

Global insight report

Open your world. The e-seller's guide to cross- border growth

Delivery preferences and global trends:
Insights from international shoppers

Table of contents

01	About this report	3	Category	19
02	Methodology and sources	4	Value	20
03	Cross-border ecommerce: Main trends	5	06 Behaviors by region	21
	Markets are becoming more open	6	07 Trends you can't ignore	22
	Shopping carts are becoming bigger	9	Out of home delivery	23
	Country borders are becoming less relevant	10	Sustainability	24
04	Cross-border ecommerce: Consumer expectations	12	08 Conclusion	25
	Cost transparency	13	09 Annex: Shipping with Landmark Global	26
	Reliability or speed?	14	Belgium	27
	Simplified returns	15	United States	28
	Mobile first	16	Canada	29
05	Global parcel economics	17	10 Open your world with Landmark Global	30
	Size	18		

About this report

What it takes to win in cross-border ecommerce and how this report helps you get there

This report synthesizes consumer behavior and other market insights across a dozen major destination markets in Europe, North America and Australia, some of Landmark Global's key destination countries, to help e-tailers understand where expectations converge, where operational choices matter most, and how e-logistics performance increasingly determines success in cross-border expansion.

What you'll find inside

- **Consumer expectations**
why clear pricing, predictable delivery, simple returns and end-to-end visibility are no longer differentiators but baseline requirements for international shoppers
- **From backend function to core growth lever**
how delivery, returns and customs handling now shape brand perception, basket size and long-term loyalty in international markets
- **Operational priorities**
where your logistics choices have the biggest impact on conversion, trust and repeat purchase across markets



Cross-border ecommerce has moved beyond experimentation in 2025. For most international retailers, the question is no longer whether to sell abroad, but whether their delivery, returns and customs capabilities can sustain growth across markets with rising consumer expectations.



Methodology and sources

This report draws on aggregated insights from consumer surveys, market reports, publicly available datasets and Landmark Global proprietary industry research. Core sources include 2025 IPC Cross-border Ecommerce Shopper Surveys, European ecommerce reports, national statistics offices, leading market research providers and a wide range of relevant industry publications and specialist websites, such as:

- IPC Cross-border E-commerce Shopper Surveys 2024-2025 reports for Canada, United States, Belgium, Netherlands, France, Spain, Italy, Australia, Germany, United Kingdom, Switzerland
- The International Trade Administration - trade.gov
- Statista
- US Census Bureau
- Digital Commerce 360
- eMarketer
- Canada Post
- Bpost

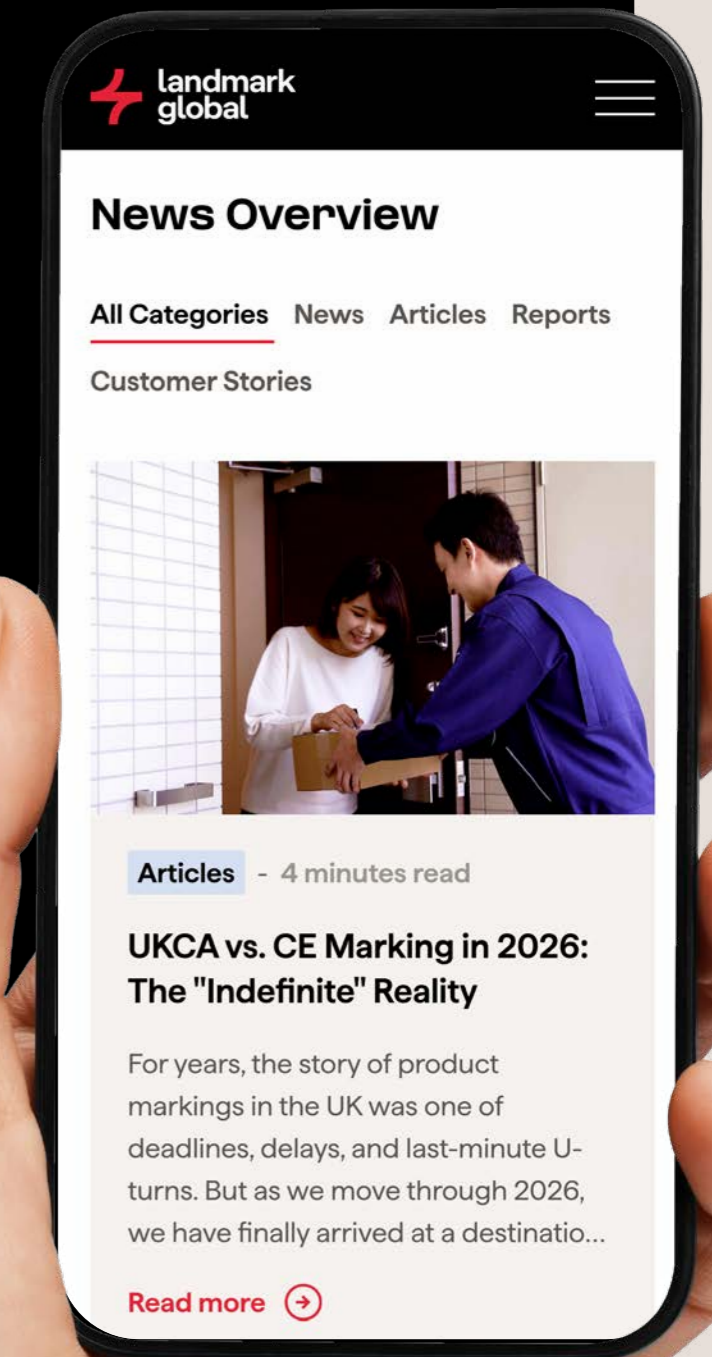


The Landmark Global corporate blog

Much of the analysis in this report draws from our very own corporate blog, a knowledge platform with hundreds of articles on shipping performance, returns, customs, regulation and consumer trends in cross-border ecommerce.

If you want to stay on top of what's changing in international markets, we invite you to check our blog regularly and subscribe to our quarterly newsletter.

[Explore the Landmark Global Blog](#)



The new reality of cross-border ecommerce

3 main trends



1 Markets are becoming more open



2 Shopping carts are becoming bigger



3 Country borders are becoming less relevant



1 Markets are becoming more open

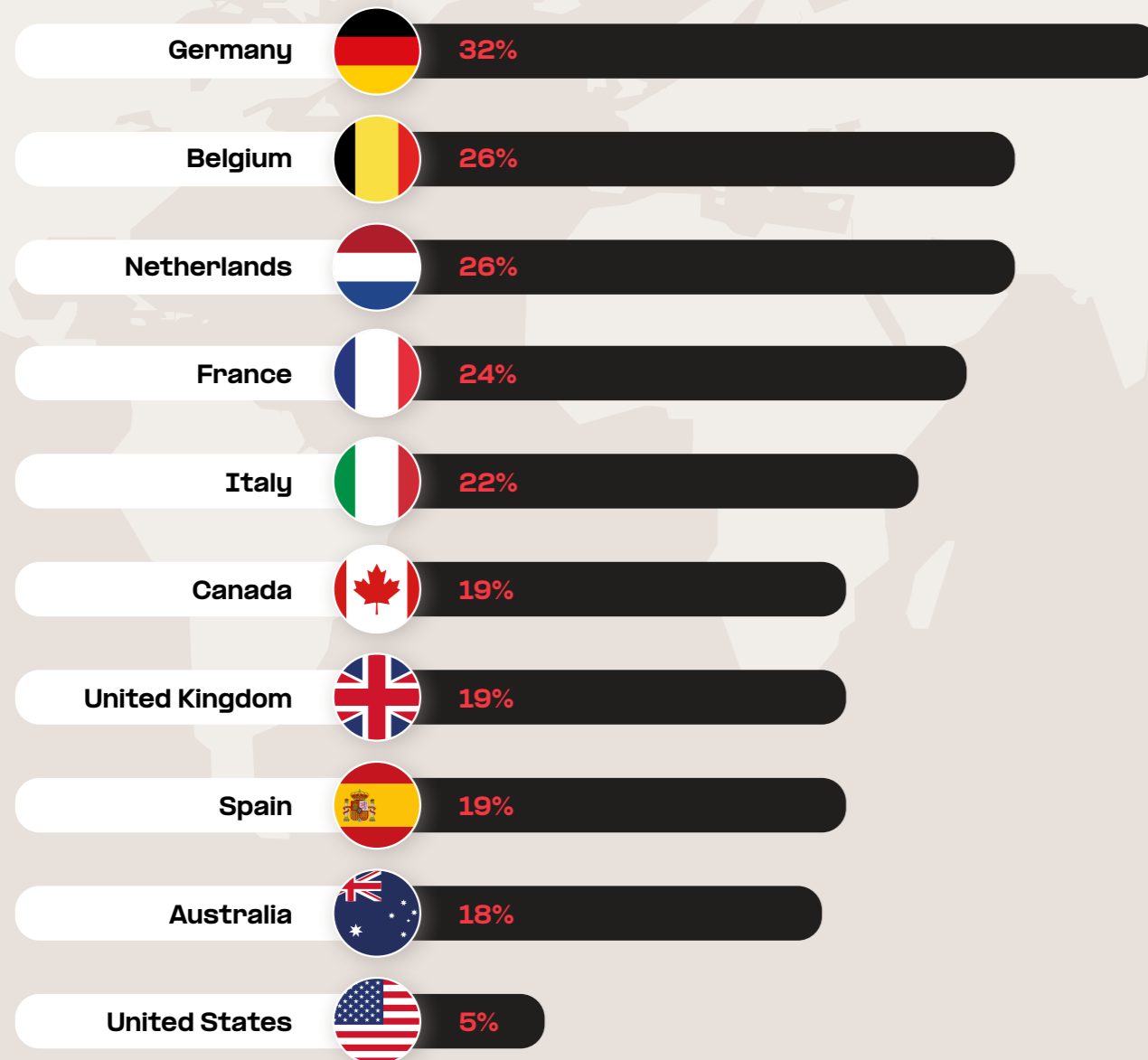
Cross-border ecommerce is today a foundational component of global online retail.

A majority of mature markets show significant cross-border participation, with some exceeding 50 % of all ecommerce spending.

This reflects not only **increased supply** of more and more marketplaces and brand platforms selling internationally but also **evolving consumer demand for variety and value** that transcends national borders. ■



Domestic and cross-border ecommerce revenue share 2026, by country



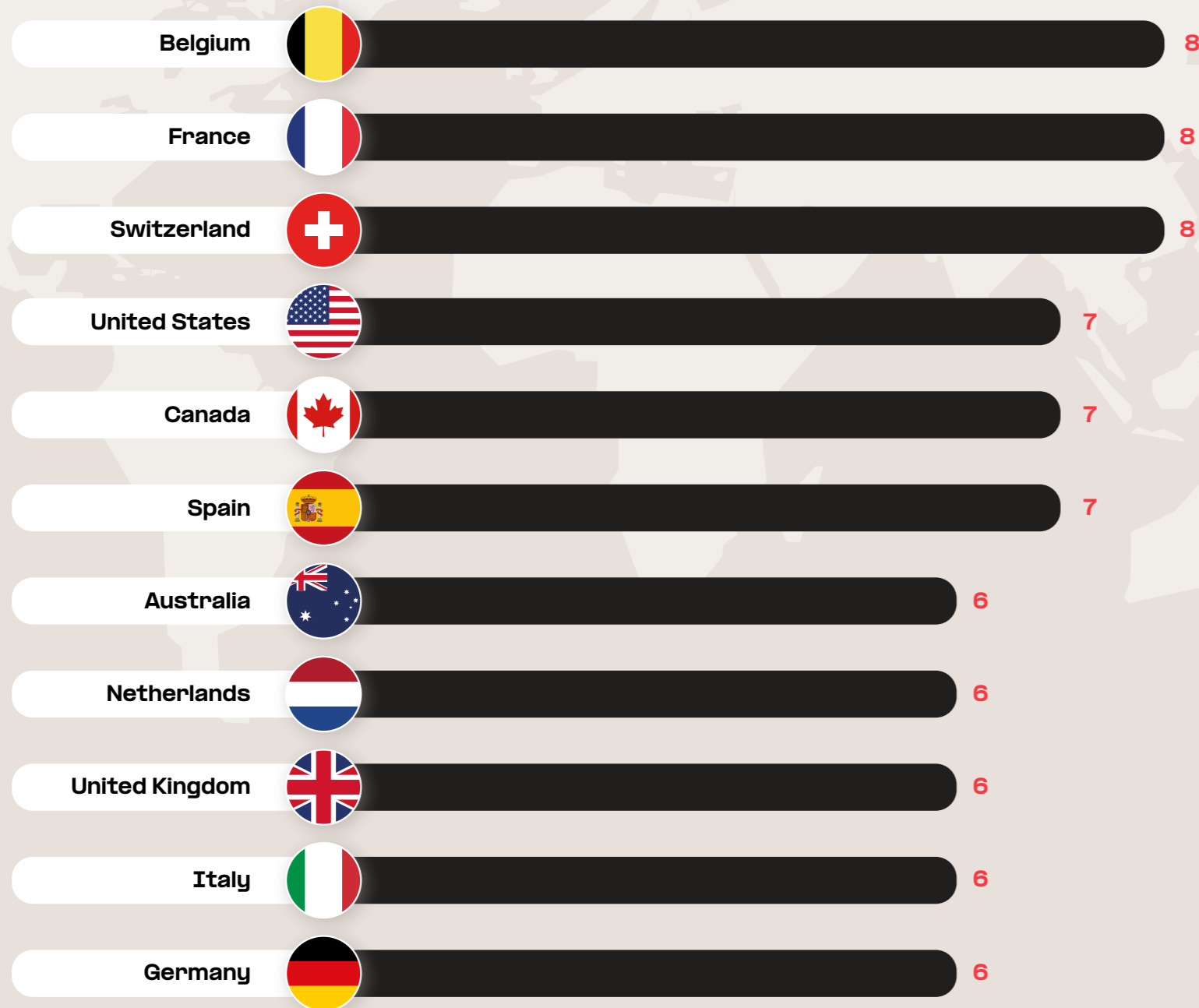
+90%

of ecommerce revenues in Canada and Italy came from **cross-border business**





Cross-border online purchases in past year, by country



Average of cross-border online purchases in past year

8

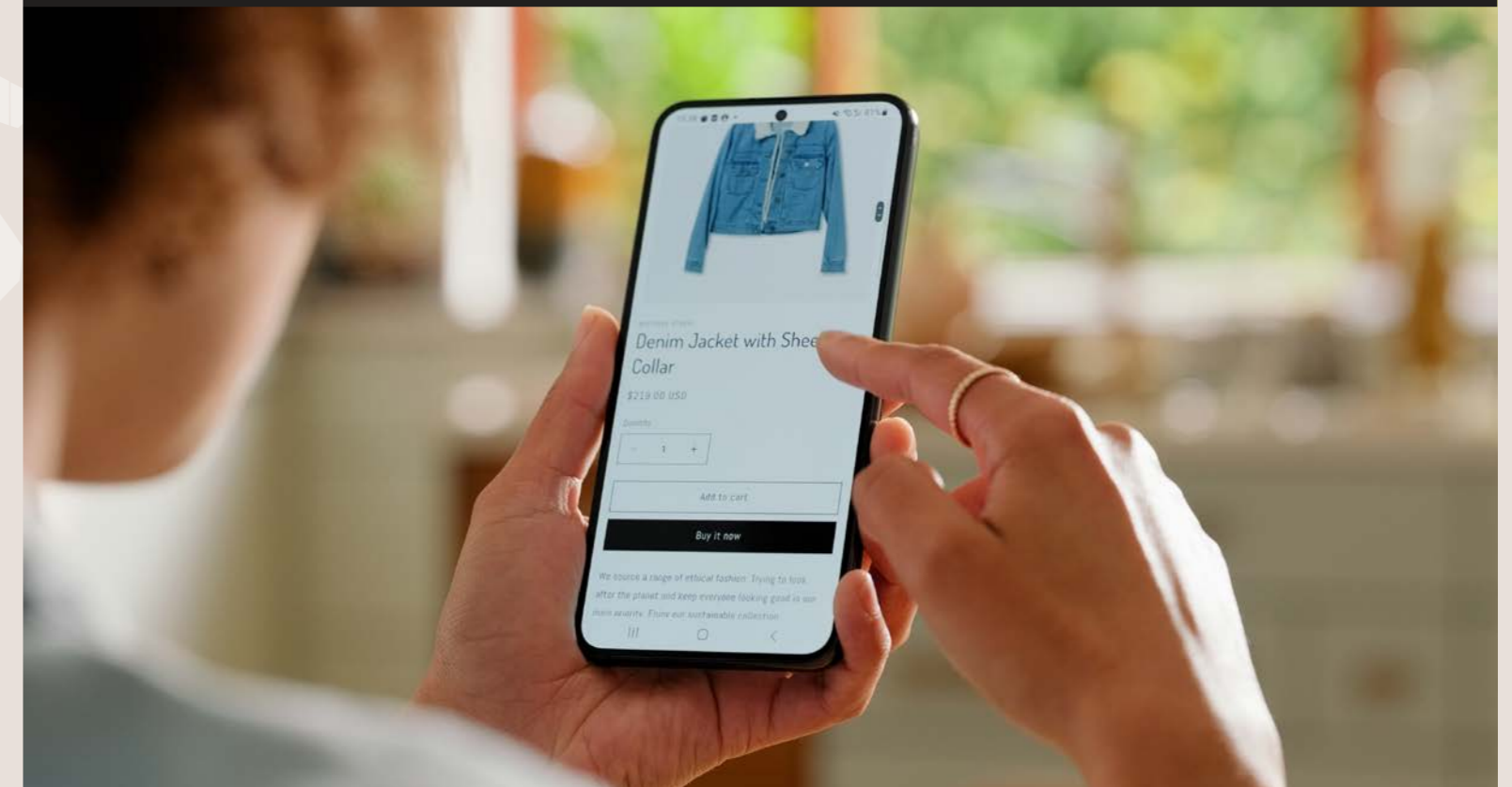
Europe average

7

Worldwide average

7

North America average





Cross-border e-commerce in the United States

A third of American e-shoppers made at least one overseas purchase in 2025, but **international purchases account for only around 5%** of the total ecommerce revenue.

With the world's second largest ecommerce market (after China) and a domestic offer that covers virtually every product category, **cross-border purchasing exists and is growing**. For international retailers, the US is a high-opportunity but high-competition market where standing out against domestic players requires clear advantages in product, price or experience.

As a company born in the US and now part of the Belgian Bnode, Landmark Global combines **North American logistics infrastructure** with **deep local expertise** across both sides of the pond.



2 Shopping carts are becoming bigger

Cross-border average order values (AOVs) are rising consistently in many markets, signaling both increased consumer confidence buying from abroad and a shift toward higher-value categories. Orders are not only more frequent but more substantial in monetary value.

What does this mean for e-sellers?

- Adapt **fulfilment and returns** for larger, higher-value parcels
- Meet **higher customer expectations** for delivery transparency
- Prioritize **secure handling** and clear tracking
- Ensure **reliable delivery** for higher-value orders



Canada: tendency towards higher-value transactions

- 41% exceed C\$100 (vs. 29% in 2020)
- 41% in the C\$35 – C\$99 bracket (vs. 35% in 2020)
- 5% are below C\$15 (vs. 16% in 2020)



Belgium: Mid-to-high value dominates

- 56% in the €25 – €99 bracket
- Both extremes (orders below €10 and above €200) have diminished since 2020



United States: Favoring larger basket values

- 27% exceed \$110 (vs. 14% in 2020)
- 57% of cross-border orders exceed \$55
- 25% of goods purchased valued between \$25 – \$54



Australia: Higher spend per order

- Orders in the A\$160 – A\$329 bracket almost tripled since 2020
- 87% exceed A\$35

3 Country borders are becoming less relevant

Cross-border delivery was once an exception in ecommerce, tolerated by consumers only with lowered expectations about service quality because of distance and customs. That assumption no longer holds today!

Consumers do not excuse poor delivery anymore just because a purchase originated abroad. Expectations for transparent costs, stable transit times and trustworthy fulfilment align with domestic standards.

Delivery has ceased to be a “nice to have” for cross-border orders and instead functions as a **core trust signal** that determines cart conversion and loyalty across borders. ■

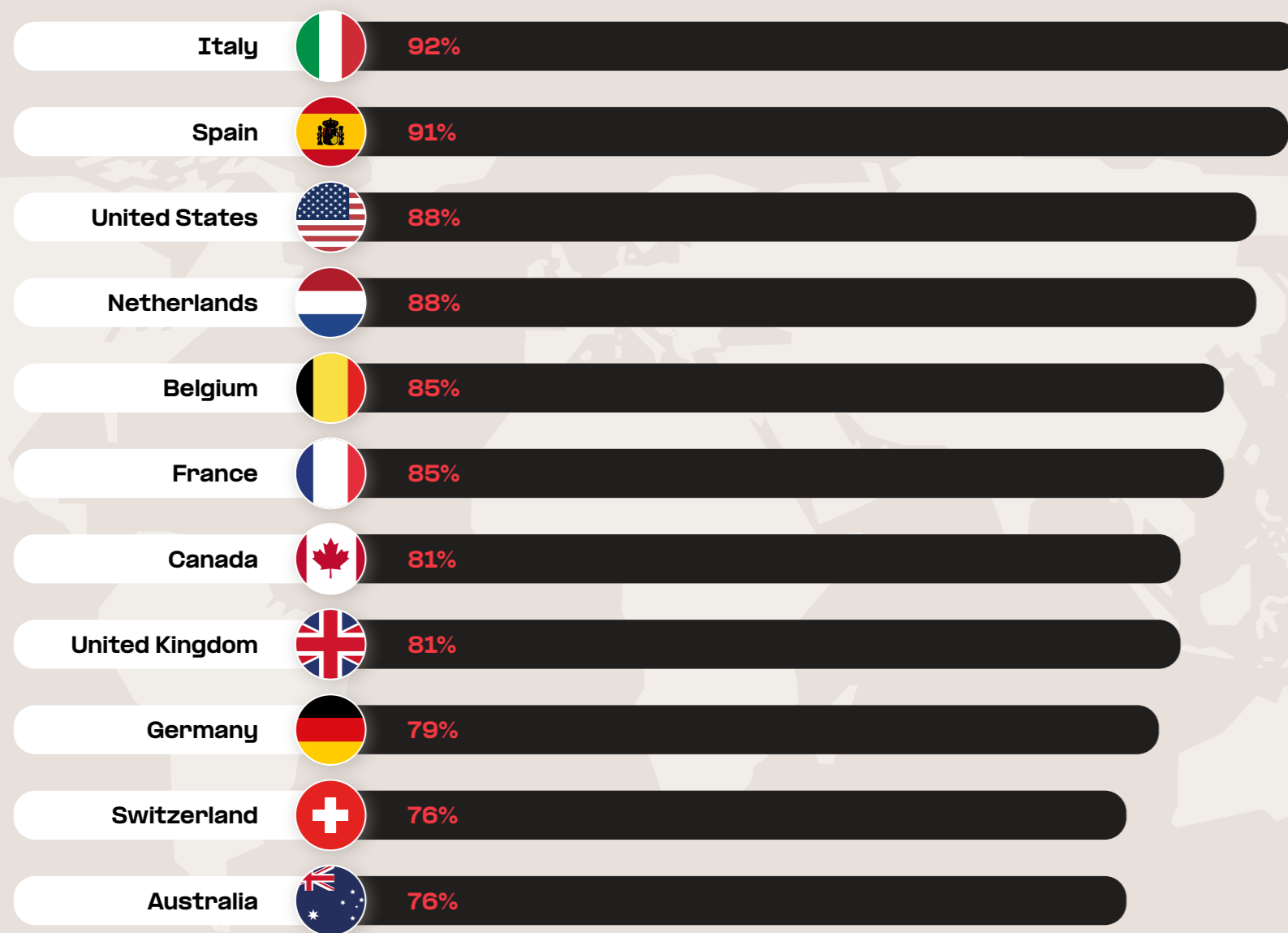


International orders are now judged against the same standards shoppers apply to local purchases.





Share of online shoppers who track their orders by country



Parcel tracking

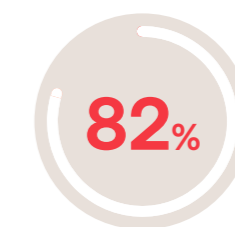
Parcel tracking has become a standard part of the ecommerce experience. With roughly **three-quarters to nine in ten online shoppers actively following their orders via track-and-trace**, real-time delivery visibility is no longer optional in cross-border ecommerce.

This is a structural shift. Reliability is no longer judged only by delivery speed, but by **end-to-end transparency** throughout the post-purchase journey. Shoppers expect accurate delivery windows, proactive status updates and clear communication around cross-border duties and last-mile options.

High tracking adoption also reflects the normalization of cross-border buying. As international purchases become routine, consumers expect the same level of control and real-time visibility they receive from domestic retailers. Landmark Global offers **cross-border e-sellers integrated tracking systems, duty-clearance transparency** and **predictable last-mile performance**.



North America average



Europe average

Consumer expectations

What cross-border shoppers have in common globally



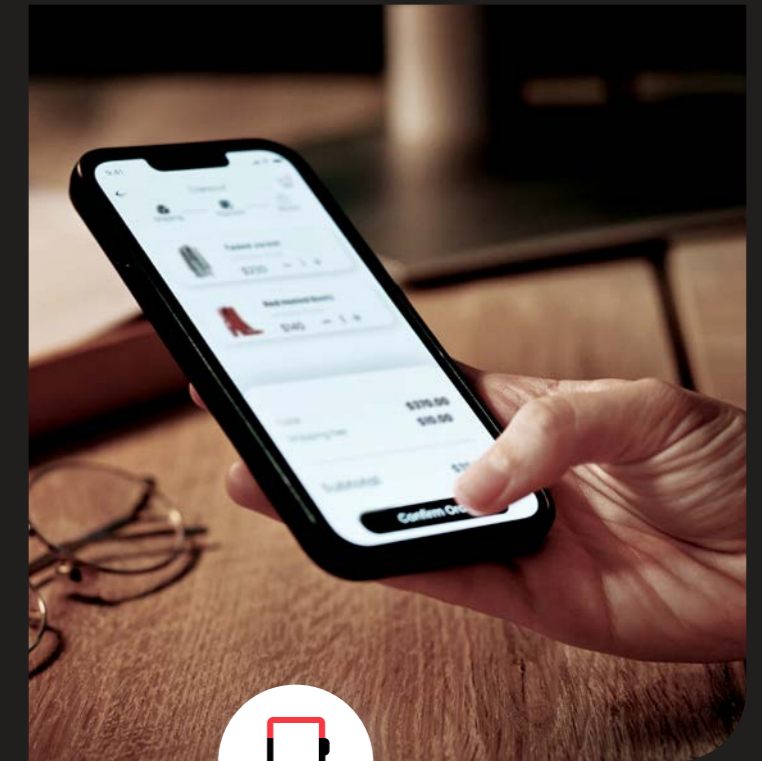
1 Cost transparency



2 Reliability or speed?



3 Simple returns



4 Mobile first

1 Cost transparency as universal priority

In every market studied, **clear pre-purchase information about delivery charges is either the top or near top expectation for cross-border shoppers.** Across Europe, North America and APAC, consumers consistently rank the following as essential before they complete checkout:

- Full visibility of shipping costs before checkout
- Clear presentation of any customs duties and taxes
- Assurance that there will be no unexpected fees at delivery



48%

of frequent US cross-border online shoppers rank **clear pre-purchase delivery charge** information as very important



30%

of Canadian consumers listed **“no final cost (including taxes and duties) at checkout”** as a reason they would abandon their cart



Ship to many destinations without unexpected surcharges

Landmark Global’s in-house trade experts, proprietary customs clearance platform and integrated e-logistic services ensure that retailers can ship to many destinations without unexpected surcharges and, in many cases, with:

- No peak fees
- No residential delivery surcharges
- No rural or remote area fees
- No carbon taxes
- No capacity fees

We strive for all costs to be transparent upfront, so you know exactly what you are paying and why. Just like your customers.



Modern consumers treat cross-border delivery as part of the product cost bundle. They expect to see total landed cost before deciding to buy. They will not excuse hidden fees simply because a purchase originates from another country.

2 Reliability outweighs speed alone

Fast AND predictable?

These cannot exclude each other anymore.

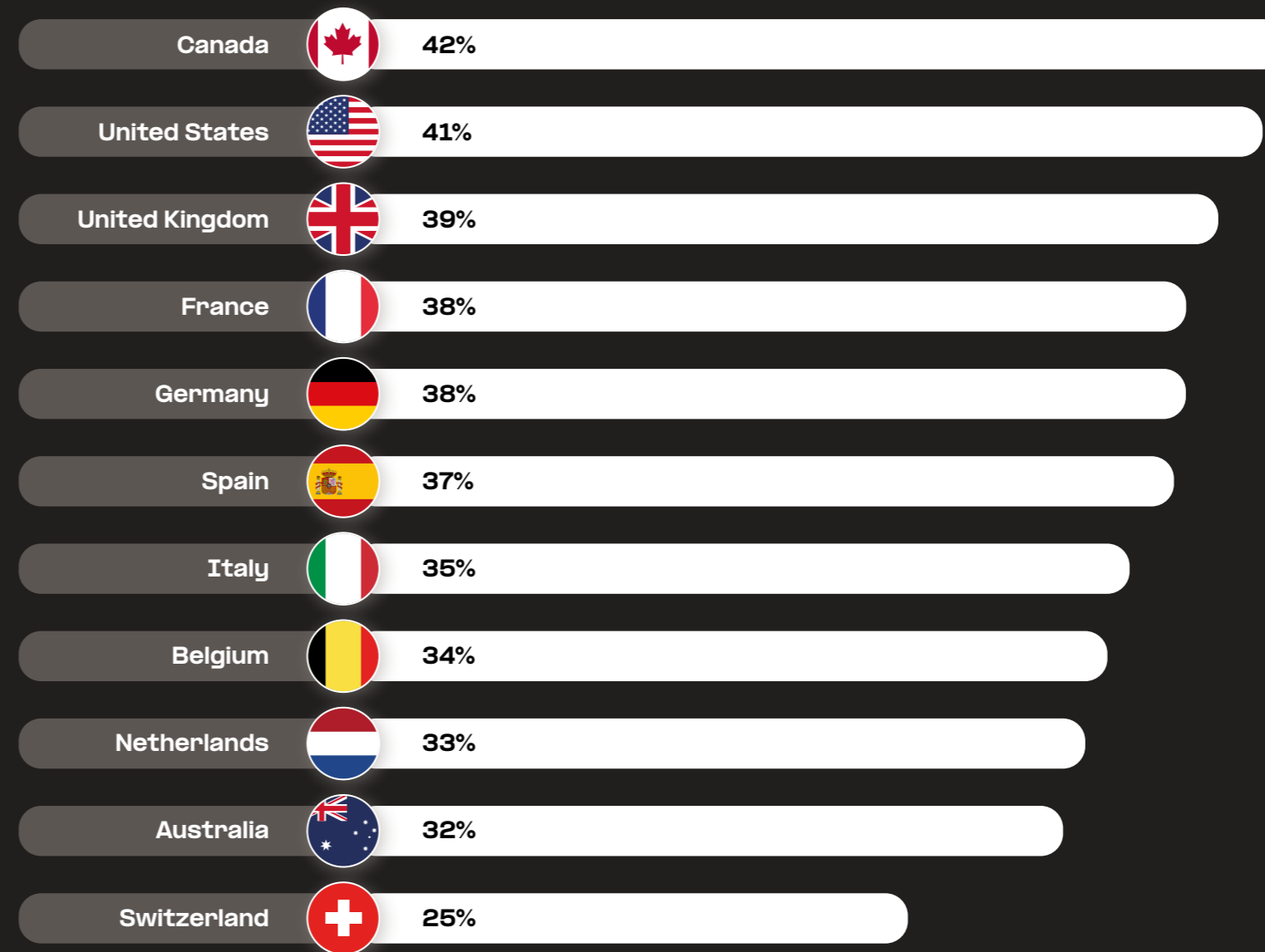
European consumers expect parcels to arrive within **3-7 business days** for standard orders.

Express options are highly valued all around the globe.

Is it about the size of the country? Not necessarily.

Australians do seem to tolerate longer transit but it's Canada where most shoppers claim delivery speed to be a major factor. ■

Cross-border e-shoppers who cite delivery speed as their primary purchase driver by country



3 Simple returns are essential to trust

Returns are no longer a secondary concern for shoppers; they are an **integral part of the cross-border purchase decision even if return volumes might still vary from one region to another**. Across markets, insights show that consumers want returns to be:

- Simple and intuitive
- Fast and predictable
- Locally accessible where possible
- Transparent in cost and timing

If returns are difficult or unclear, customers are less likely to buy again or even complete the original purchase. ■

Nearly 100%

of online shoppers surveyed have returned at least one item in the past year



Returns management solution

Landmark Global's returns management solution is built to meet current consumer expectations and enable scalable returns operations:

- A fully configurable **returns portal** allows shoppers to generate return labels, complete customs declarations, choose return methods without contacting support
- A **global first mile network** with 150,000+ drop off locations
- Full **end-to-end tracking**
- **In country consolidation** and **customs expertise** reduce return transit costs and complexity

[Check out our returns solutions](#)

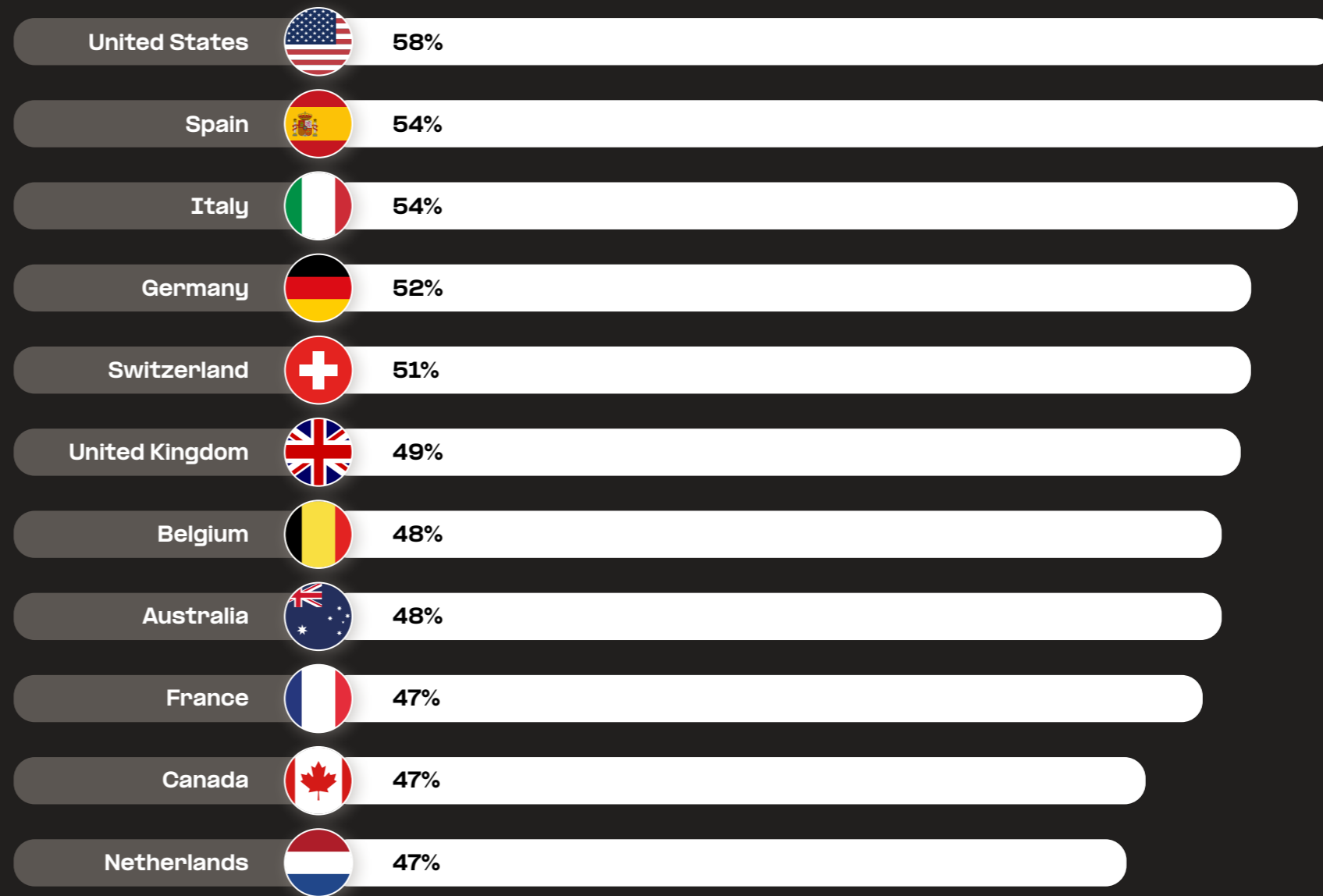


4 Mobile-first is no longer optional

Smartphones are now the dominant shopping device in nearly all markets analyzed. In some countries, mobile already accounts for close to half of all cross-border purchases. Retailers that fail to optimize mobile checkout, delivery selection and tracking flows introduce friction at the most critical conversion points. ■



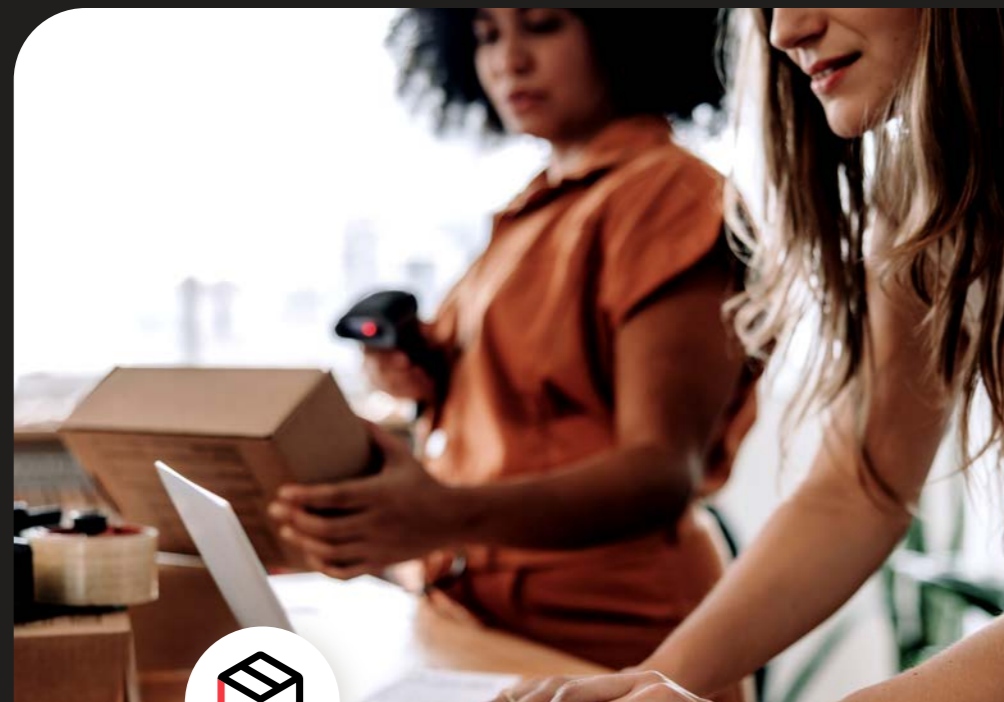
Share of online shoppers purchasing via smartphone



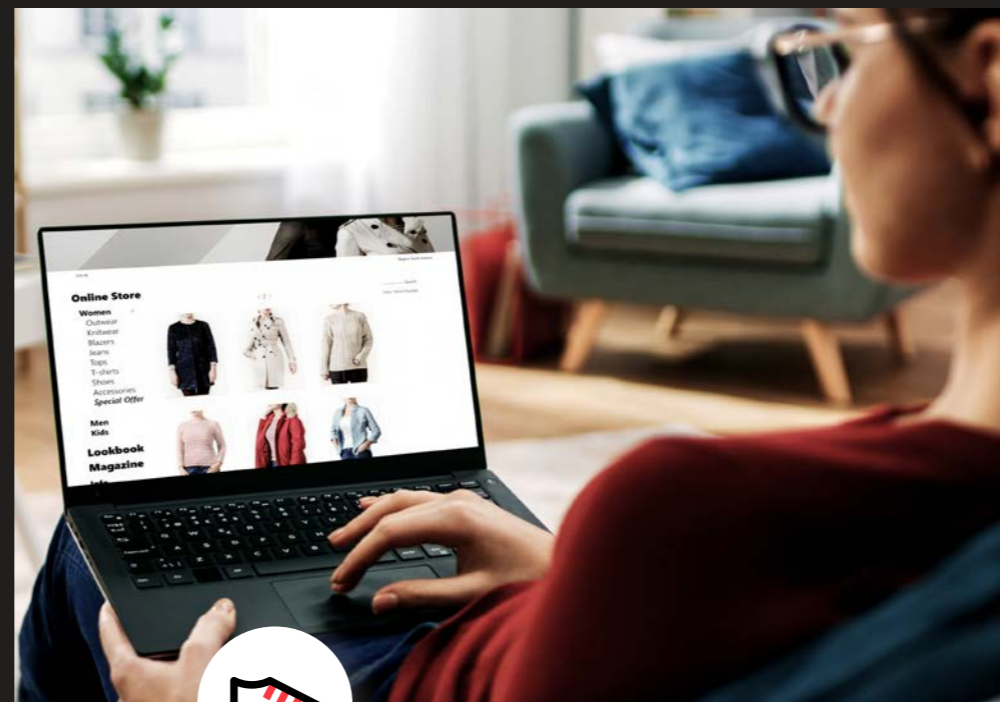
Global parcel economics

What is actually being shipped?

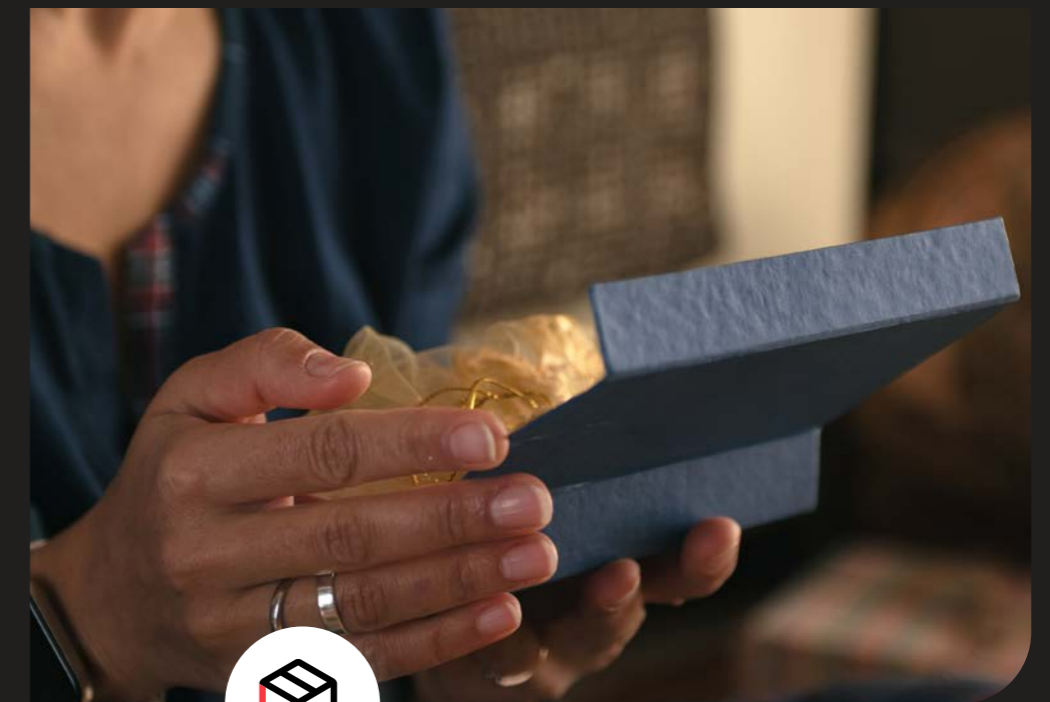
Understanding parcel profiles is critical for cost control and customer experience.



1 **Size**
Mid-weight parcels
dominate globally



2 **Category**
Fashion remains
the main category



3 **Value**
Order values are
rising everywhere

1 Size

Mid-weight parcels dominate globally

Across all countries analysed:

- Parcels weighing **0.6–2 kg** represent the largest share of cross-border shipments
- **Lighter parcels (<0.5 kg)** are either stabilizing or slowly declining
- Very **heavy parcels (>5 kg)** remain a marginal share of total volume

This suggests that many shipments are multi-item orders, reflecting increased basket sizes and consumer confidence in buying multiple products internationally.



2 Category

Fashion remains the main category of products being ordered

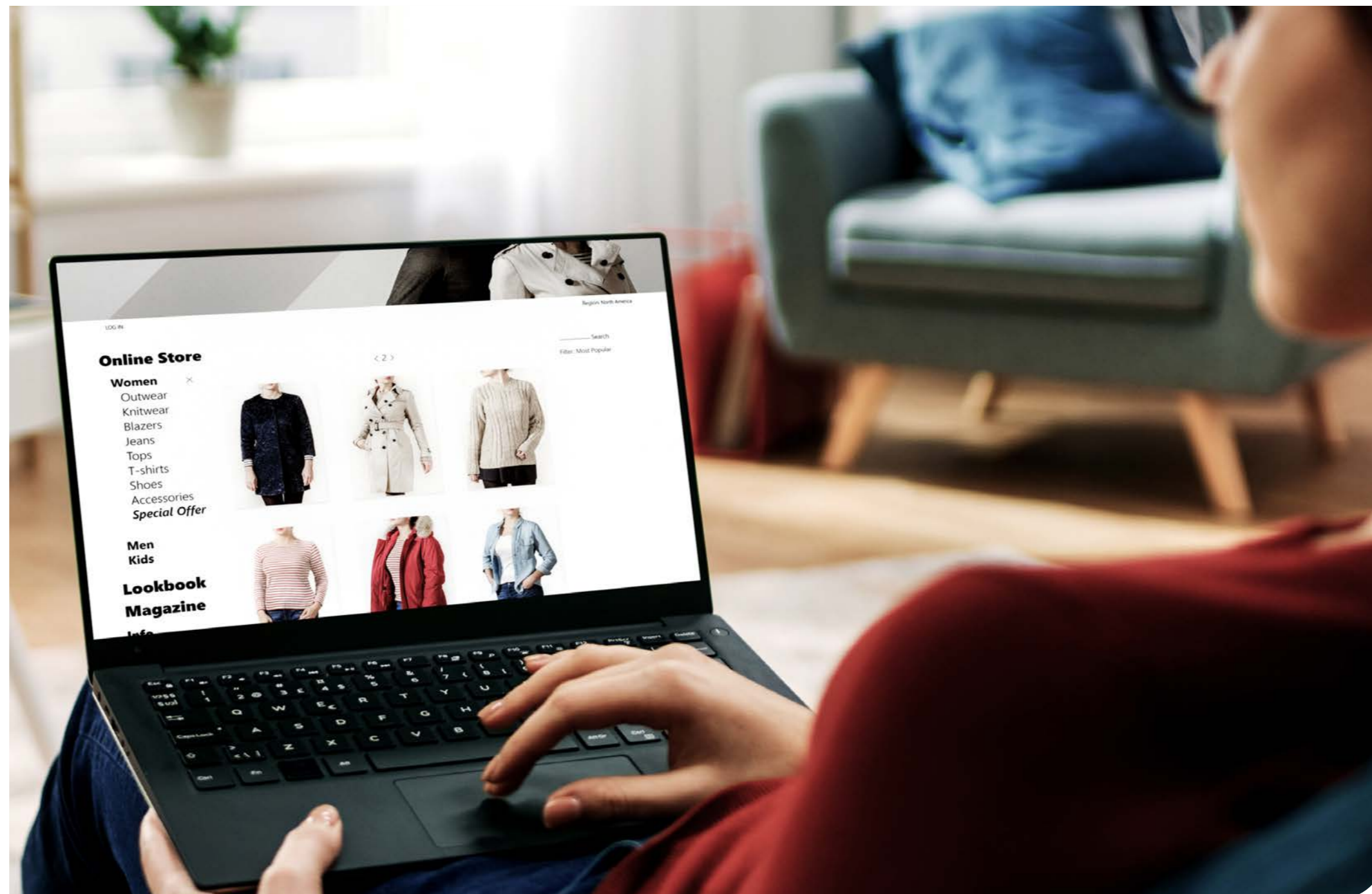
Fashion products consistently account for the **largest portion of cross-border orders**. In several European markets, including Italy, France, Spain and The Netherlands:

- Apparel, shoes and accessories represent **30–40 % of cross-border shipments** by volume
- Electronics and beauty products follow but never reach the same share as fashion

Other categories such as **home goods, gifts, specialty items** form a smaller share but are rising in some regions, particularly when cross-border retail infrastructure supports higher-value, higher-weight parcels.



The dominance of fashion aligns with parcel weight trends: mid-weight, multi-item shipments are easier to consolidate, track and deliver efficiently.



3 Value Order values are rising

Higher-value cross-border orders are increasing their share, while low value purchases are declining. Inflation? Only partially.

The trend points to **growing consumer confidence in buying from abroad and willingness to spend more per transaction**. This has implications for delivery expectations, returns management and overall customer experience.

But what is the real value of a parcel?

Parcel value isn't only about monetary amount. It can also be **emotional, sentimental and brand critical**, and this changes how e-logistics must perform.

Landmark Global: Shipping your most valuable items



Luxury goods

For luxury goods, logistics must support the **full premium experience**. Return rates for luxury items can spike by 10–20 percentage points during peak periods, creating significant reverse logistics pressure. Because luxury products carry brand equity as well as **price, reliable delivery, premium handling, clear returns and trusted insurance options** are essential.

[Read more about reverse logistics for luxury](#)



Priceless objects

Other times, parcels contain priceless objects. Working with Iberomail for 15 years now, Landmark Global supports cross-border delivery for parcels that include lost and found items from hotels (i.e. your kid's favorite teddy bear), art, antiques and other sensitive shipments. These parcels have **high emotional importance** to the recipient and require **secure, flexible routing and consistent delivery performance** across international networks.

[Read more about delivering priceless belongings](#)

Regional behavior clusters that matter

Rather than isolated national behaviors, some clear regional patterns emerge.

Western & Southern Europe: Transparency and control

Markets such as Spain, Italy, Belgium and France show:

- Strong preference for clear delivery costs
- High sensitivity to return convenience
- Growing use of alternative delivery points
- Sustainability expectations that favor recyclable packaging and reduced overpacking



Northern & Central Europe: Precision and trust

Markets like Switzerland and Germany emphasize:

- Delivery reliability
- Customs clarity
- Trust in the carrier
- Balanced basket values



Anglo-Saxon markets: Speed meets transparency

The United Kingdom, United States, Canada and Australia combine:

- High expectations for delivery speed
- Strong reliance on tracking notifications
- Rapid shift toward mobile-first shopping
- Growing acceptance of parcel lockers and alternative delivery locations



Before we wrap up...

The most influential trends you can't ignore



1

The rise of pick-up and drop-off:
A new delivery paradigm gaining undeniable traction



2

The standardization of sustainability: A trend now embedded rather than emerging

1 The rise of pick-up and drop-off (PUDO)

The landscape of parcel delivery is evolving. Yes, shoppers still overwhelmingly choose to receive packages at home, but a clear, global trend is emerging: **consumers increasingly value the freedom to choose where they receive their orders**. Pick-Up and Drop-Off (PUDO) networks, including parcel lockers, retail partners and secure points, are now mainstream.

- **For consumers**, PUDOs signify choice and reliability. They address core ecommerce pain points such as unpredictable delivery windows, missed drops and package security concerns.
- **For retailers and carriers**, these services translate into fewer return-to-sender costs, higher first-attempt success and stronger customer loyalty.



Did you know?

Belgium has one of the densest PUDO networks in the world with over **4500 points** scattered across a little over 30,000 square km. Thanks to its own local network and partners, Landmark Global has access to more than 3000 of these: postal offices, lockers, supermarkets, press shops etc.

2 The standardization of sustainability

Sustainability does not override core delivery expectations. It must be integrated without sacrificing reliability or transparency.

Across markets

- A majority of consumers recycle packaging
- Overpackaging is consistently disliked
- Many consumers accept slower delivery for environmental reasons

Bnode commitment to the future

2024

Energy efficiency in operations: 100% green electricity in Europe

2024

New facilities following high environmental standards

2030

Climate Action: Scope 1&2 -54% vs. 2024

2035

Decarbonizing supply chain
100% own fleet emission-free last mile
-72% Scope 1&2 | -38% Scope 3

2050

Net zero

Conclusion

Logistics as a growth capability

A strategic differentiator

As cross-border ecommerce matures, logistics becomes a strategic differentiator. Across markets, consumer expectations are converging. **Shoppers want clarity** before checkout, **reliability after purchase** and **simplicity when something goes wrong**. They do not distinguish between domestic and international standards anymore, applying the same benchmarks everywhere.

Inseparable from brand performance

For international retailers, this makes logistics performance inseparable from brand performance. **Delivery pricing, customs handling, returns management** and **tracking quality** now directly influence trust, conversion and loyalty at scale. Retailers that partner with logistics providers capable of operating seamlessly across regions will be able to reduce friction, cost and risk.



Cross-border ecommerce success is no longer defined by where you sell, but by how you deliver.

International growth now depends on:



Scalable parcel delivery networks



Integrated customs clearance



Reliable returns management



End-to-end visibility

Exploring our strongest footholds in the US, Canada and Belgium

From our beginnings in the United States, to our role as the postal operator in Belgium where we have strengthened the delivery network with the ambition of Bnode to become a regional and digital expert in parcel-size logistics, and to our deep local networks in Canada, we have built strong, competitive positions in these markets.



1 **Belgium:** Our current home in Europe



2 **US:** Our birthplace and foundation



3 **Canada:** Our local network in action

Shipping to Belgium with Landmark Global

At Landmark Global, we don't just ship to Belgium, we operate inside it every day as part of Bnode. From high-volume parcel injections to local last-mile hand-offs, we support retailers with solutions engineered for Belgian expectations and EU compliance.

Our fully tracked solution at a glance



Choice of **courier DDP** and **postal DAP** solutions



Most complete **Track & Trace** app on the market



Strong **local delivery capabilities** via our own network (bpost) incl. XL size, COD, weekend delivery



One of the **densest PUDO** (pick-up/drop-off) networks in Europe



Key facts Belgium

€24 billion
ecommerce
market

78%
payments using
Bancontact

44%
parcel locker
usage

55%
buy in foreign
webshops



Shipping to the United States with Landmark Global

As a company born in the US, Landmark Global combines North American logistics infrastructure with deep customs expertise across both sides of the pond. We work with multiple commercial airlines, ship your products to three key geographical points and partner with multiple last-mile carriers, handing over parcels every day.

Our fully tracked solution at a glance



Choice of **courier DDP** and **postal DDP + DAP** solutions



3 to 6 days standard transit times



Delivery at **home**, 3 attempts



Number 1 commercial partner for **final-mile delivery**



Key facts United States

\$1.5 trillion
value of ecommerce
in 2025

288+ million
online
shoppers

18%
of total retail
is ecommerce

5%
of ecommerce is
cross-border (2025)



Shipping to Canada with Landmark Global

With nine different logistics facilities across the country and a wide network of partnerships with local commercial carriers and postal operators, Landmark Global delivers your products to virtually any doorstep in Canada. We will get your parcels to your customers on time, every time.

Our fully tracked solution at a glance



Choice of **courier DDP** and **postal DAP** solutions



Number 1 commercial partner for **final-mile delivery**



3 to 7 days standard transit times, 2 days delivery at destination, 2 delivery attempts



Daily **flights**

apple express | Own delivery network



Key facts Canada

C\$100+ billion
value of ecommerce

30 million
online shoppers

7%
of total retail is ecommerce



Open your world with **Landmark Global**

Landmark Global supports international retailers with fully integrated logistics services designed for cross-border growth. Our capabilities include:



International parcel delivery
across 220 destinations



Returns management
optimized for cross-border flows



Customs clearance solutions
tailored to local requirements



International mail
delivery

As part of the Bnode group, Landmark Global combines global reach with operational expertise, enabling retailers to meet consumer expectations across markets with confidence.



Thank you for reading!

We hope you enjoyed these insights and look forward to helping you unlock new opportunities in cross-border ecommerce.

Let's talk! | landmarkglobal.com

communications.eurasia@landmarkglobal.eu

