

Taking eCommerce beyond borders

Expanding online sales internationally is more essential than ever to a company's growth and bottom line. The Visa Global Merchant eCommerce Study (Visa GME Study) explores opportunities and challenges that executives face when considering the possibility of going global. Here are the highlights.

The eCommerce landscape

The opportunity for cross-border sales will continue to grow as more digital tools offer eCommerce.

- 87% of executives believe expanding online sales into new markets is one of their biggest growth opportunities
- 66% of eCommerce companies sell products across borders — 31% of international sales account for their revenue on average

Small business challenges

Lack of resources, experience and opportunity top the reasons why small businesses are holding back on the cross-border boom.

Businesses that have taken any action to expand into new markets:

- 71% small businesses¹
- 90% medium businesses¹
- 100% large businesses¹

Executives who disagree that an international presence would be essential to their company's success in the next five years

- 23% small businesses¹
- 8% medium businesses¹
- 5% large companies¹

Businesses that engage in cross-border trade:

- 40% small businesses¹
- 71% medium businesses¹
- 92% large businesses¹

Women on the Rise

Women-owned businesses are making headway in cross-border expansion too but could make greater gains as female purchasing power is poised for continued growth internationally.

39% of female executives believe that international expansion could immediately increase their revenue compared with 48% male executives

Preparing for the future

Executives recognize that international customers want the same quality of service as their domestic customers.

Most important factors for successful execution:

- 44% quick delivery of product or service
- 41% easy checkout
- 41% convenient payment methods

Selling internationally isn't just about the money for executives.

Key benefits of expanding internationally:

- 46% increased brand awareness
- 46% expanded customer base
- 45% revenue

Executives suggest international commerce can improve long-term business opportunities.

Selling in new markets offers these benefits too:

- 44% improved brand reputation
- 43% expansion of product or service lines
- 42% increased market share
- 40% increased competitive advantage

SOURCE: The Visa Global Merchant eCommerce Study was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 C-level executives or business owners who work at companies with eCommerce capabilities across 10 global markets, between August 29th and September 11th, 2019 using an email invitation and an online survey.

¹ Small business is defined as companies with annual sales revenue between \$0 – \$20M. Medium business is defined as companies with annual sales revenue between \$20M – \$35M. Large business is defined as companies with annual sales revenue above \$35M.