

The Current State of Cross-border E-commerce in Europe

The first preliminary results

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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 cross-border e-commerce



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.

EU Defends Its Proposal for Single Digital Market



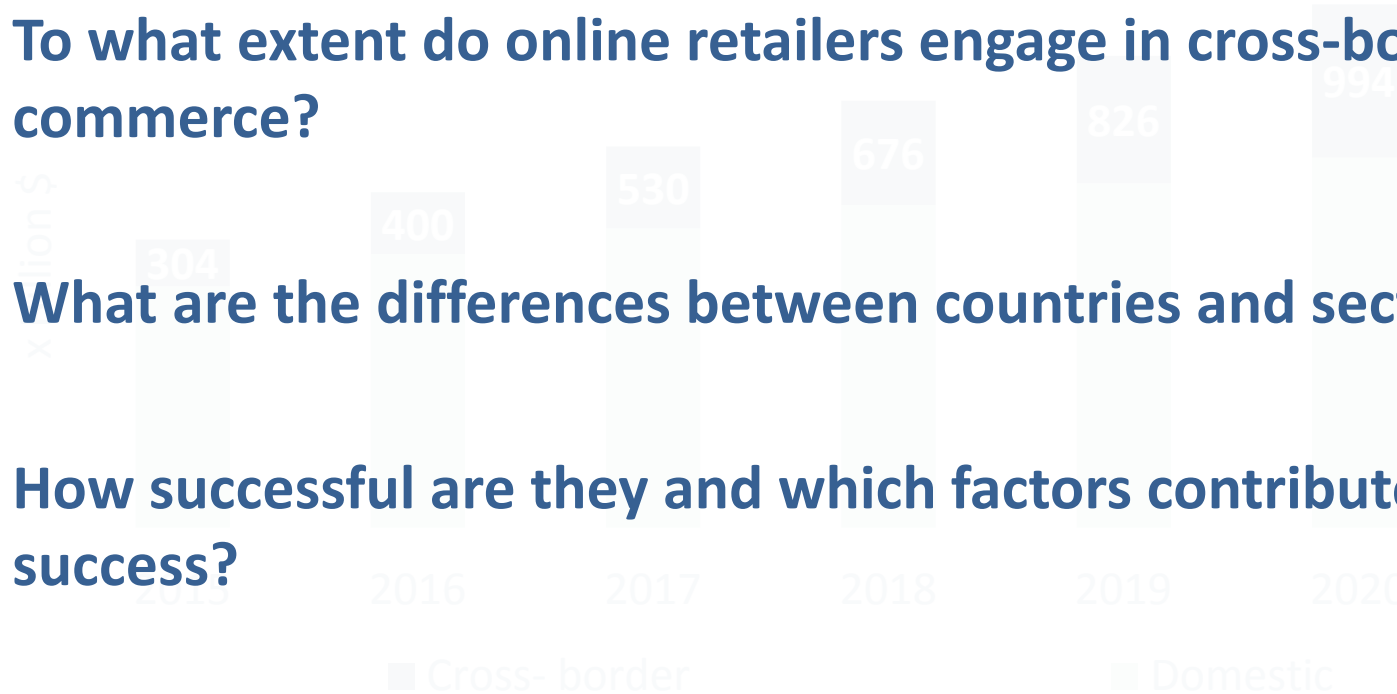
Borders Matter Less and Less in E-Commerce

Retailers' Troubles: It Isn't Just Amazon



Global cross-border B2C e-commerce forecast

- To what extent do online retailers engage in cross-border e-commerce?
- What are the differences between countries and sectors?
- How successful are they and which factors contribute to their success?



Methodology

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

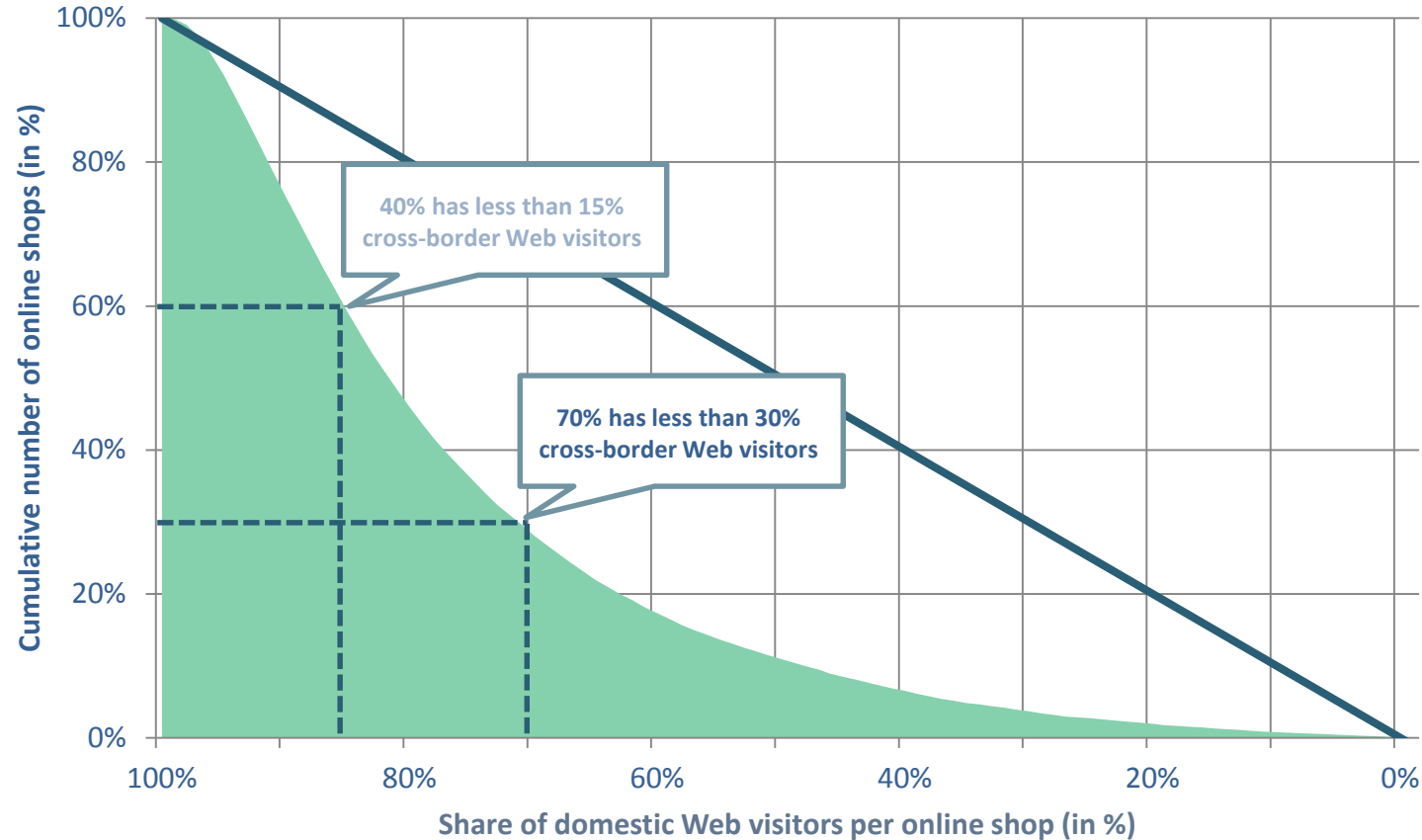
1. Web scraping to acquire lists of online shops per country:
67,500 online shops
2. **Web visitor data** from SimilarWeb to estimate the number of cross-border Web visitors per online shop
3. **Content analysis** among **10,000 online shops** to determine their cross-border e-commerce strategy (double 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....

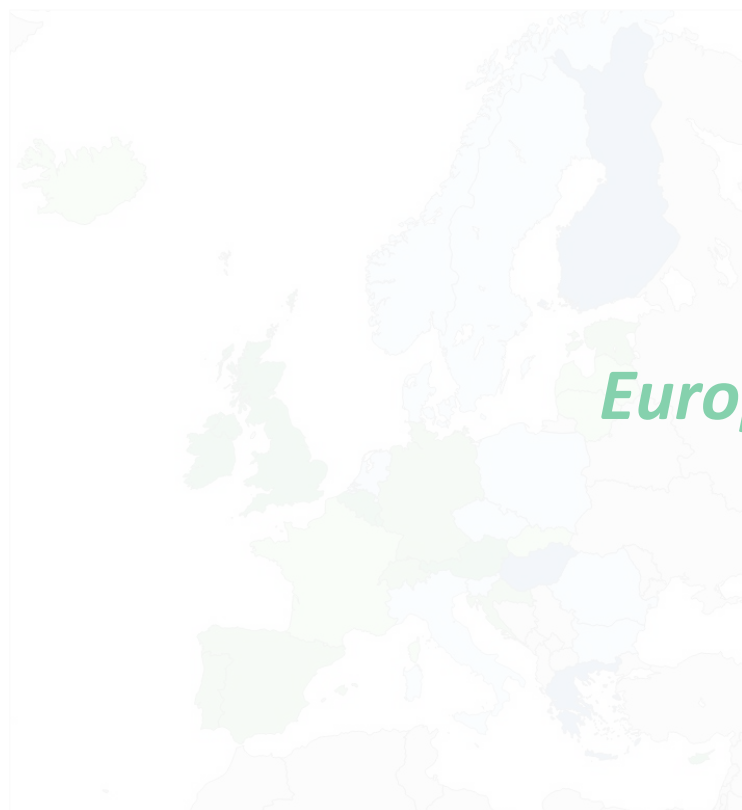
Cross-border Web visitors

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



* 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 %)

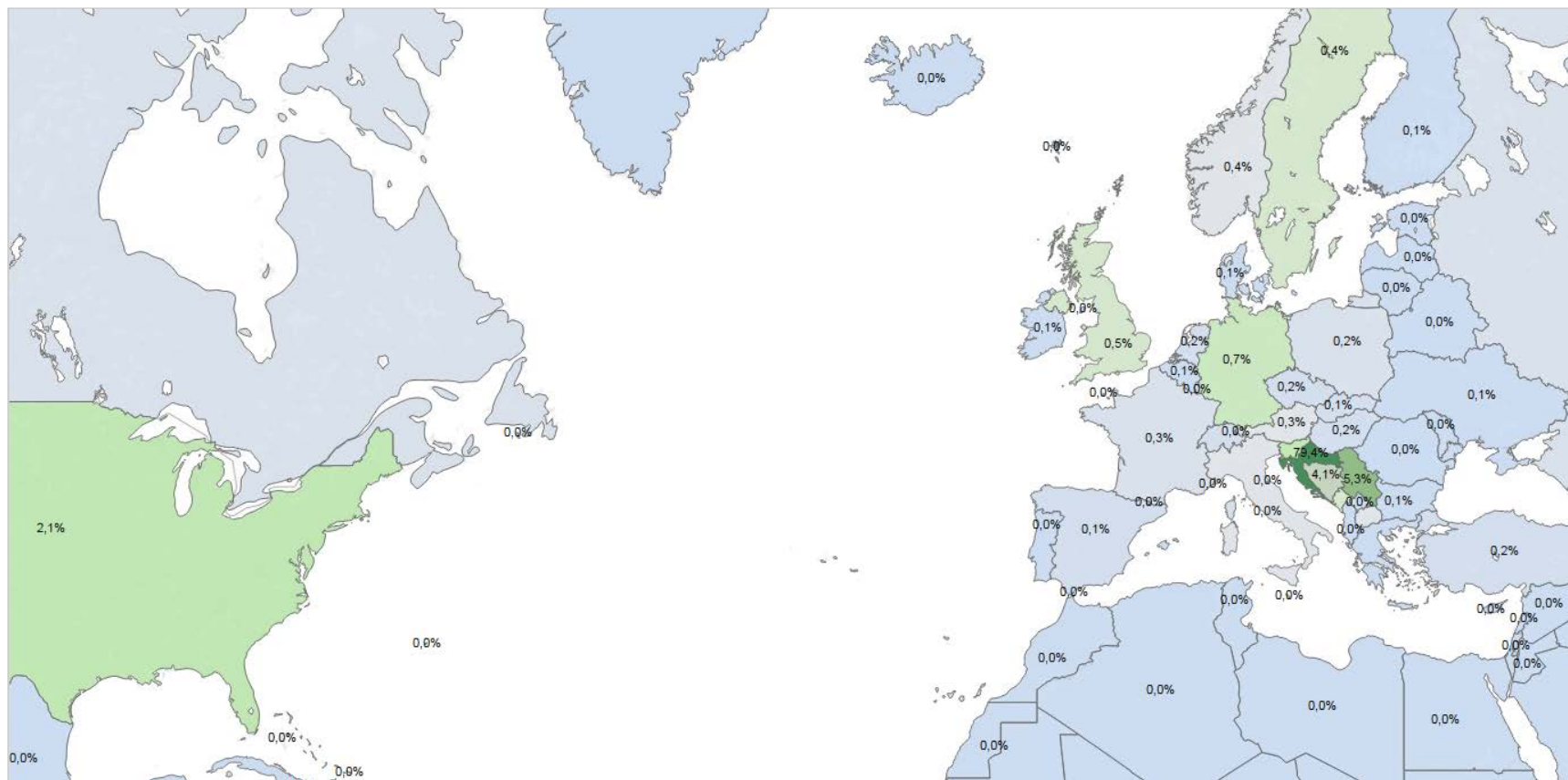


■ Less than 10 percent
 ■ 10 to 15 percent
 ■ 15 to 20 percent
 ■ 20 to 30 percent
 ■ 30 percent or more

European average:
23,6%



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



* Figures are weighted by the weighted average distribution of Web visitor size classes of online shops in the 31 European countries. Weighted figures (N=370 online shops).

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



* EU31 figures 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=67,372 online shops).

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



Cross-border Strategy

3 Types of online shops compared in Europe*



* 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).

** 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**)

European averages:

Purely domestic shipment: 35%

International shipment after contact by e-mail or phone: 5%

Direct international ordering: 60%

Deliver world wide

46%

Deliver to countries in and outside Europe (but not world wide)

9%

Deliver only to countries in Europe

44%

Deliver only to countries outside Europe

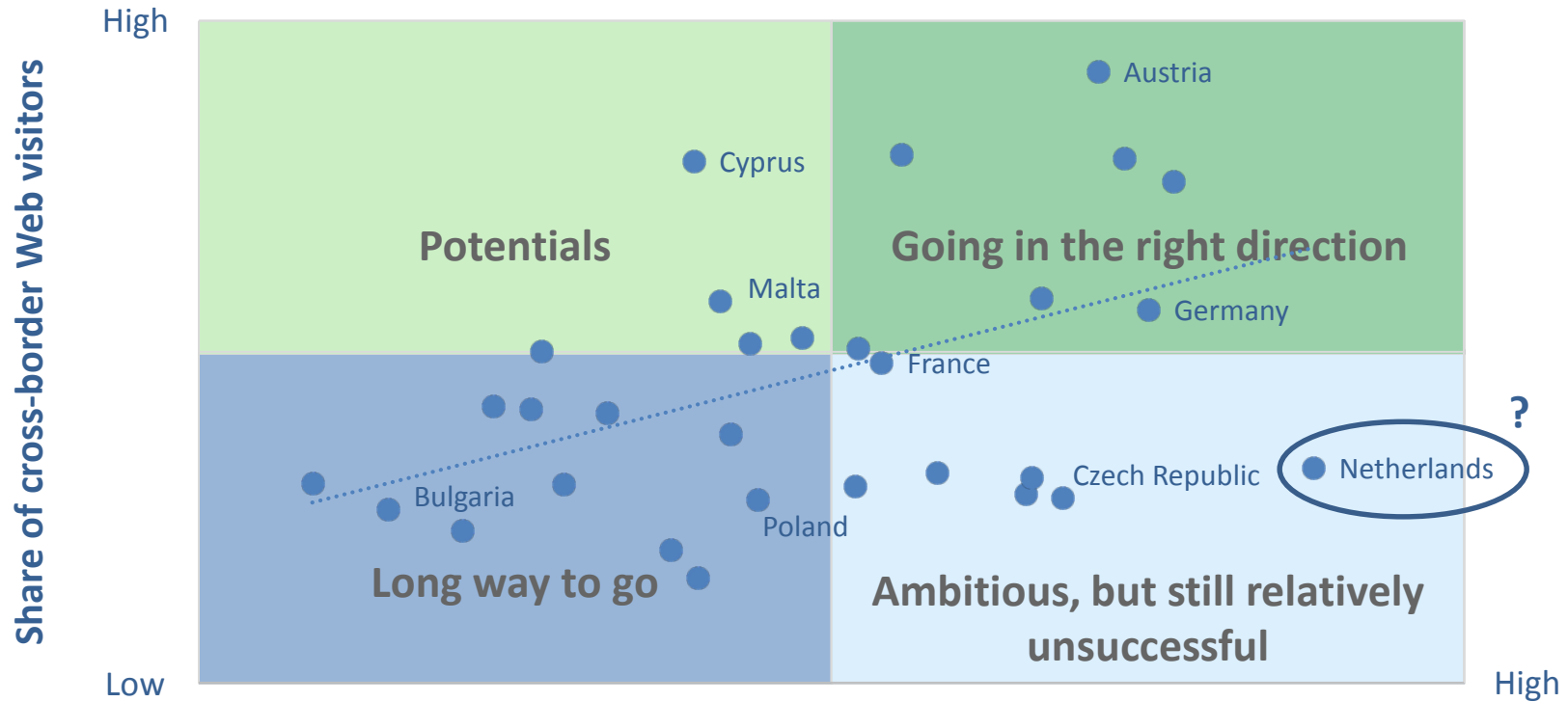
1%

Less than 15 percent 15 to 30 percent 30 to 50 percent 50 to 70 percent 70 percent or more

* Figures only include online shops with a single website.

** 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).

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



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

* Figures only include online shops with a single website.

** 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).

SPANISH STEEL**Producten**[Antonio Montejano](#)[Estwing tactical axe](#)[Jesus Martinez Saez](#)[STEELTAC](#)[BUSH MONKEY KNIVES](#)[FANTONI](#)[Joker](#)[Cuchillos Corts](#)[Cold Steel](#)[Extrema Ratio](#)[Gerber](#)[Juan Gabriel Rossi](#)**Bestelling**

Aantal	Product
1	STEELTAC COMMANDO

Eenheidsprijs in EURO	Totaal in EURO
0,00	0,00
Subtotaal	0,00
Verzending	11,50
Kosten van betaling	0,00
Totaal	11,50
BTW (21%)	2,00
BTW totaal	2,00

Factuuradres☒ De heer ☐ Mevrouw

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Bedrijf	<input type="text"/>
BTW-nummer	<input type="text"/>
* Straatnaam	<input type="text"/>
* Huisnummer	<input type="text"/>
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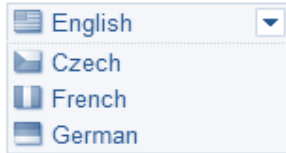
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Success factors for online shops with a single website



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 cross-border Web visitors share

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Conclusions

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



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Thank you for your attention!

