

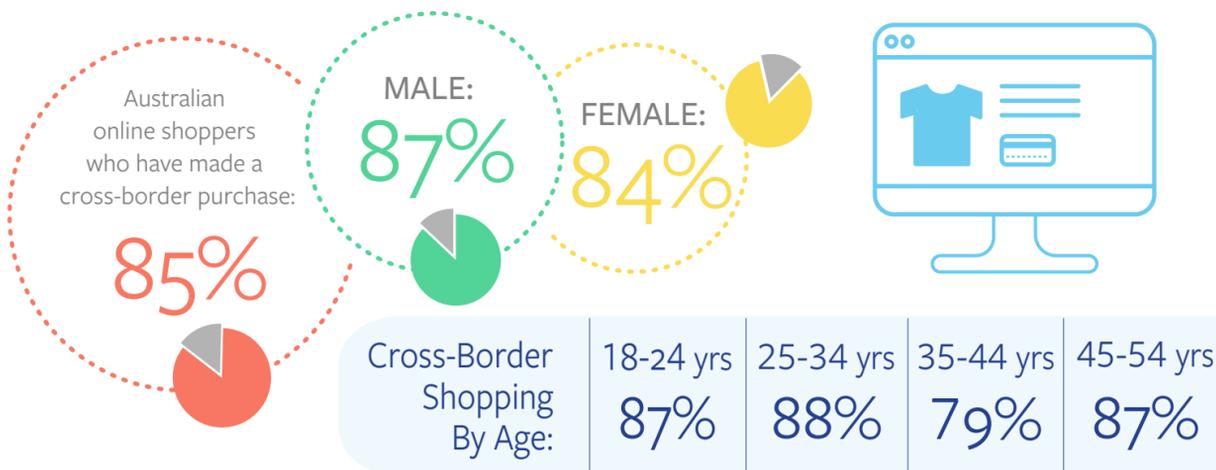
Cross Border at a Glance: AUSTRALIA

Australia is a unique market that stands out for a number of reasons when it comes to cross-border purchases.

According to our recently published [Global Research Report: Cross-Border E-Commerce Trends](#), Australian shoppers are the second most likely of the 11 markets surveyed to shop from merchants in other countries.* And for brands and retailers based out of English-speaking countries, Australia offers a way to bypass the language barriers and some of the cultural adaptations that international business can face.

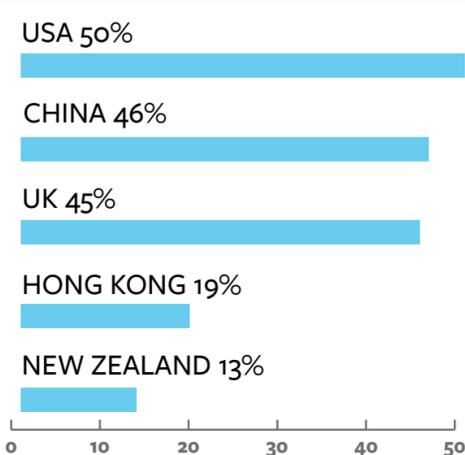


Likelihood for Australian online apparel shoppers to purchase cross-border:



Top 5 Countries

For Cross-Border Purchases by Australian Shoppers:

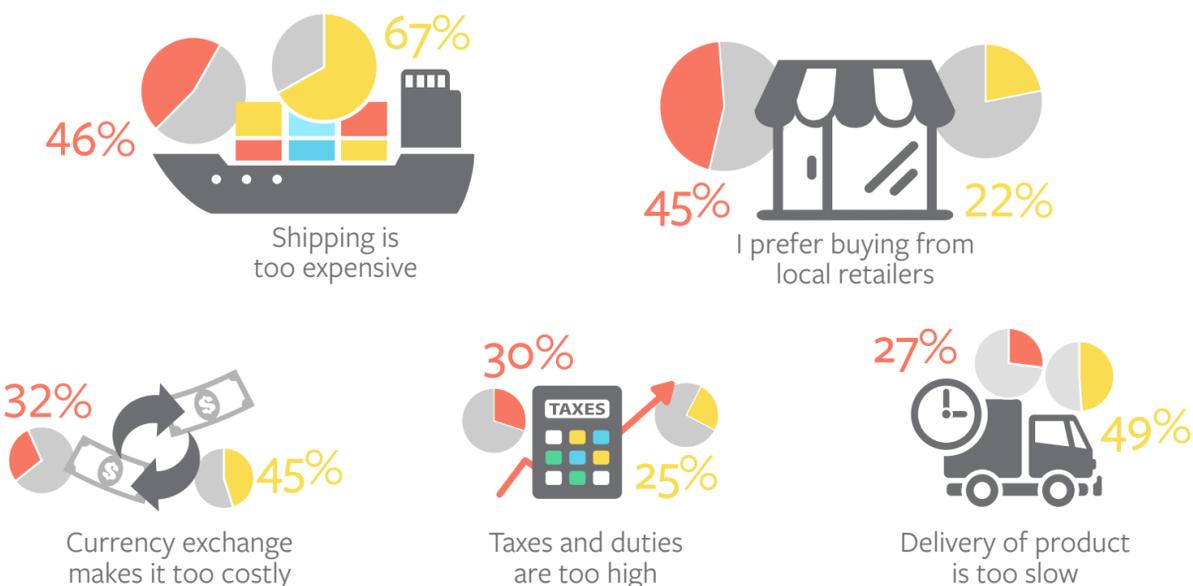


Top 5 Product Categories for Cross-Border Shopping:

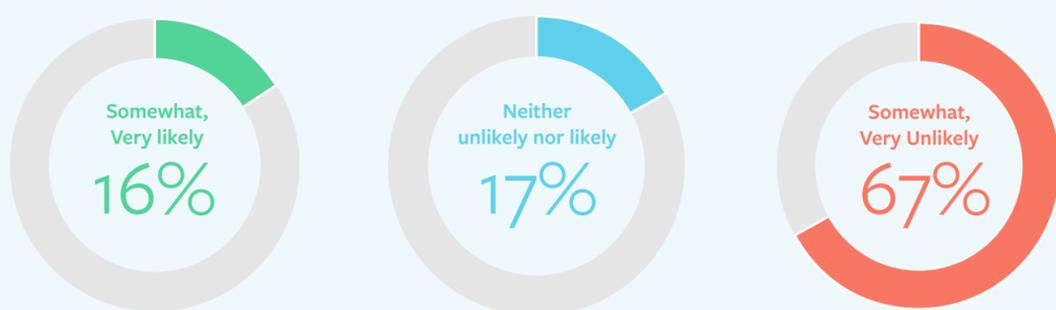


Top 5 Barriers to Cross-Border Shopping:

■ Non-Cross-Border Shoppers
■ Cross-Border Shoppers



Likelihood to purchase if website is not in English



For more information visit www.flow.io

*All data contained in this infographic originates from a proprietary International Study commissioned by Flow Commerce. For more information, download the [Global Research Report: Cross-Border E-Commerce Trends](#) on www.flow.io.

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