

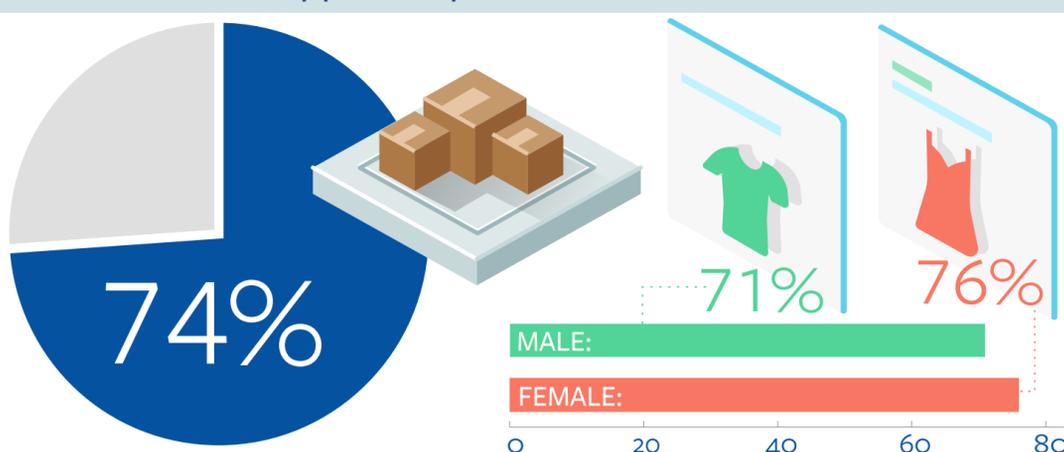
Cross Border at a Glance: GERMANY

The e-commerce market in Germany is strong and growing, ranked as a top market in Europe as well as worldwide.

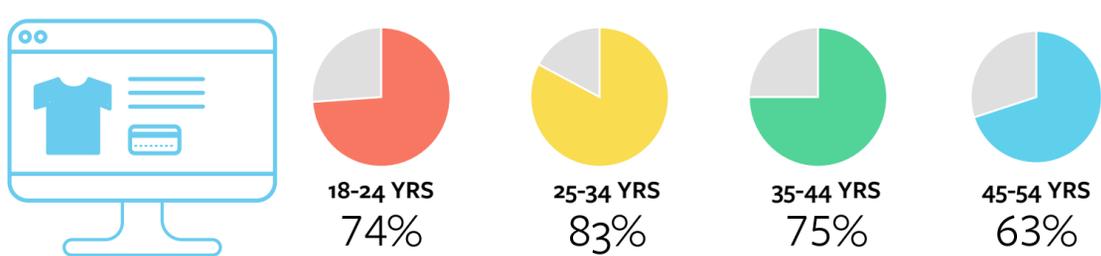
According to our recently published [Global Research Report: Cross-Border E-Commerce Trends](#),* almost three-fourths of German online apparel shoppers have made a cross-border purchase. Similar to consumers in other markets, German shoppers are most likely to make purchases from China, U.K. and the U.S. The German cross-border e-commerce market continues to demonstrate steady growth, making it an attractive opportunity for brands looking to expand into Europe.



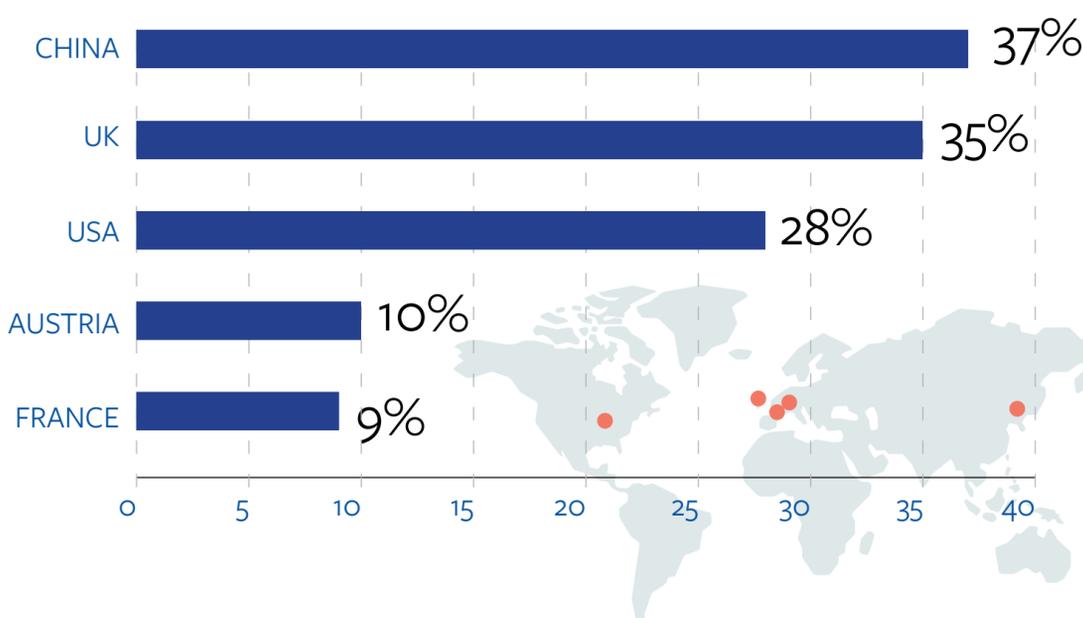
Likelihood for German online apparel shoppers to purchase cross-border:



Cross-Border Shopping By Age:



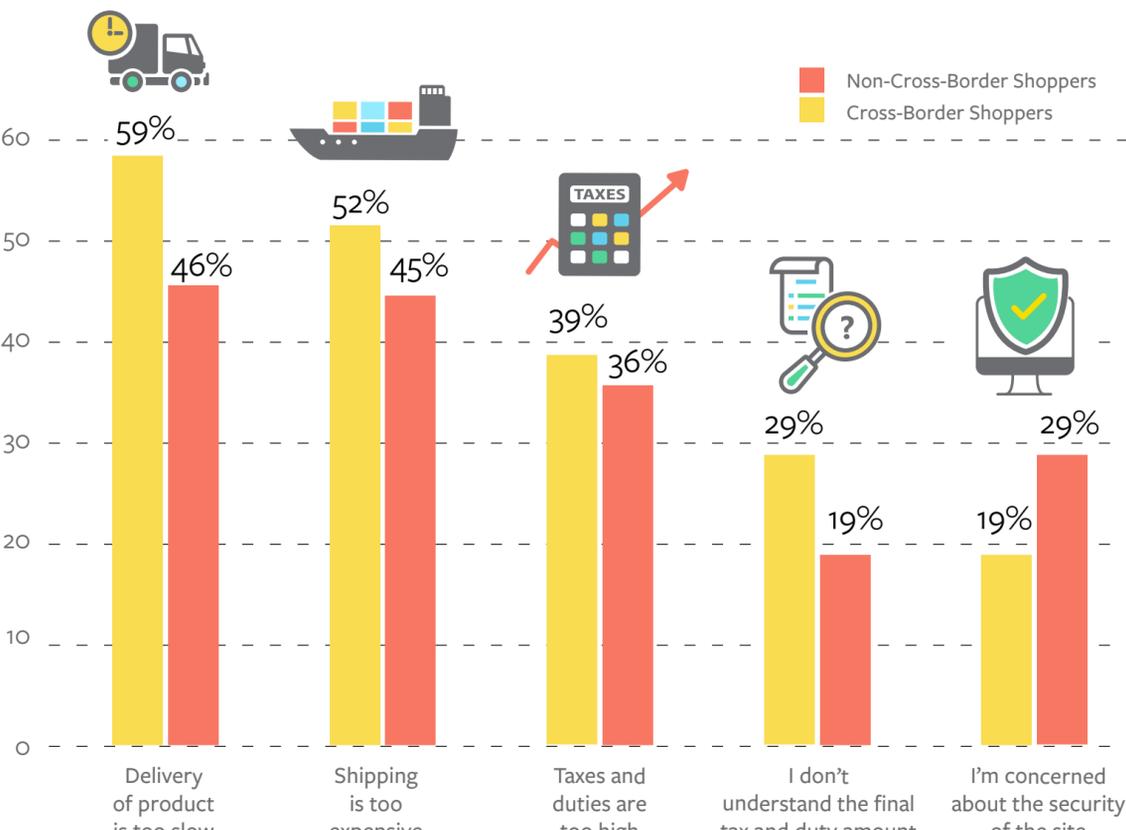
Top 5 Countries For Cross-Border Purchases by German Shoppers:



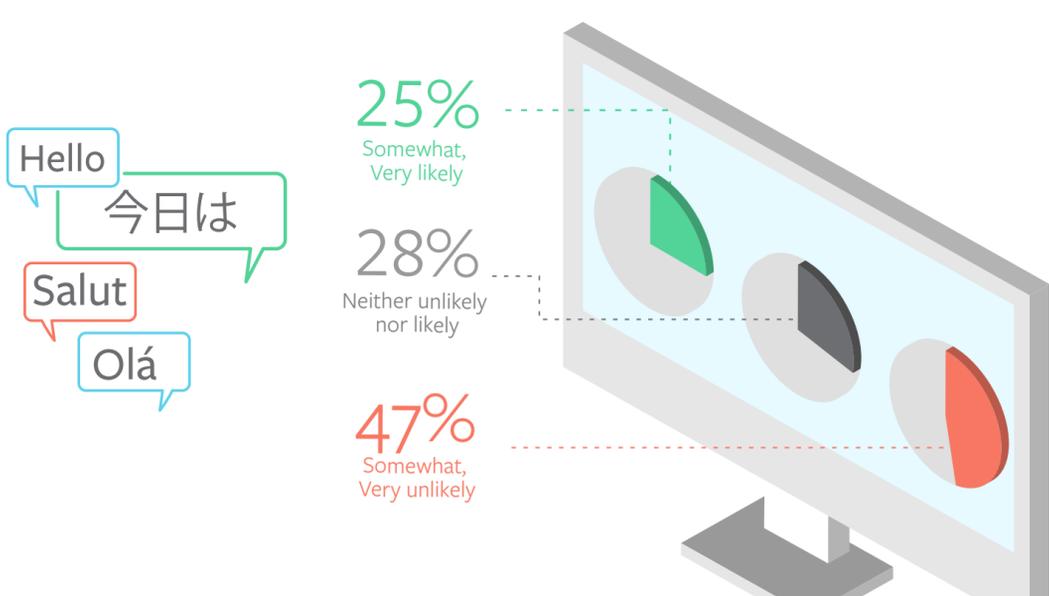
Top 5 Product Categories for Cross-Border Shopping:



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.