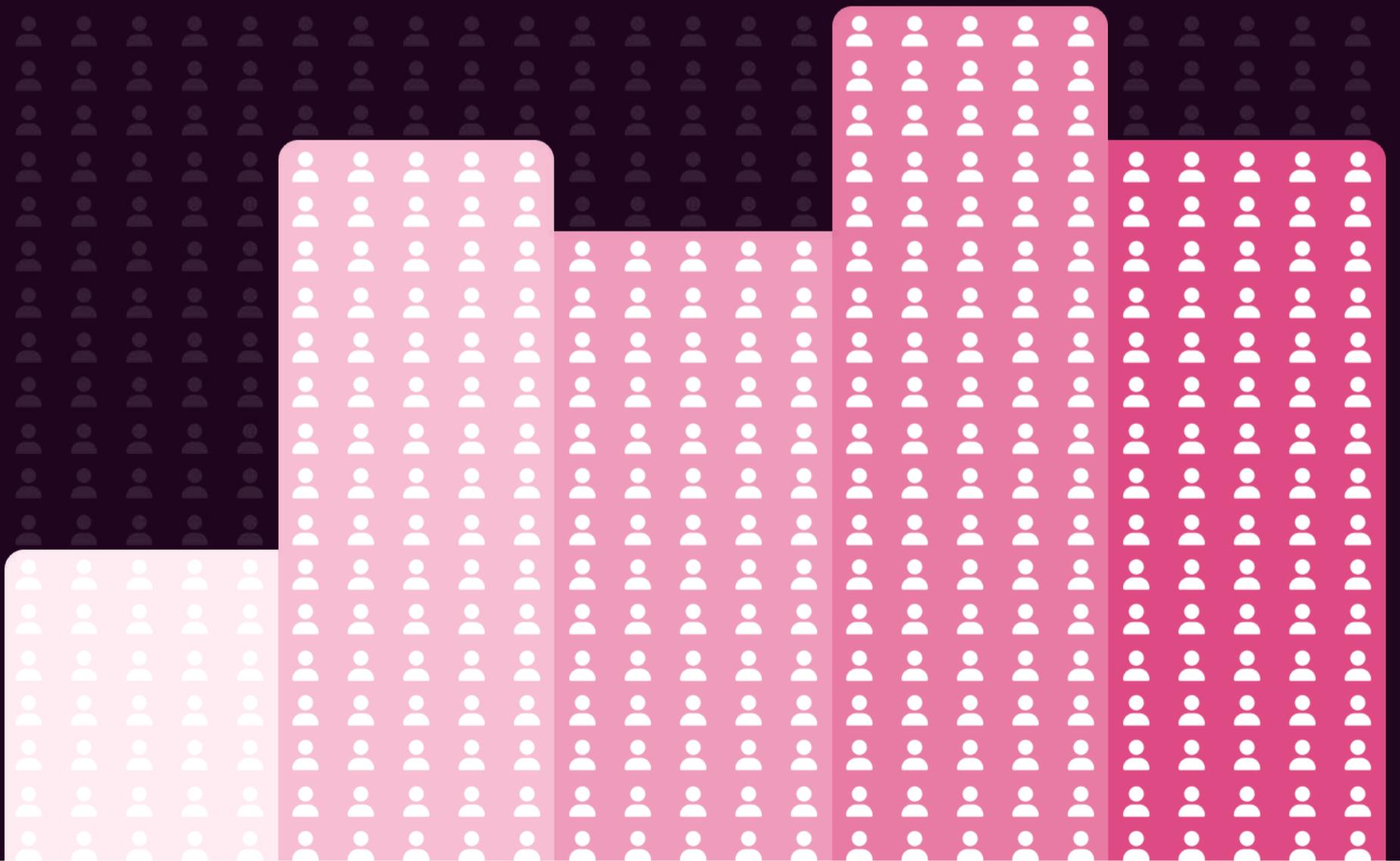


# Cross-border shoppers: What they really want

1,000 people. One survey. Clear strategies to sharpen your cross-border logistics.



**(04) Consumer attitudes toward buying from non-UK brands**

**(06) What shoppers expect from international delivery**

**(08) Building trust with international shoppers**

**(10) Returns expectations for international purchases**

**(12) Recent cross-border shopping habits**

**(14) How consumers rate cross-border shopping**

**(15) Survey Conclusion**

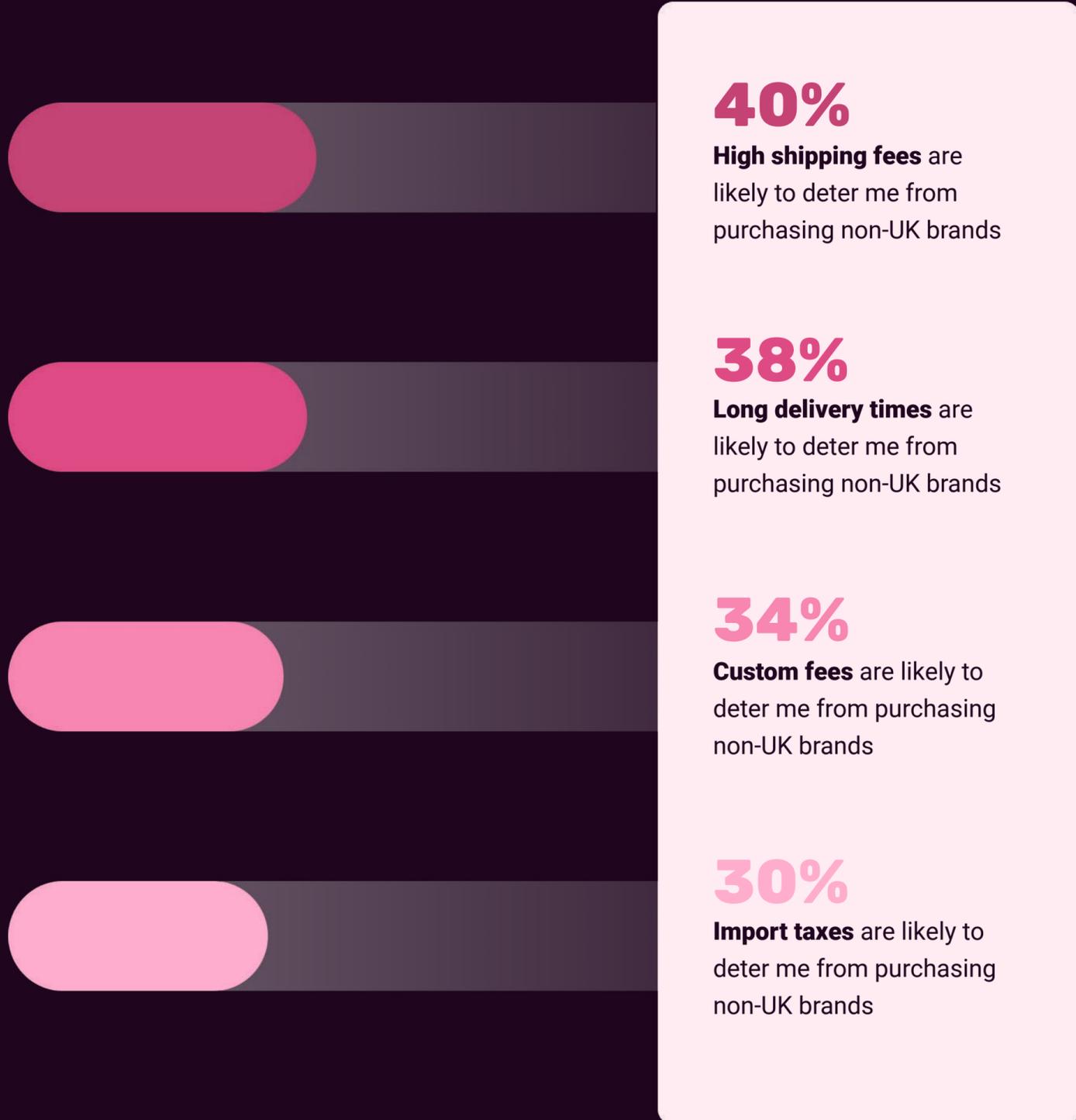
## Ready, set, let's go global!

The eCommerce world is going global, and consumers are crossing borders when shopping online like never before. There are unique challenges and opportunities that both retailers and shoppers must navigate when engaging in cross-border commerce.

Our recent cross-border survey uncovers the behaviours, expectations, and pain points of consumers shopping internationally. From shipping preferences to trust signals, the data reveals what matters most to consumers when shopping abroad and provides key insights for retailers looking to optimise their cross-border operations.

# Q1.

When it comes to purchasing non-UK brands, which of the following statements do you agree with?

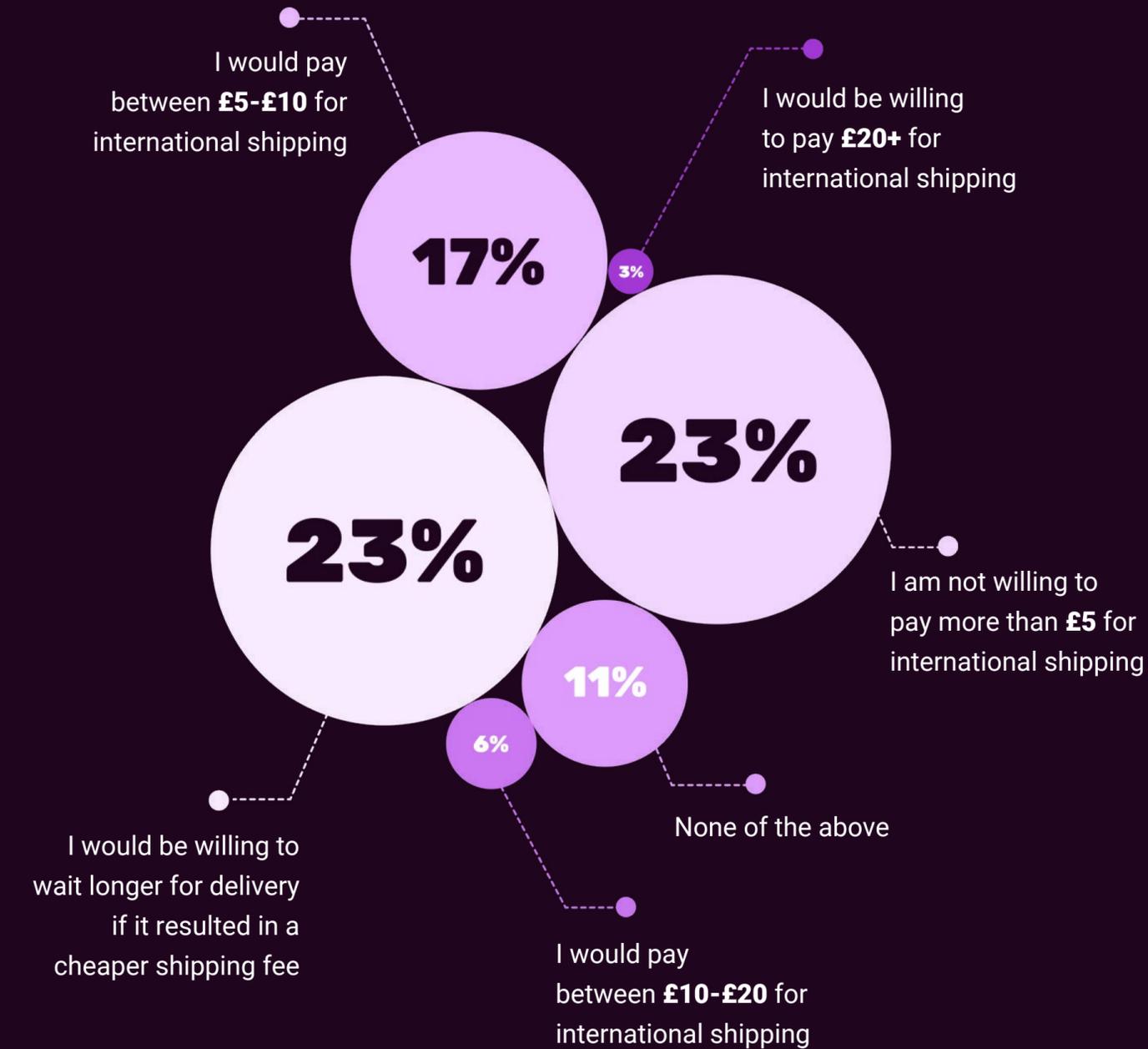


## Top Tip:

High shipping fees, long delivery times, and unexpected import costs are major deal-breakers for cross-border shoppers. To stay competitive, international retailers should offer affordable, fast delivery options and be upfront about any additional charges.

# Q2.

## When it comes to shipping and delivery when shopping from an international retailer, which of the following statements do you agree with?



£10.02 average

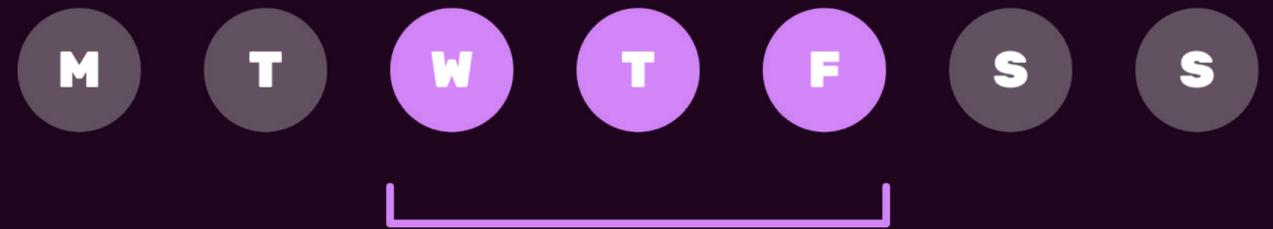
### 35%

are happy to wait 6+ days for delivery



### 34%

My ideal delivery time is 3-5 days as a maximum



### 7%

My ideal delivery time is 1-2 days as a maximum



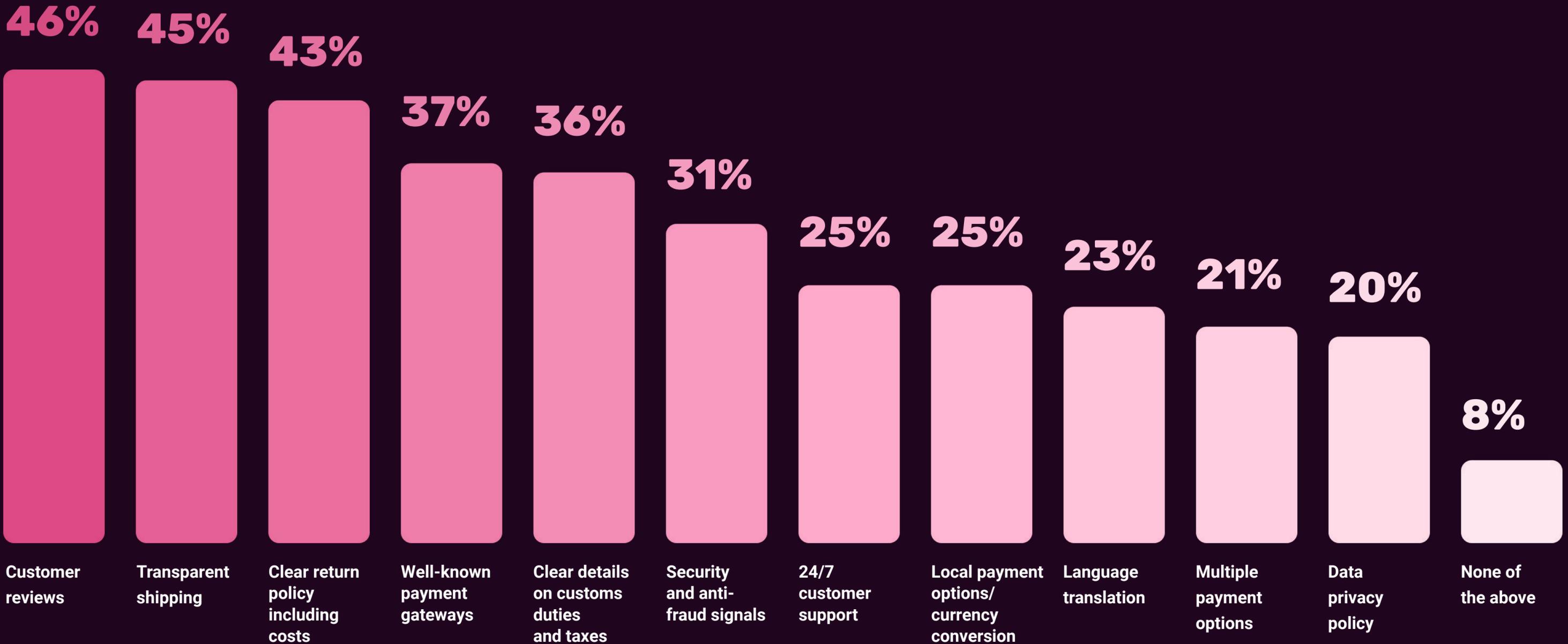
5 days average (to nearest whole number)

### Key Takeaway:

Shoppers are willing to wait for their international orders, but speed still matters. Offering a balance of affordable shipping and reasonable delivery times is crucial for international retailers to meet consumer expectations and drive sales.

# Q3.

## What would make you trust an international retailer more?



### Top Tip:

To build trust with international shoppers, focus on transparency and security. Ensure that your website clearly displays customer reviews, shipping costs, and return policies.

# Q4.

When it comes to returns when shopping from an international retailer, which of the following statements do you agree with?



**22%**

would be more likely to shop again from an international brand if they offer **fast and free returns**

**19%**

have returned an item from an international order but found the experience to be **complicated**

**14%**

have returned an item from an international order and found the experience to be **easy**

**11%**

have returned an item from an international order but found that the refund took **too long**

I have never returned an item from an international order because:

**13%**

It was too much effort

**9%**

It was too expensive

**5%**

Another reason

**3%**

The store didn't allow it

## Key Takeaway:

The returns process is crucial to building long-term customer loyalty. Offering fast and free returns can significantly increase the likelihood of repeat business from international shoppers.

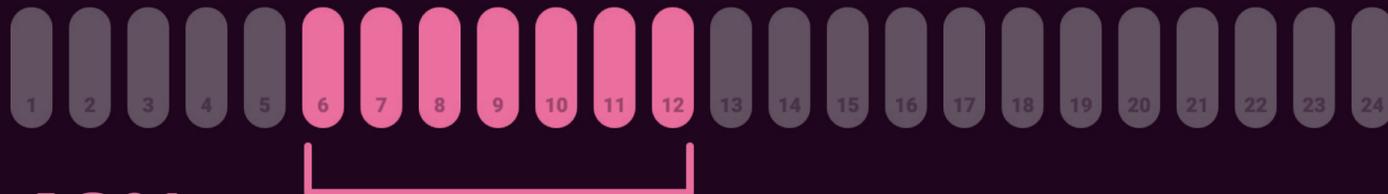
# Q5.

## In the last 6-12 months, have you purchased a product online from a retailer based in another country?



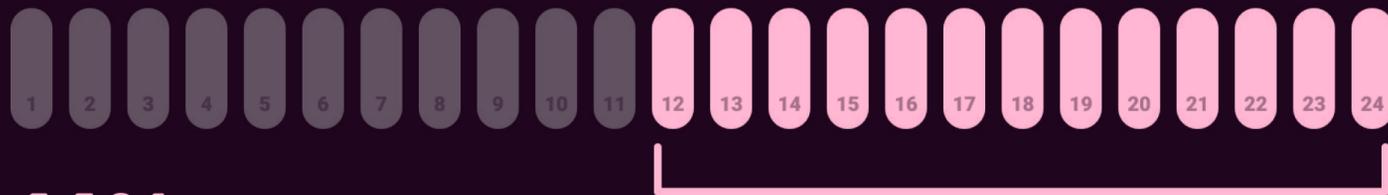
### 79%

have bought from an international retailer **in the past**



### 49%

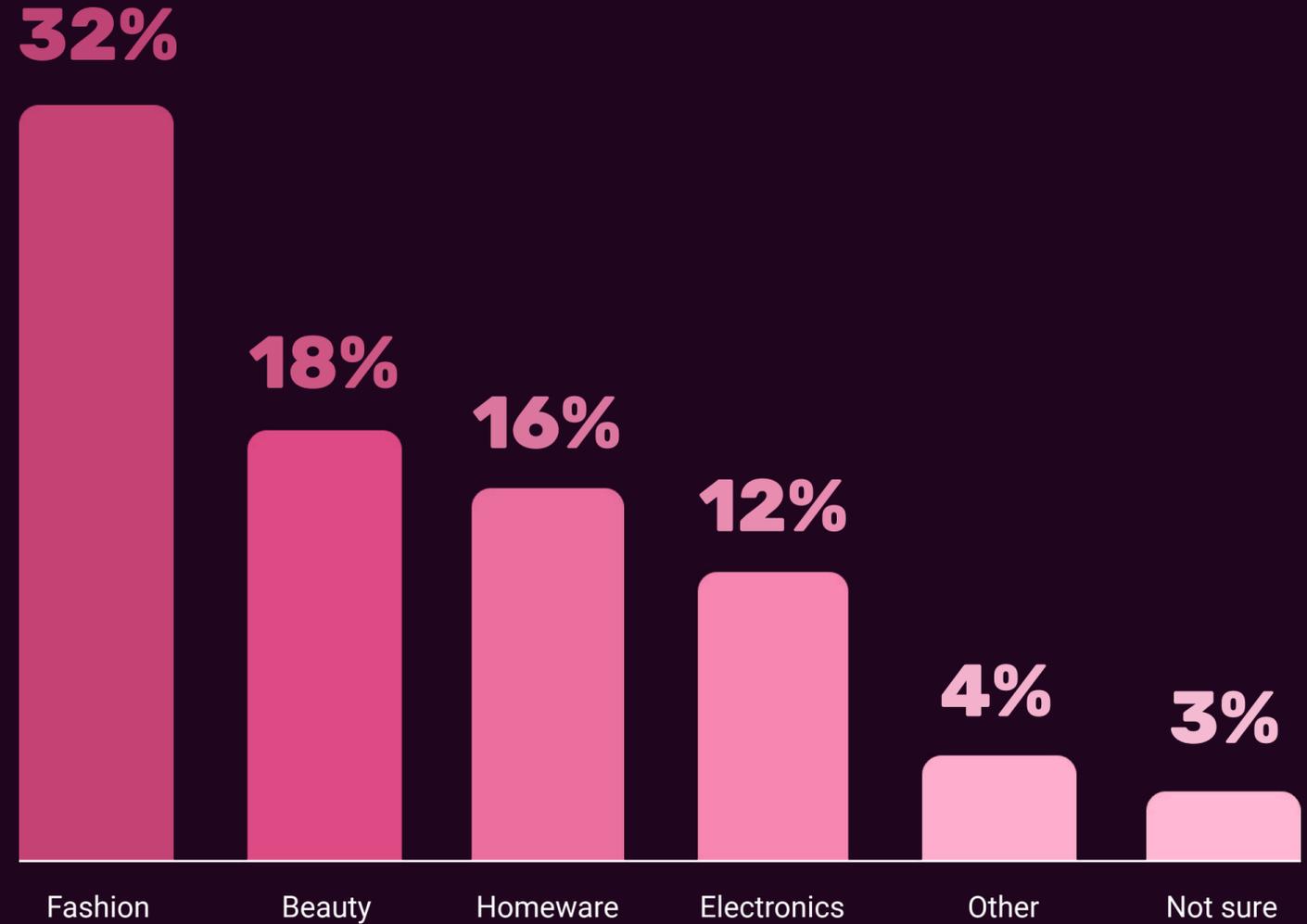
have bought from an international retailer in the last **6-12 months**



### 16%

have bought from an international retailer more than **12 months ago**

Sector breakdown:



### Summary:

79% of consumers have bought from international retailers, with 49% making a purchase in the last 6-12 months. Fashion/clothing leads as the top category, followed by beauty, homeware, and electronics. While 17% haven't shopped internationally recently, there's significant potential to engage this group, further highlighting opportunities for cross-border eCommerce growth.

# Q6.

How did you find this experience of shopping from an international retailer(s)?



Easy 39%



Enjoyable 23%



Exciting 20%



Too time consuming 15%



Complicated 14%



Worrying 14%



Stressful 13%



Doubtful 12%



Reassuring 8%

## What have we learnt?

The 2025 cross-border eCommerce survey reveals key insights into how consumers shop internationally. With 79% having made cross-border purchases, engagement is growing - but high shipping fees, long delivery times, and unexpected import costs remain barriers.

To build trust and satisfaction, retailers must offer affordable, timely delivery, transparent pricing, and clear return policies. While many shoppers will wait for delivery, striking the right balance between speed and cost is crucial.

Clear communication on shipping, returns, and reviews enhances trust. A fast, free returns process also drives repeat purchases. By simplifying the experience and reducing stress, retailers can boost loyalty and tap into the growing opportunity of cross-border eCommerce.

Get in touch: [hello@fulfilmentcrowd.com](mailto:hello@fulfilmentcrowd.com) | [fulfilmentcrowd.com](https://fulfilmentcrowd.com)

### Our Recommendation:

To improve the shopping experience, international retailers should simplify processes to make purchasing quicker and easier. A smooth experience builds trust, reduces stress and encourages repeat purchases.