

THE CHINESE CROSS-BORDER ECOMMERCE SHOPPER SURVEY

A Dive Into Consumer Behavior and Preferences



Why Do Chinese Online Shoppers Buy Cross-border?

Factors influencing conversion and retention rates



Quality is the leading reason for cross-border shopping; **59%** purchased from a brand outside their market because the item was of better quality than offered domestically

Cost and variety are among the main reasons driving Chinese consumers to buy outside their market. However, unlike consumers in other markets, product quality and efficient delivery and returns are the strongest drivers for cross-border shopping.

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

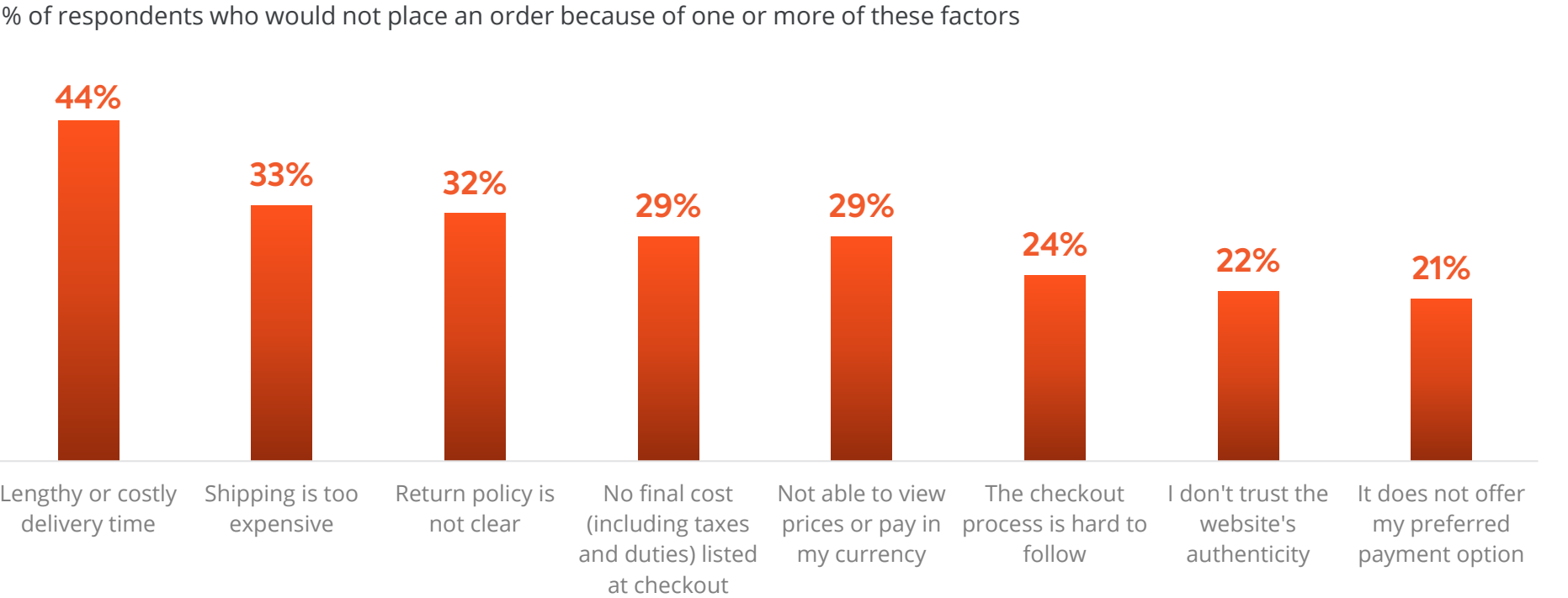


Q: You made an online purchase from a seller outside of your domestic market because... (Select up to 3). N=1000

Over **30%** would not complete their purchase if shipping is too expensive or if the return policy is not clear

Delivery and returns are the main reasons for cart abandonment among Chinese cross-border online shoppers. Other leading reasons relate to the complexity of the checkout process and the inability to shop in the way they are accustomed to when buying domestically. This includes a lack of final purchase cost, including taxes and duties, an inability to view prices and pay in local currency, and a hard-to-follow checkout process.

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

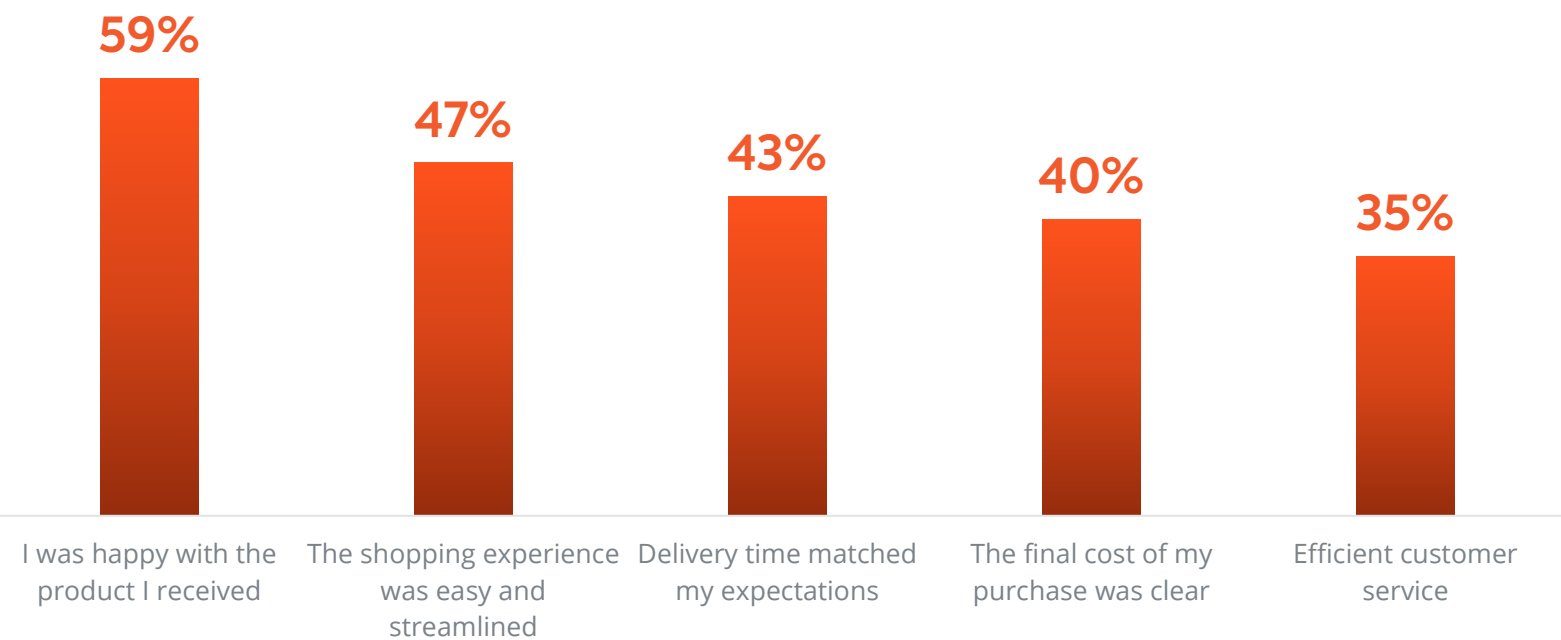


Q: When shopping online internationally, what, if anything, would make you most likely to abandon the cart and not go through with a purchase? (Select up to 3), N=1000

Besides high product satisfaction, a seamless shopping experience is the main reason driving Chinese cross-border online consumers to buy again from an international website.

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

40% would return to purchase again from an international website if the final cost of their purchase was clear



The Impact of Social Media on the Chinese Cross-Border Online Shopper



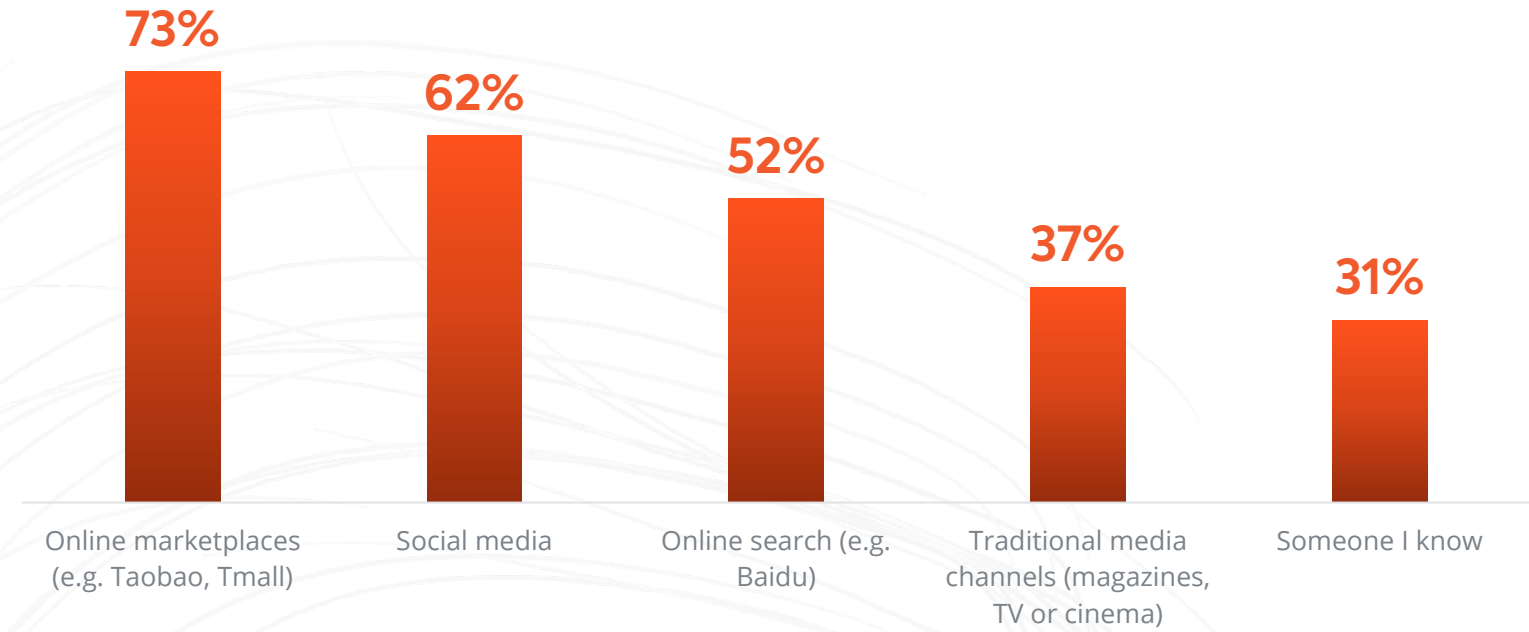
62% of Chinese cross-border online shoppers said they bought from a brand outside their country after coming across it on social media

97% of Chinese respondents aged 25–34 purchased from a brand because they engaged with it on social media¹

Marketplaces and social media are the leading channels for Chinese consumers to discover international brands.

Figure 4: Leading places among Chinese online shoppers for engaging with a 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

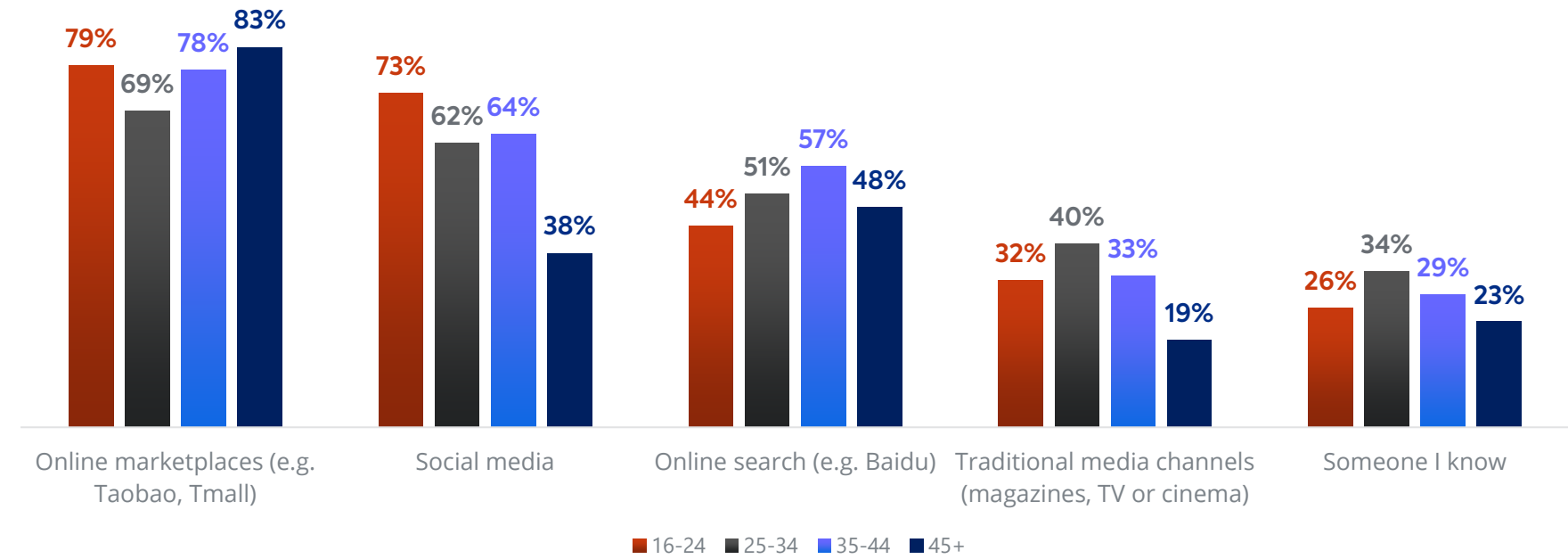
¹ Among respondents who have social media (N=585)



Marketplaces are the leading channel for discovering international brands across all age groups. Among young consumers, social media is noticeably a very prominent channel.

Figure 5: The leading places among Chinese consumers for engaging with a 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

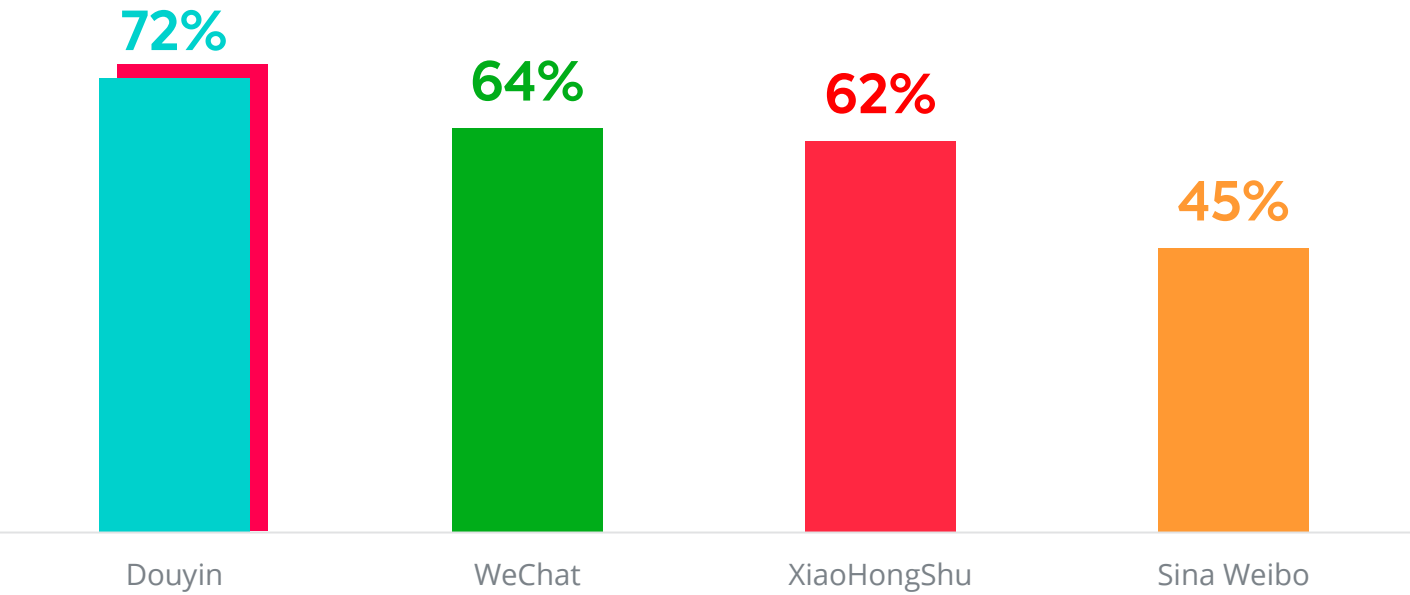
Douyin, the Chinese version of TikTok, is the leading social media channel among Chinese online shoppers

Douyin, the local TikTok app, is the leading social media channel across all age groups in this market.

Among younger consumers, XiaoHongShu, which is described as “China’s answer to Instagram”, is the second leading channel (61% of respondents aged 16-34), while for consumers aged 35 and above, WeChat comes in second (59%).

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=941



Chinese Cross-border Ecommerce Shoppers' Preferences



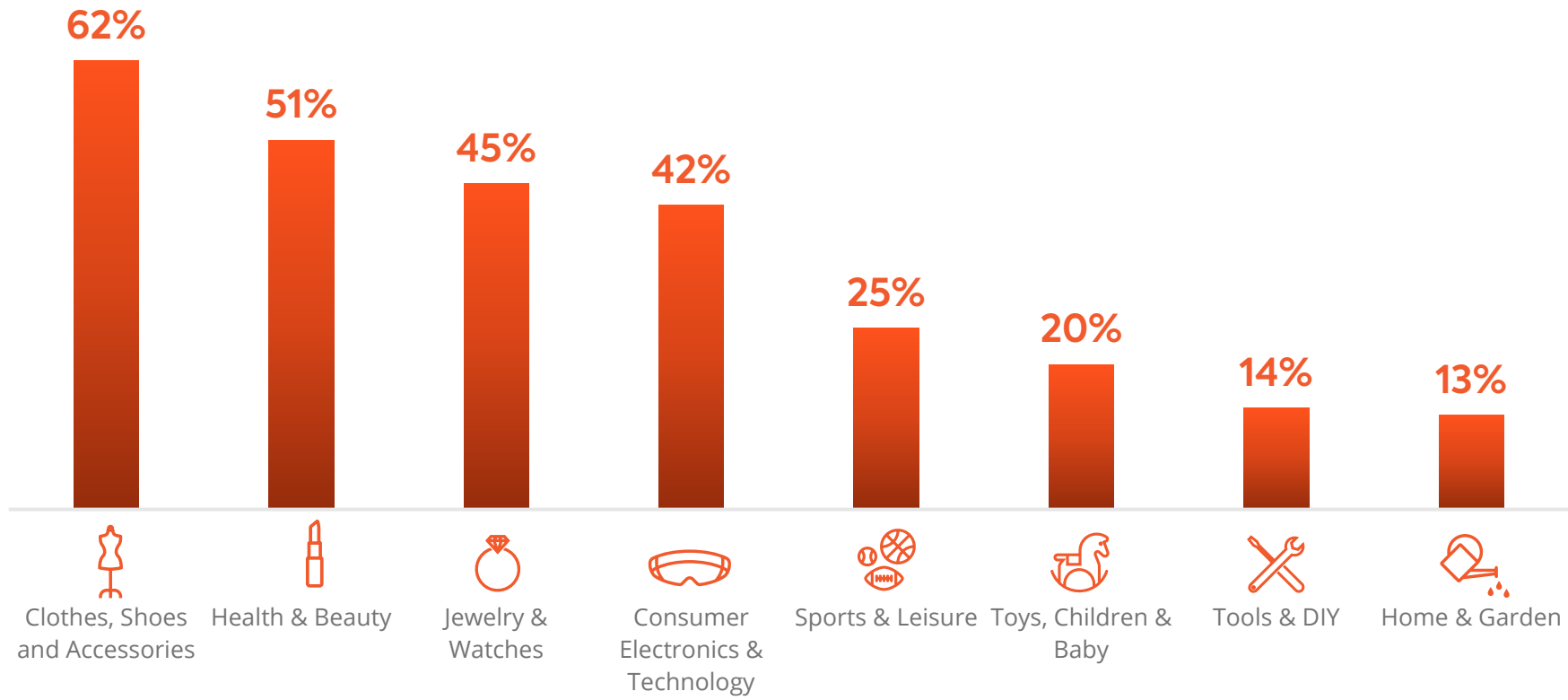
62% of Chinese digital consumers would buy clothes, shoes, and accessories outside their market

Apparel and footwear is the leading category for buying online cross-border across all age groups except the 45+ group. Among the 45+ respondents, consumer electronics is the top category.

Among men, consumer electronics (51%) is the second leading category, while among women, it is health and beauty (56%). Jewelry and watches is another popular category, especially among consumers aged 16-44.

Figure 7: The top products Chinese consumers would buy cross-border

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



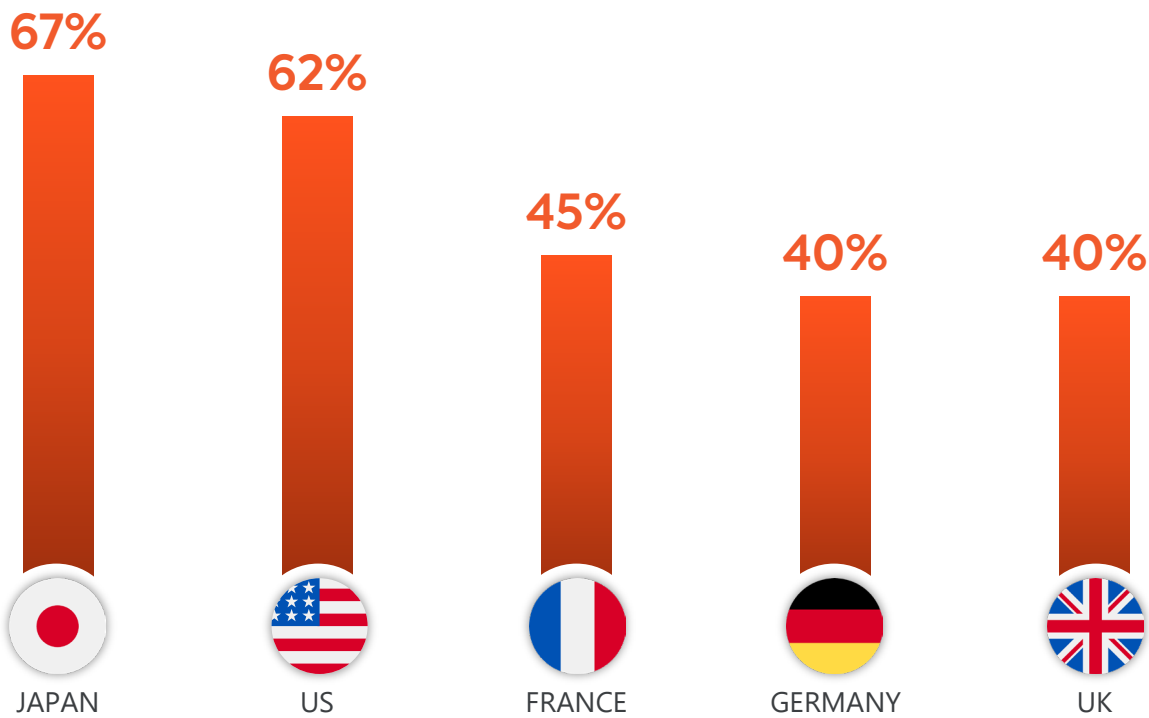
Q: Which products would you consider buying the most outside of your domestic market? (Select up to 3). N=1000



Japan and the USA are the leading markets for cross-border ecommerce purchases across all age groups

Japan and the USA are the leading markets for cross-border ecommerce shopping among Chinese consumers, followed by France, Germany, and the UK.

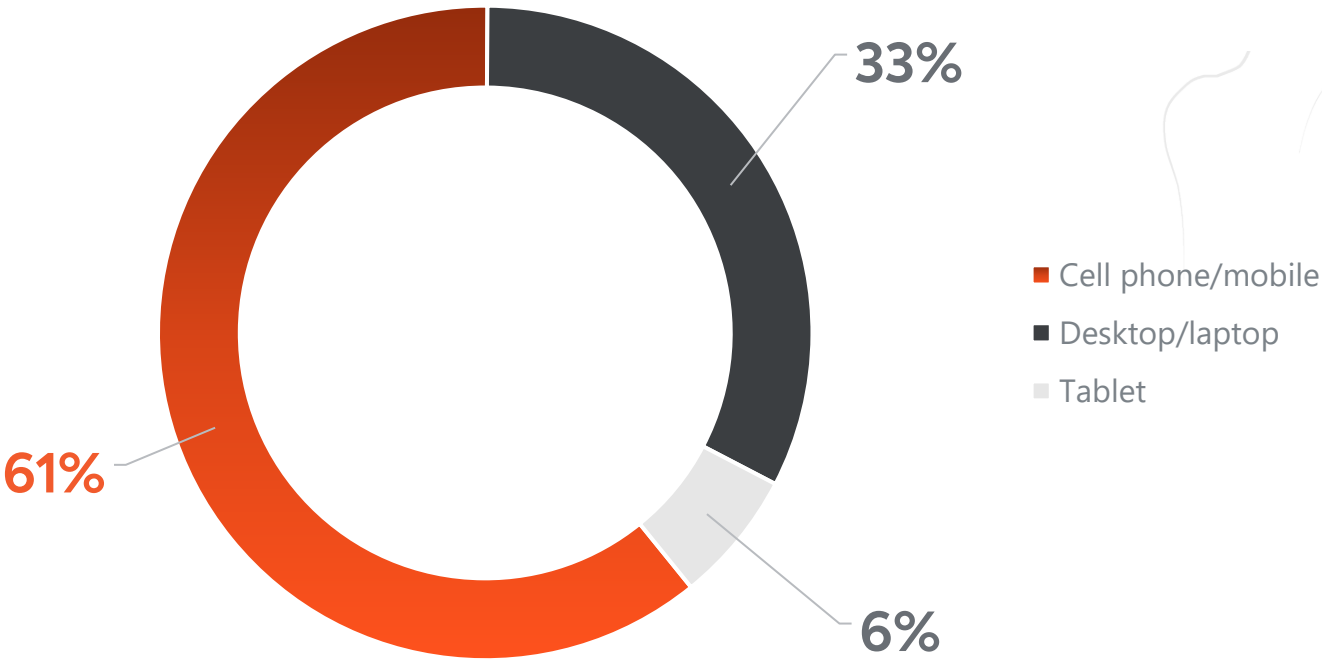
Figure 8: The top 5 markets for cross-border purchases
% of respondents who bought an item online from these markets



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

Across Chinese consumers from all age groups, smartphones are the most popular device for making cross-border ecommerce purchases.

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



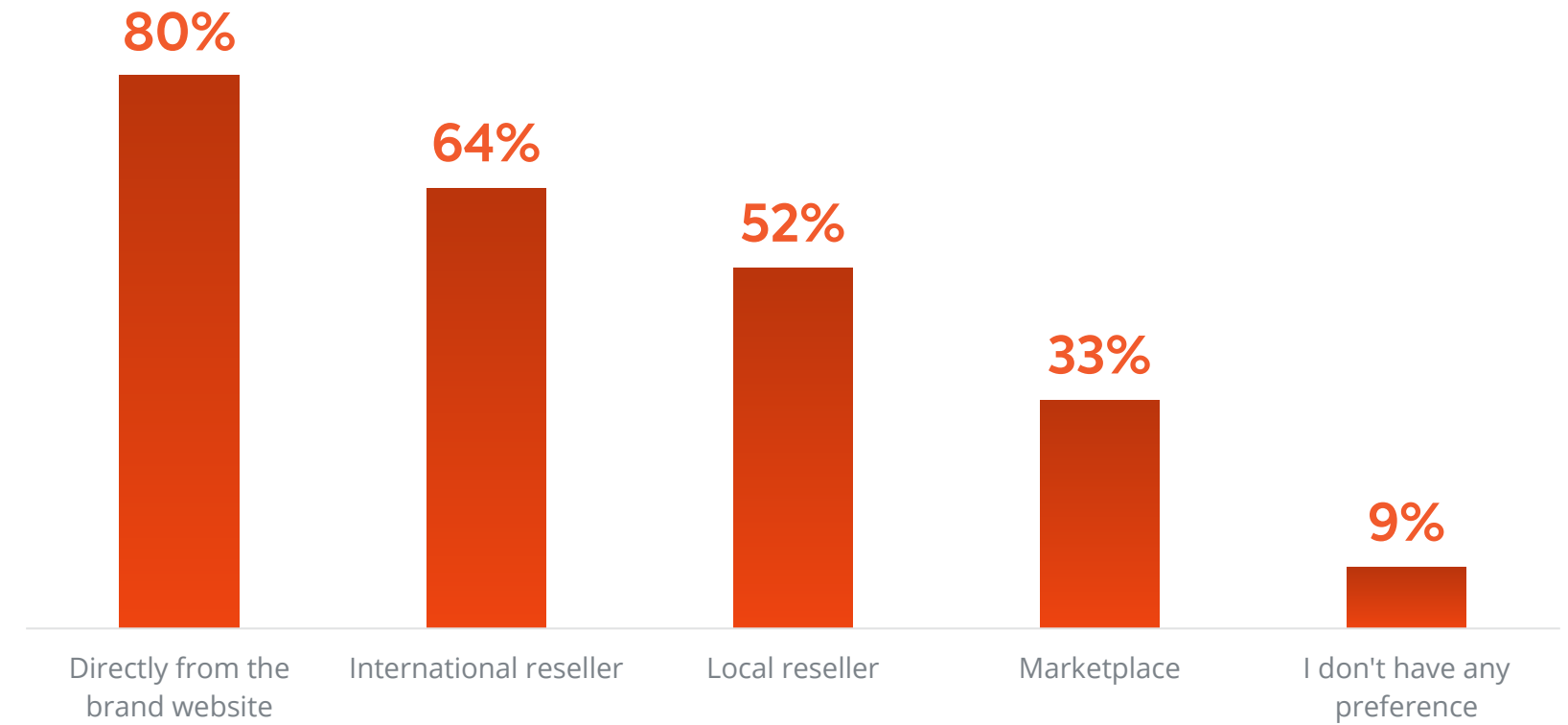
Q: When shopping online internationally, how did you make your most recent purchase? N=1000

80% of Chinese cross-border ecommerce shoppers prefer to purchase directly from a brand

Like in other markets, most online consumers in China prefer to buy directly from a brand's website. Interestingly, the rate of Chinese consumers who prefer to purchase directly from a brand is significantly higher than the global average (58%).

Figure 10: The preferred platform for buying a branded product among cross-border online shoppers

% of respondents who prefer to buy via this platform

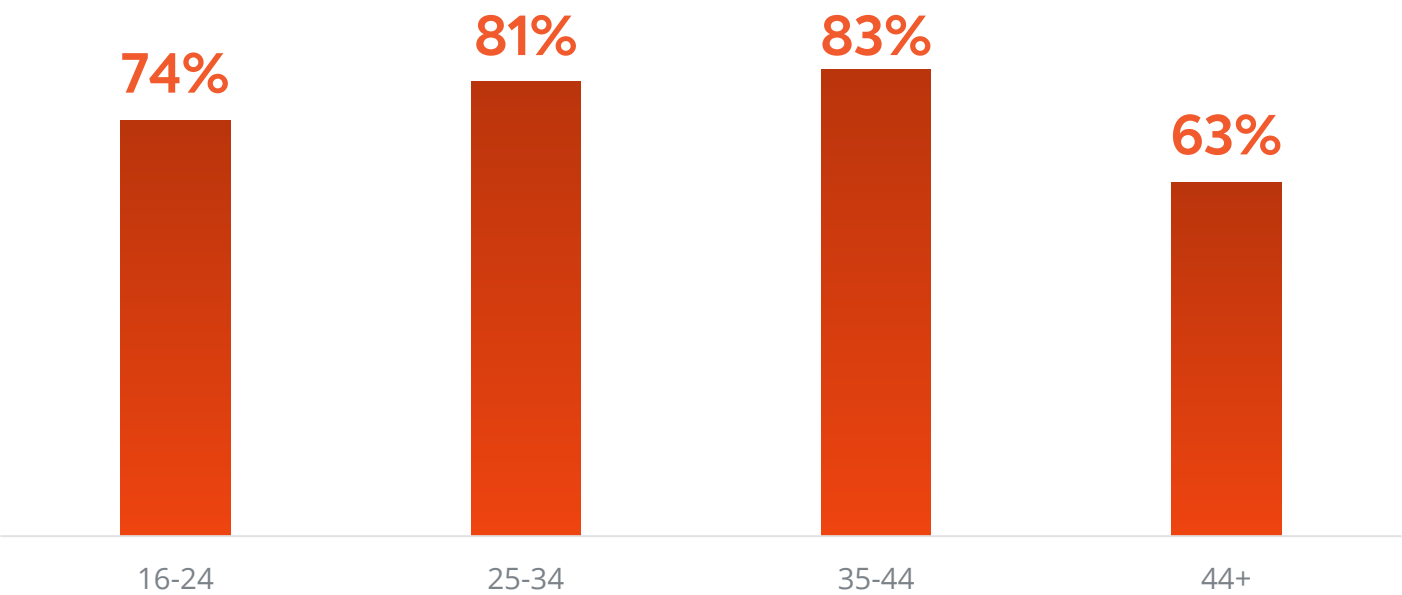


Q: When looking to buy a specific branded product, where, if anywhere in particular, do you prefer to make a purchase through? (Select up to 3) N=1000

Buying directly from the brand is the preferred option across consumers from all age groups.

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 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 Chinese Cross-border Ecommerce Shopper survey polled 1000 online shoppers across China who have shopped online in the last year and bought from a brand or retailer based outside their country.

It was conducted as part of a global survey across eight additional markets: the USA, the UK, Canada, Australia, France, Germany, Japan, and the UAE.

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

Markets surveyed

