



Cross-Border eCommerce: Opportunities, Challenges and Trends for 2021 and Beyond

For B2B and B2C businesses that want a fast track to growth, selling internationally offers unparalleled opportunities for capturing more customers in more countries. In fact, global eCommerce alone has skyrocketed with a surge in cross-border sales related to ongoing globalization – and, more recently, the COVID-19 pandemic. And industry experts expect this upward trajectory to continue.

95%

Of all purchases will be online by 2040⁴

\$250 Trillion

Projected value of all cross-border payments by 2027
Up \$100 trillion in just 10 years¹

\$4.8 Trillion

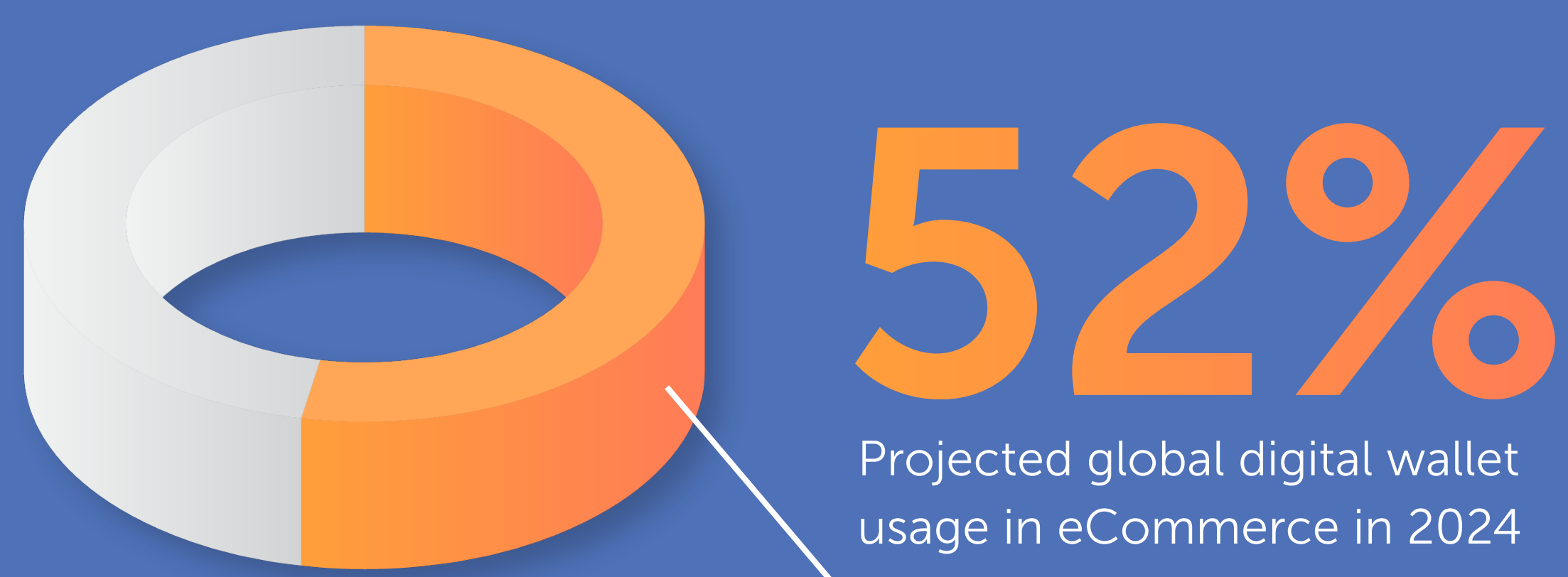
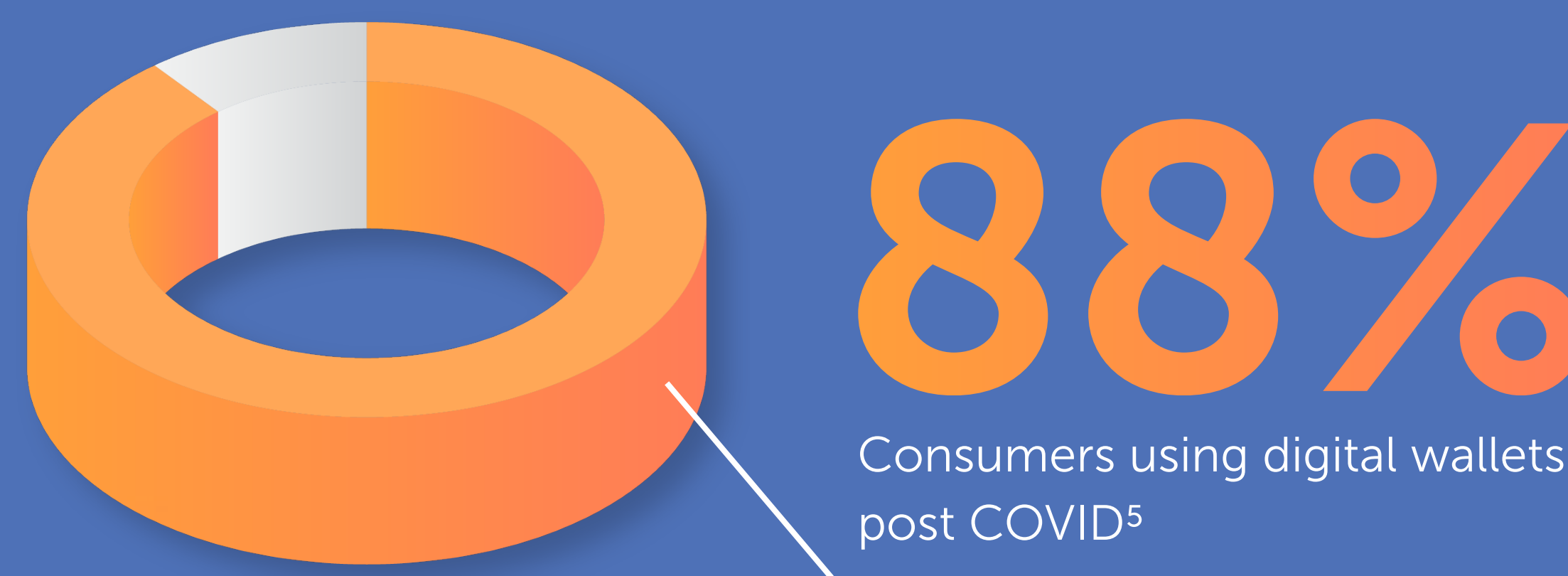
B2C eCommerce growth by 2026
Up from \$780 billion in 2019²

2.1 Billion

Global digital consumers in 2021
Projected to increase 22% by 2023³

What's Driving This Exponential Growth?

Wider adoption of smartphone technology for one. This has resulted in a decline in cash transactions and an increase in digital wallet usage – both in person and online.



Up from 45% in 2021⁶

What's Next for Cross-Border Payments?

This massive growth is impacting how the FinTech industry is innovating.

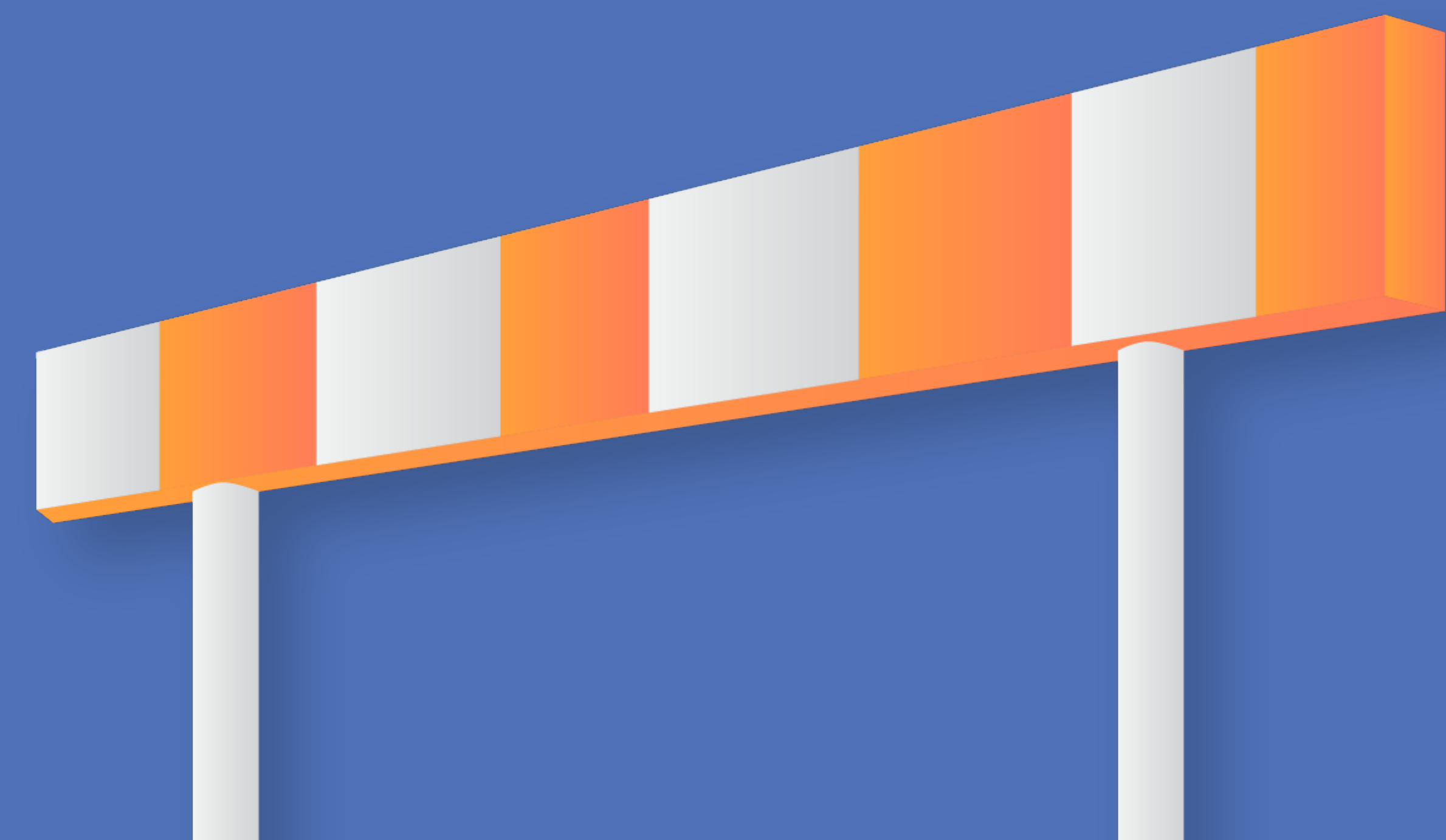
Given the explosion of cross-border commerce, the adoption of technology like blockchain, machine learning and AI to streamline global remittances and increase security will continue to grow.

Value of FinTech blockchain market by 2028⁷



And then there's real-time payments.

With the dramatic shift from paper currency to digital payments – particularly during the pandemic – real-time payments (RTP) have exploded with tens of billions of transactions processed globally in 2020.



Challenges of Cross-Border Business

Companies selling their goods or services worldwide face added layers of complexity:

- Higher cross-border fees (foreign transaction + interchange)
- Checkout abandonment
- Lower credit card authorization rates
- Fewer successful payment transactions
- Local taxes and compliance

Overcoming these challenges is critical for businesses that want to tap into the enormous growth potential that comes with cross-border sales.

Do You Need a Trusted Cross-Border Payments Partner?

BlueSnap's All-in-One Payment Platform helps B2B and B2C companies around the world simplify global commerce with our international network of banks, world-class fraud prevention and flexible, localized payment experiences.

Ready to Learn More?

Visit <https://go.bluesnap.com/cross-border-payment-solutions>

¹ <https://www.bankofengland.co.uk>

² <https://www.globenewswire.com>

³ <https://www.oberlo.com>

⁴ <https://www.websitetooltester.com>

⁵ <https://home.bluesnap.com>

⁶ <https://www.statista.com>

⁷ <https://www.globenewswire.com>