

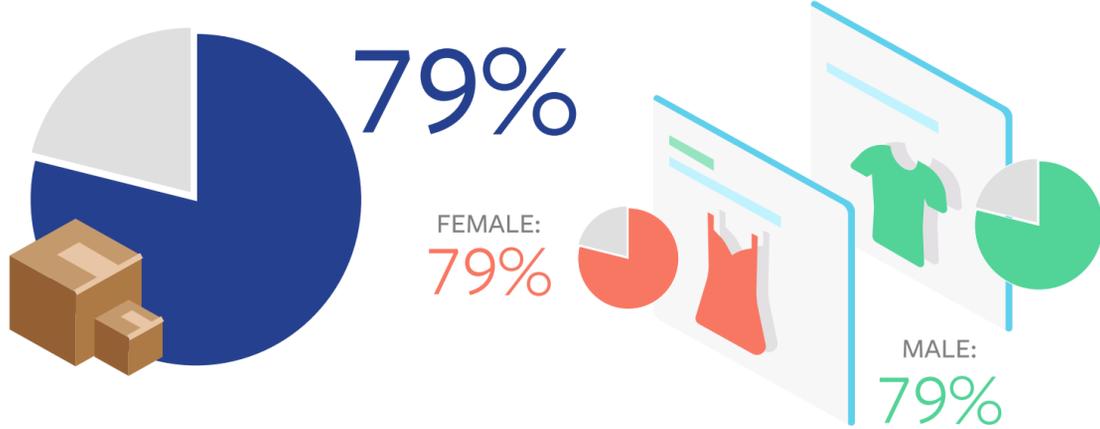
Cross Border at a Glance: FRANCE

As one of the leading markets in Europe, France presents online merchants with strong potential for international expansion.

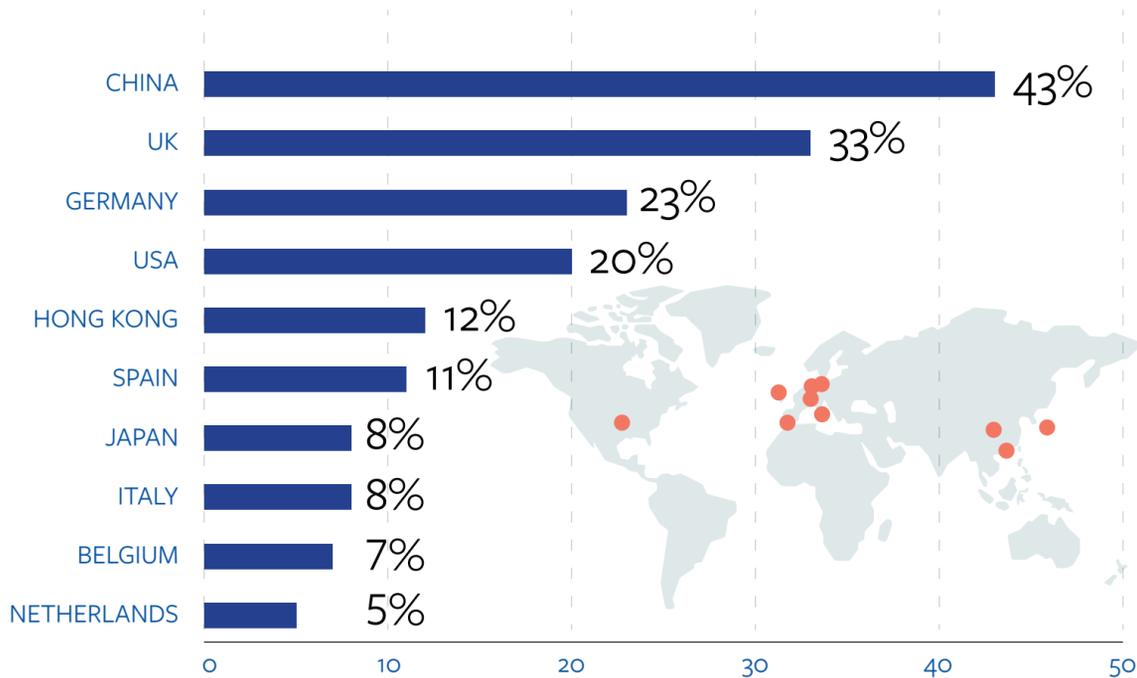
According to our recently published [Global Research Report: Cross-Border E-Commerce Trends](#),* French shoppers are most likely to purchase products cross-border from China, U.K., Germany, and the U.S., but also enjoy making purchases from Hong Kong, Japan, Spain, and other EU markets. French online shoppers were among the most concerned with site security when shopping cross-border, so be sure to build trust with these shoppers to achieve successful market entry.



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



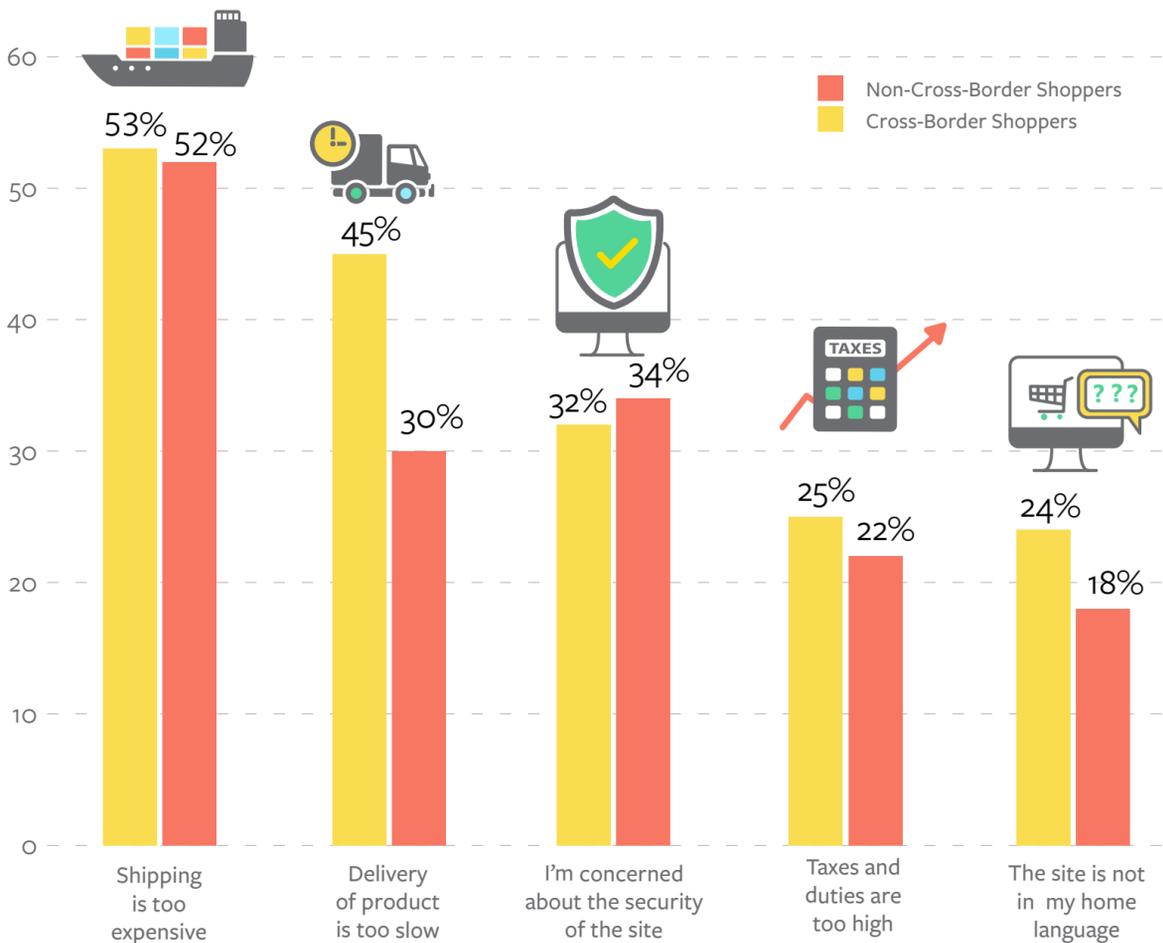
Top 10 Countries For Cross-Border Purchases by French Shoppers:



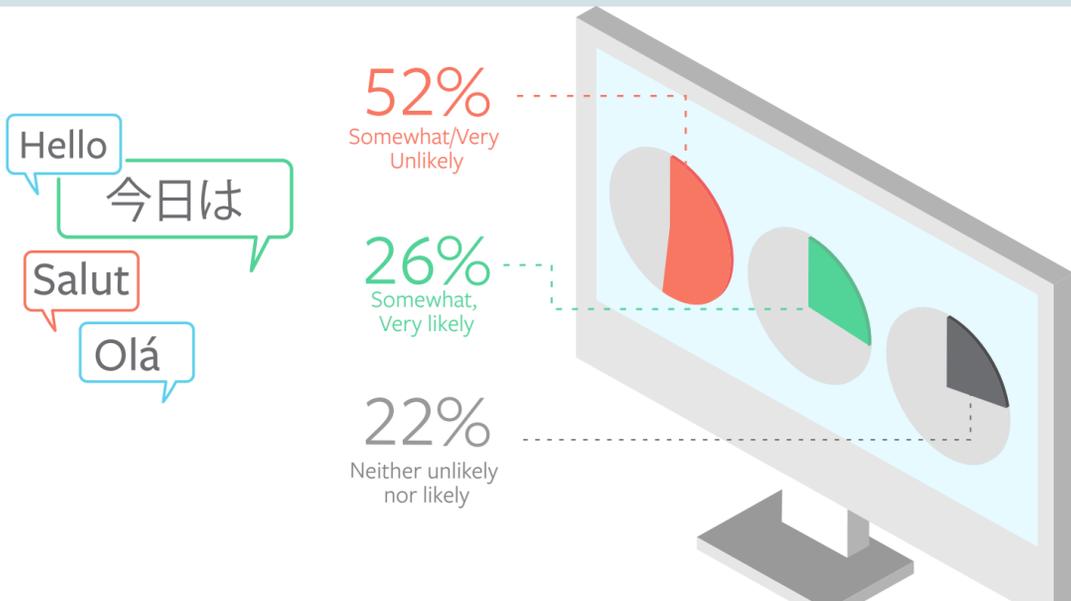
Top 5 Product Categories for Cross-Border Shopping:



Top 5 Barriers to Cross-Border Shopping:



Likelihood to purchase if website is not in the local language



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.