Get the insights to accelerate your global expansion

Cross-border online sales now top US $412 billion annually\(^1\) – more than the GDP of Hong Kong.\(^2\) As a global payments platform, we’ve seen the power of an effective cross-border strategy in growing global market share.

So we’ve gathered insights from 12 global markets to create the **2020 PayPal Borderless Commerce Report**, profiling key cross-border opportunities to help you navigate your global expansion during these turbulent times. Understand the payment nuances, cultural drivers, technology and seasonal trends that can make or break new market launches.

**THE 2020 PAYPAL BORDERLESS COMMERCE REPORT EXPLAINS...**

- **10 key cross-border metrics**, from highest annual online sales to highest mobile commerce penetration to the top cross-border sales category.
- **Which regions hold the most promise for your growth** – the highest GDP markets, the youngest ones, and the ones most ripe for change.
- **The things that distinguish each country**, from preferred payment methods to the most important holidays to security pain points.

**PARTNER WITH PAYPAL FOR GLOBAL PERFORMANCE**

Get the aggregated insights from PayPal to help you sell to the world.

\[\text{346+ million active users worldwide}\]^1 \quad \text{100+ currencies} \quad \text{200+ markets}\]

Download the **2020 PayPal Borderless Commerce Report** or speak with your PayPal payment specialist today.
Grow your share of the global US $412 billion cross-border online market.

Every country is different – and some differences can be surprising. Which insights can give your cross-border strategy the edge?

**Cultural Nuances**

97% of Australian consumers shop online. Internet adoption in The Land Down Under is almost universal.

India is a young country – the average age is under 30. Inexpensive smartphones and data plans feed this tech-savvy generation, making a mobile-first strategy critical.

Almost 75% of all eCommerce sales in China happen on a mobile device. Mobile dominates the ecommerce landscape in China.

78% of British adults admit to making impulse purchases online. 30% of British adults make impulse buys on mobile devices.

**Behavioural Trends**

65% of French holiday shoppers prefer to shop online once holiday crowds appear. 62% shop cross-border during the holiday season.

The United States’ Black Friday is now a global online shopping event. Mexico’s spin-off retail event, El Buen Fin, is now the country's second biggest shopping event.

One-third of global shoppers prefer to pay in local currency. 34% of respondents are more driven to shop cross-border if they can do so in their local currency.

1 in 5 would abandon a cross-border sale if their preferred payment method wasn’t available. 45% of global online shoppers prefer to use PayPal.

**Seasonal Opportunities**

97% of Australian consumers shop online.

65% of French holiday shoppers prefer to shop online once holiday crowds appear.

1 in 5 would abandon a cross-border sale if their preferred payment method wasn’t available.

**Payment Preferences**

34% of respondents are more driven to shop cross-border if they can do so in their local currency.
