








Global eCommerce: Where's the Biggest ROI?

Looking to go global with your product or service but not sure where to start? Global eCommerce represents a 4 trillion dollar growth opportunity. Take a look at this list for the top ten countries, sorted by eCommerce market size. These countries are your best bet if you are looking to expand globally. Shoppers want a local experience when buying online – not everyone has international credit cards and shopping cart abandonment rates are as high as 67% for merchants not offering a local experience. Make sure you're working with a payment processor that makes it easy for you to present your product in the shopper's local language, currency, and preferred local payment types. These offerings will help drive higher sales and increase your bottom line.

Country	Official Language(s) & Currency	eCommerce Market Size in 2014 (billions)	eCommerce Growth Rate in 2014	Internet Penetration	Most Popular Payment Methods	Popular Alternative Payment Methods
 China	Mandarin Yuan (CNY)	\$426.26	35.0%	40%	33% credit and debit cards (e.g.: UnionPay)	29% eWallets (e.g. Alipay) 26% Online Bank Transfer
 United States	English Dollar (USD)	\$305.65	15.7%	78%	Credit and debit cards	PayPal
 United Kingdom	English Pound (GBP)	\$82.00	16.5%	84%	89% credit and debit cards	8% PayPal
 Japan	Japanese & English Yen (JPY)	\$70.83	14.0%	80%	71% credit and debit cards (e.g.: Visa, MC, JCB)	18% cash/ convenience store
 Germany	German Euro (EUR)	\$63.38	22.1%	83%	29% Purchase on Account (credit)	40% Online Payments (e.g.: Sofort, giroipay)

 France	French Euro (EUR)	\$38.36	12.1%	80%	95% credit and debit cards (e.g.: Carte Bleue)	paysafecard, WebMoney PayPal
 South Korea	Korean Won (KRW)	\$33.11	13.0%	83%	78% local credit and debit cards	14% online bank transfers
 Canada	French & English Dollar (CAD)	\$24.63	17.4%	83%	Credit and debit cards	cashU, PayPal
 Russia	Russian Ruble (RUB)	\$17.47	16.0%	48%	45% credit and debit cards	49% cash (on delivery) WebMoney, cashU
 Brazil	Portuguese Real (BRL)	\$16.28	22.0%	46%	71% local credit and debit cards	10% Boletos

Want to see more on how to go global? Follow us on Twitter @BlueSnapInc or our blog at blog.bluesnap.com. We hope to chat with you soon!

Sources:

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