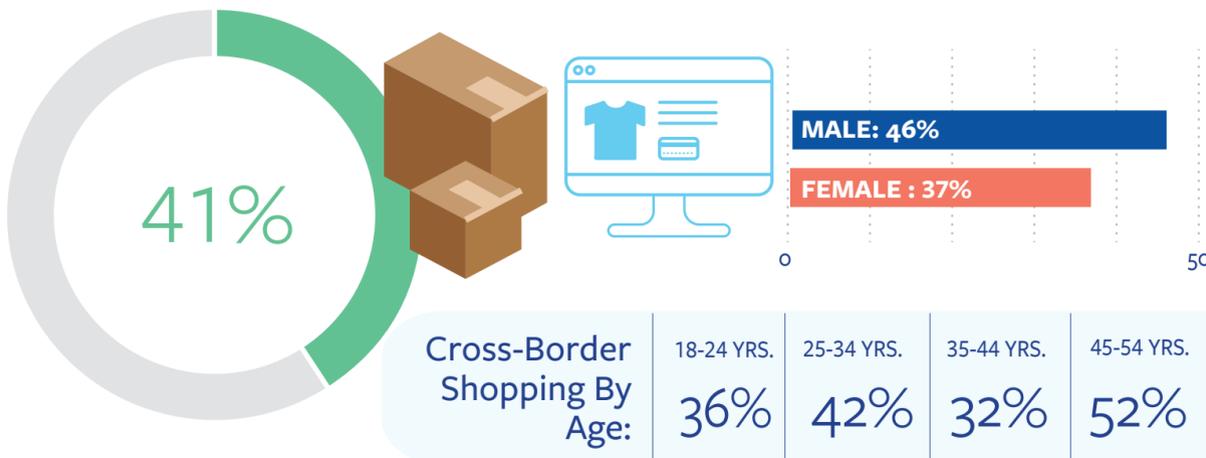


Cross Border at a Glance: SOUTH KOREA

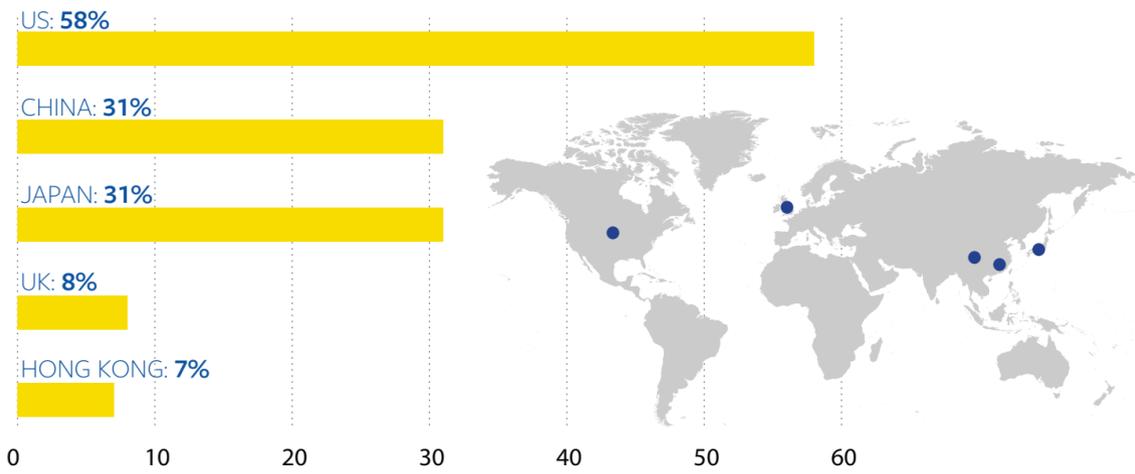
Online sales and e-commerce are key factors to the growing consumer market in South Korea. And high rates of Internet access and smartphone penetration are the main contributors to driving e-commerce market growth, both domestically and internationally. However, our **Global Research Report: Cross-Border E-Commerce Trends*** shows that South Korean shoppers are actually among the least likely to make cross-border purchases. Interestingly, shoppers between the ages of 45-54 have a higher rate of shopping cross-border than the younger online shoppers surveyed. Similar to the other markets included in the study, top barriers to cross-border shopping include worries over shipping cost and delivery speed and concerns with high taxes and duties.



Likelihood for South Korean online apparel shoppers to purchase cross-border:



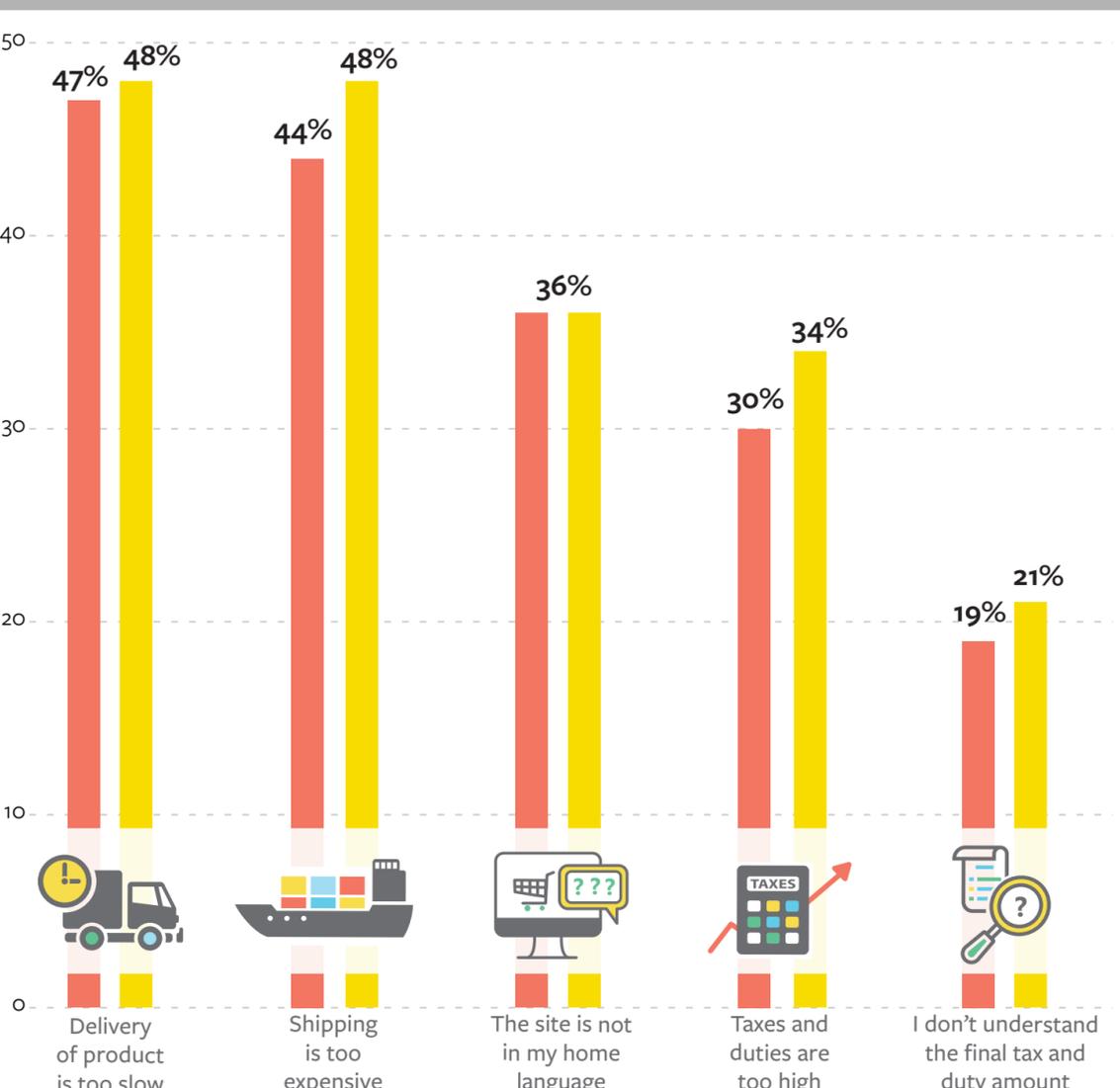
Top 5 Countries For Cross-Border Purchases by South Korean Shoppers:



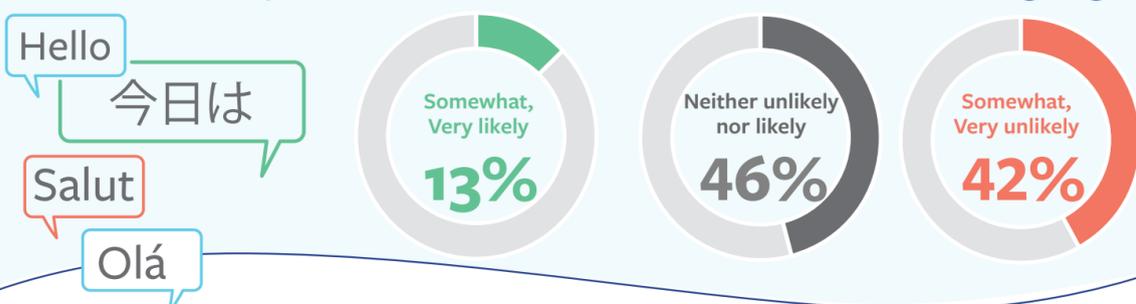
Top 5 Product Categories for Cross-Border Shopping



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](http://www.flow.io).

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