

Cross-border sales

Why now is the time to expand your e-business internationally

As e-retailers, big and small, compete to reach more customers, many are looking beyond borders. A new Global Merchant eCommerce Study commissioned by Visa finds that 87 percent of eCommerce leaders surveyed see cross-border sales as critical to their long-term success. Here's why.

Customer demand

Customers want the best prices for things they won't find anywhere else, making international commerce a win.

66% of eCommerce businesses sell products internationally

31% - Cross-border sales account for nearly a third of their revenue on average

But customers expect a similar online shopping experience. Businesses cited these important factors for scoring international sales:

Quick delivery = 44%

Easy Checkout = 41%

Convenient payment methods = 41%

Growth opportunity

Most leaders surveyed were eager to expand their businesses across borders.

66% of businesses that do not sell cross-border plan to do so in the near future, with 90% eyeing the next three years

88% of eCommerce leaders believe having an international presence will be essential for their company's success in five years

Looking ahead

Only 35 percent of eCommerce leaders feel fully prepared to handle international transactions today.

Key barriers:

Shipping and logistics = 42%

Difficulty accepting and processing foreign transactions = 37%

Holiday season everywhere

While not all winter holidays are celebrated worldwide, the sales opportunity is truly global.

86% of business see more than a quarter of their annual revenues in Q4 of the calendar year

52% of eCommerce leaders are worried most about increased competition from other retailers

Visa can help businesses of all sizes capitalize on untapped markets with programs and services that go beyond payment tools.

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.

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