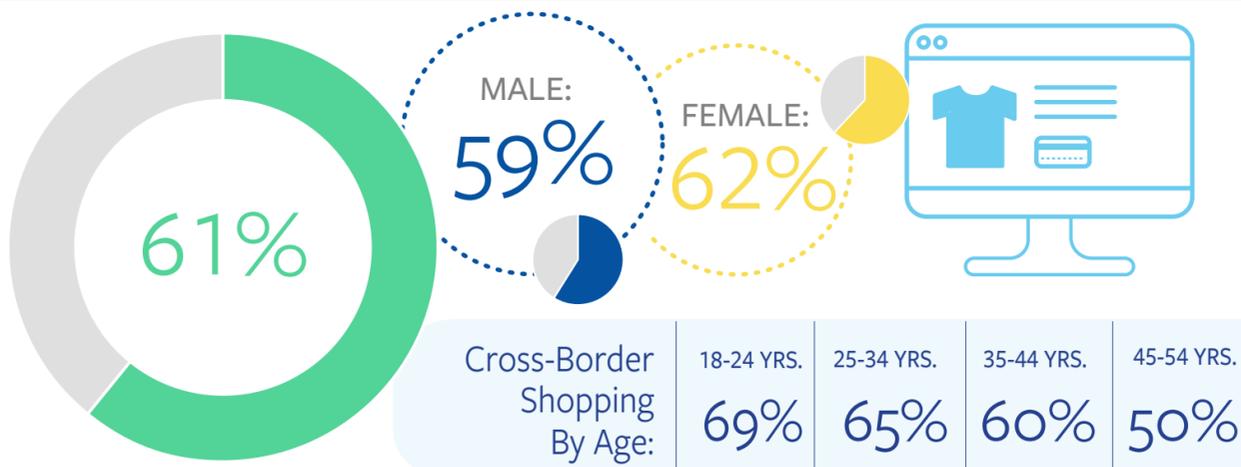


Cross Border at a Glance: UNITED STATES

According to our recently published [Global Research Report: Cross-Border E-Commerce Trends](#),* a little over 60% of U.S. online apparel shoppers have made a purchase from a retailer in other country. While this may seem low compared to other markets in the study, this isn't too surprising. Our research report notes that consumers in other global markets surveyed shop the most from U.S.-based retailers and with a large number of retailers and brands based in the U.S., local consumers might not think to look beyond their borders to make a purchase. However, there is still opportunity in this market for foreign retailers as long as they can remove key concerns around shipping speed and cost, site security, and customer service availability.

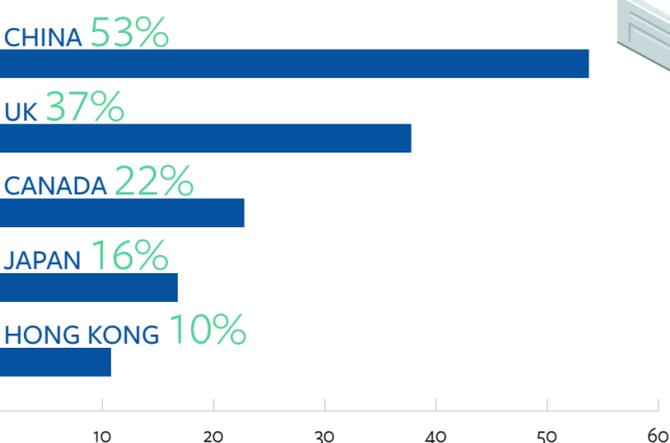


Likelihood for U.S. online apparel shoppers to purchase cross-border:



Top 5 Countries

For Cross-Border Purchases by U.S. Shoppers

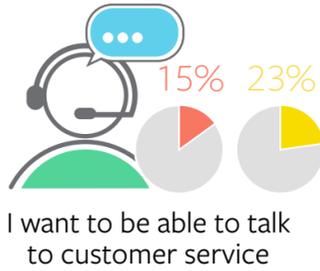
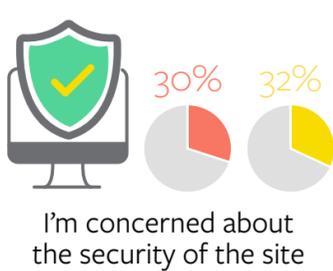
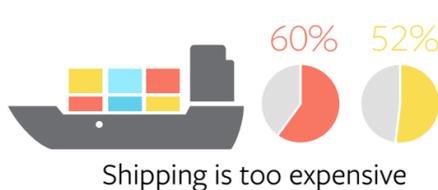


Top 5 Product Categories for Cross-Border Shopping:



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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