

The Path To Purchase: How the World Buys Online

PayPal's survey examined the online and cross-border shopping habits of over 23,200 consumers in 29 countries to uncover opportunities and best practices for merchants who want to grow their international business.

Bought in the USA: #1



The US is the #1 destination for all cross-border shoppers (25% purchased from US-based websites in the past 12 months)

Frequent Buyers

(most active cross-border shoppers)



Ireland (79%)



Austria (78%)



Israel (71%)

China On the Rise



32% of Chinese respondents shopped cross-border in 2015, vs. 26% in 2014

Mobile Spend Cross-Border*

The Smart Phone Savvy
(top online spend via mobile)



Nigeria (37%)



China (33%)



UAE (30%)

The Mobile Opportunity
(the most room for growth)



France (6%)



Netherlands (6%)



Argentina (8%)

*Percentage of cross-border online spend occurring on mobile

Are You Selling What They're Buying?

(top cross-border purchases in the last 12 months)



Clothing, Apparel, Footwear, Accessories (49%)



Consumer Electronics, Computers/Tablets/Mobiles (32%)



Travel and Transportation (31%)



Entertainment/Education (Digital/Downloadable) (31%)

The Top Drivers and Barriers:

1. Mobile Matters More than Ever

- ✓ **Mobile commerce is a key driver of global online shopping:** 47% of online shoppers made a purchase via smartphone in the last year
- ✓ **...and still growing:** Mobile commerce accounted for a reported 16% of consumer online spend in the last 12 months; estimated to grow to 19.4% in the next 12 months

2. Invest in SEO

SEO has a big influence on online cross-border shoppers.

Top methods cited for finding international websites:

- ✓ "I go directly to websites I have used in the past" (58%)
- ✓ "I go directly to websites I know the web address for" (40%)
- ✓ "When I search for particular brands or products on a search engine, sometimes this leads me to foreign sites" (38%)

3. Keep Shipping Top of Mind

- ✓ **Shipping cost** is the top reason for cart abandonment among cross-border shoppers: **43%** of those who abandon a purchase cite "shipping/postage charges were too high"
- ✓ Almost half of shoppers (**47%**) say **delivery costs** deter them from making international purchases more often
- ✓ **50%** of shoppers say **free shipping** would make them more likely to buy cross-border; **38%** cite **free return shipping** as a potential driver