

# The world of eCommerce

Forrester research shows eCommerce expansion typically follows a three-stage global path



## TOP TIER MARKETS

USA  
UK  
CHINA  
JAPAN  
SOUTH KOREA  
AUSTRALIA



## SECOND WAVE

INDIA  
INDONESIA  
MEXICO  
BRAZIL  
SAUDI ARABIA  
SWEDEN  
SWITZERLAND



## WAIT AND SEE

RUSSIA  
ARGENTINA  
SOUTH AFRICA  
NIGERIA



Common Sense Advisory Survey

## CURRENCY IS IMPORTANT

Most shoppers are likely to abandon a purchase if the pricing is only listed in one currency.



Cambridge & E4X Global Pricing Whitepaper



## 57% OF ONLINE SHOPPERS

MADE AN ONLINE PURCHASE IN THE PAST 6 MONTHS FROM AN OVERSEAS RETAILER



Nielsen's Connected Commerce Report

## CASH ON DELIVERY IS THE MOST POPULAR PAYMENT METHOD IN

## EASTERN EUROPE, INDIA & THE MIDDLE EAST

and availability heavily influences buying decisions depending on local preferences

Shopify Global eCommerce