

Get the insights to accelerate  
your global expansion



**Cross-border online sales now top US \$412 billion annually<sup>1</sup> – more than the GDP of Hong Kong.<sup>2</sup>** 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.



346+

million active  
users worldwide<sup>1</sup>



100+

currencies



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<sup>1</sup> 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.<sup>3</sup>



## BEHAVIOURAL TRENDS



**Almost 75% of all eCommerce sales in China happen on a mobile device.<sup>7</sup>**

Mobile dominates the ecommerce landscape in China.



**78% of British adults admit to making impulse purchases online.<sup>8</sup>**

30% of British adults make impulse buys on mobile devices.<sup>1</sup>



## SEASONAL OPPORTUNITIES



**65% of French holiday shoppers prefer to shop online once holiday crowds appear.<sup>9</sup>**

62% shop cross-border during the holiday season.<sup>1</sup>



**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.<sup>10</sup>



## PAYMENT PREFERENCES



**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.<sup>7</sup>



**1 in 5 would abandon a cross-border sale if their preferred payment method wasn't available.<sup>11</sup>**

45% of global online shoppers prefer to use PayPal.<sup>1</sup>

<sup>1</sup> PayPal commissioned Ipsos MORI PayPal Insights 2018. n=34,000, 31 markets. Online survey of adults (aged 18+) between March – May 2018.  
<sup>2</sup> The World Bank, 2019: <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=HK>.  
<sup>3</sup> J.P. Morgan Payments Trends — Global Insights Report 2019. E-commerce payments trends: India. 4 CIA World Fact Book, Publications, Languages, March 16, 2020: <https://www.cia.gov/library/publications/the-world-factbook/fields/402.html>. 5 World Economic Outlook Database, April 2019, International Monetary Fund. 6 The World Bank, 2019: <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=JP>. 7 GlobalSecurity.org, Japanese Language. 8 Statista Digital Market Outlook, "Number of internet users in China from 2017 to 2023," published by Lai Lin Thomala, January 24, 2020. <https://www.statista.com/outlook/methodology>. 9 DAC Group, Retail Therapy and the Power of the Impulse Buy, April 2, 2019. 10 Lengow blog, E-commerce and Christmas: Three countries compared. Published by Adrian Gmelch, December 20, 2018. 11 Statista: Sales revenue generated by online shopping on El Buen Fin in Mexico from 2016 to 2019. Sources: El Universal, August 12, 2019; Secretaría de Economía (Mexico); AMVO. 12 CNBC, Alibaba beats revenue estimates on record Singles' Day sales, Feb. 13, 2020. 13 The Moscow Times, Russians Break Shopping Records on Chinese Singles' Day, Nov. 13, 2019. 14 PayPal Second Quarter 2020 Results, July 29, 2020