

# THE UNITED ARAB EMIRATES CROSS-BORDER ECOMMERCE SHOPPER SURVEY

A Dive Into Consumer Behavior and Preferences





# Why Do Online Shoppers in the UAE Buy Cross-border?

Factors influencing conversion and retention rates

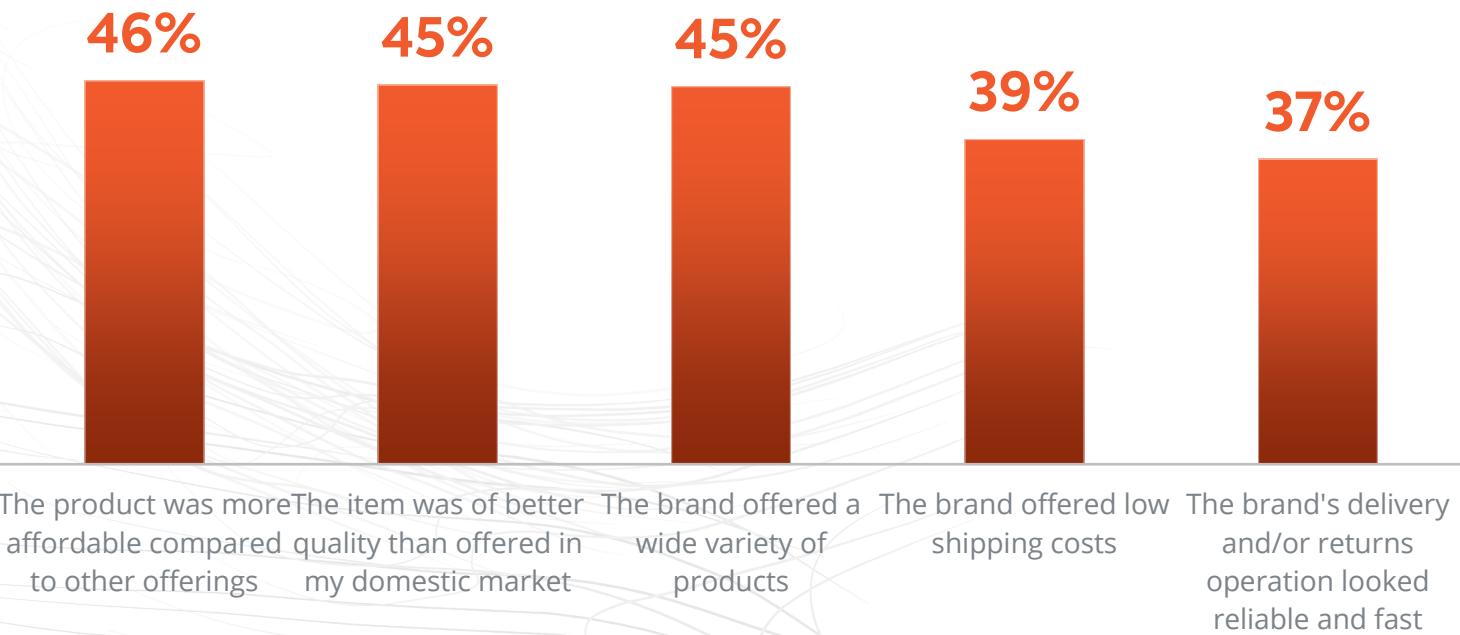


Among younger consumers (16-34), the leading reasons for cross-border online shopping are better product quality (48%) and wider variety (44%)

With equal weighting for each reason; cost, quality and variety are the three main reasons for UAE consumers to buy online from a brand outside of their market. However, among consumers aged 16-34, better product quality is the leading reason for making a cross-border online purchase, with 48% of respondents reporting this as their reason for purchasing from a seller outside of the UAE.

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



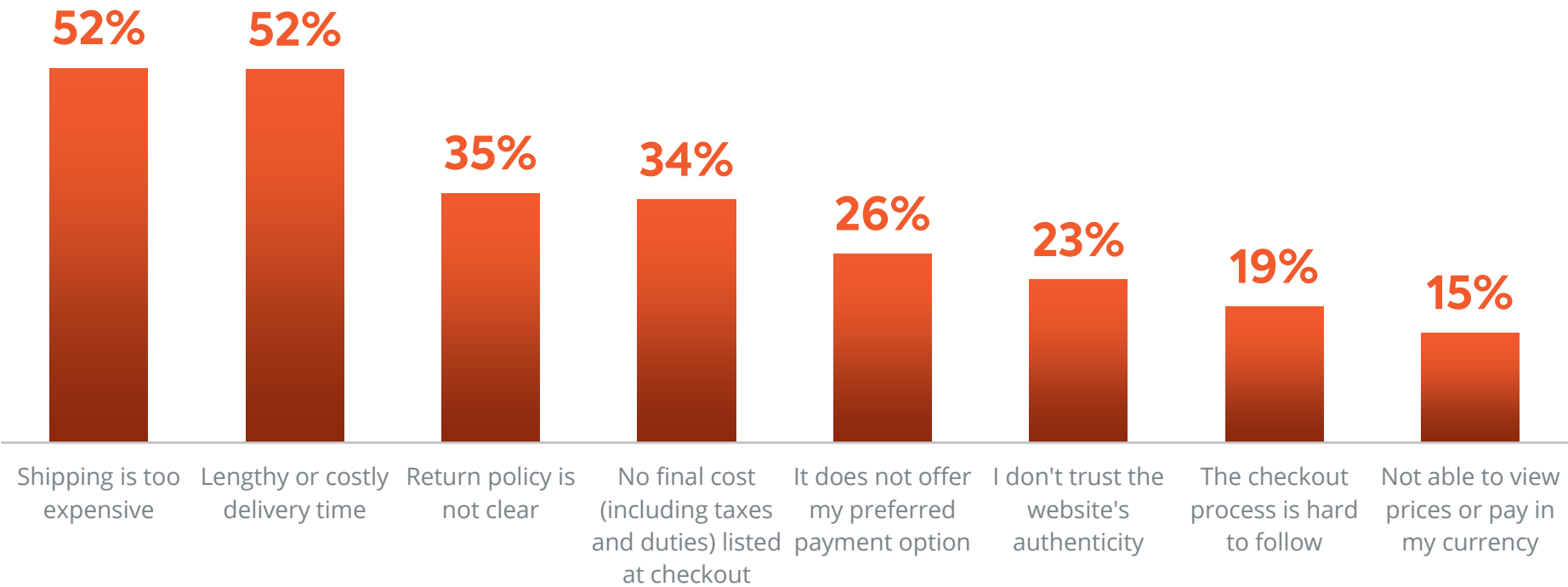
Q: You made an online purchase from a seller outside of your domestic market because... (Select up to 3). N=1000

52% would not complete their purchase if shipping is too expensive or if delivery time is too long

Like in many other market, delivery cost and time are the main reasons for cart abandonment. Other main reasons are related to lack of clarity or inability to shop in the way they prefer to when buying online. This includes return policy and guaranteed final cost, payment options and the inability to pay in their local currency.

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

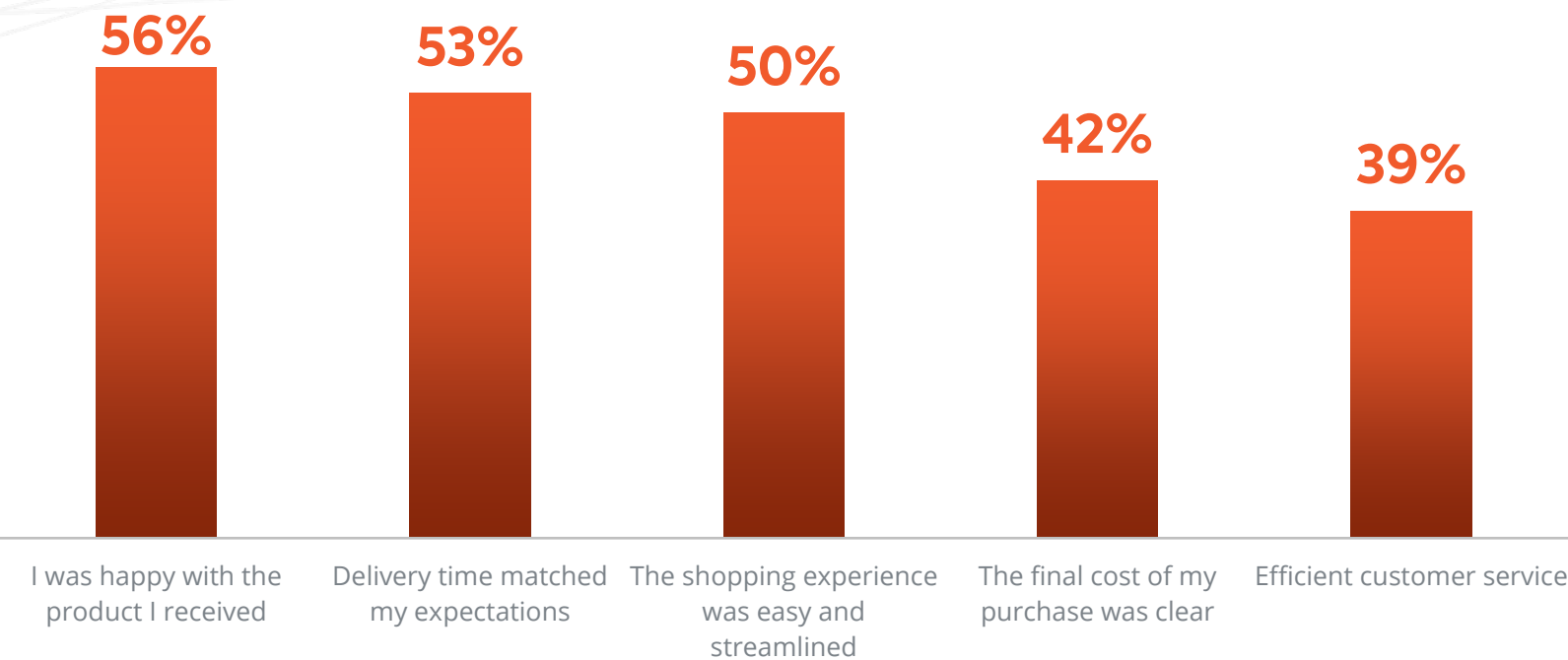


**42%** would return to purchase again from an international website if the final cost of their purchase, including all taxes and duties, was clear.

Besides satisfaction with the product they purchased, delivery time and a seamless shopping experience are the main drivers for consumers in the UAE to return to an international website and purchase again.

**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



Among consumers aged 35-54, delivery time that matched their expectations is the main reason for returning to purchase from an international website; even ahead of product satisfaction.



# The Impact of Social Media on Cross-Border Online Shoppers in the UAE



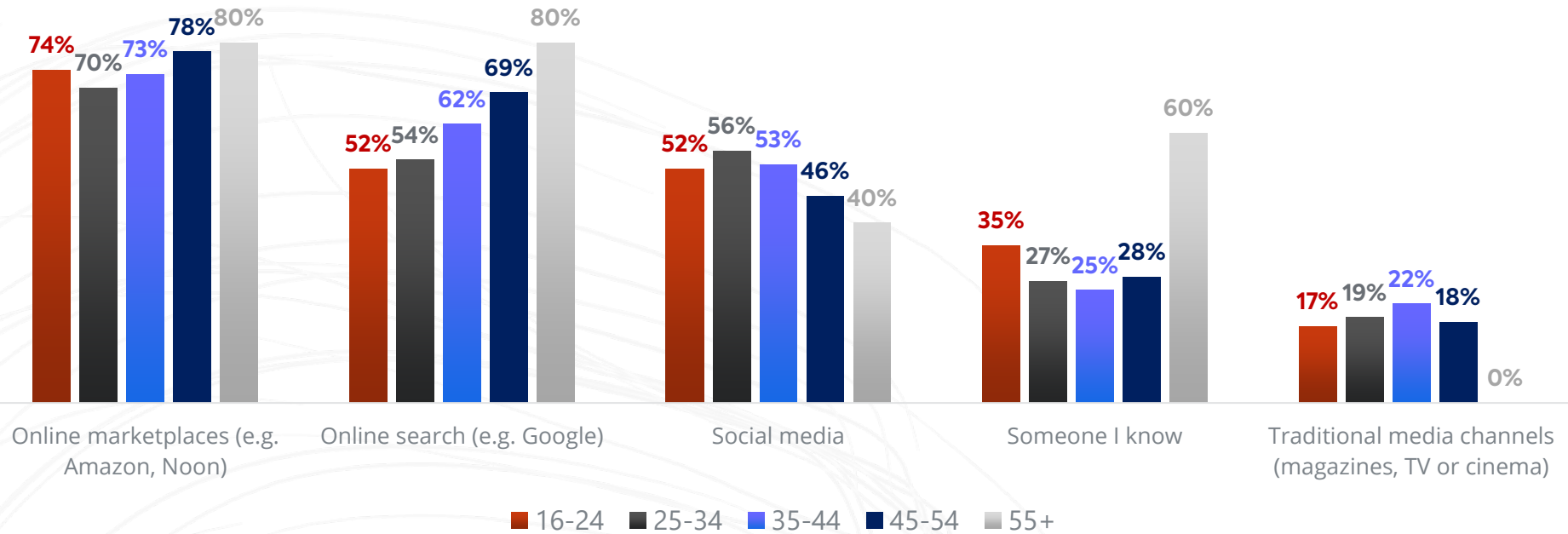


**55%** of UAE respondents aged 16-34 reported they purchased from an international brand after coming across it on social media

Social media is one of the leading places for engaging with international brands, especially among younger consumers. Online marketplaces are the leading platform among all age groups.

**Figure 4: Leading places among consumers in the UAE for engaging with a brand before making a purchase**

% of respondents who purchased an item from an international brand/retailer after hearing about 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



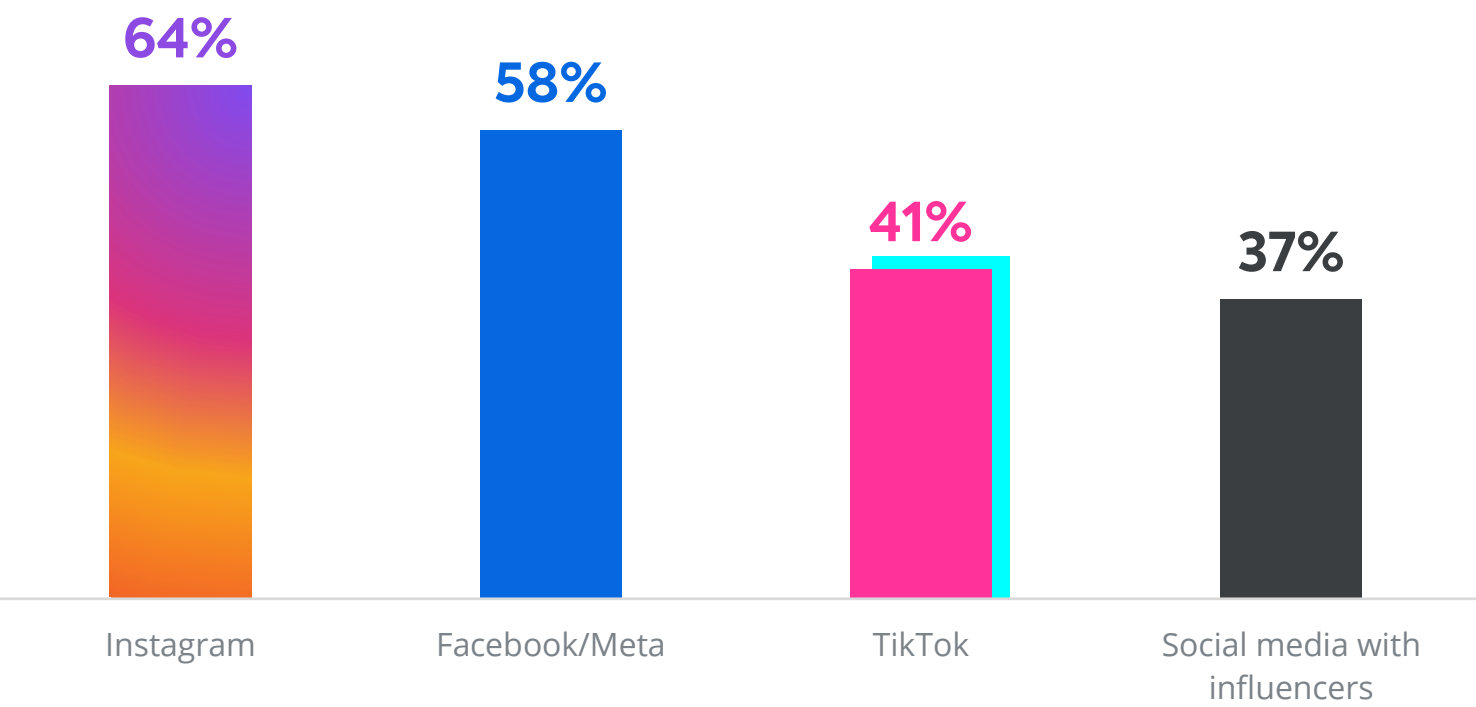


Instagram is the leading platform among younger consumers (16-34); 68% reported they have purchased from an international brand because they engaged with it on this platform.

Instagram is the leading platform among shoppers aged 16-34, while among shoppers aged 35 and above Facebook is leading. TikTok is the second leading platform among younger consumers with 54% of respondents aged 16-24 reporting that they made a purchase from a brand outside their market after engaging with it via this platform.

Figure 5: 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=991





# UAE Cross-border Ecommerce Shopper Preferences



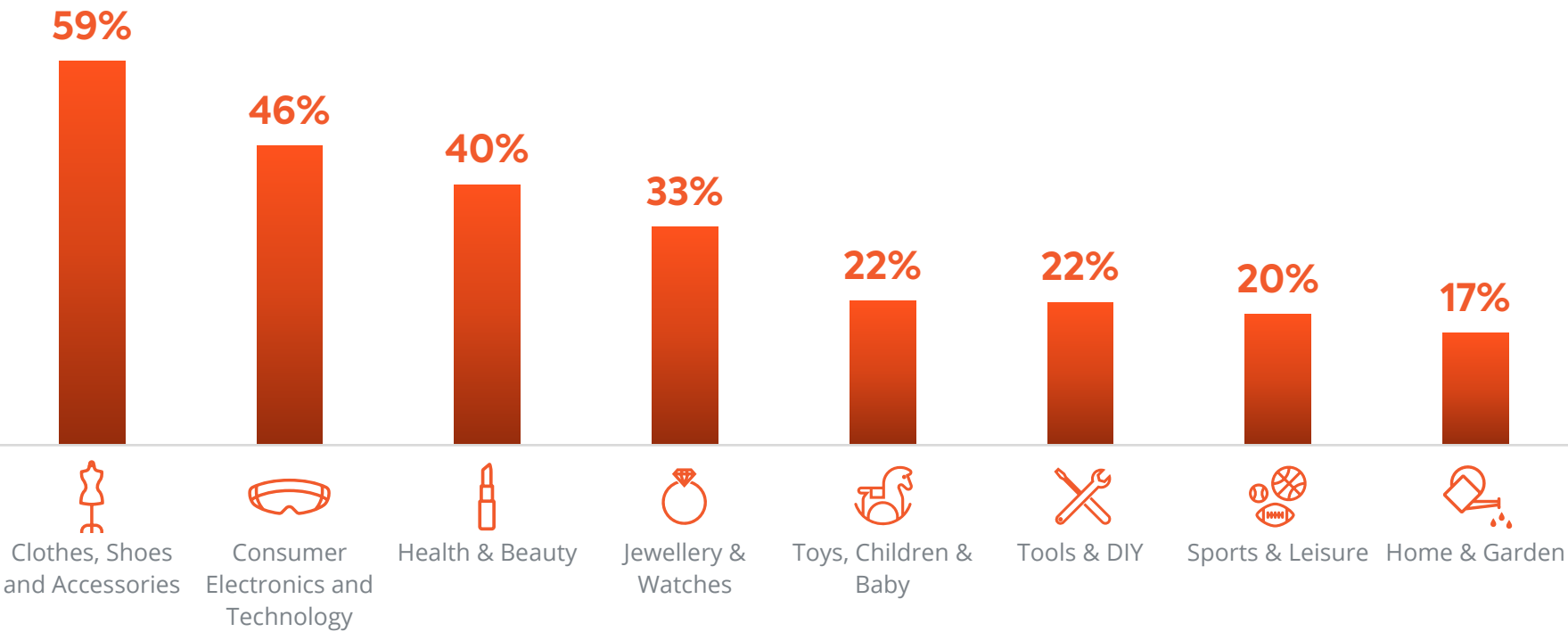


**59%** of UAE digital consumers would buy clothes, shoes and accessories from outside of their market.

Consumer electronics and technology is the second leading category after apparel and footwear, for buying online cross-border across UAE consumers.

Among men, consumer electronics (52%) is the leading category, together with clothing, shoes and accessories (52% for each of these categories) while among women, clothing, shoes and accessories is the leading category (69%) and health and beauty is second (49%).

**Figure 6: The top products UAE 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

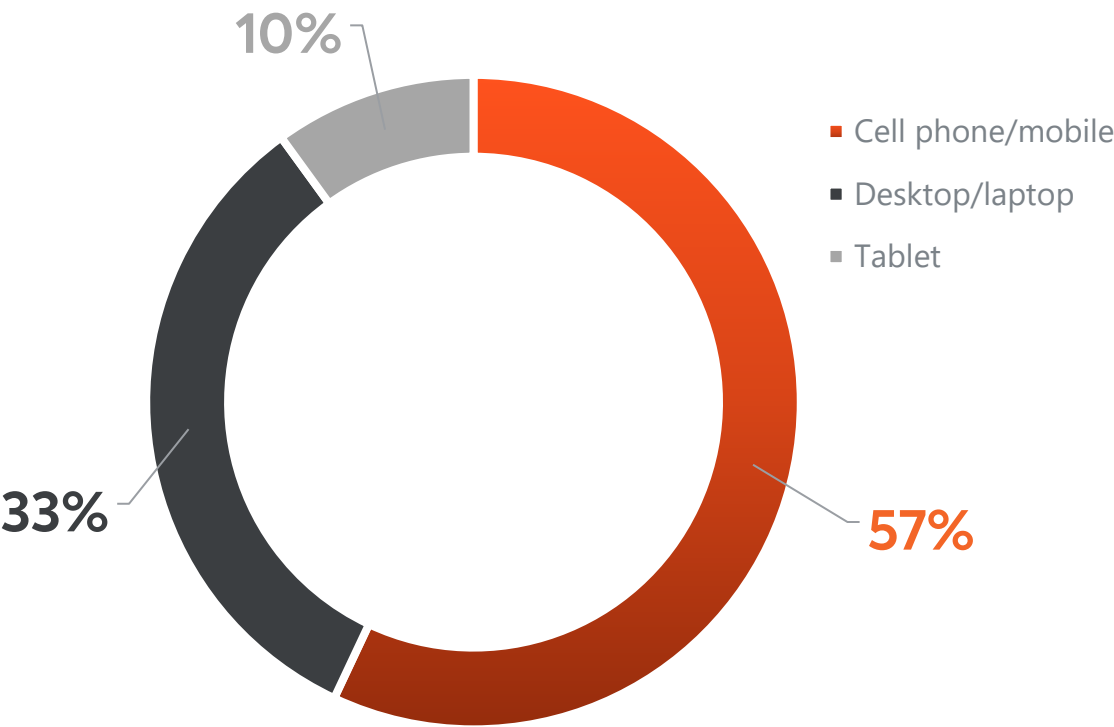




**57%** of UAE cross-border online consumers made their recent purchase via a mobile device

Mobile is the most popular device for cross-border ecommerce purchases across all age groups.

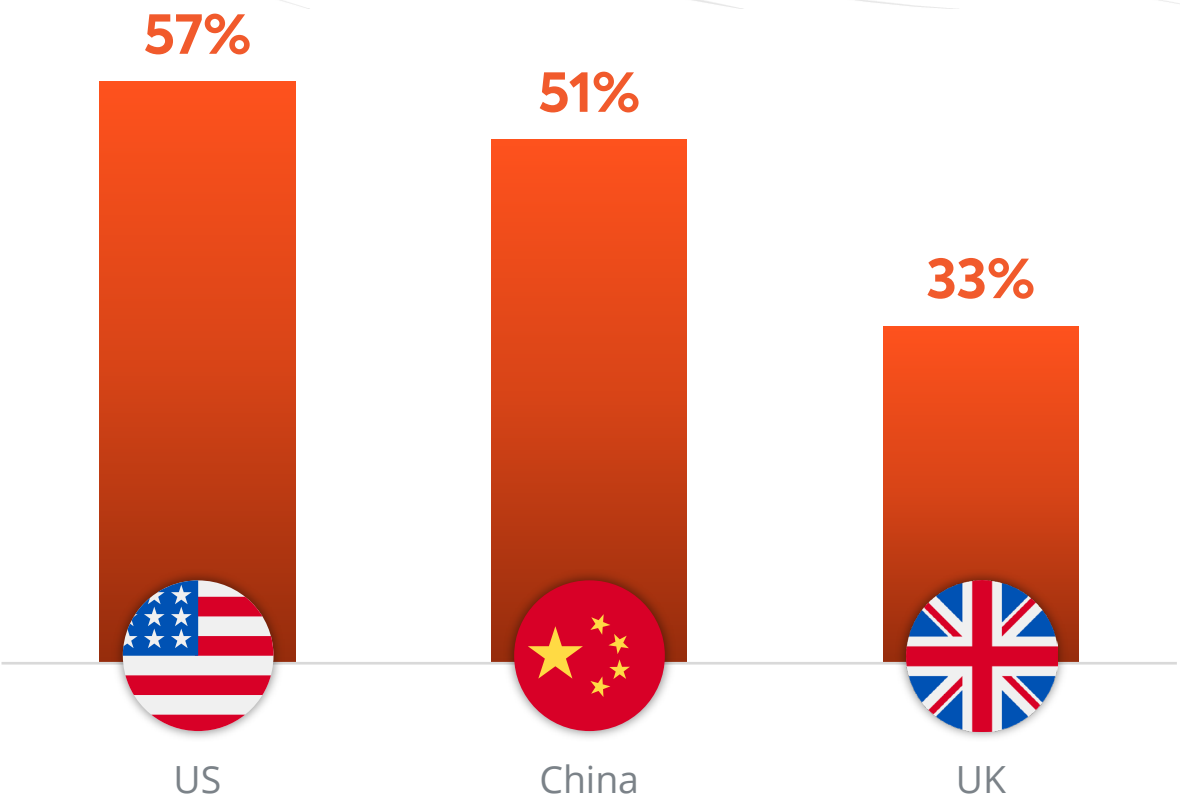
**Figure 8: The leading devices for cross-border online purchase**  
% of respondents who used this device for shopping online internationally



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

The USA is the leading market for cross-border ecommerce shopping among UAE consumers, followed by China and the UK.

**Figure 7: 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

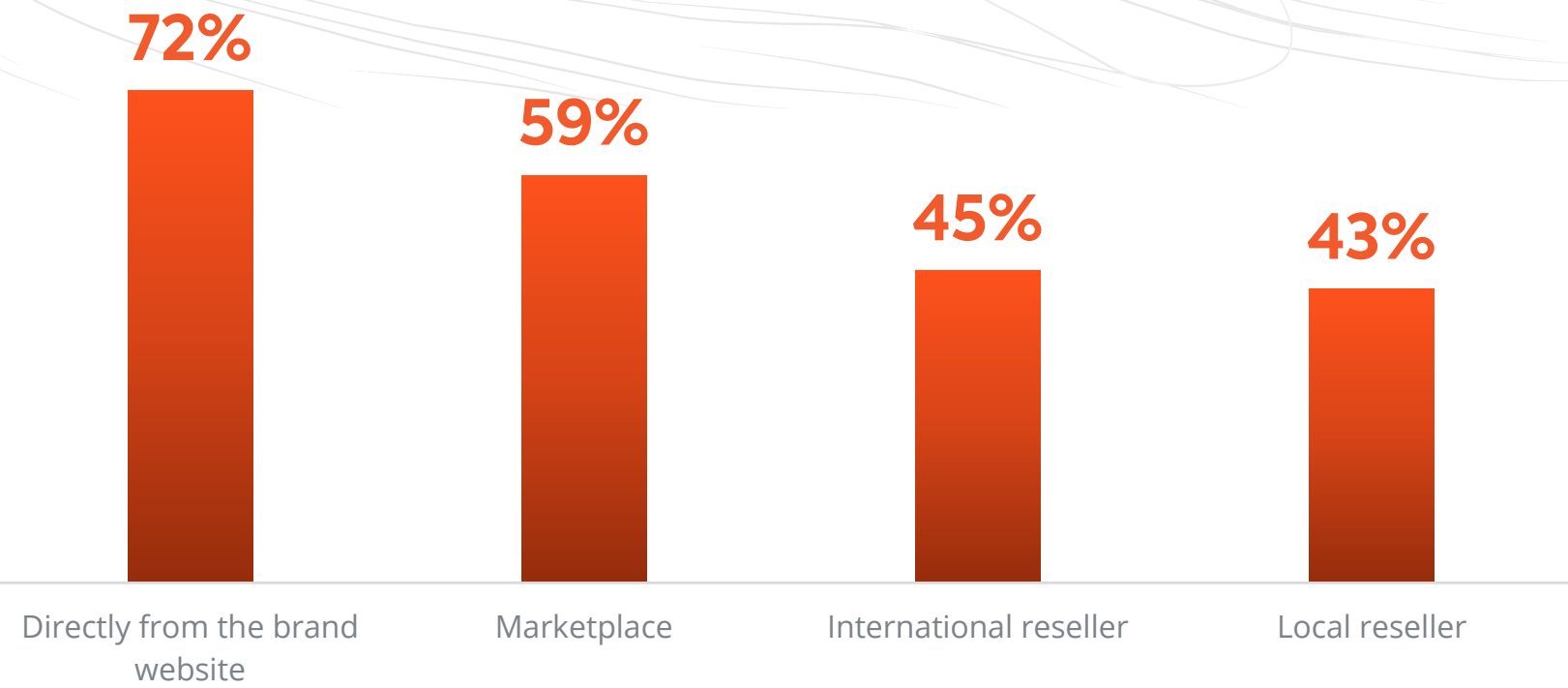




**72%** of cross-border ecommerce shoppers in the UAE prefer to purchase directly from the brand's website

Direct from the brand is the preferred platform among UAE online shoppers; higher than the global rate of 58%.

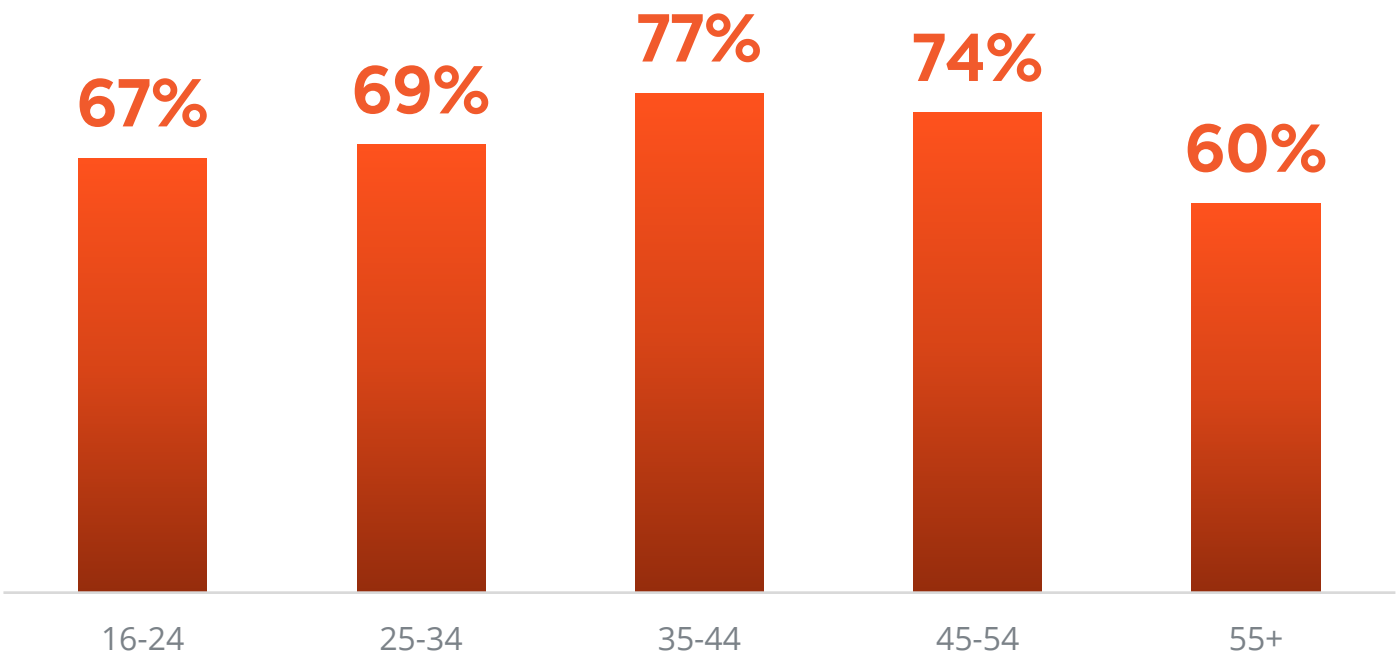
**Figure 9: The preferred platform for buying a branded product among cross-border online shoppers**  
% of respondents who prefer to buy via this platform



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.

**Figure 10: 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 ecommerce. 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 ecommerce 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 UAE Cross-border Ecommerce Shopper survey polled 1000 online shoppers across the UAE 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, Canada, the UK, Germany, France, China, Japan and Australia.

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

### Markets surveyed

