

# The Current State of Cross-border E-commerce in Europe The first preliminary results

Dr. Jesse Weltevreden, Sjoukje Goldman MSc, Julia Keuter BA









Alibaba and Amazon Face Rivals in Cross-border E-commerce Race



# EU online shoppers shy away from buying outside home country



Europe Seeks More Digital Control

### Europe strives to boost crossborder e-commerce > zalando



Localization: The New Trend of Cross-Border E-commerce

Rising demand for foreign products, new platforms, and a push by the government are propelling the trend.





Borders Matter Less and Less in E-Commerce

> Retailers' Troubles: It Isn't Just Amazon



#### Global cross-border B2C e-commerce forecast

- To what extent do online retailers engage in cross-border ecommerce?

What are the differences between countries and sectors?

- How successful are they and which factors contribute to their success?





## Methodology









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#### **Study area:**

**EU28** 

+ Iceland, Norway & Switzerland



#### **Research objects:**

Companies in b2c e-commerce
Online shops selling products
Online shops with headquarter in the study area



#### **Data collection**

- Web scraping to acquire lists of online shops per country:
   67,500 online shops
- 2. **Web visitor data** from SimilarWeb to estimate the number of cross-border Web visitors per online shop
- 3. **Content analysis** among **10,000 online shops** to determine their cross-border e-commerce strategy (double blind coding by 75 student assistants, all native speakers)
- 4. **Online survey** among the 10,000 online shops to determine their cross-border e-commerce **success** (to be started in September 2016)

### What we will NOT present today but also know....

- Use of payment methods (+/- 600)
- Use of trust marks (+/- 100)
- Use of carriers
- Cross-border e-commerce localization strategies
- Contact channels
- Legal information
- Results per sector
- And more....





**Cross-border Web visitors** 

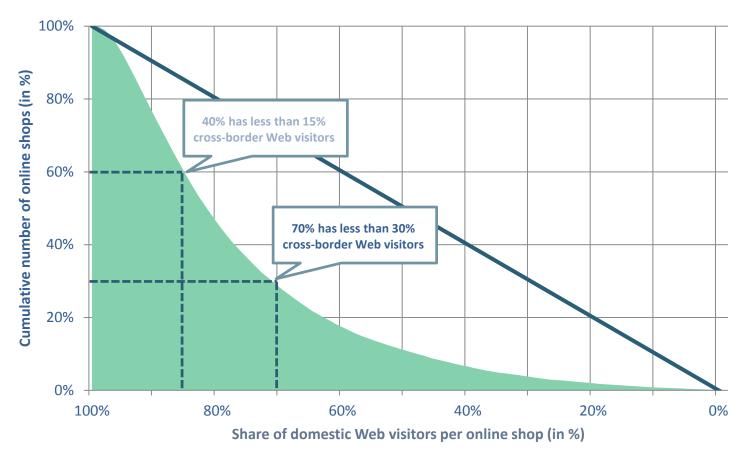








#### Number of online shops in Europe according to share of domestic Web visitors\*

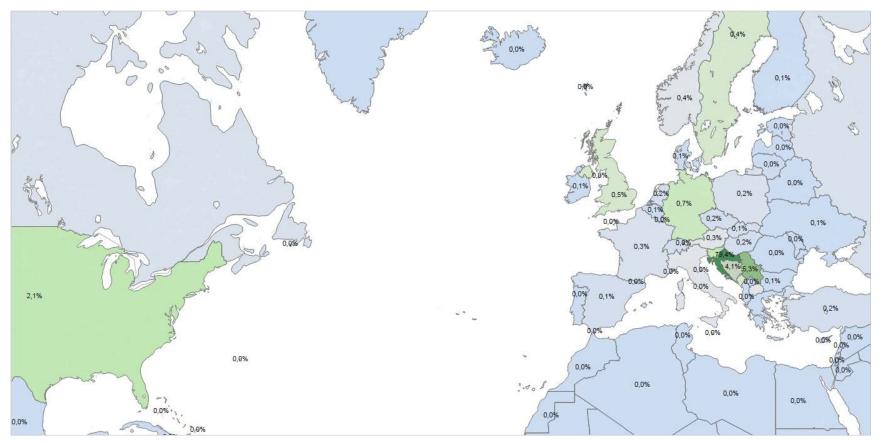


<sup>\*</sup> Figures (EU28 + Iceland, Norway & Switzerland) are weighted by the size of national e-commerce markets (based on 2014 figures of E-commerce Europe) (N=67,372 online shops).

#### Average share of cross-border Web visitors per country (in %)



#### **Average share of Web visitors per country of origin for online shops in Croatia\***



# Top 3 countries with the highest and lowest share of cross-border Web visitors\*



# Relationship between cross-border Web visitors of online shops and cross-border buyers per country



Percentage of cross-border buyers per country





**Cross-border Strategy** 

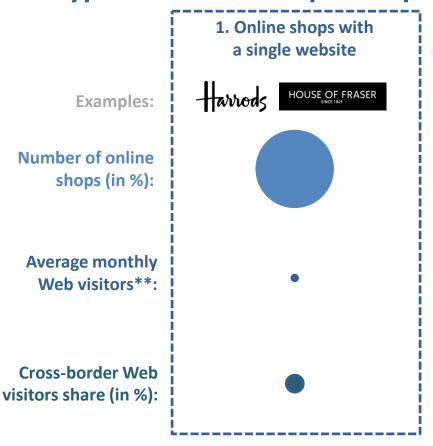








#### 3 Types of online shops compared in Europe\*



2. Online shops with ountry-specific websites

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Online shops with country specific pages (and websites)



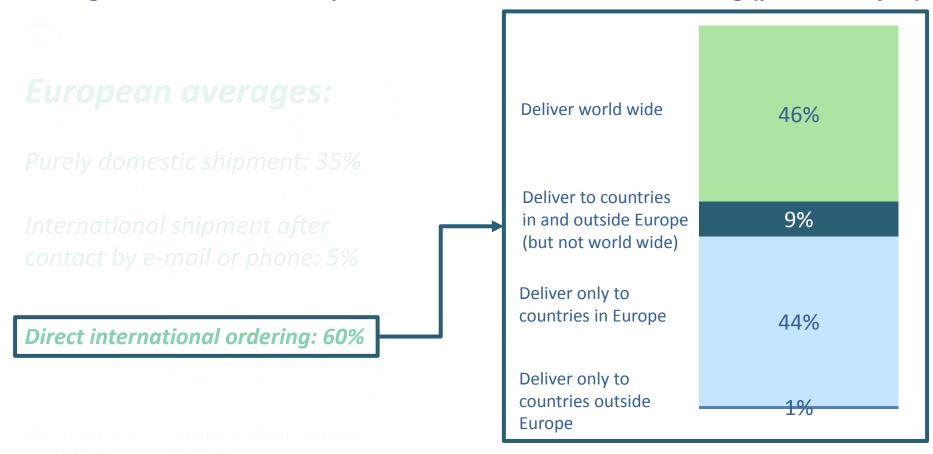


The upcoming slides are all about online shops with a single website

<sup>\*</sup> Figures (EU28 + Iceland, Norway & Switzerland) are weighted by the size of national e-commerce markets (based on 2014 figures of E-commerce Europe) (N=67.372 online shoos).

Commerce Europe (N=07,572 online strops).
\*\* To correct for outliers, a 5% trimmed mean was used to calculate the average monthly Web visitors per type of only shop (figures are rounded on 500 visitors).

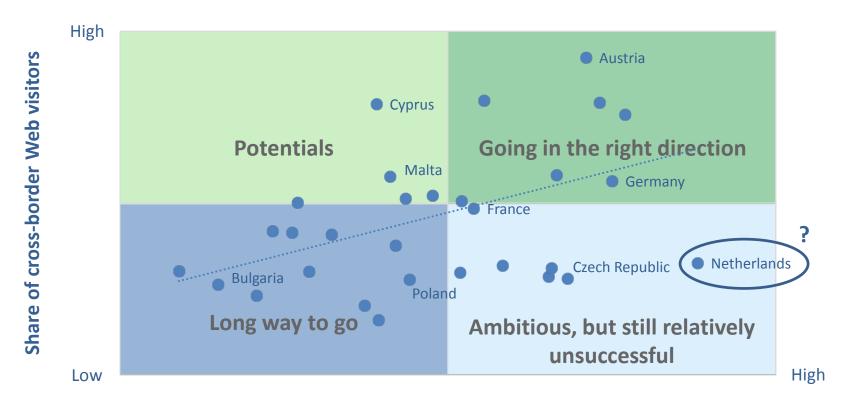
Average share of online shops\* with direct international ordering (per country\*\*)



<sup>\*</sup> Figures only include online shops with a single website.

<sup>\*\*</sup> Figures (EU28 + Lecland, Norway & Switzerland) are weighted by the size of national e-commerce markets (based on 2014 figures of E-commerce Europe) and individual country figures by the weighted average distribution of Web visitor size classes of online shops in the 31 European countries (N=8.570 online shop

#### Towards a mature cross-border e-commerce market in Europe



Share of online retailers engaging in cross-border e-commerce

<sup>\*</sup> Figures only include online shops with a single website.

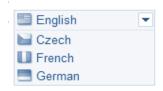
<sup>\*\*</sup> Figures (EU28 + Iceland, Norway & Switzerland) are weighted by the size of national e-commerce markets (based on 2014 figures of E-commerce Europe) and individual country figures by the weighted average distribution of Web visitor size classes of online shops in the 31 European countries (N=8.570 online shops).

Home   Info/Contact   Alg. voorwaarden   Ref./Gastenboek											
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Estwing tactical axe		11,50									
Jesus Martinez Saez		2,00 <b>2,00</b>									
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Cold Steel	BTW-nummer		Postcode								
Extrema Ratio	* Straatnaam		Plaats								
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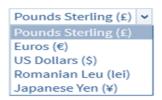
### Success factors for online shops with a single website



Offering international delivery and **particularly delivery both in and outside Europe** has a **significant impact** on the cross-border Web visitor share



Offering **language translation** has a **significant impact** on the cross-border Web visitor share



Offering a **currency switch** has a **significant impact** on the cross-border Web visitor share



Having (international) **trust marks** has **no significant impact** on the crossborder Web visitors share

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<sup>\*\*</sup> Figures (EU28 + Iceland, Norway & Switzerland) are weighted by the size of national e-commerce markets (based on 2014 figures of E-commerce Europe) and individual country figures by the weighted average distribution of Web visitor size classes of online shops in the 31 European countries (N=8.570 online shops.)













There is **much variation** among countries in Europe with regard to cross-border activity and success

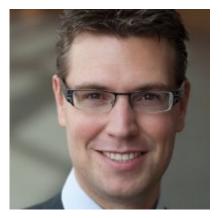
Some countries are already moving in the right direction, but many still have a long way to go

Developing a (highly localized) **country-specific strategy is key** in becoming successful in cross-border e-commerce

Current (domestic) trust marks do not seem to boost cross-border traffic. **Pressing need for a strong international trust mark?** 

### **Planning & Contact details**

General report ready in September Country reports available upon request



Dr. Jesse Weltevreden Professor of E-business

j.w.j.weltevreden@hva.nl +31 (0)6 10 15 32 68



Sjoukje Goldman MSc PhD Candidate

s.p.k.goldman@hva.nl +31 (0)6 21 15 78 08



Julia Keuter BA Junior Researcher

j.keuter@hva.nl

