

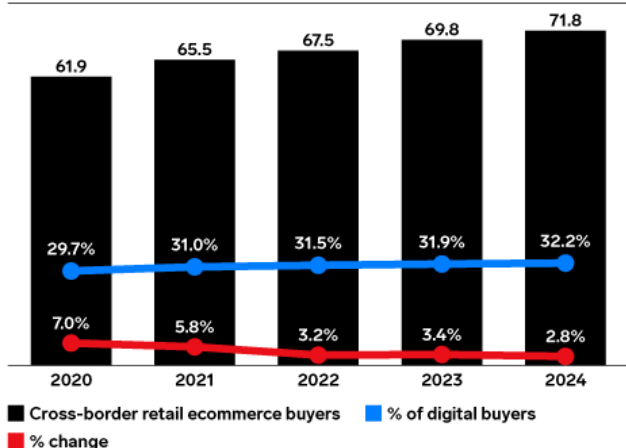
# Nearly 1 in 3 US online buyers order from foreign sellers

Article

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## US Cross-Border Retail Ecommerce Buyers, 2020-2024

millions, % change, and % of digital buyers



Note: ages 14+; internet users who have purchased goods online from a seller in a foreign country, either directly or through an intermediary (i.e., marketplace), at least once during the calendar year via any digital channel and device; excludes travel and event ticket sales, digital downloads, subscriptions, and other services

Source: eMarketer, Jan 2023

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eMarketer | InsiderIntelligence.com

**Key stat:** Close to a third of US digital buyers will purchase from a company located outside the country in 2024, for a total of 71.8 million cross-border ecommerce buyers, per our forecast.

### Beyond the chart:

- A rise in ecommerce marketplaces accelerated cross-border buying prior to the pandemic. Now growth is slowing.
- But inflation will influence more shoppers to look overseas as brand loyalty wavers.
- China is the No. 1 beneficiary, with 41% of US cross-border buyers making a digital purchase from the country in 2022, per the International Post Corporation.

### Use this chart:

- Assess retail competition on an international scale.
- Reframe marketing messaging to compete with cross-border retailers.

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- [How ecommerce powers Amazon's success in 5 charts](#)

- [New Chinese retailers have several advantages that their predecessors lacked in the US](#)
- [Grocery, in-store, and international: Where Amazon isn't on top](#)
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*Methodology: Estimates are based on the analysis of survey traffic data from other research firms, historical consumer adoption trends, company releases, and demographic adoption trends.*