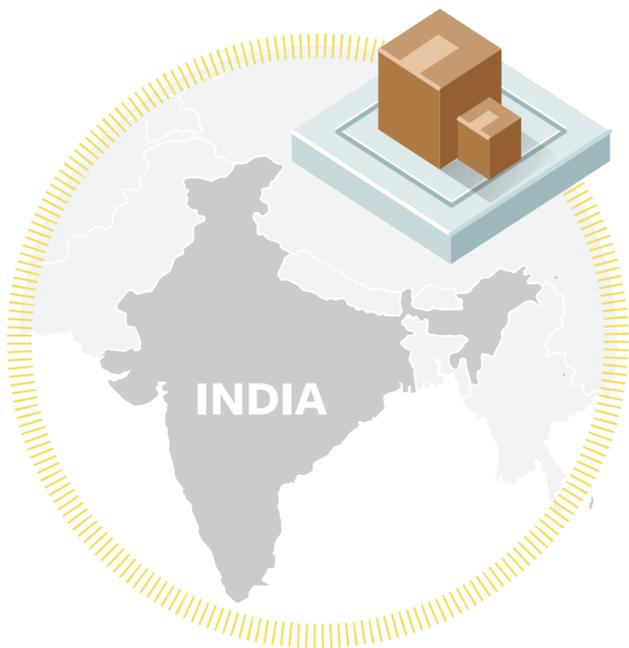
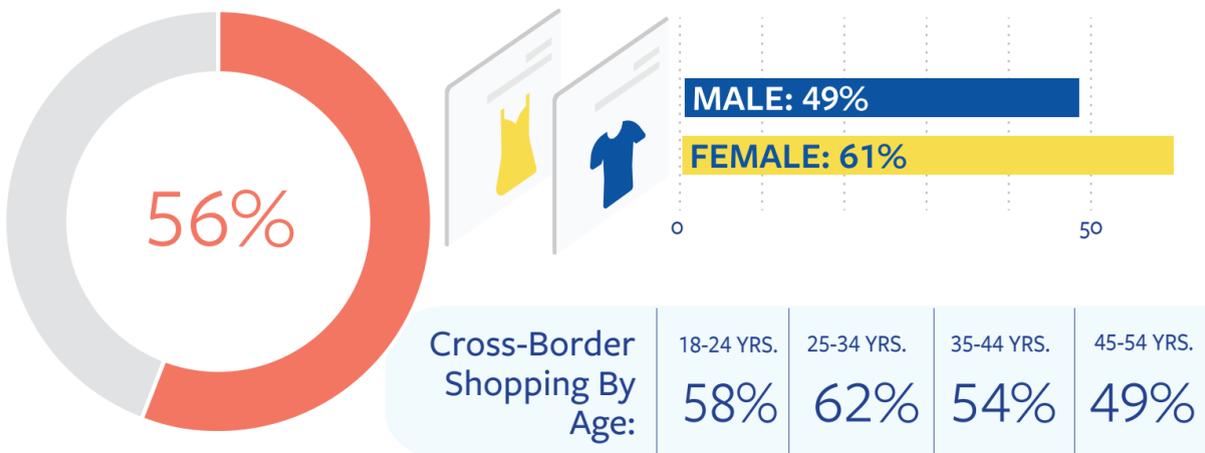


Cross Border at a Glance: INDIA

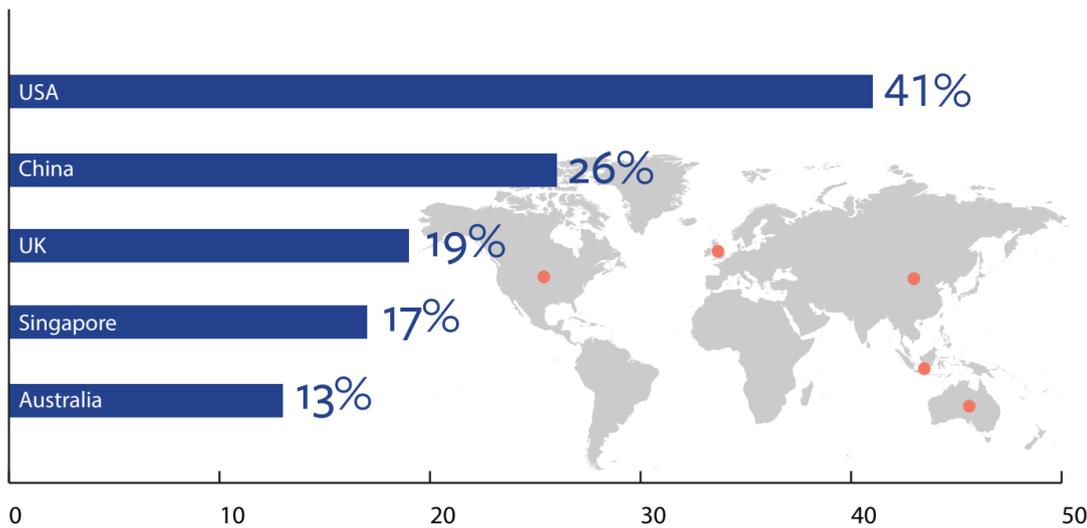
With some of the highest rates of Internet penetration and increasing smartphone ownership, the conditions are ripe for rapid e-commerce growth in India. However, according to our recently published [Global Research Report: Cross-Border E-Commerce Trends](#),* Indian online apparel shoppers were among the least likely to shop cross-border. Our research indicated that there are key barriers and concerns deterring shoppers in India from purchasing more goods cross-border. For example, being able to speak and communicate with customer service was particularly important to these shoppers compared to shoppers in the other 11 markets surveyed. International brands that can provide good customer service and can respond to these concerns have a lot to gain selling into this fast-growing market.



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



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

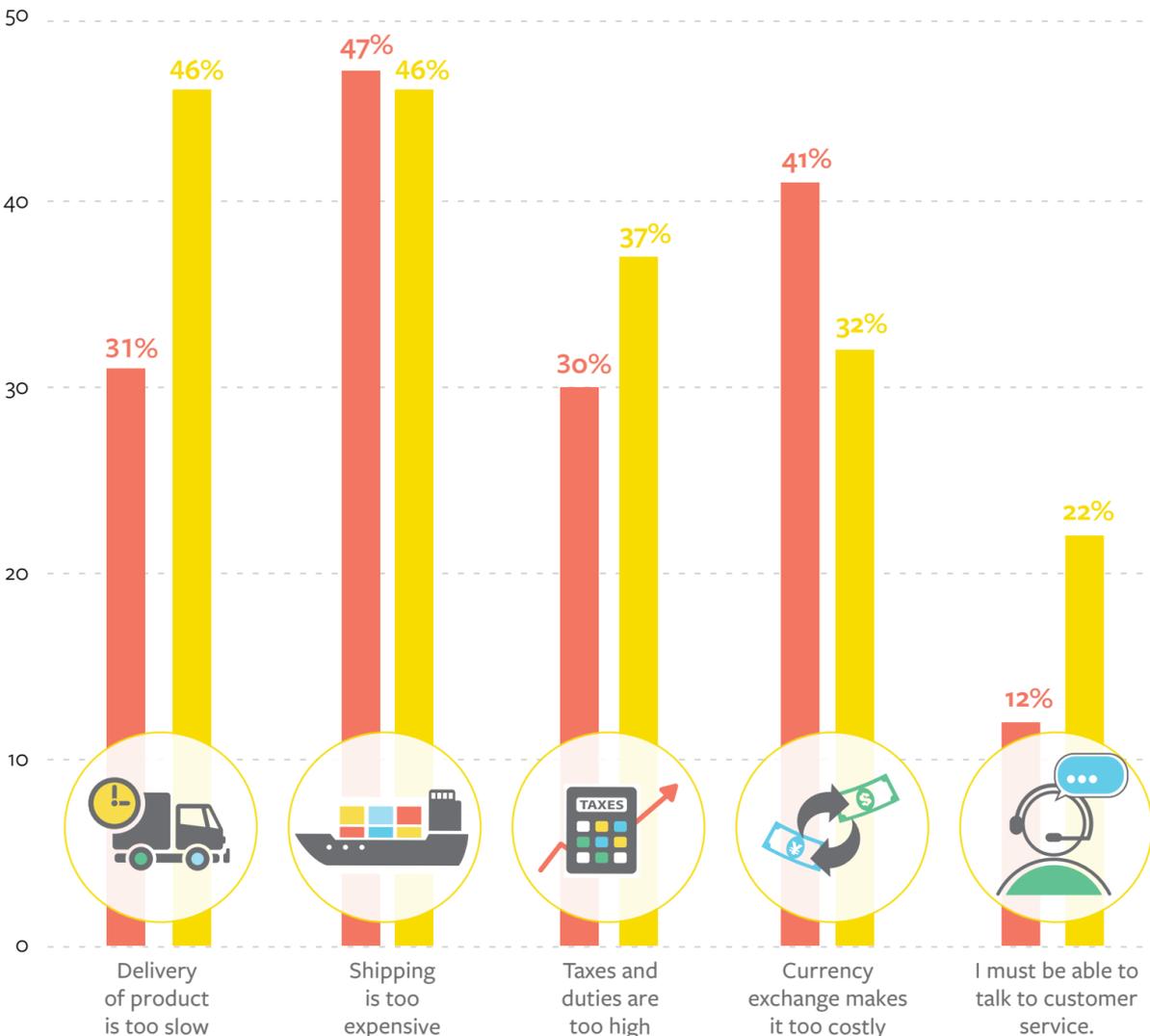


Top 5 Product Categories for Cross-Border Shopping

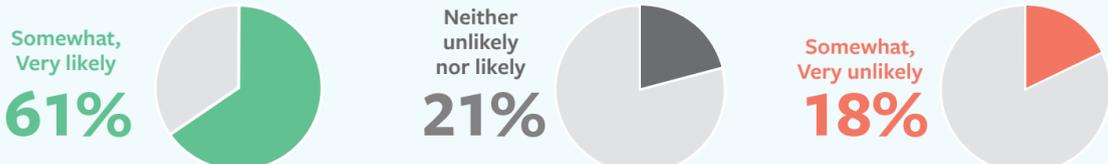


Top 5 Barriers to Cross-Border Shopping

■ Non-Cross-Border Shoppers
■ Cross-Border Shoppers



Likelihood to purchase if website is not in 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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