Cross-Border E-Commerce 2026

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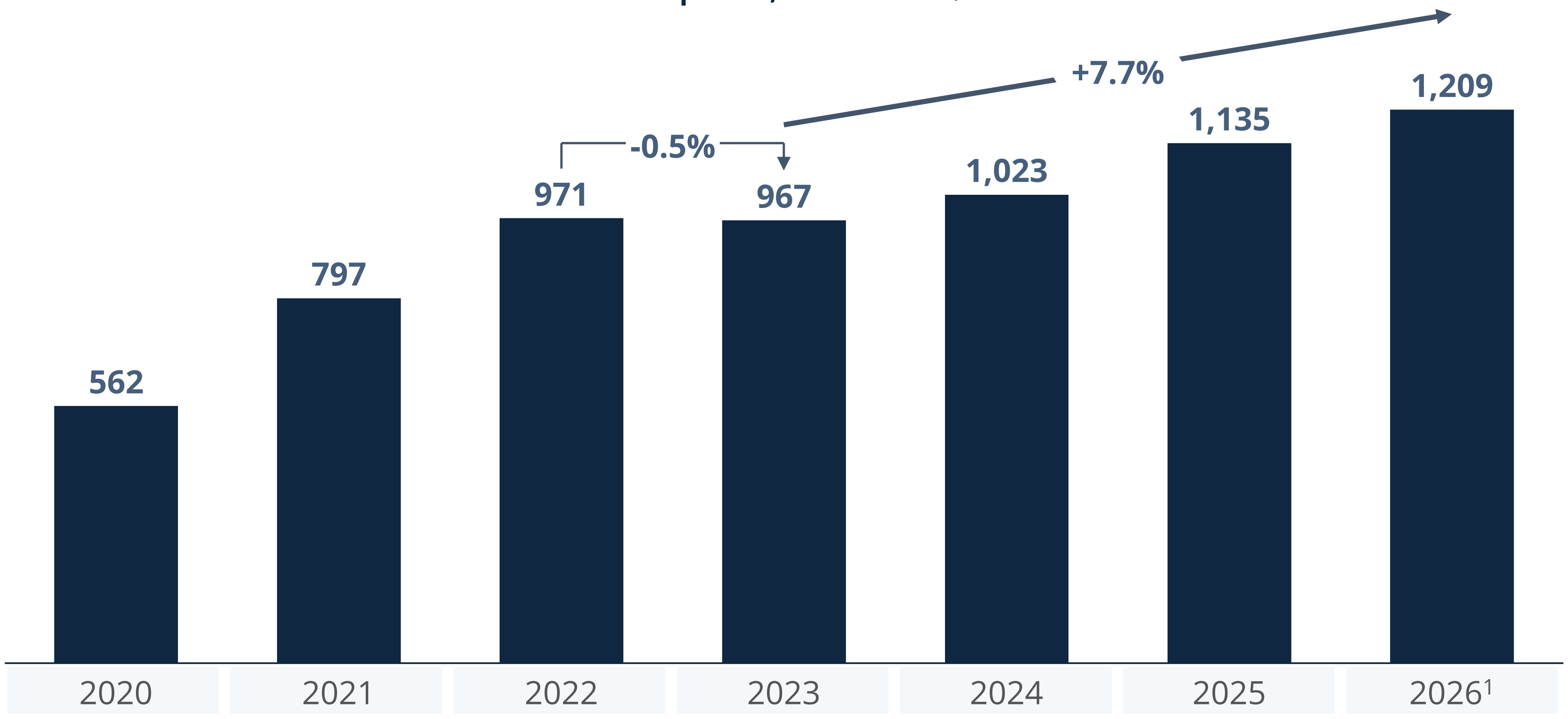
After a Post-Covid Slowdown, Global E-Commerce Cross-Border Revenues Have Recovered and Approach US$1.2 Trillion in 2026

Global Cross-Border E-Commerce Revenue Development, in Billion US$



Global cross-border e-commerce generated over US$1.0 trillion in revenue in 2024, marking a significant step in the worldwide expansion of online commerce across borders.

The Covid-19 pandemic accelerated this growth, though the market saw a slight contraction of 0.5% in 2022 as economic pressures and the reopening of physical stores tempered online demand.

A 7.7% CAGR (2023–2026) points to steady momentum through 2026, reinforced by the growing importance of cross-border e-commerce worlwide.

Notes: (1) Forecast. // Cross-border e-commerce revenue represents all e-commerce revenues generated by a store domain or retailer outside its main country of operation.

Source: ECDB, as of June 2026

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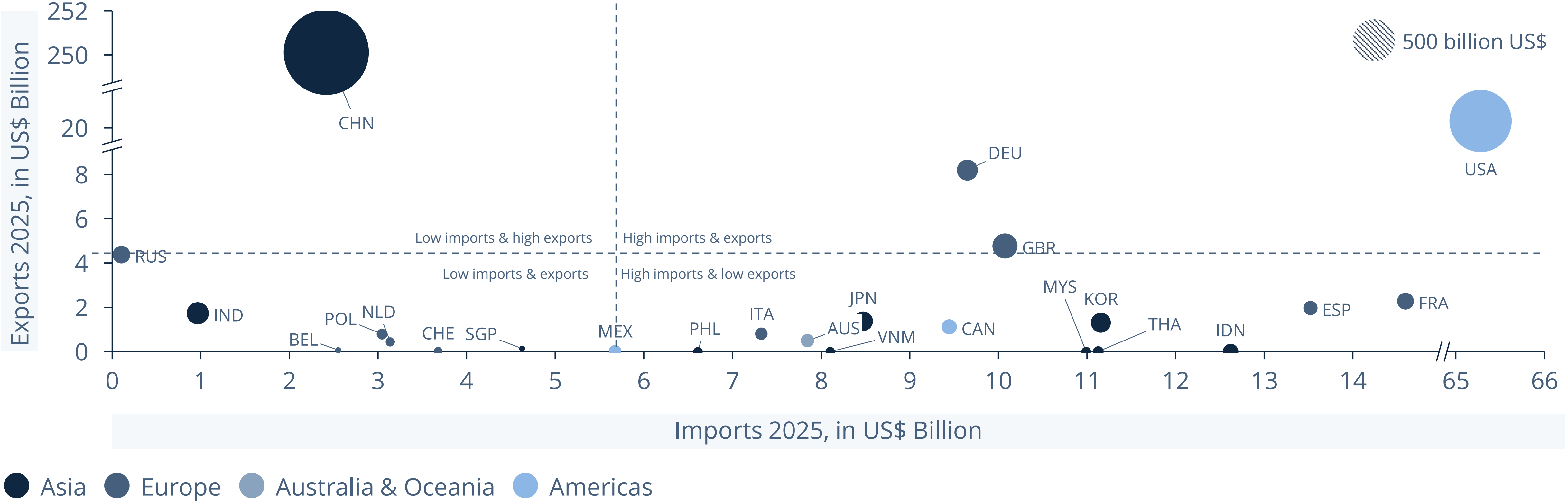
Cross-Border E-Commerce Is Defined by Imbalance, With China and the US Belonging to the Export-Champions

Cross-Border Imports[1] of Selected Countries in 2025, Relative to Cross-Border Exports[1] and Total E-Commerce Revenues, in US$ Billion



Notes: (1) Cross-Border imports are products bought online from foreign sellers, while cross-border exports are products sold online to consumers in other countries. Imports are the perspective of the consumer, exports the perspective of the seller.

Source: ECDB, as of June 2026

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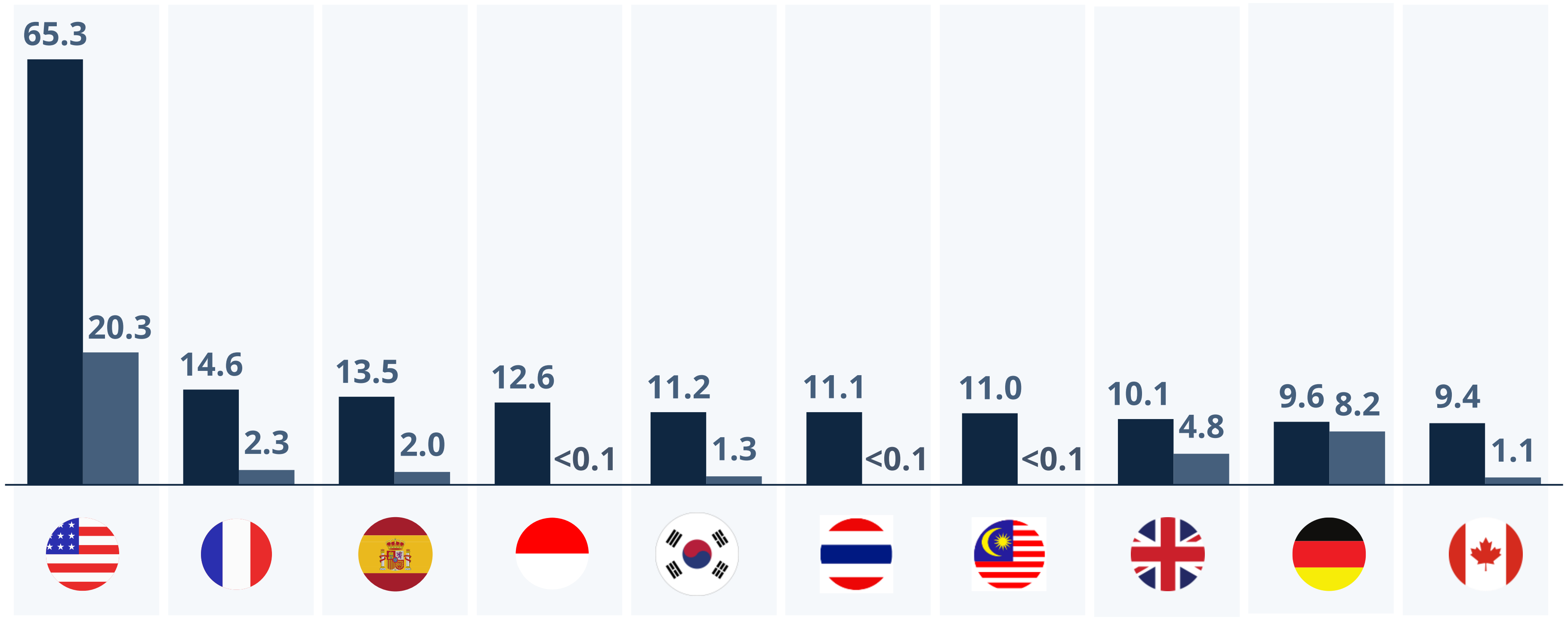
Most Markets Import Far More Than They Export Across Borders, US Ahead in Imports

Cross-Border Import and Export Revenues[1] of the Largest Cross-Border Import Markets in 2025, in US$ Billion[2]



This chart compares e-commerce import and export revenues (in US$ billion) across the ten largest cross-border import markets in 2025.

The United States dominates on both sides of the trade flow, with imports of US$65.3 billion—more than four times the next-largest market—and exports of US$20.3 billion.

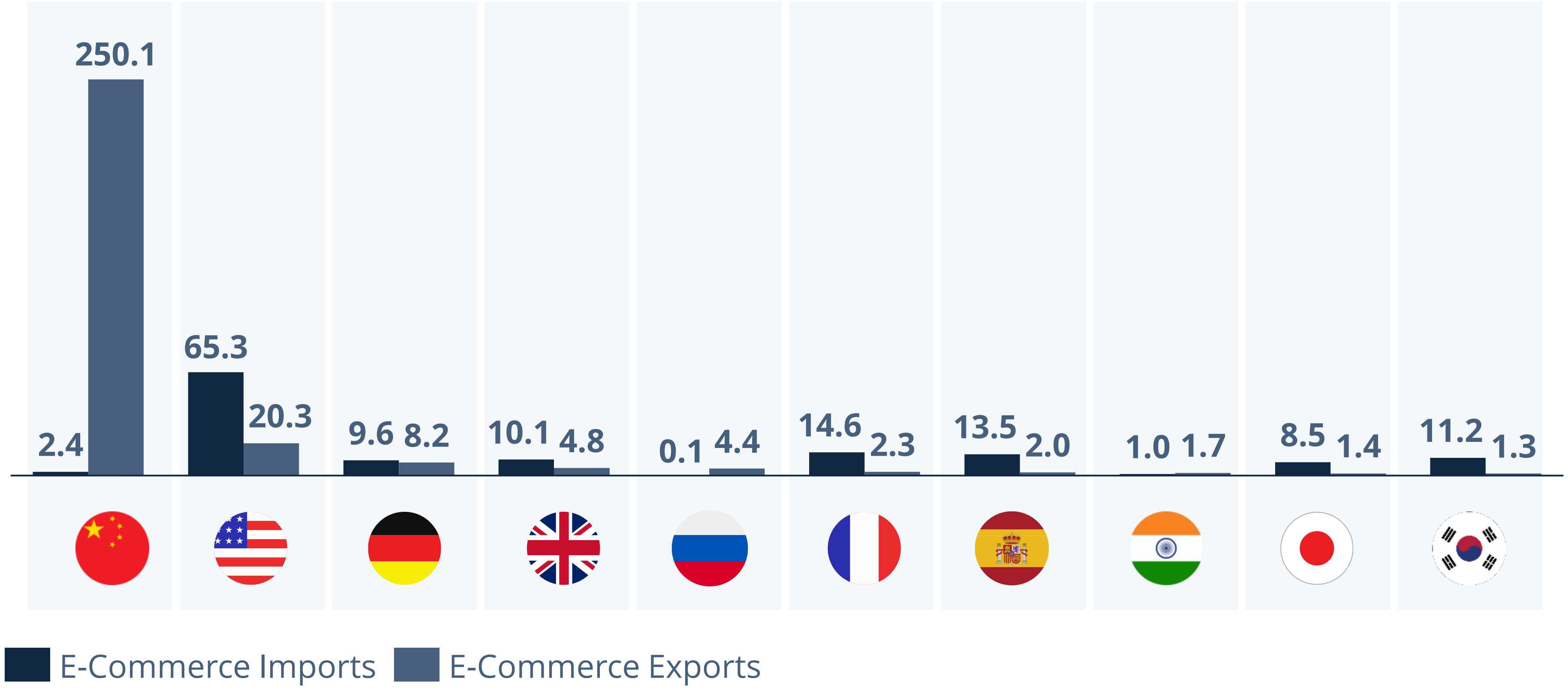
France (US$14.6 billion) and Spain (US$13.5 billion) follow as the second- and third-largest import markets, while Indonesia (US$12.6 billion), South Korea (US$11.2 billion), and Thailand (US$11.1 billion) form a closely grouped middle tier.

Notes: (1) Cross-border import revenues refers to products purchased online by consumers in one country from sellers or stores based in another country. Imports are the perspective of the consumer, exports the perspective of the seller. // (2) Cross-border e-commerce export values below US$ 0.1 billion are displayed as "<0.1" and may appear as a minimal bar. Actual figures are greater than zero.

Source: ECDB, as of June 2026

Behind the Cross-Border Boom, a Quiet Division of Labor: China Supplies, the World Consumes

Cross-Border Import and Export Revenues[1] of the Largest Cross-Border Export Markets in 2025, in US$ Billion



With exports of US$250.1 billion against imports of just US$2.4 billion, China is overwhelmingly an export engine: its outbound cross-border revenue is **more than twelve times that of any other market shown** and dwarfs every import figure on the slide.

This is the mirror image of the United States, which leads on imports (US$65.3 billion) while exporting a comparatively modest US$20.3 billion.

The UK (US$4.8 billion), Russia (US$4.4 billion), France (US$2.3 billion), and Spain (US$2.0 billion**) form the mid-tier of import markets**, while Japan (US$1.4 billion) and South Korea (US$1.3 billion) sit lower.

Notes: (1) Cross-border import revenues refers to products purchased online by consumers in one country from sellers or stores based in another country. Imports are the perspective of the consumer, exports the perspective of the seller.

Source: ECDB, as of June 2026

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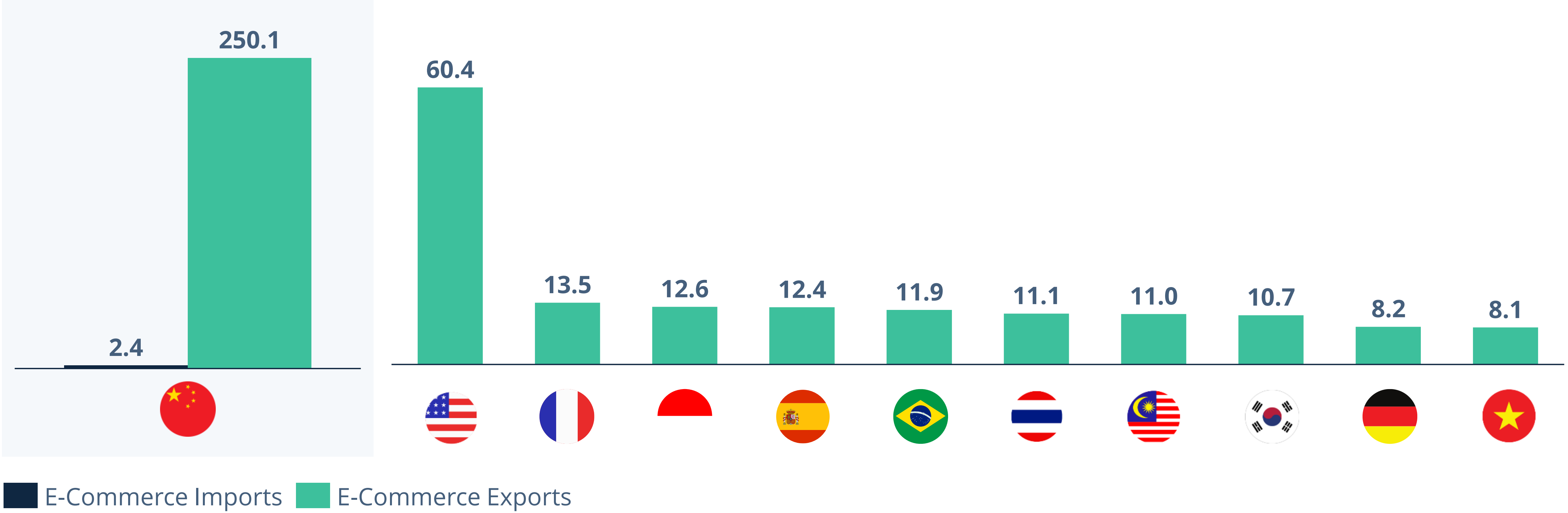
European Prevalence Amongst Cross-Border Destinations from China Is Growing; Southeast Asia Remains Relevant

Top 10 Largest Cross-Border E-Commerce Destinations for China, 2025 in US$ Billion



Notes: (1) Cross-border import revenues refers to products purchased online by consumers in one country from sellers or stores based in another country. Imports are the perspective of the consumer, exports the perspective of the seller.

Source: ECDB, as of June 2026

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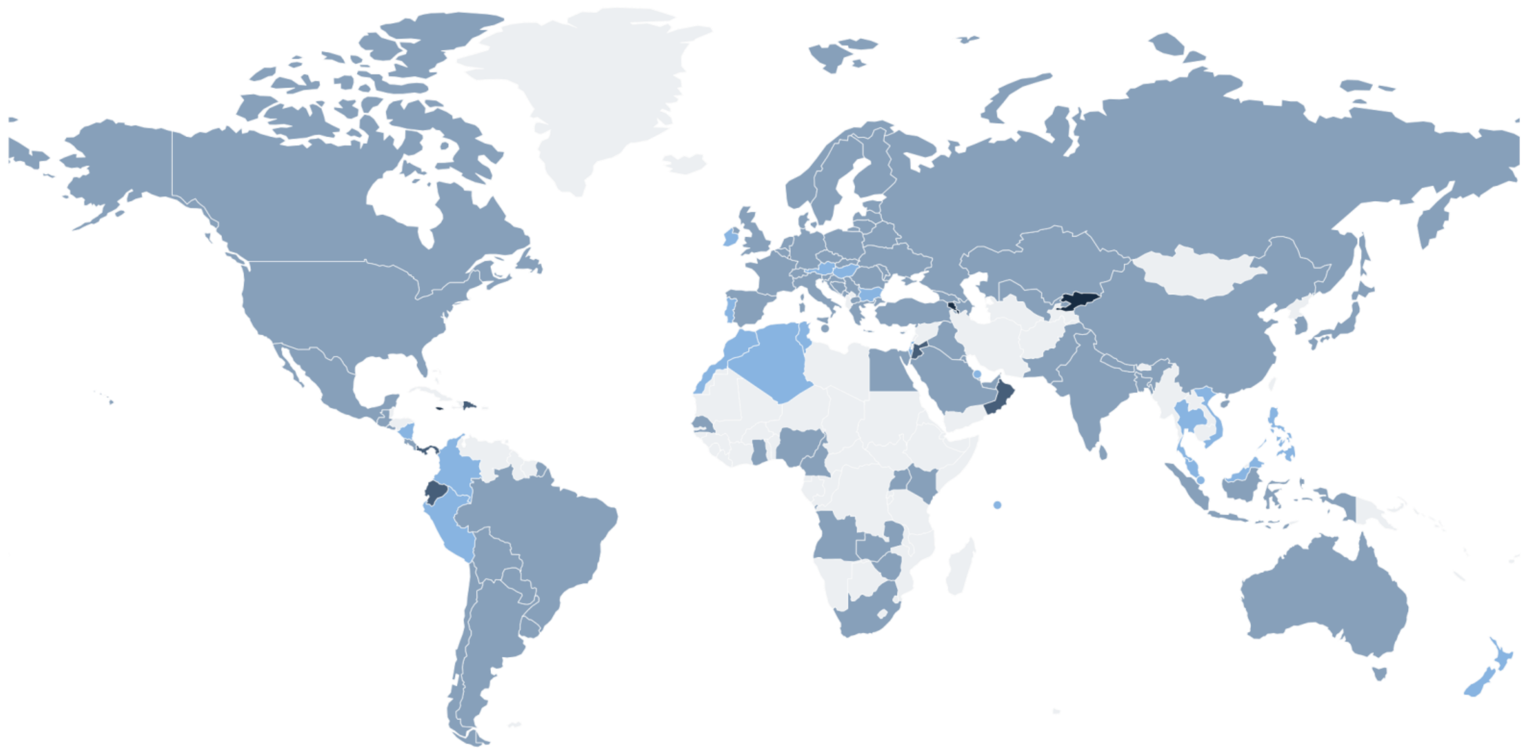
For Most Markets, Cross-Border Shares Makes Up a Small Slice: 24% or Less in 2025

Cross-Border Share[1] in the Total E-Commerce Market, 2025



Cross-border share reflects **dependence rather than size**. The most reliant markets are small or less-developed economies whose domestic retail can't meet demand: Kyrgyzstan (97.7%), Jamaica (96.5%) and Armenia (90.2%) top the list.

They are joined by **small but wealthy markets** like Luxembourg (71.9%) and Singapore, where limited local assortment sends shoppers abroad.

- 100%-75% cross-border share
- 74%-50% cross-border share
- 49%-25% cross-border share
- 24%-0% cross-border share

Notes: (1): Share of total e-commerce revenue that is generated through cross-border

Source: ECDB, as of June 2026

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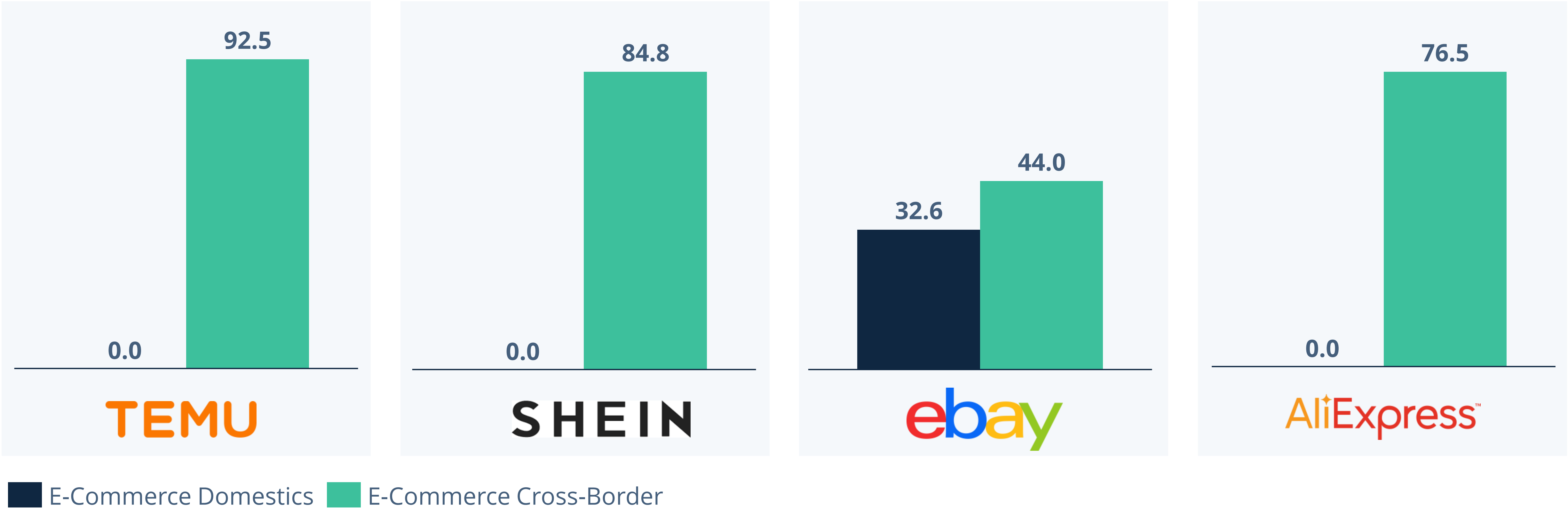
A New Class of China-Born Marketplaces Now Leads Cross-Border Retail; Traditional Cross-Border Retailers Such as eBay More Balanced

Selected Cross-Border-Focused Online Retailers by Domestic and Cross-Border GMV, 2025, in US$ Billion

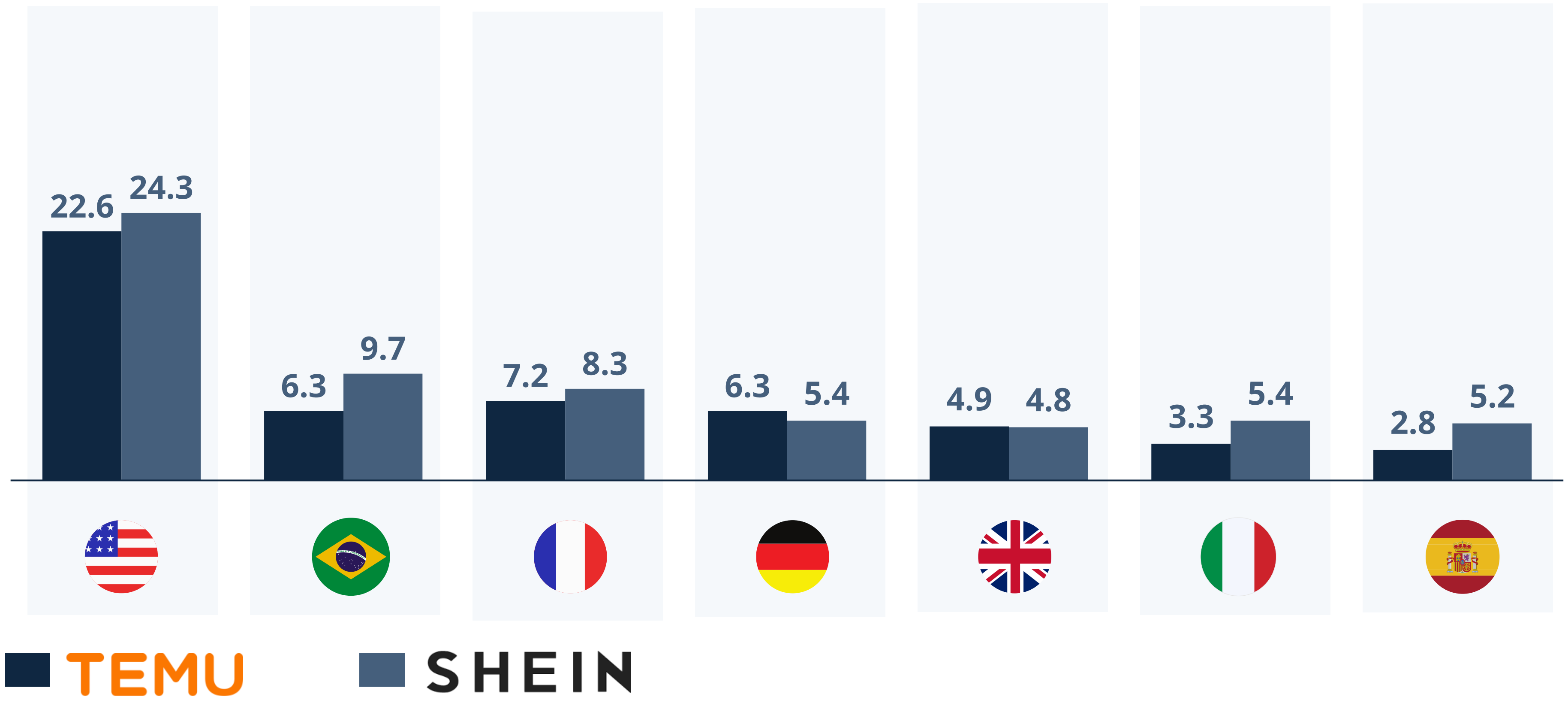


Notes: (1) Cross-border import revenues refers to products purchased online by consumers in one country from sellers or stores based in another country. Imports are the perspective of the consumer, exports the perspective of the seller.

Source: ECDB, as of June 2026

Temu and Shein Took Over Global Cross-Border E-Commerce With Competitive Pricing and Product Assortment Strategies

GMV[1] for selected markets of Temu and Shein 2025, in US$ Billion



Both Temu and Shein originate in China yet **generate effectively 0% of their GMV there**: Shein books just 0.1% domestically and Temu close to none.

The United States is the single largest destination for both (Temu 24.4% and US$22.6 billion, Shein 28.6% and US$24.3 billion), followed by a long tail of European and Latin American markets.

Their revenue is **spread across 40+ countries**, the clearest signal that the cross-border model is what defines today's fastest growing retailers.

Notes: (1) GMV shown for the seven largest shared destination markets; remaining GMV is distributed across 40+ further countries.

Source: ECDB, as of June 2026

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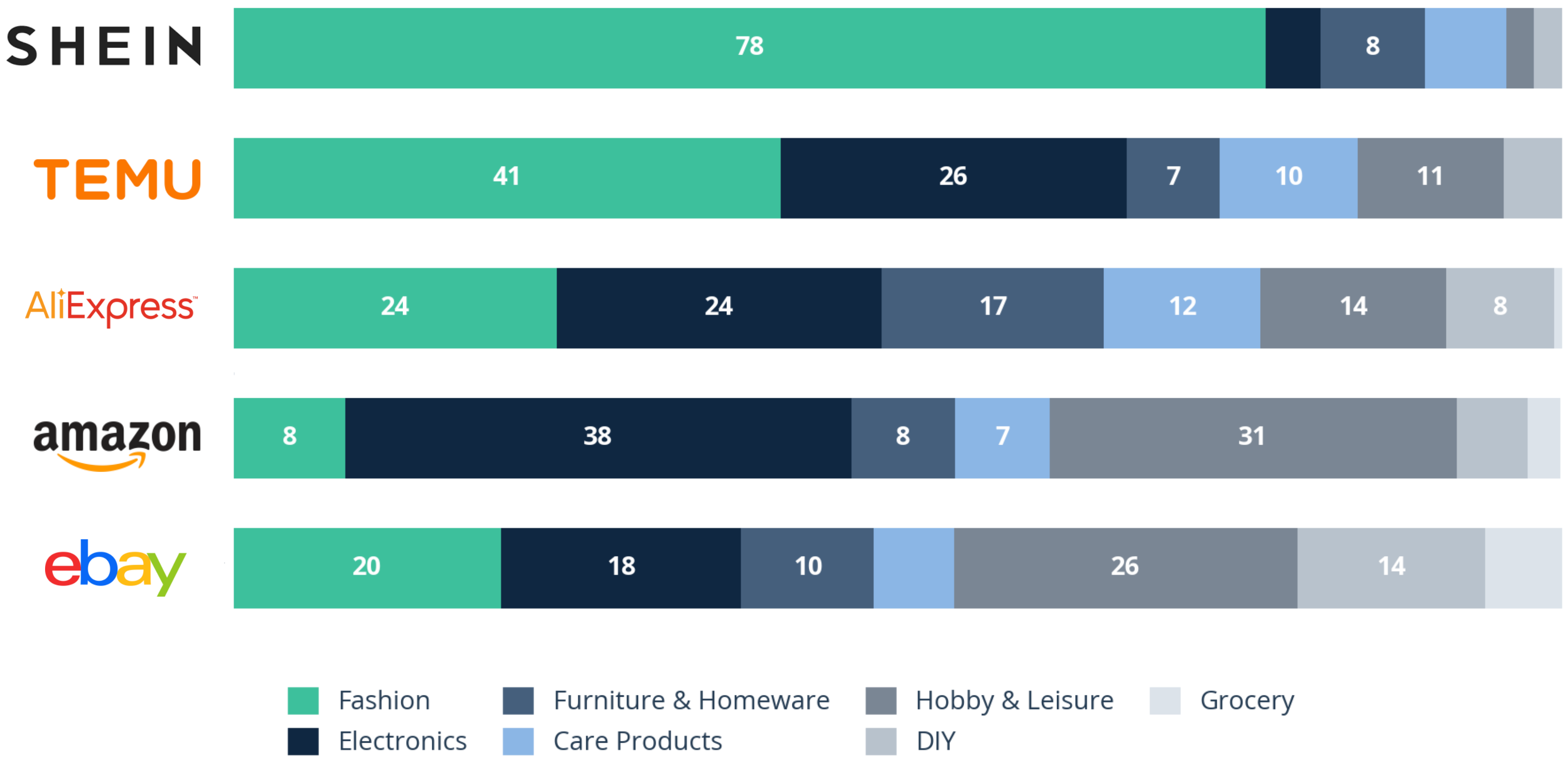
Fashion Powers the Cross-Border Challengers, While Incumbent Marketplaces Stay Diversified

Category Mix of Leading Online Platforms by Share of GMV, 2025, in % of GMV



Fashion is the **engine of cross-border retail**: it makes up 78% of Shein's GMV, 41% of Temu's and 24% of AliExpress's – against just 8% at Amazon.

Electronics is the consistent second pillar for the China-born platforms (Temu 26%, AliExpress 25%), reflecting low-cost gadget supply chains.

The incumbents look different: Amazon leans on Electronics (38%) and media-heavy Hobby & Leisure (31%); eBay spreads evenly across six categories.

Scale ≠ share: Amazon's fashion GMV (~US$71bn) still **exceeds Shein's entire fashion business** – fashion is simply a smaller slice of a far larger basket.

Notes: (1) Category mix shows the share of each platform's GMV; segments may not sum to 100% due to rounding.

Source: ECDB, as of June 2026

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