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A GLOBAL VOICES REPORT

# Growing International Ecommerce Markets



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# Introduction

Expanding your brand's global presence is the best way to grow new business and long-term revenue. Advancing technology and increased internet penetration is opening more of the world to more brands.

But choosing the right expansion markets is complicated. You must navigate diverse cultures and consumer expectations. To truly be successful, you must localise the customer experience.

To understand what customers want out of their shopping experience, ESW conducts an annual survey. This year, that survey included more than 18,000 shoppers from 18 countries around the world.


In this report, we will look at what customers from four of the fastest growing ecommerce markets expect and how you can launch a successful and sustainable presence in each one.




# Fast-Growing Global Ecommerce Markets

According to the International Trade Administration, APAC and LATAM are poised to outpace the average global ecommerce CAGR (11.16%) between 2023 and 2027.

As we look more closely at these regions, India, South Korea, Mexico and Japan stand out as growing opportunities for brands with ecommerce channels.



The image shows a woman with curly hair, wearing an orange shirt, smiling while looking at a laptop. A shopping cart overlay is visible on the right side of the image. The cart contains one item: Sport Trainers Evo5 White Olive Green, priced at \$149.00. The cart also shows a total of \$149.00 and a 'Proceed to Checkout' button.

	<b>Sport Trainers Evo5 White Olive Green</b> #08432021	\$149.00
Products		\$149.00
Delivery		\$0.00
<b>In total</b>		<b>\$149.00</b>

[Proceed to Checkout](#)

# At a Glance: Markets of Opportunity

## Mexico



80% of online shoppers made cross-border purchases in 2022.<sup>1</sup>



Facebook and WhatsApp reach 93% of the population.<sup>1</sup>



68% plan to spend as much or more online in 2024.<sup>2</sup>



## Japan



Japan is the 4<sup>th</sup> largest ecommerce market in the world.<sup>3</sup>



The ecommerce market has doubled in the last 9 years.<sup>4</sup>



61% plan to maintain online spending in 2024.<sup>2</sup>

# India



The ecommerce market is expected to grow by 18.29% between now and 2026.<sup>5</sup>



India has 125 mil online shoppers with another 80 mil expected in the next 3 years.<sup>6</sup>



More than a quarter of shoppers make more than 72 online purchases per year (second only to China in APAC).<sup>2</sup>



# South Korea



Ecommerce is the largest retail channel in South Korea.<sup>7</sup>



In 2022, cross-border ecommerce reached \$4.7 bil.<sup>7</sup>



66% of shoppers plan to spend as much or more online in 2024.<sup>2</sup>

1. <https://www.trade.gov/country-commercial-guides/mexico-e-commerce>  
2. ESW Global Voices Survey conducted November 2023  
3. <https://www.trade.gov/country-commercial-guides/japan-e-commerce-0>  
4. <https://www.nippon.com/en/japan-data/h01784/>

5. <https://www.trade.gov/country-commercial-guides/india-online-marketplace-and-e-commerce>  
6. <https://www.ibef.org/industry/ecommerce>  
7. <https://www.trade.gov/country-commercial-guides/south-korea-e-commerce>

MARKET FOCUS

# Mexico



The ecommerce market in Mexico is on a growth trajectory. Shoppers think highly of brands but prioritise price and discounts when they shop online. Price and product availability are the main drivers of cross-border shopping.

The most popular cross-border destinations for shoppers from Mexico are the US, China and Canada.

66%

66% of respondents place **1 to 2 online orders** per month.

40%

40% of consumers **prioritise price** when making a purchase.

34%

34% say they would be **more likely to shop cross-border** if the prices are lower than they could find domestically.

80%

In LATAM, ESW clients saw **80% YoY sales growth** from 2021 to 2022.



Global brands should **customise both an inventory strategy and a price strategy** to meet expectations while maintaining margins.

MARKET FOCUS

# Japan



Japan is a sophisticated ecommerce market with enthusiastic consumers. But they expect online prices to be lower than they can find in-store and they expect shorter delivery times than the global average.

**\$1,003**

\$1,003 average **online spending** per respondent last year.

**66%**

66% will **spend as much or more** online this year.

**37%**

37% say **lower prices** are the number one reason they would shop cross-border.

**40%**

40% say than in exchange for **free shipping**, they will wait a maximum of **7 days** compared to a global average of 89%.

“Since the beginning of our global expansion, ESW have functioned as a partner, not just a provider, by sharing and integrating their expertise in global DTC ecommerce.”

**Andrea Ferrazzi**

Head of Digital, Damiani Group

Global brands should **localise inventory** to ensure timely delivery and make sure **pricing strategies** align with local demand.

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# India



With more than 800 million internet users, India is one of the largest ecommerce markets in the world. Shoppers in India value quality products and are loyal to brands.

2X

2X more likely to buy from a **brand name** than the global average.

13%

13% points more likely than the global average to try **new brands**.

89%

89% only shop with **brands perceived as authentic** (compared to 81% average).

83%

**Clothing is the top purchase category.** 83% of shoppers in India bought clothing online last year.

ESW's in-country return centres and local payment options enable global brands to provide the top-quality experience shoppers expect.



Global brands should **launch a catalogue** with quality products and present an authentic brand story.

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# South Korea



Ecommerce is the largest retail channel in South Korea. Consumers are likely to shop cross-border because they can get better prices from both neighbouring and Western countries. 60% of purchases are online with only 40% of purchases in-store

45%

Getting a **lower price** is the main determining cross-border purchase factor.

42%

42% of shoppers say they'll opt to buy local if it means **faster shipping times**.

No. 1

The US is the number 1 **cross-border destination** followed by China, Japan, UK.

95%

Luxury jewellery brand Damiani saw a **95% increase in international shoppers** in APAC after partnering with ESW.



Brands should **strategically position inventory** to deliver domestic-equivalent shipping times.



## Bottom Line

Global markets are expanding and giving you and your brand opportunities to grow revenue and loyalty. But shoppers in those markets have different expectations and values.

To ensure success, you need to localise the shopping, checkout and shipping experience for each market.

ESW has the expertise, technology and logistics network to accelerate your speed to market around the world. Let us elevate your brand worldwide. Contact us today.

Methodology: Responses were gathered from an online panel of adults 18+, representative of national quotas for key demographics in 18 countries. Survey questions and responses were translated into each country's native language and currencies were converted to local currencies before being converted back to \$US for comparison purposes. 18,679 surveys were completed between October 31st and November 14th 2023. Overall margin of error is approximately 5% at a 95% confidence level, varying by country population size.

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