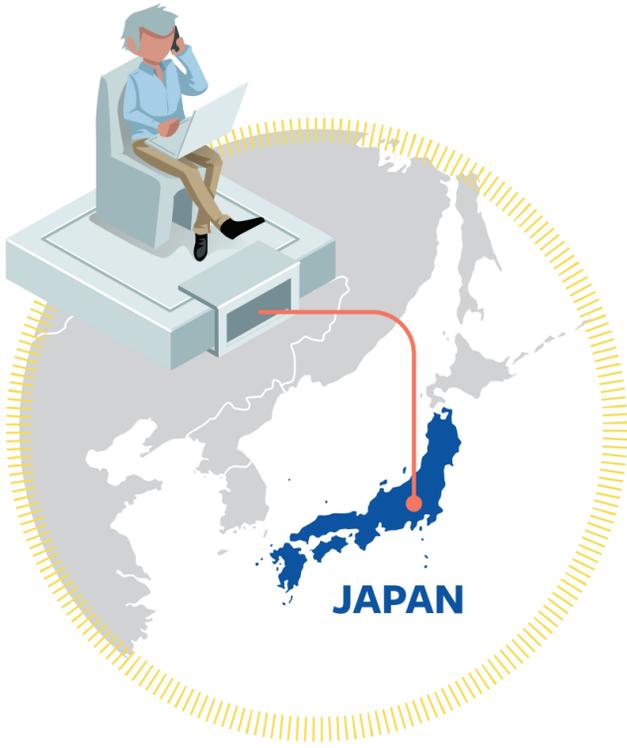
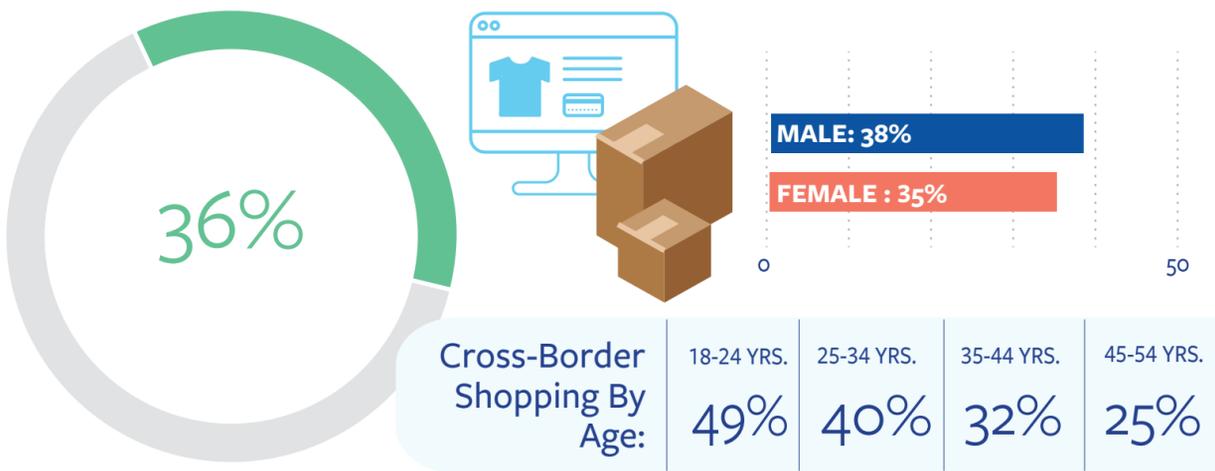


Cross Border at a Glance: JAPAN

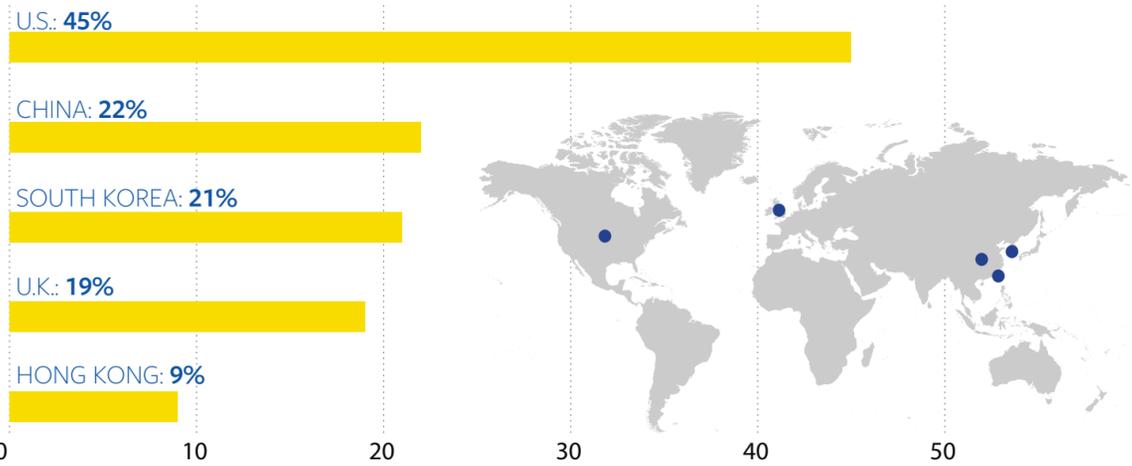
The improvement of internet connectivity in Japan coupled with the explosion of multiple applications on mobile platforms has fueled the growth in cross-border e-commerce among this audience. However, our **Global Research Report: Cross-Border E-Commerce Trends*** reveals that Japan consumers are the least likely to shop cross-border among the 11 markets surveyed. Even so, interest in purchasing foreign goods is increasing and expected to expand over the coming decade. Consumers in Japan seek out high-quality products cross-border, particularly luxury items, making the U.S. a key market for cross-border purchases in the apparel, accessories and beauty categories. Similar to the English-speaking markets, language translation on e-commerce sites is very important to Japanese shoppers.



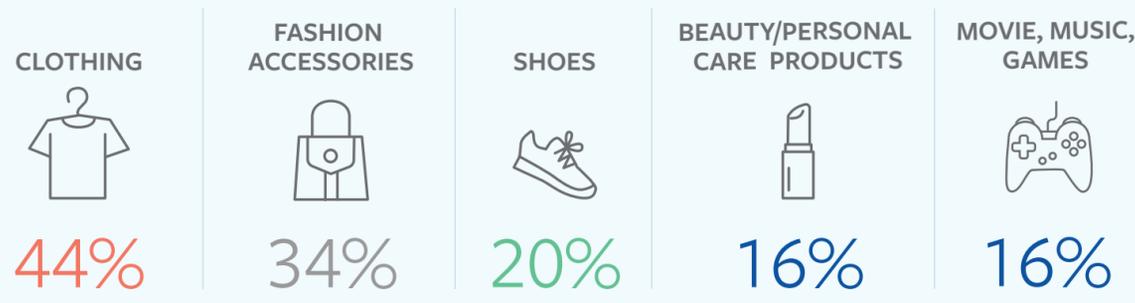
Likelihood for Japanese online apparel shoppers to purchase cross-border:



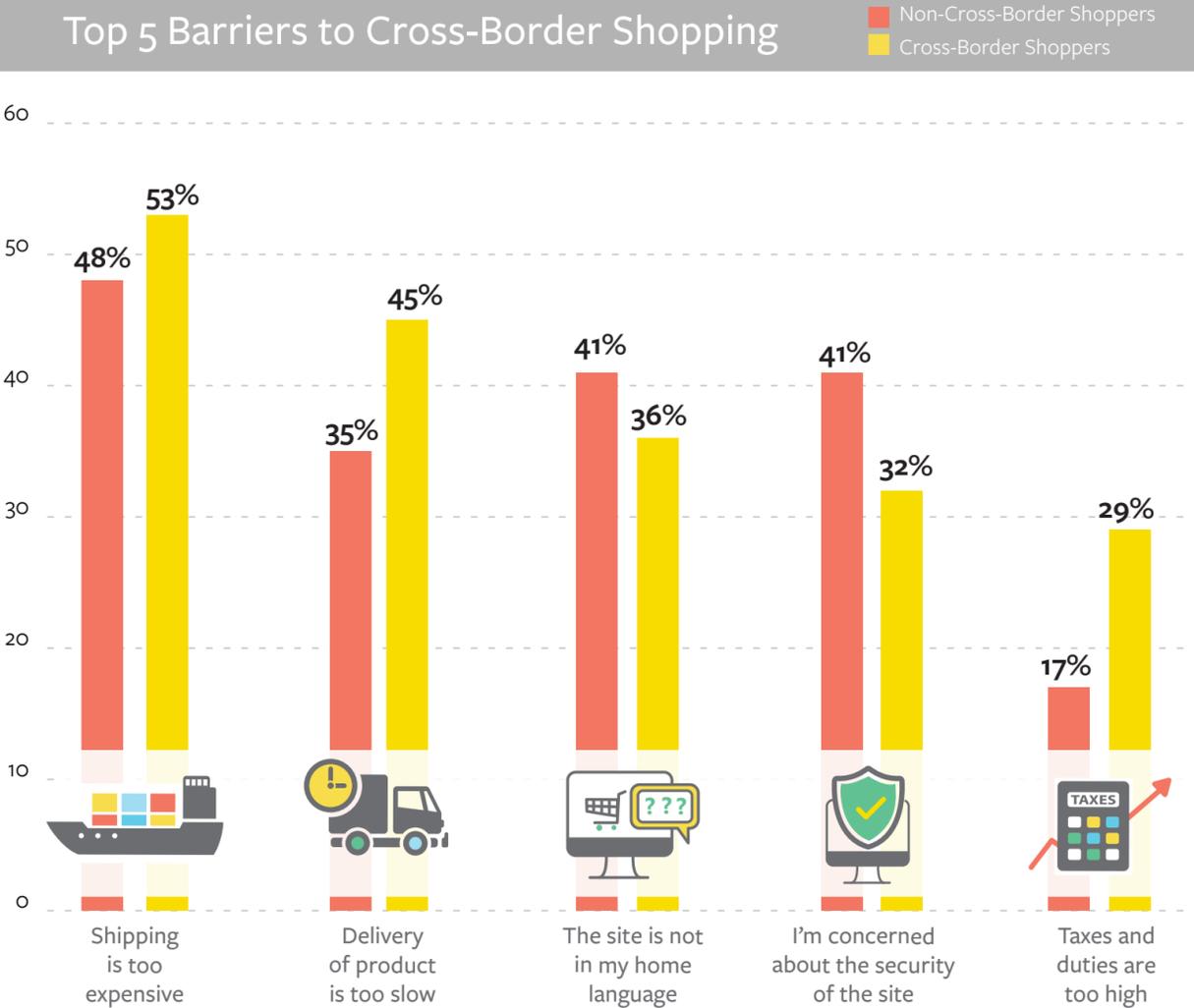
Top 5 Countries For Cross-Border Purchases by Japanese Shoppers:



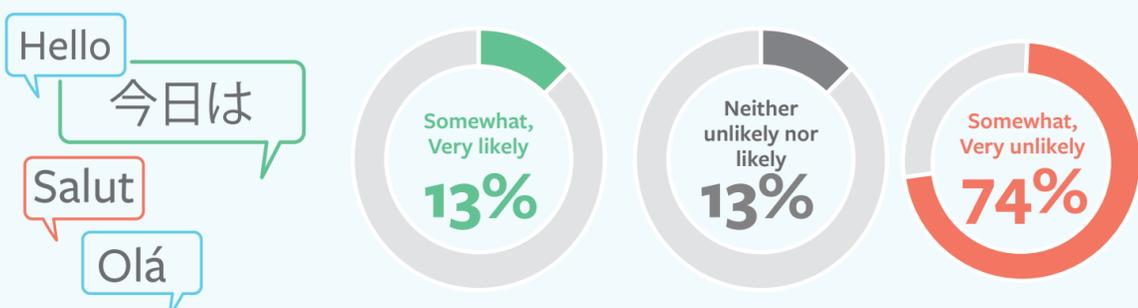
Top 5 Product Categories for Cross-Border Shopping



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).