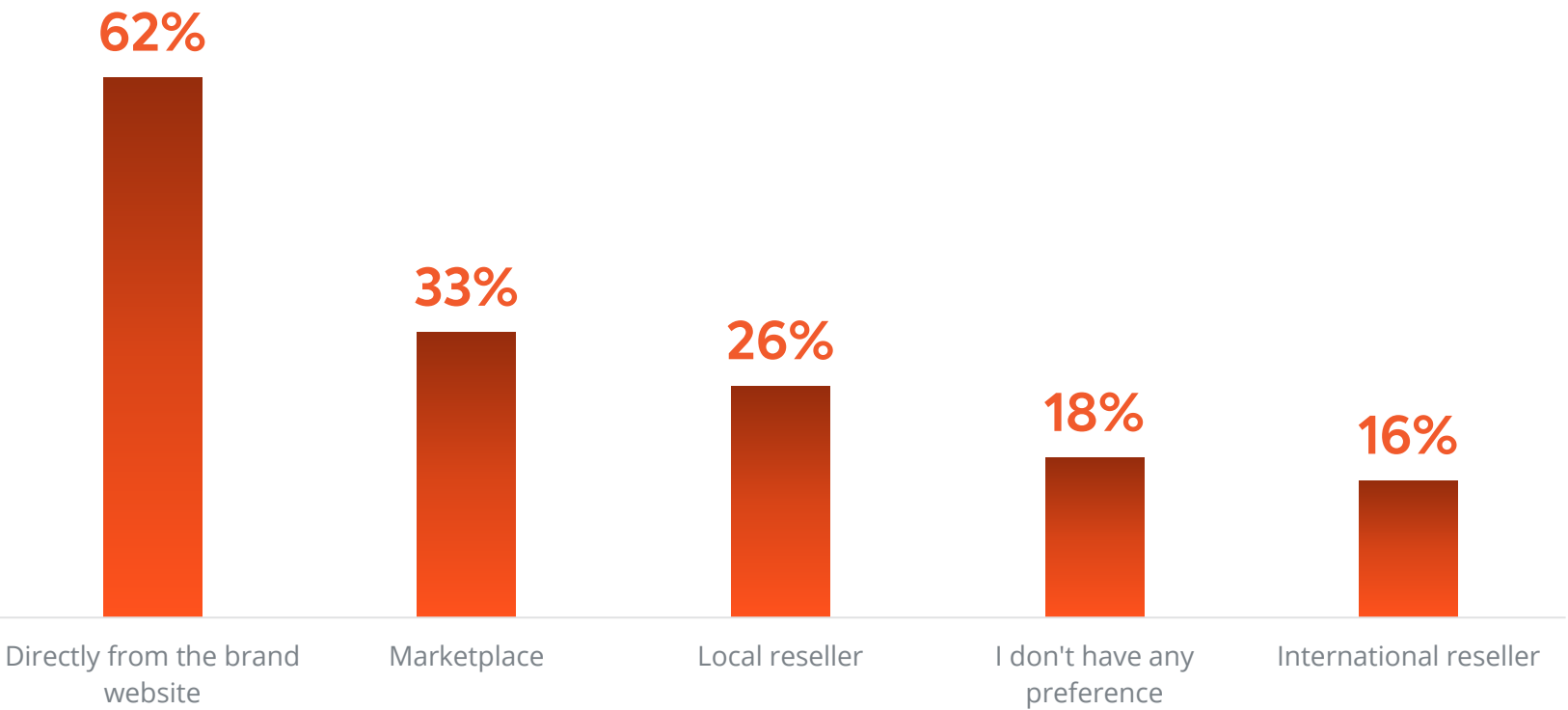
Q: When shopping online internationally, how did you make your most recent purchase? N=1000



62% of cross-border ecommerce shoppers in the UK prefer to purchase directly from the brand's website

The majority of online consumers in the UK are interested in buying directly from the brand's website, compared to buying from an online marketplace or via a local reseller. This is especially prominent among younger consumers, with 66% of online shoppers aged 16-24 and 71% of online shoppers aged 25-34 stating they prefer to buy directly from the brand, almost double the rate of those who said they prefer to buy from an online marketplace – 38% among consumers aged 16-24 and 29% among consumers aged 25-34.

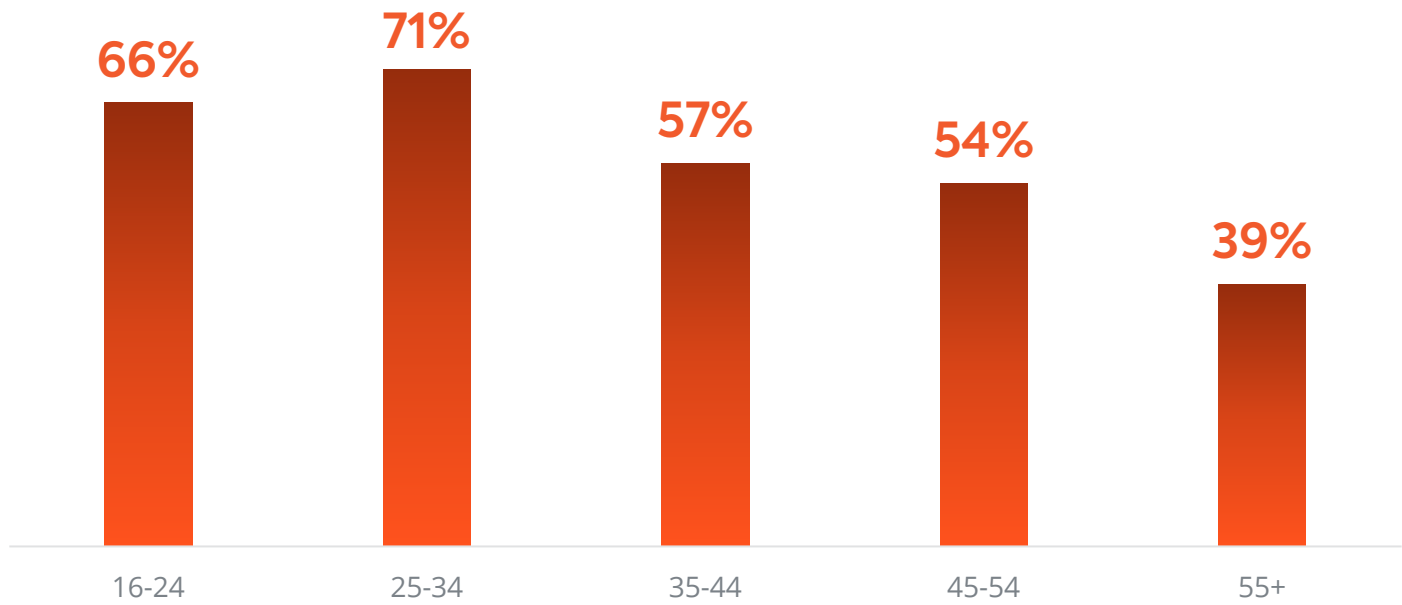
Figure 10: The preferred platform for buying a branded product among cross-border online shoppers
% of respondents who prefer to buy via this platform



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. However, it is far more prominent among younger consumers.

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, localised shopping experience. Global-e's end-to-end e-commerce solutions combine best-in-class localisation

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 UK Cross-border Ecommerce Shopper survey polled 1000 online shoppers across the UK 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: the USA, Canada, Australia, France, Germany, Japan, China, and the UAE.

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

Markets surveyed

