



THE AUSTRALIAN CROSS-BORDER ECOMMERCE SHOPPER SURVEY

A Dive Into Consumer Behavior and Preferences



Why Do Australian Online Shoppers Buy Cross-border?

Factors influencing conversion and retention rates



Low product and shipping costs are two of the leading reasons Australian online consumers purchase from a brand outside their market

Product cost, shipping and wider variety are the main reasons driving Australian consumers to buy outside their market.

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 one or more of these factors



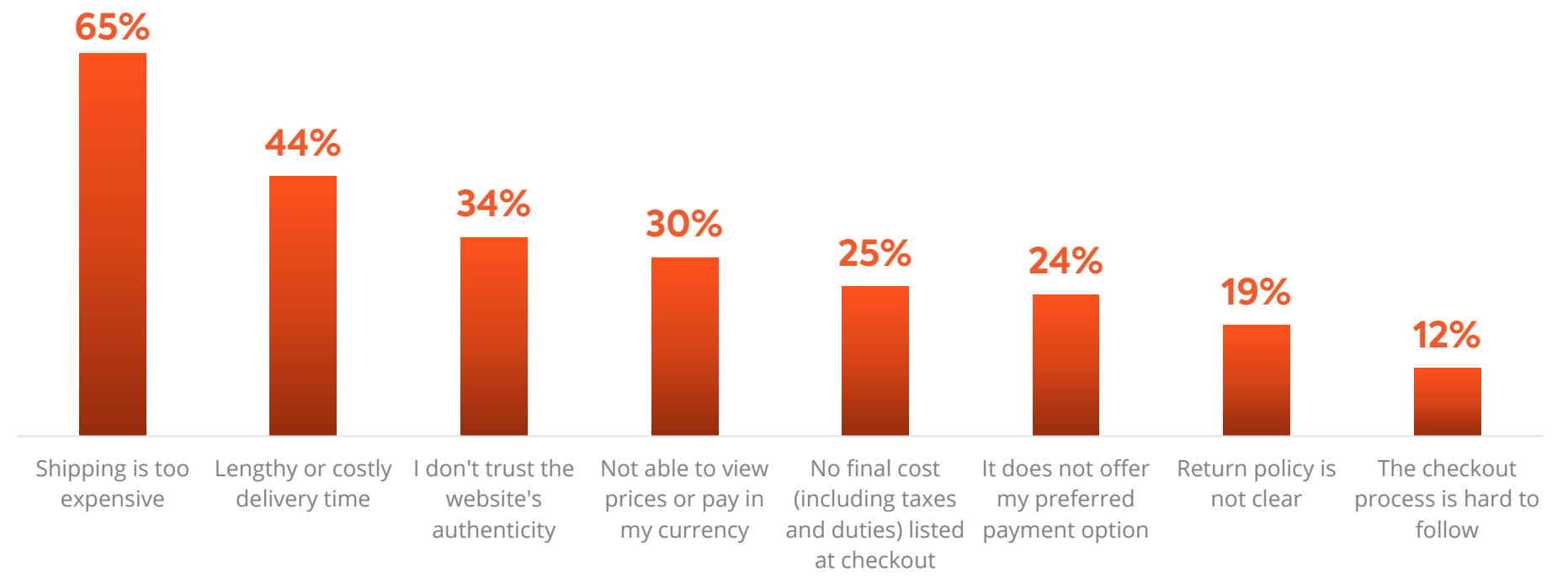
Q: You made an online purchase from a seller outside of your domestic market because... (Select up to 3). N=1000

65% would not complete their purchase if shipping is too expensive

Shipping cost and time are the two main reasons for cart abandonment among Australian consumers when buying online from a brand outside their market. The other main reasons are related to an inability to shop in the way they are accustomed when buying domestically. This includes not having the option to pay in their currency or with their preferred payment methods, an unclear final cost of their purchase, including local taxes, and an unclear return policy.

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

45% of Australian online consumers would return to purchase from an international website again if the shopping experience was easy and streamlined

In addition to product satisfaction, a seamless shopping experience that meets their expectations is the main driver for Australian consumers to return to an international website to buy again. This includes a clear final cost of their purchase which is a strong driver, especially among older consumers, with 53% of respondents aged 35 and above mentioning this as the main/second reason.

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 Australian Cross-border Online Shopper



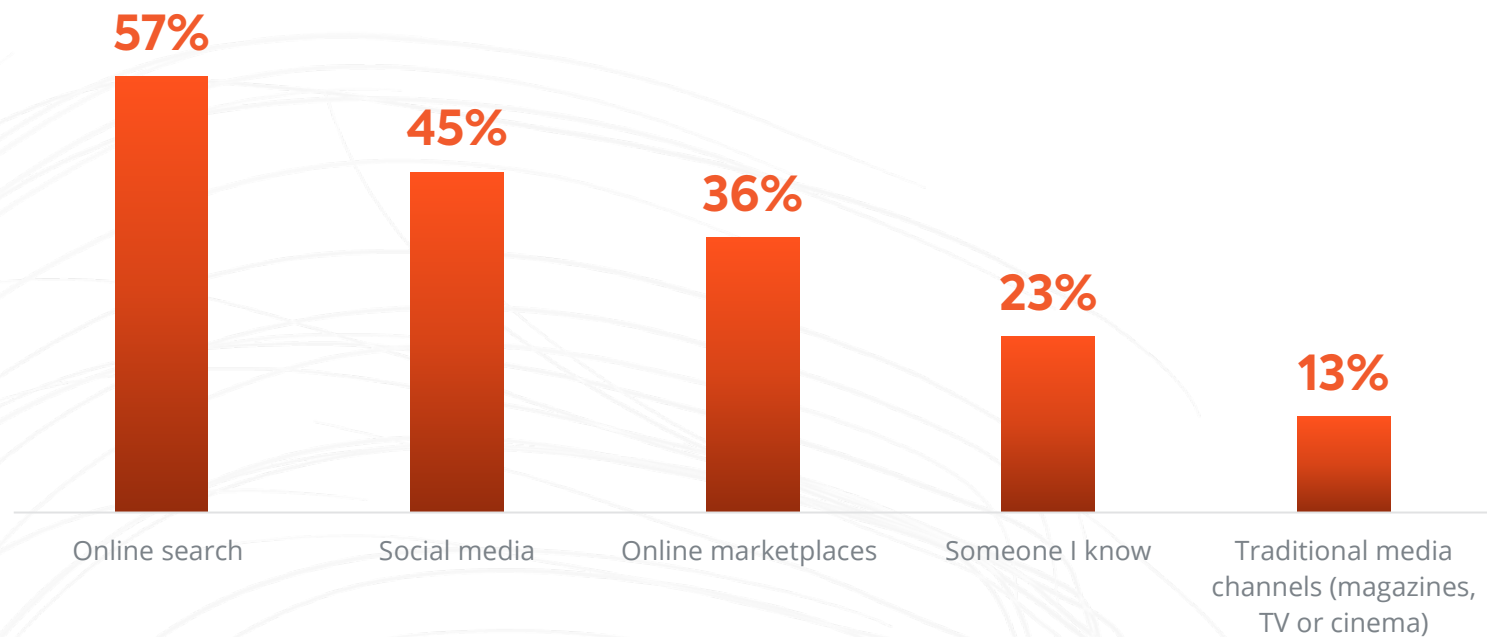
69%

of Australian respondents reported they have purchased from a brand because they engaged with it on social media¹

Social media is the leading channel among consumers aged 16-34 for discovering international brands.

Figure 4: Leading channels among Australian 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/coming across it from one of these channels

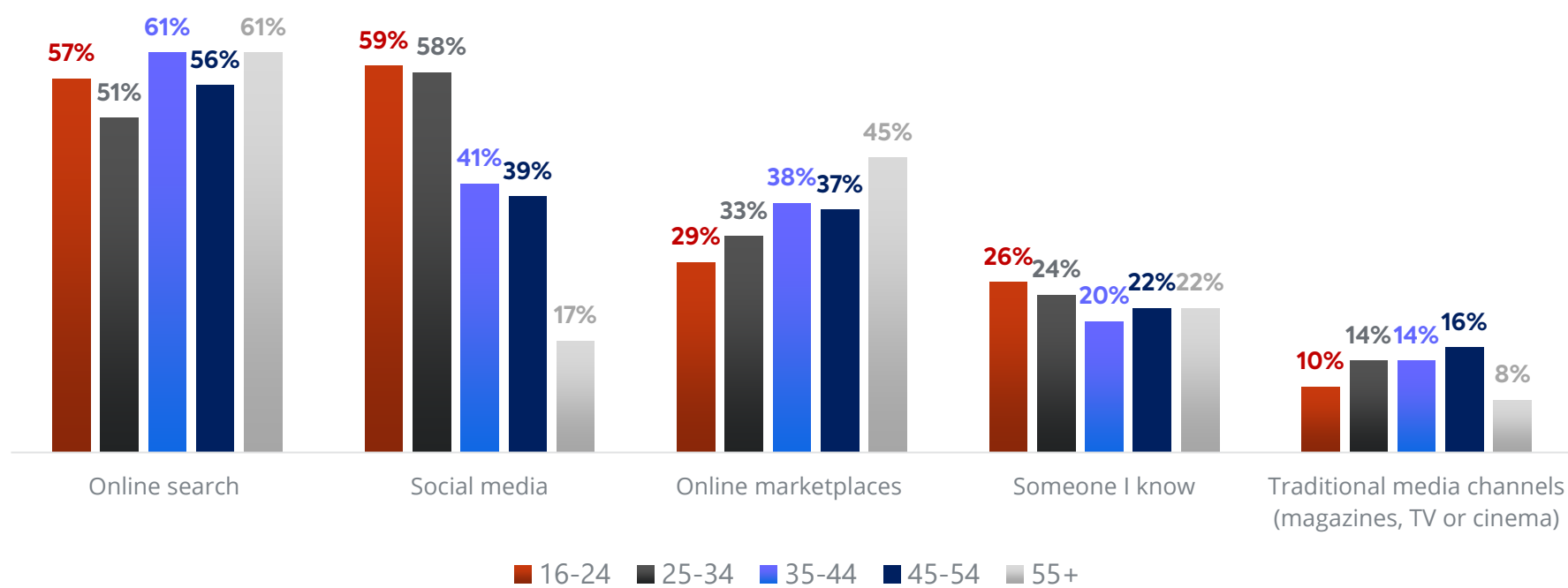


Q: I purchased an item from an international brand/retailer after hearing/coming across it from... (Select up to 3). N=1000

¹ Among respondents who have social media (N=938)

Figure 5: Leading channels among Australian consumers for engaging with a brand before making a purchase

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



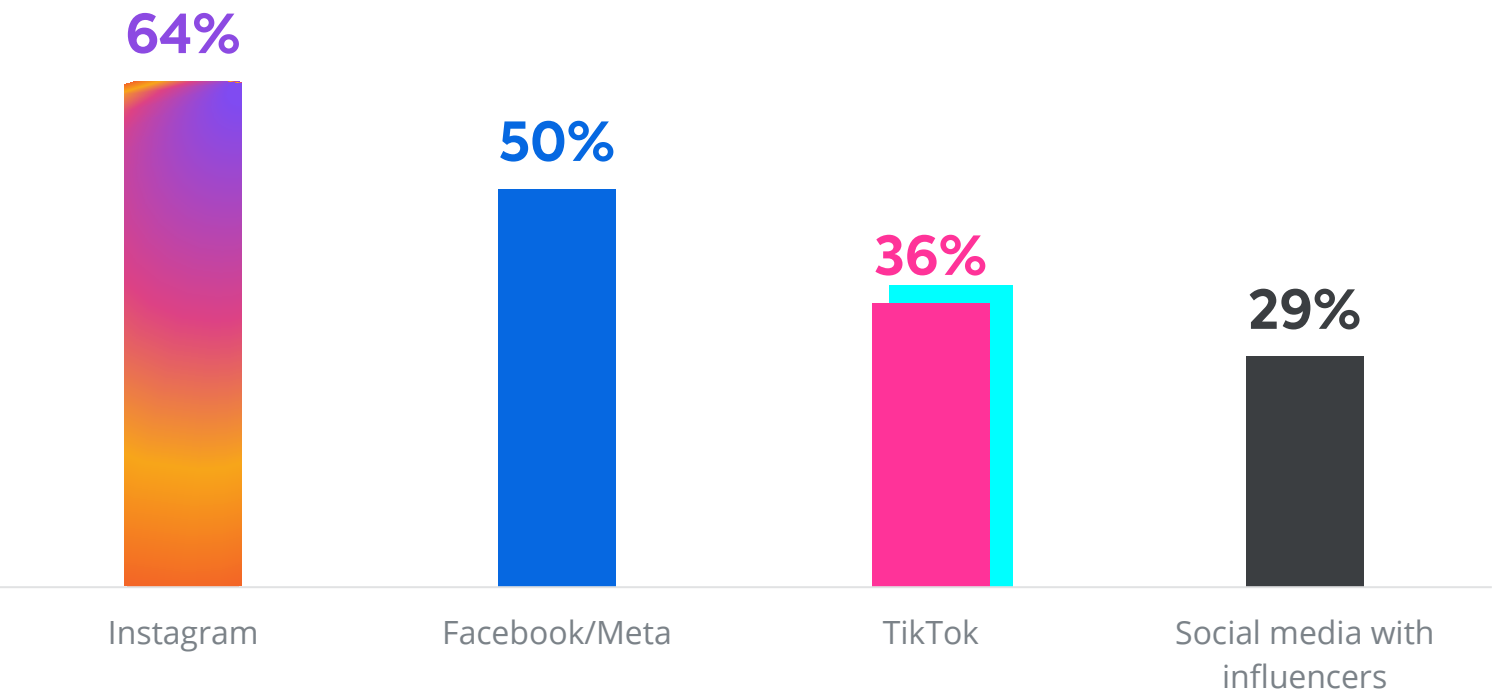
Q: I purchased an item from an international brand/retailer after hearing/coming across it from... (Select up to 3). N=1000

53% of respondents aged 16-24 bought from a brand after engaging with it on TikTok

Instagram is the leading social media channel among Australian cross-border ecommerce shoppers. 64% of consumers who reported making a purchase because they engaged with a brand on social media said they did so via this platform². TikTok is a very popular channel among Australian consumers aged 16-24, with 53% of respondents saying they engaged with the brand via this platform. Facebook is very popular among consumers aged 25 and above, with 60% reporting they engaged with the brand on 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=650

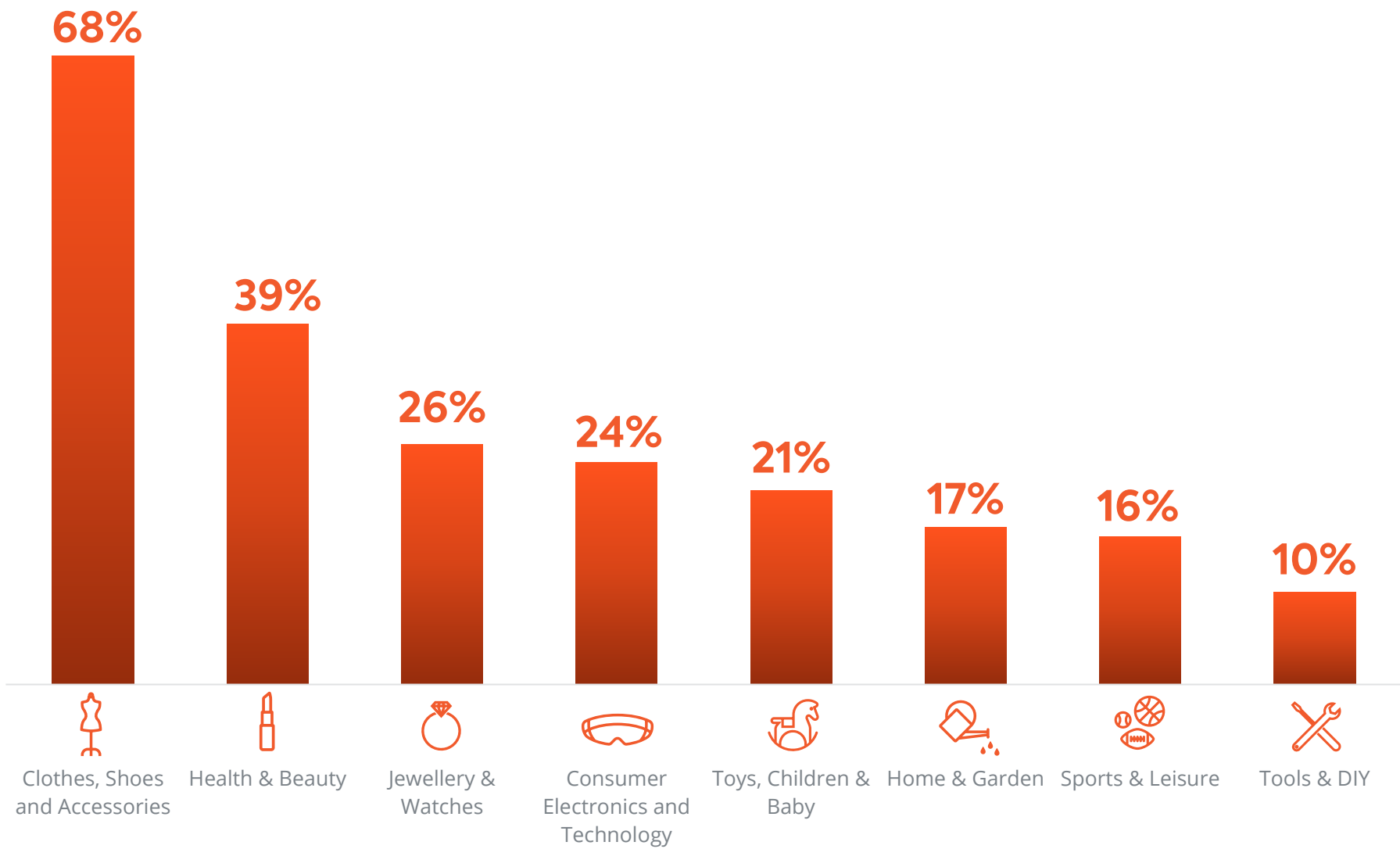
² Among respondents who have social media and reported they made a purchase after engaging with the brand on social media (N=650)

Australian Cross-border Ecommerce Shoppers' Preferences



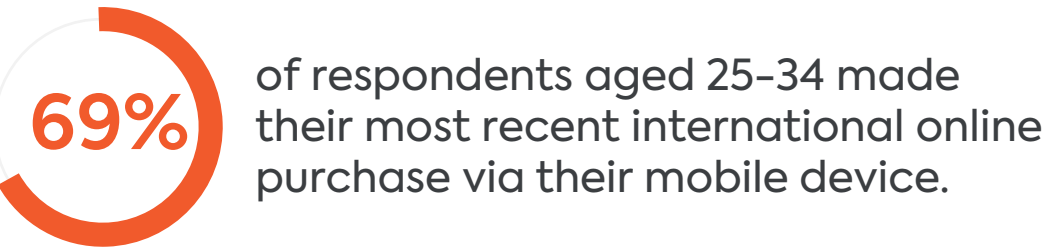
Apparel and footwear is the top category for buying online cross-border across all genders and age groups. Health and beauty is the second leading category among women (45%), while among men, the second most purchased products are consumer electronics and technology (40%).

Figure 7: The top products Australian 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

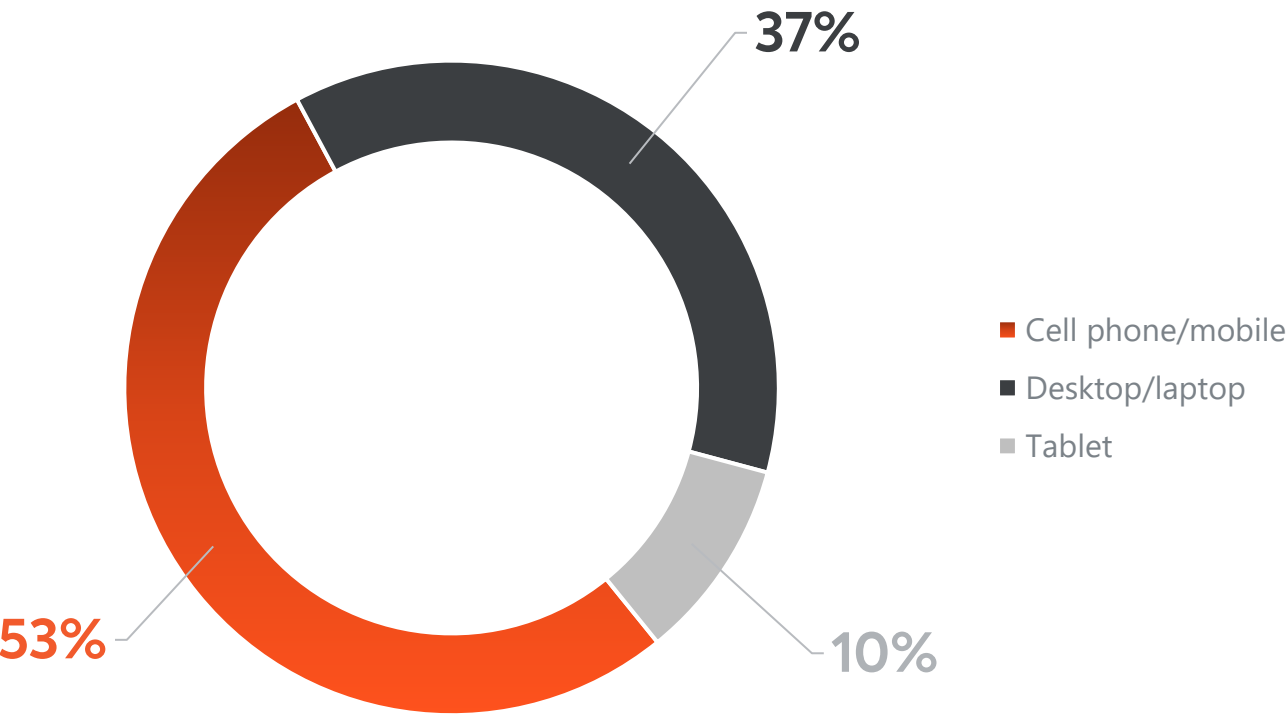




Mobile is the most popular device for cross-border ecommerce purchases across all age groups except consumers aged 55+.

Figure 8: The leading devices for cross-border online purchases

% of respondents who used this device for shopping online internationally

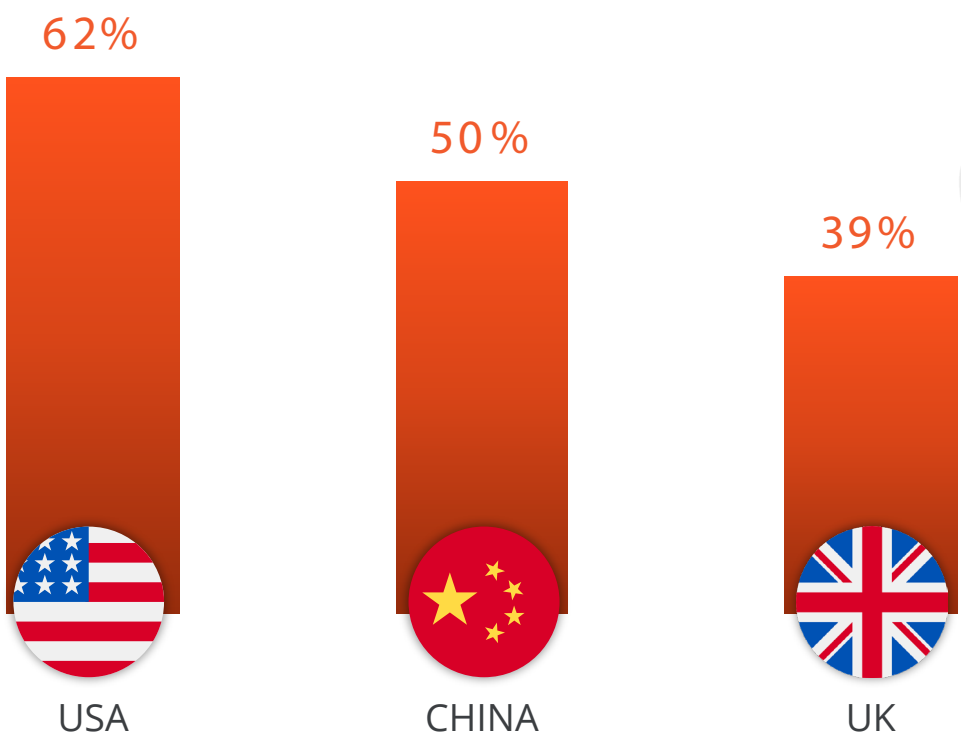


Q: When shopping online internationally, how did you make your most recent purchase? N=1000

The USA and China are the leading markets for cross-border ecommerce shopping among Australian consumers, with the UK coming in third.

Figure 9: The top 3 markets for cross-border purchases

% of respondents who bought an item online from these markets



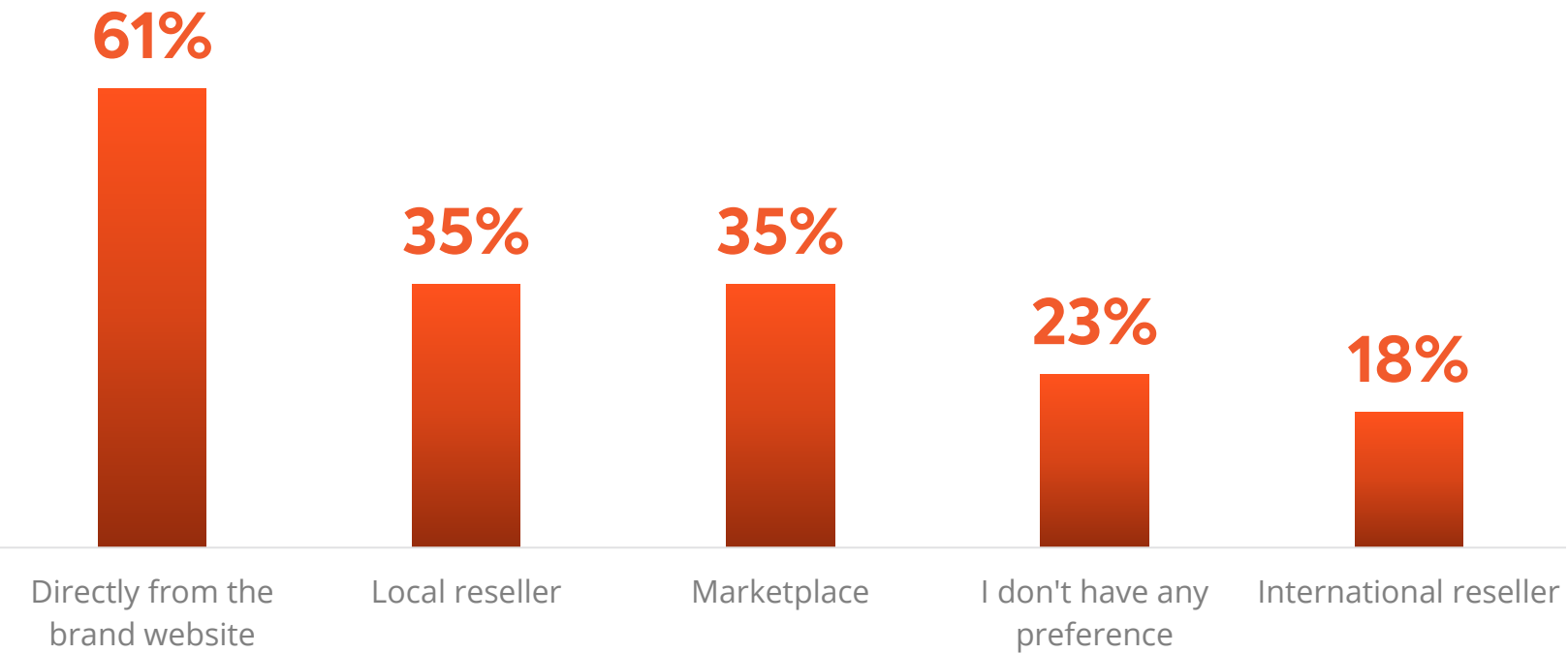
Q: In the last year, which countries outside of your domestic market have you bought an item online from? (Select all that apply) N=1000

70% of Australian online shoppers aged 25-34 prefer to purchase directly from a brand's website

Like in other markets, most online consumers in Australia, across all age groups, prefer to buy directly from a brand's website.

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

% of respondents who prefer to buy via this platform

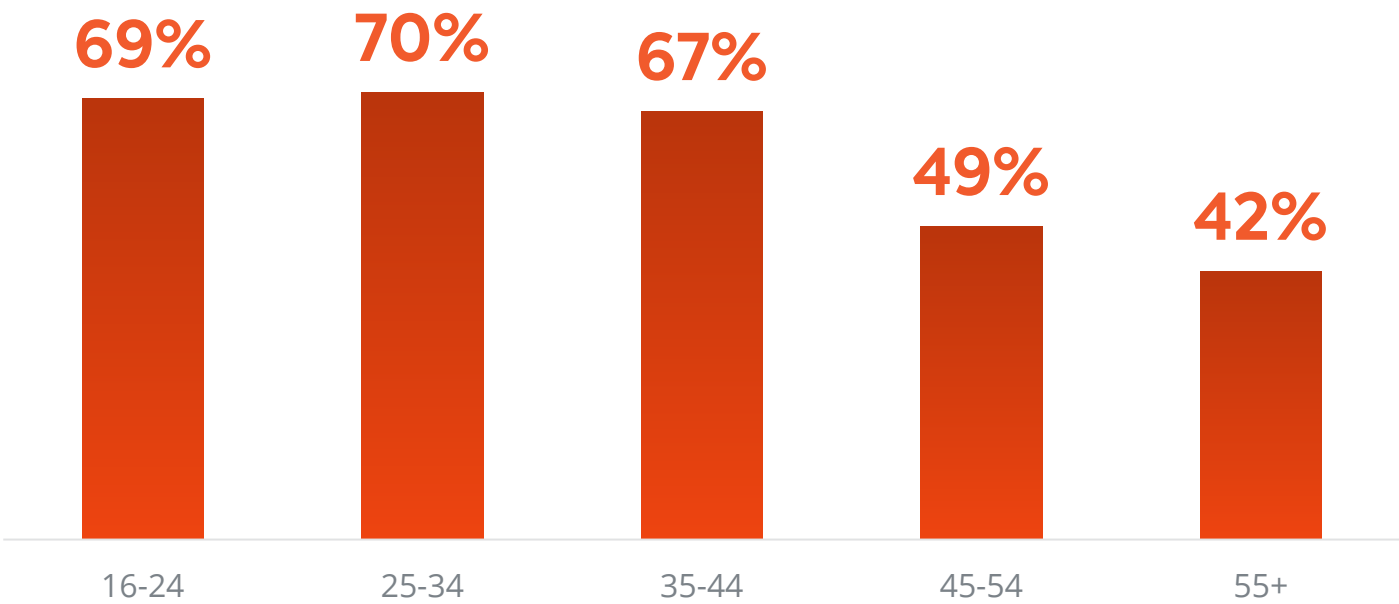


Q: When looking to buy a specific branded product, where, if anywhere in particular, do you prefer to make a purchase through? (Select up to 3) N=1000

Buying directly from a brand's website is the preferred option across cross-border ecommerce consumers of 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 Asia, the United States, and Europe, 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.

For more information: www.global-e.com

Follow us on [LinkedIn](#)

Methodology

The Australian Cross-border Ecommerce Shopper survey polled 1000 online shoppers across Australia 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, France, Germany, Japan, China and the UAE.

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

Markets surveyed

