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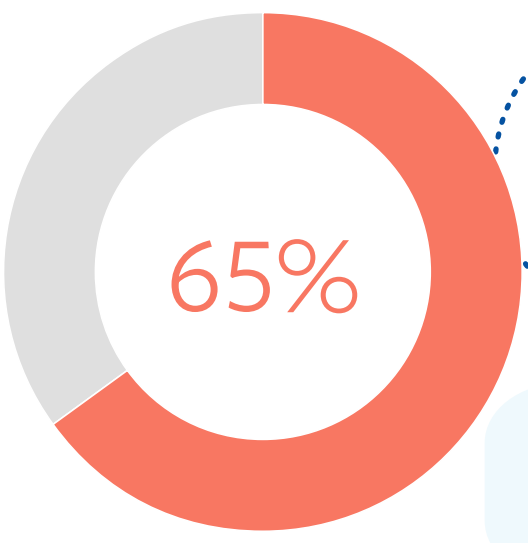
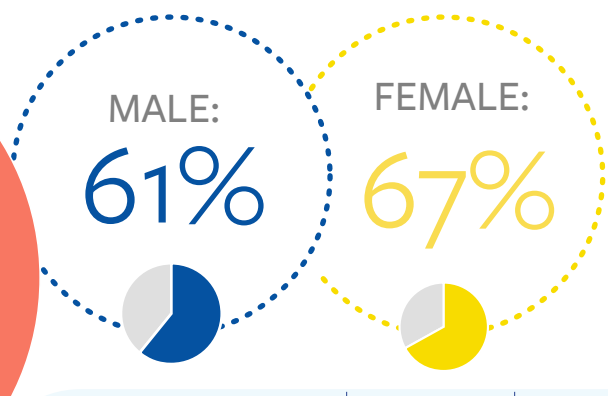
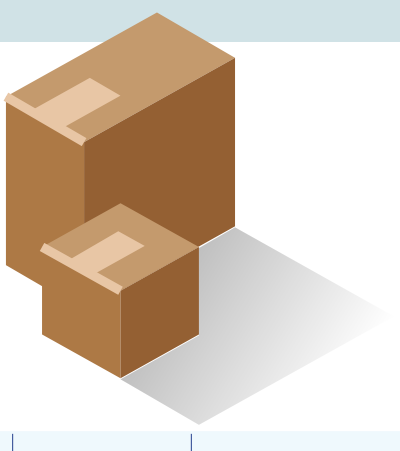
Cross Border at a Glance: CHINA

There is a lot of opportunity for cross-border shopping in China, particularly among younger shoppers between the ages of 18-34. According to our recently published Global Research Report: Cross-Border E-Commerce Trends,* Chinese consumers are not the most likely to shop with foreign retailers among the 11 markets surveyed, however, there is increasing interest in purchasing foreign goods, particularly beauty, personal care, and apparel from countries like Japan, USA, and France. Chinese consumers have several concerns around shipping costs and currency exchange rates, and retailers that can remove these barriers will benefit from a growing market.

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

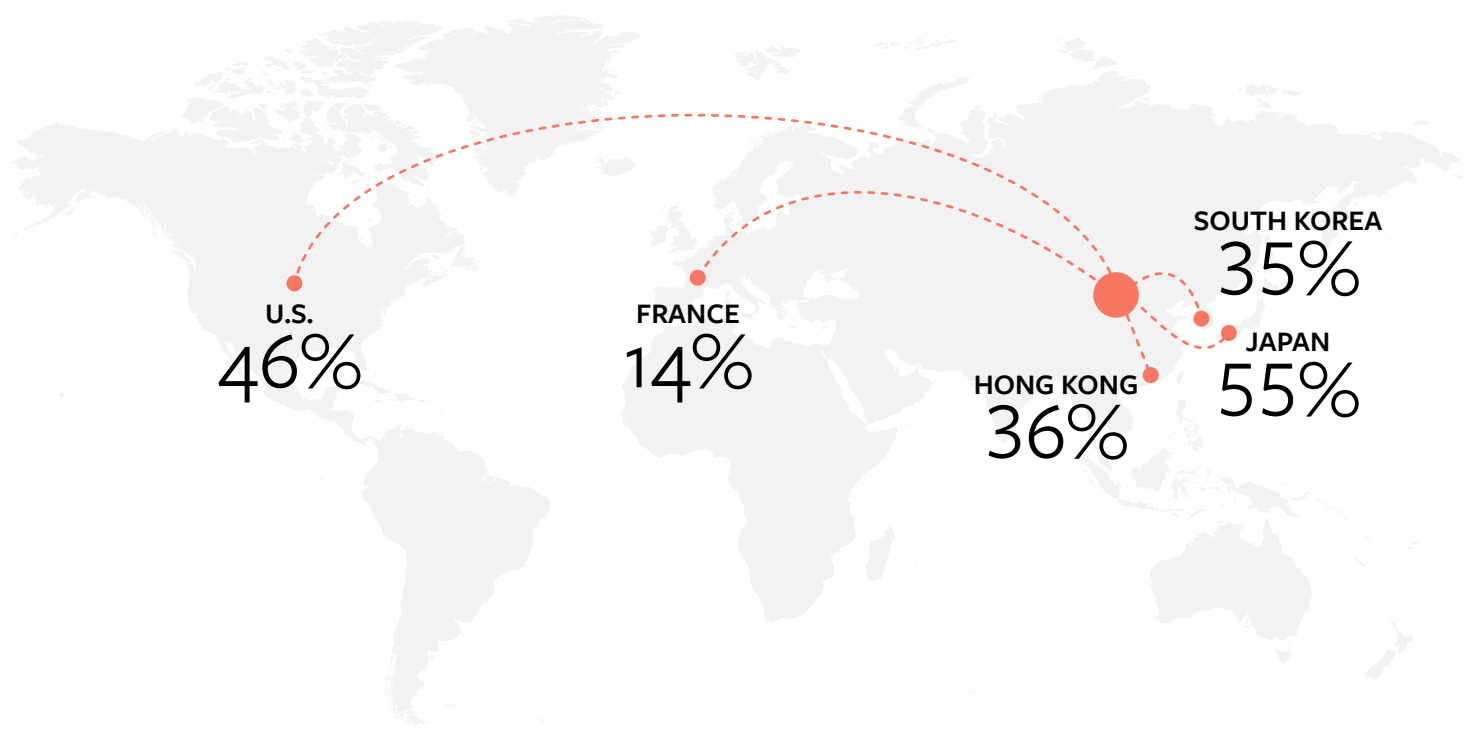






Cross-Border Shopping By Age:	18-24 YRS.	25-34 YRS.	35-44 YRS.	45-54 YRS.
	62%	82%	61%	49%

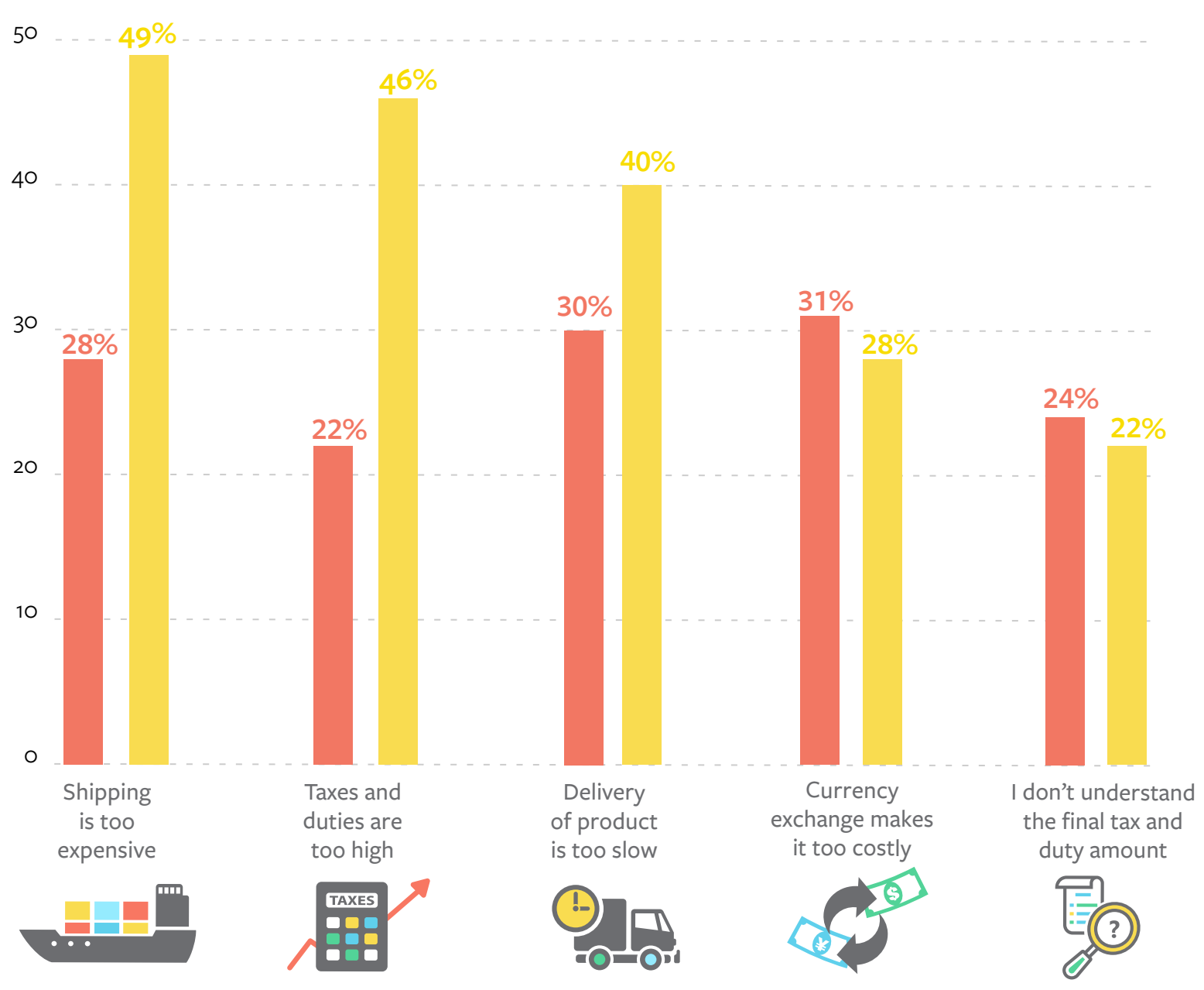
Top 5 Countries For Cross-Border Purchases by Chinese Shoppers:



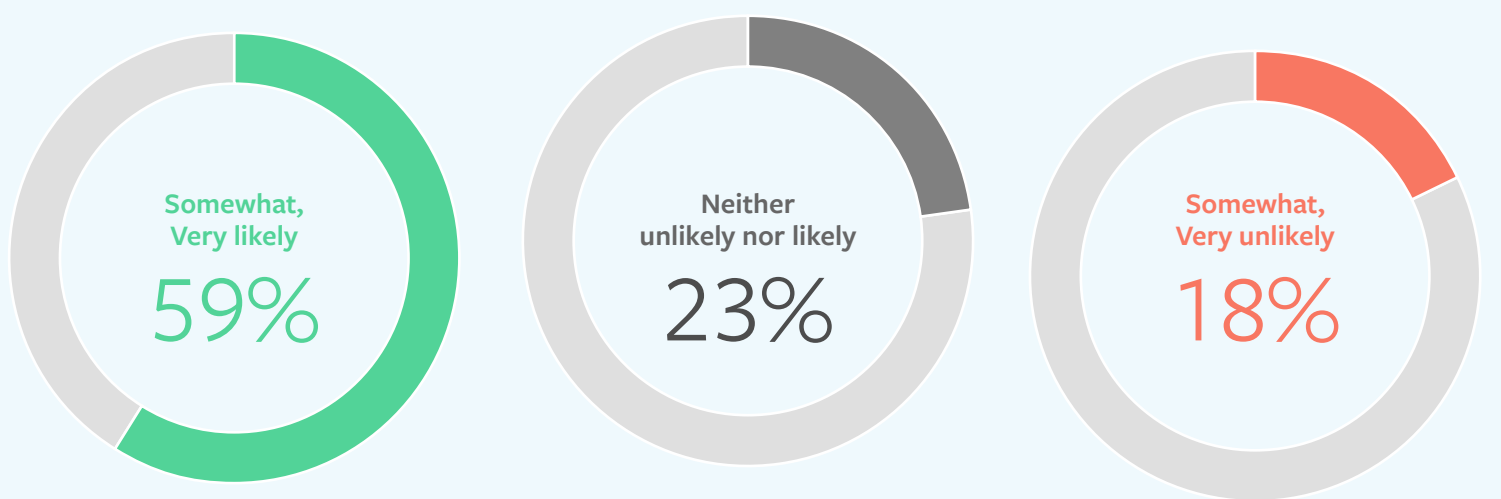
Top 5 Product Categories for Cross-Border Shopping:

BEAUTY/PERSONAL CARE PRODUCTS	CLOTHING	SHOES	FASHION ACCESSORIES	CONSUMER ELECTRONICS
49%	46%	38%	38%	38%

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.

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