

THE FRENCH CROSS-BORDER ECOMMERCE SHOPPER SURVEY

A Dive Into Consumer Behavior and Preferences



Why Do French Online Shoppers Buy Cross-border?

Factors influencing conversion and retention rates

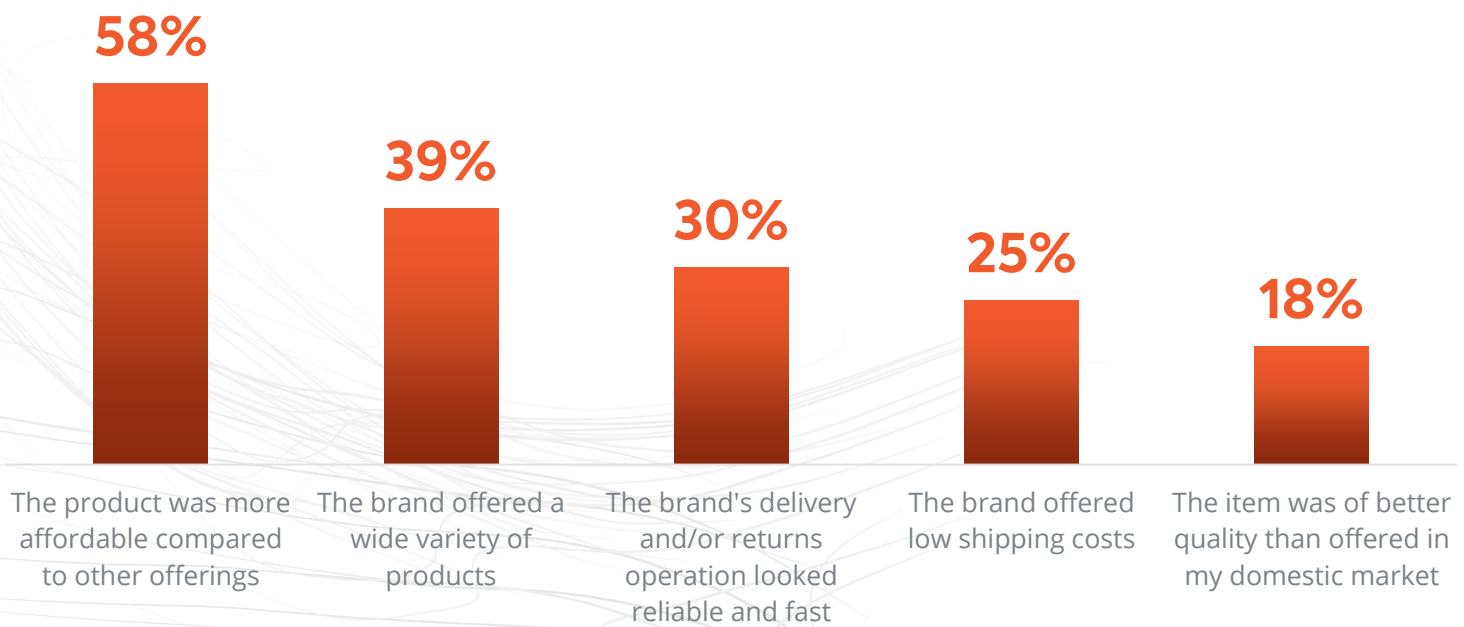


Online shoppers in France are highly motivated by price when buying online outside of their market, with 64% of shoppers aged 35-44 mentioning price as the main reason

Price is a primary driver for shoppers aged 25 and above for buying cross-border, followed by variety. For shoppers aged 16-24, variety is the main motivator (52%).

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

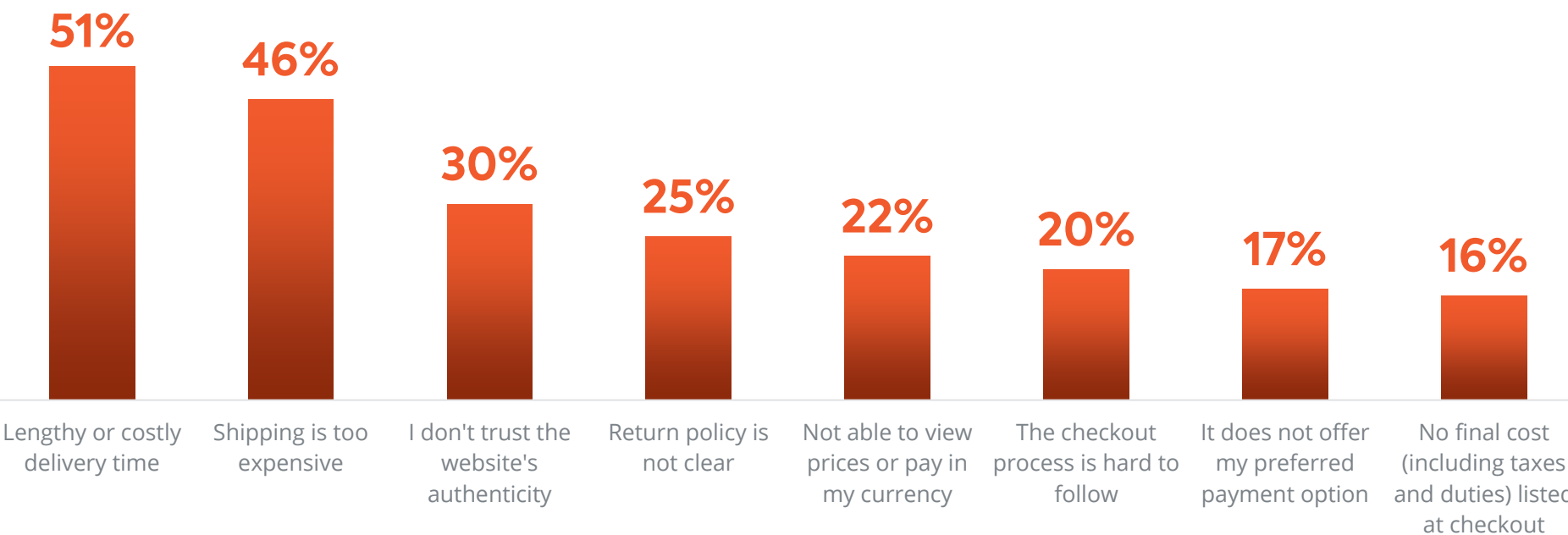
51% of French online shoppers would not complete their purchase if shipping is too expensive or if delivery time is too long



Like in many other markets, delivery cost and time are the main reasons for cart abandonment. These were mentioned as the primary reasons for not completing an order from a website outside their country across shoppers from all age groups.

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

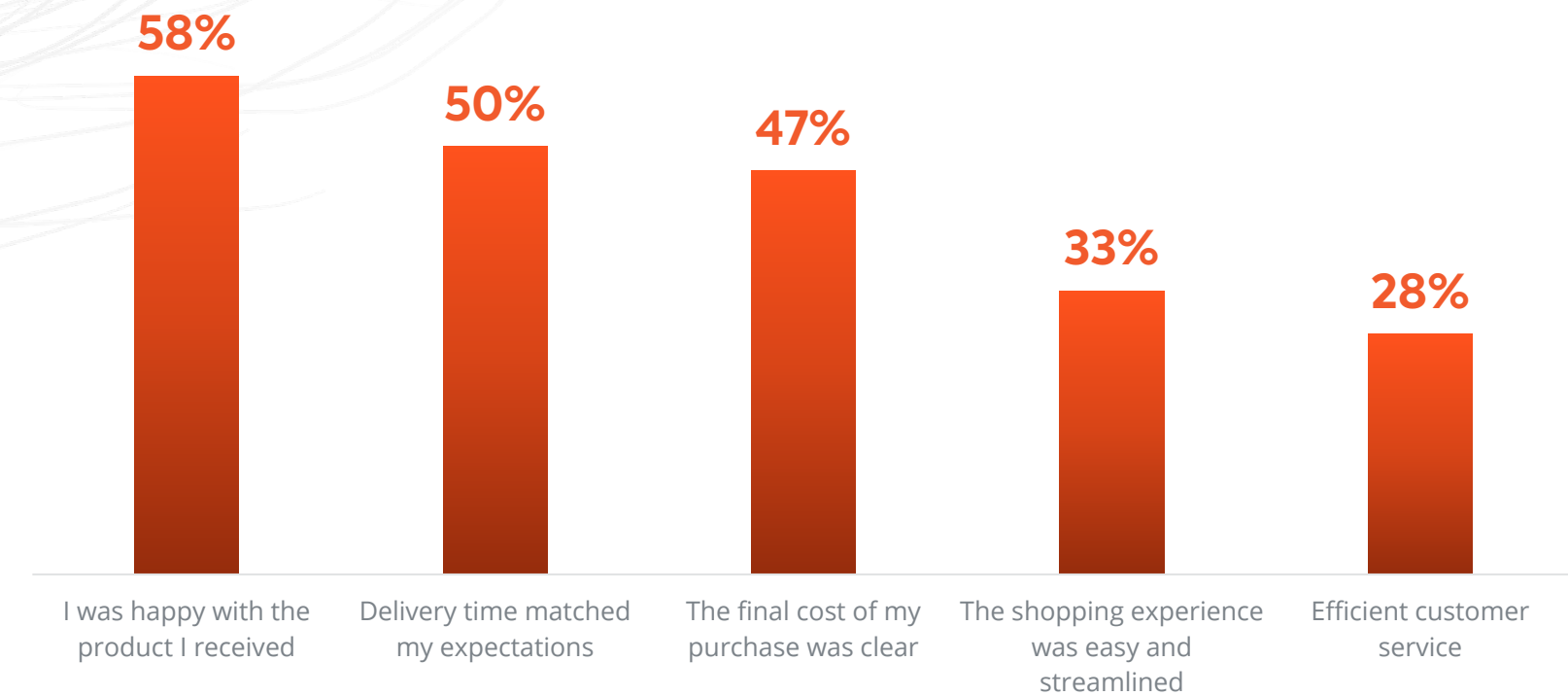


Q: When shopping online internationally, what, if anything, would make you most likely to abandon the cart and not go through with a purchase? (Select up to 3), N=1000

Besides satisfaction with the purchased product, delivery time and overall costs are the primary factors that drive French consumers to return to an international website and make additional purchases.

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% of French shoppers aged 16-34 would return to purchase again from an international website if the final cost of their purchase, including all taxes and duties, was clear

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

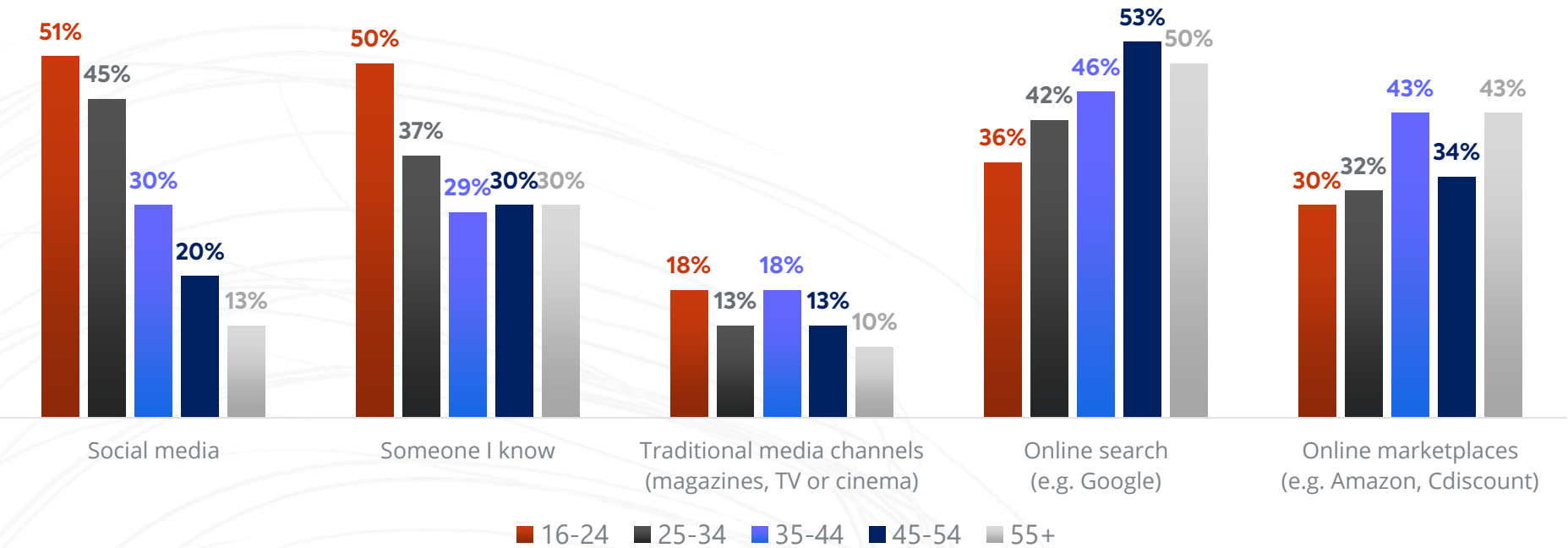


51% of French respondents aged 16-34 reported they purchased from an international brand after coming across it on social media

Among French consumers aged 16-34, social media takes the lead as the preferred platform for brand engagement, while online search is the primary channel for engaging with international brands among consumers aged 35 and above. Interestingly, word-of-mouth emerges as one of the key methods for French shoppers aged 16-25 to discover new brands.

Figure 4: Leading places among consumers in France 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



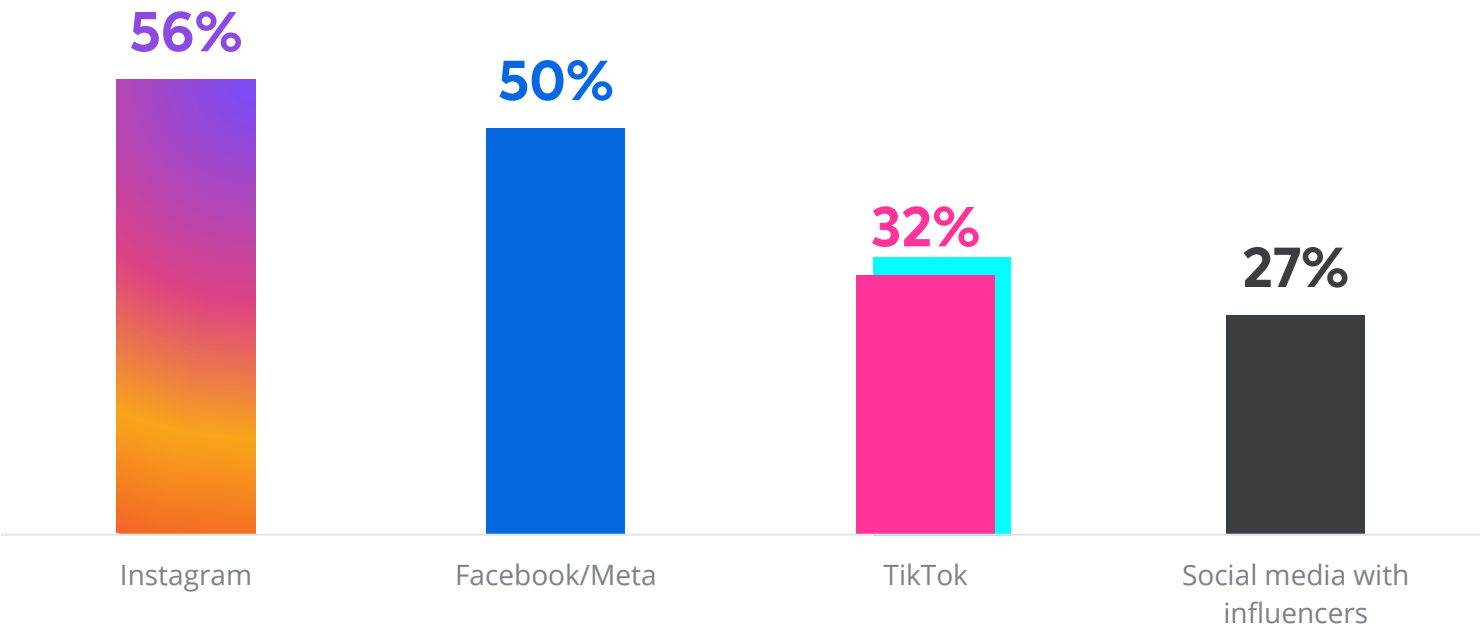
46% of respondents, across all age groups, reported purchasing from an international brand after coming across it on an online search

67% of respondents reported they recently made a purchase because they engaged with the brand via social media¹

Instagram is the leading social media channel among young French cross-border ecommerce shoppers. Among the consumers who reported making a purchase because they engaged with a brand on social media, 83% of respondents aged 16-24 and 70% of those aged 25-34 mentioned Instagram as their platform of choice. TikTok is the second leading social media channel among consumers aged 16-24, with 50% of respondents indicating that they engaged with brands via this platform. Meanwhile, Facebook came in second among shoppers aged 25-34, with 47%.

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=555

¹ Among respondents who have social media (N= 823)



Instagram is the leading social media channel among shoppers aged 16–34, while Facebook is the leading channel among shoppers aged 35+

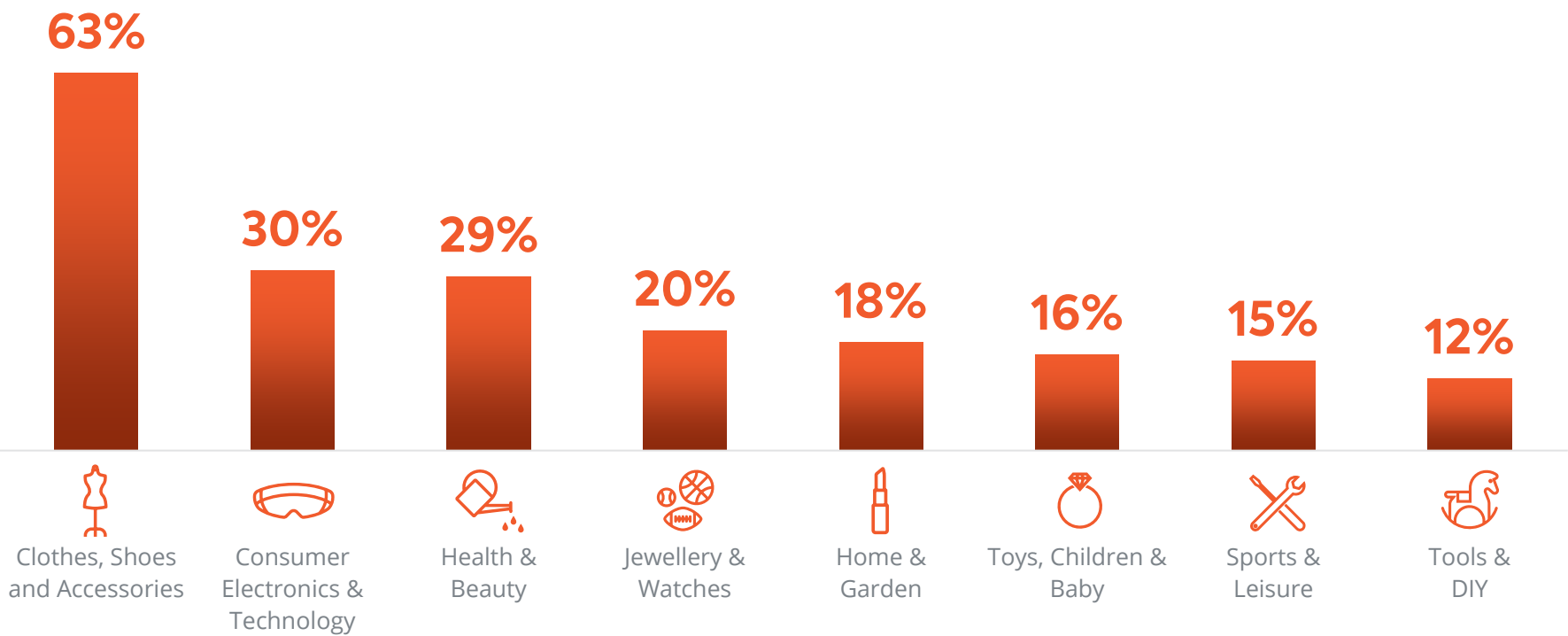
French Cross-border Ecommerce Shoppers' Preferences



Apparel and footwear is the leading product category for cross-border online purchases across French consumers from all age groups

Consumer electronics and technology is the second leading category, after apparel and footwear, for cross-border online purchases among French consumers.

Figure 6: The top products French consumers would buy cross-border
% of respondents who would buy these products outside of their domestic market

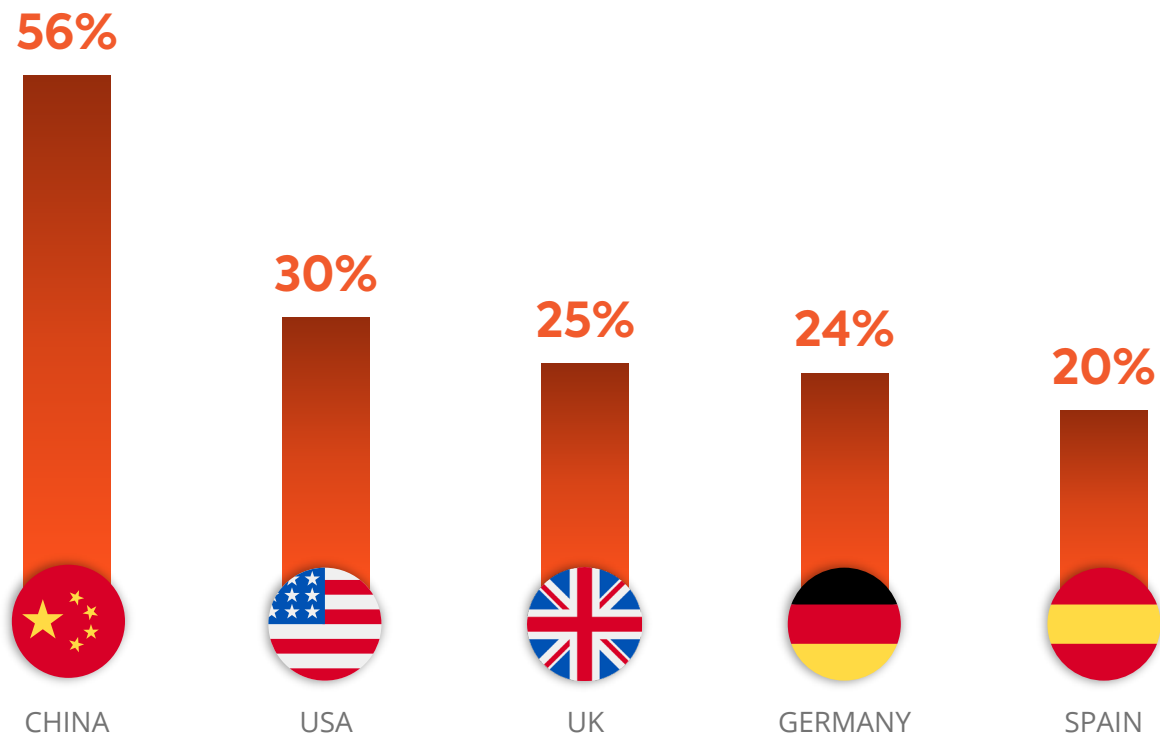


Q: Which products would you consider buying the most outside of your domestic market? (Select up to 3). N=1000

42% of respondents aged 16-34 reported making an online purchase from the USA, the second most popular market among French cross-border online shoppers

China is the leading market for cross-border ecommerce shopping among French consumers, followed by the US, the UK, Germany and Spain.

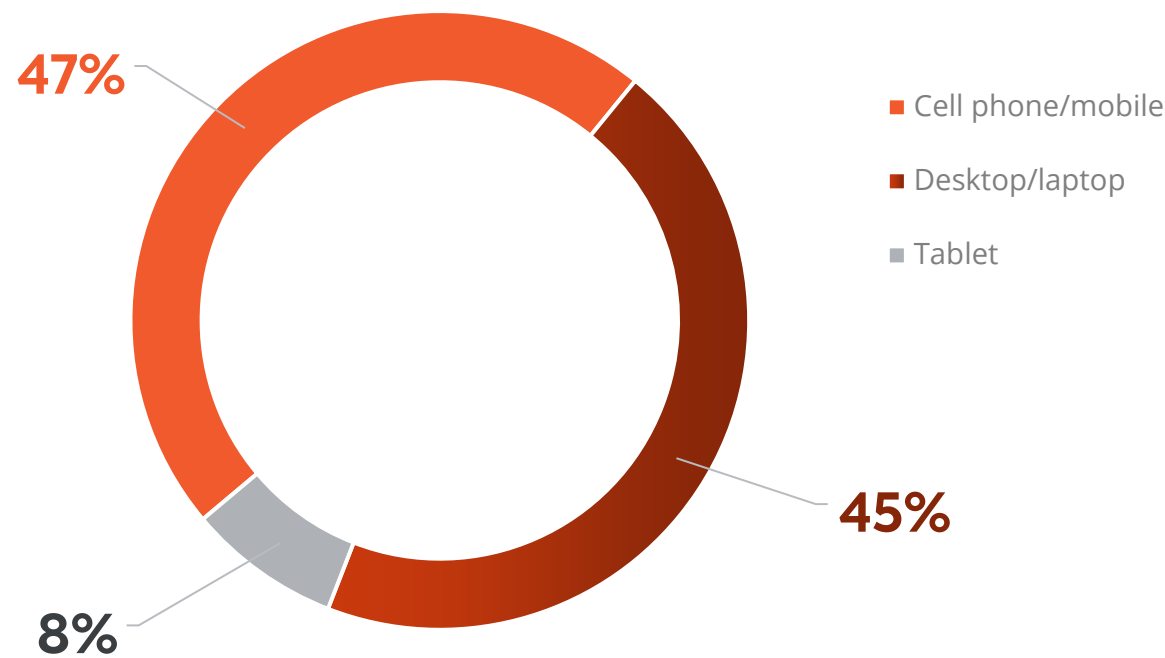
Figure 7: The top 3 markets for cross-border purchases
% of respondents who bought an item online from these markets



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

Mobile is the most popular device for cross-border ecommerce purchases among 16-44-year-olds (58%). Meanwhile, for online shoppers aged 45+, desktop/laptop is the most popular device for cross-border purchases (59%).

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



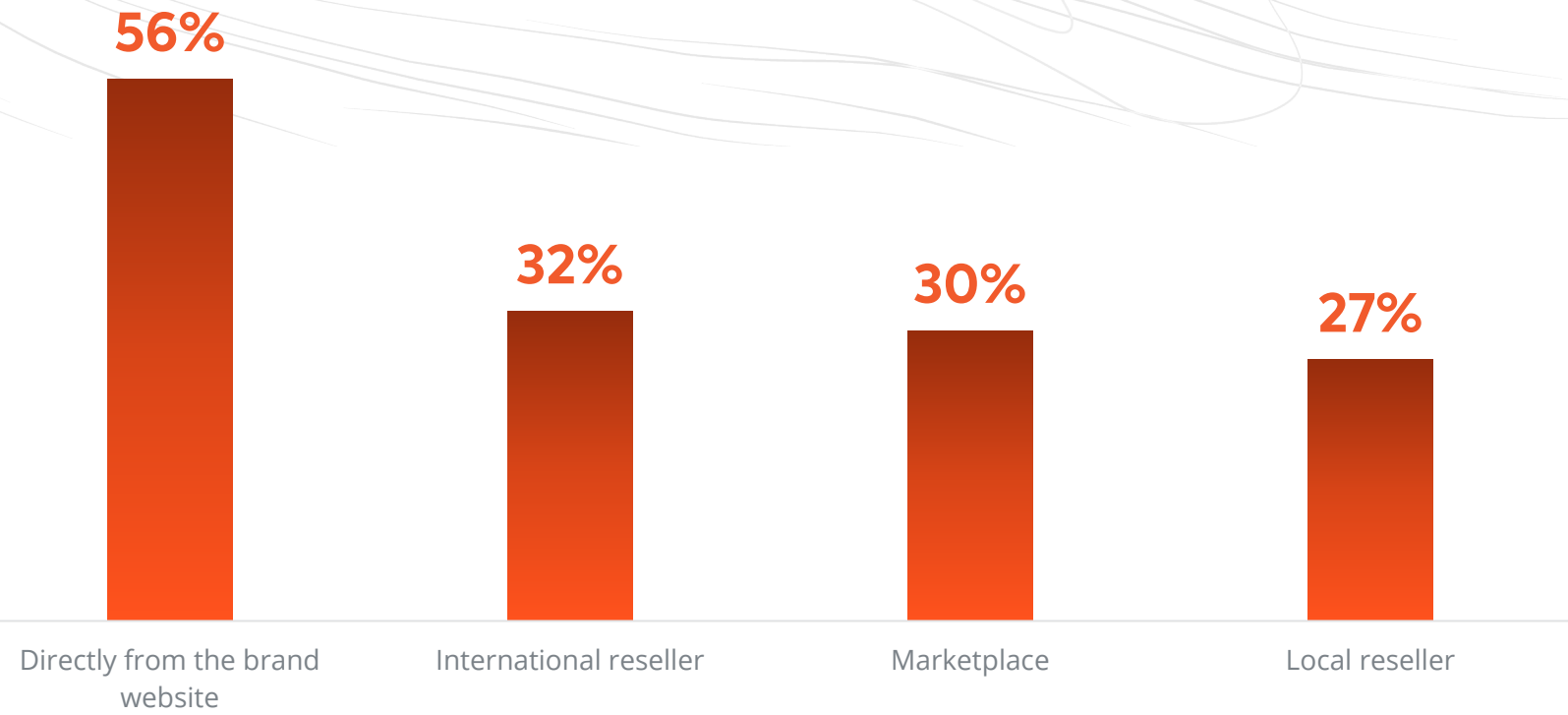
Q: When shopping online internationally, how did you make your most recent purchase? N=1000

60% of French cross-border ecommerce shoppers aged 16-24 prefer to purchase directly from a brand

Directly from the brand is the preferred platform amongst French online shoppers across all age groups.

Figure 9: The preferred platform for buying a branded product among cross-border online shoppers

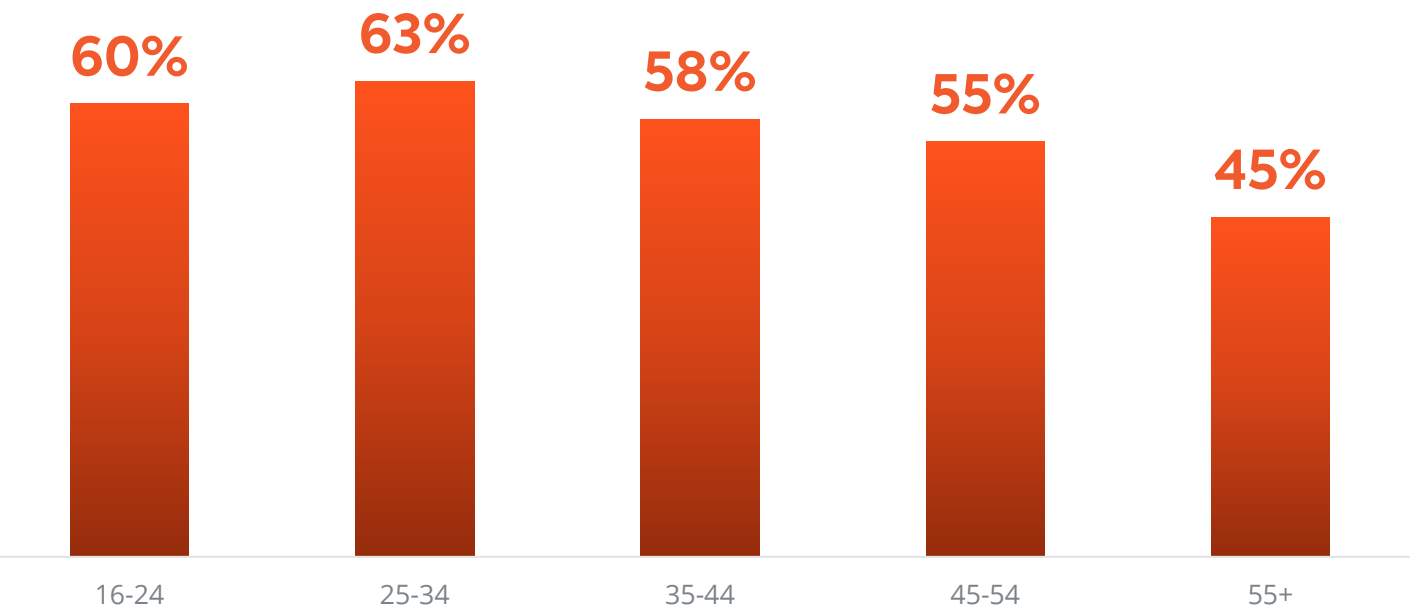
% of respondents who prefer to buy via this platform



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

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

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

Markets surveyed

