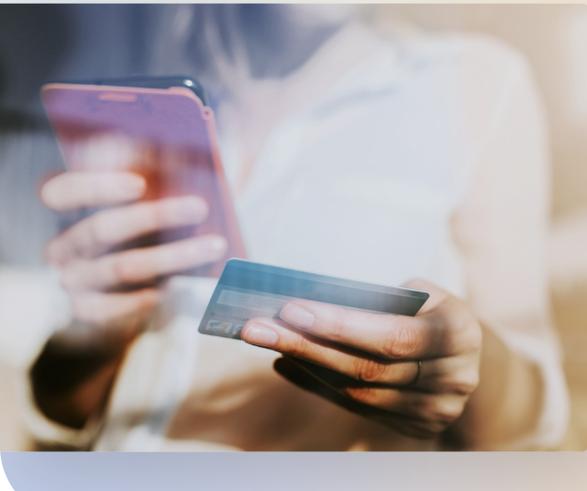


CROSS-BORDER AT A GLANCE

# United Kingdom Cross-Border Shopping Trends

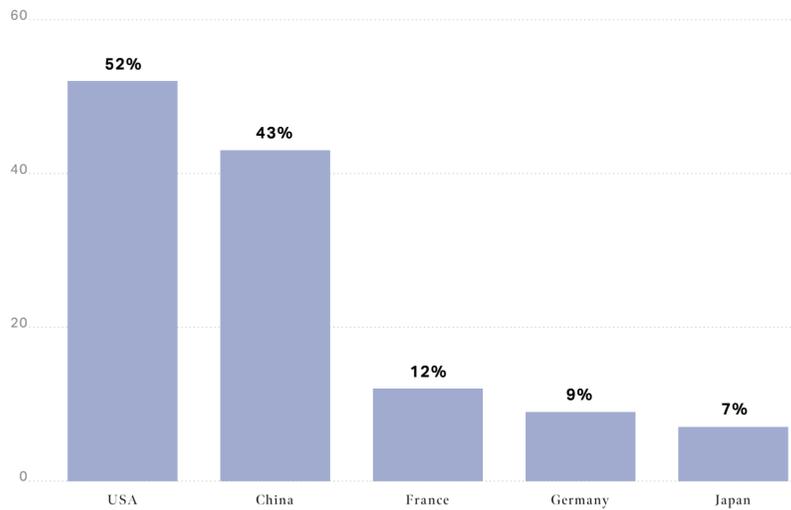
What are some of the preferences and expectations of UK cross-border shoppers? And what barriers to shopping do they face?



# 75%

of shoppers have made a cross-border purchase, up from 66% in 2019.

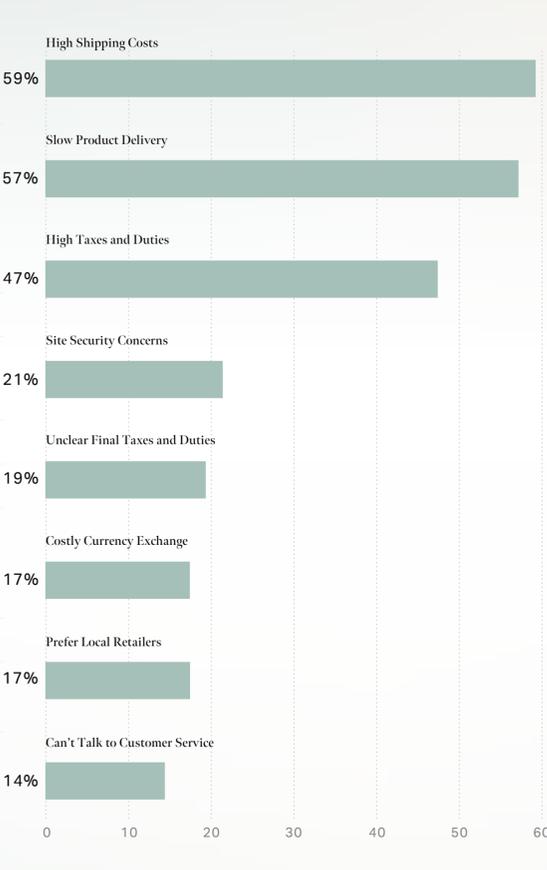
## Which are the top 5 countries UK shoppers buy from?



## Looking at UK cross-border shopping trends:



## Top barriers for cross-border e-commerce shoppers in the UK:



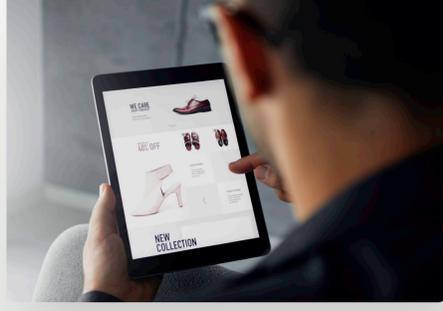
# 59%

of UK cross-border shoppers said expensive shipping is the biggest barrier to purchasing cross border.

# 57%

of cross-border shoppers said that slow product delivery is the second largest concern.

## Post-pandemic online shopping frequency of U.K. shoppers:



# 78%

I am shopping more often online post-pandemic

# 20%

I'm shopping about the same amount online

# 2%

I'm shopping less often online

## UK shoppers' expectations of their future shopping frequency:



# 29%

I expect I will shop online more often than I do now

# 61%

I expect I will shop online about the same as I do now

# 10%

I expect I will shop online less often than I do now

## UK shoppers' expectation of delivery times post-pandemic:



# 53%

I expect delivery times to be slower

# 16%

I expect delivery times to be faster

# 31%

I expect delivery times to stay about the same



## Does your website use Flow?

Remove the friction from the cross-border shopping experience

To learn more about how to boost conversions on your cross-border e-commerce website, contact us today at [hello@flow.io](mailto:hello@flow.io) and speak with a Flow expert.

The 8 countries analyzed in our international research study include: Australia, Canada, China, France, Germany, Japan, United Kingdom, United States. The analysis contained in this infographic describing comparisons between 2021 and 2019 data examines behaviors and expectations of UK apparel shoppers only.

All data contained in this infographic originates from proprietary studies commissioned by Flow Commerce.

© Flow Commerce Inc. 2021. All rights reserved. The material contained herein may not be reproduced or distributed, in whole or in part, without the prior written permission of Flow Commerce. Any reproduction or distribution, in whatever form and by whatever media, is expressly prohibited without the prior written consent of the Flow Commerce. Please contact [hello@flow.io](mailto:hello@flow.io) for further information.

Source: The United Kingdom: Market Guide to Cross-Border Best Practices, 2021, Flow Commerce.