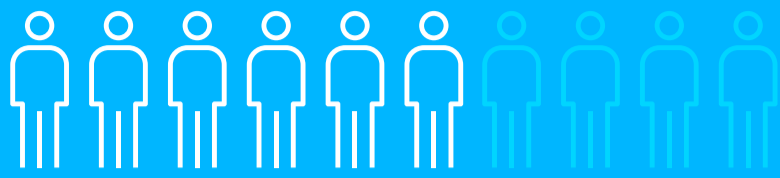


Take the leap!

International expansion for U.S. ecommerce sellers

**WORLD
FIRST**

The majority of ecommerce sellers get **less than 25% of their revenue** from overseas...



58% of U.S. online sellers

...but they want more!



78% of U.S. online sellers are considering entering a new marketplace.¹

Why do they want to expand?

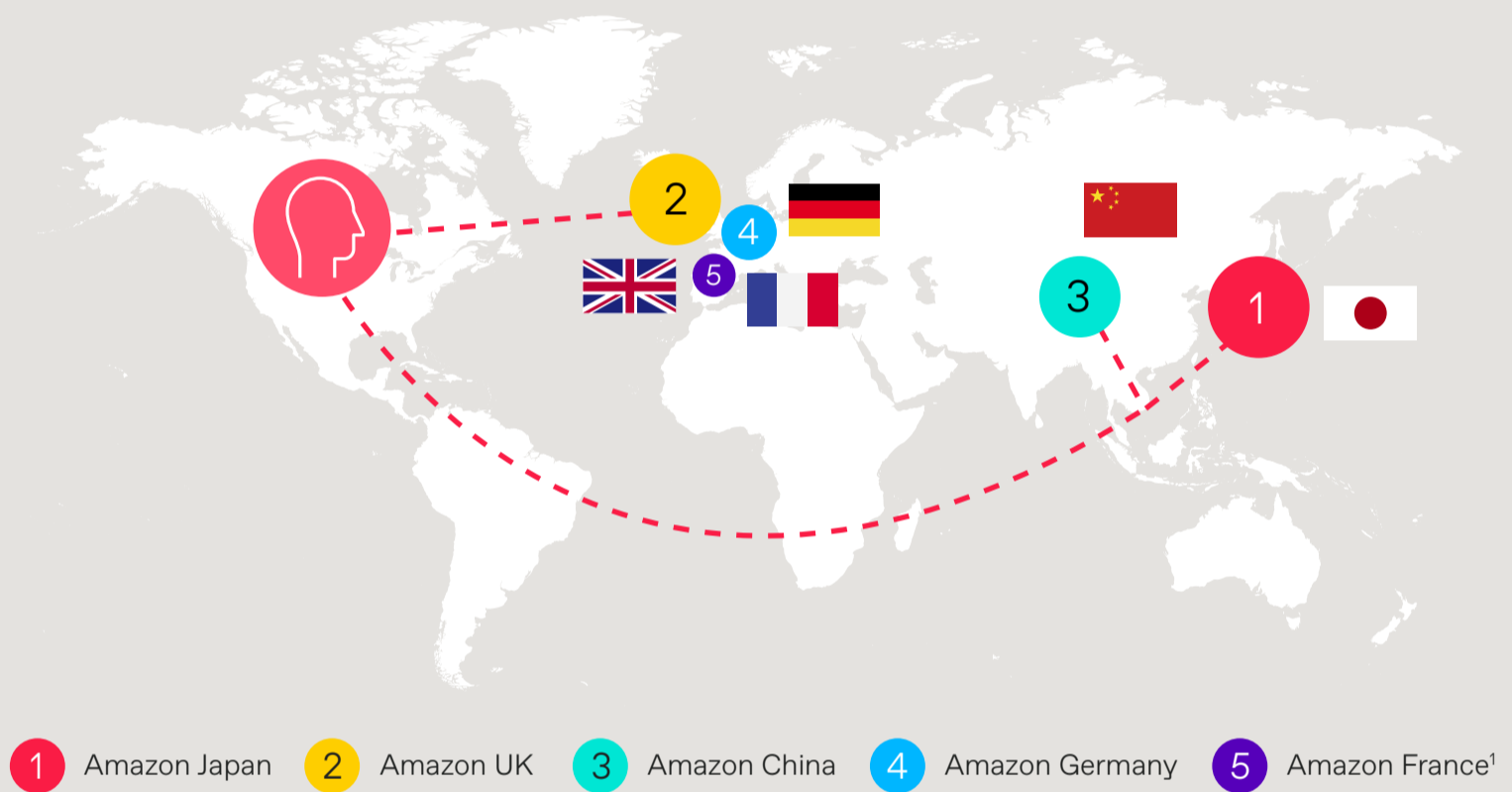


There is opportunity abroad. Ecommerce sales worldwide are expected to **more than double (+117%)** by 2021.



There is **less competition and ecommerce saturation overseas** — 50-100% less competition than U.S. marketplaces.²

Where do they want to go?



Top considerations of expansion



Product research and selection



Understanding foreign cultures



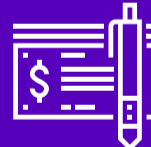
International regulatory landscape



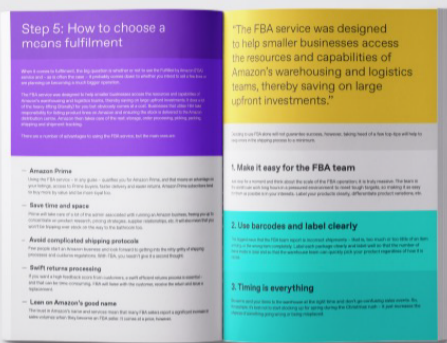
Copyright infringement and counterfeit goods



Marketing / promoting products



Taxes and accounting



WorldFirst offers a series of guides that compile the need-to-know information for expansion to specific markets.

Find out more →

→ Join our [Amazon Sellers Facebook Group](#)

→ For more information, email etailers.usa@worldfirst.com



¹Data based on a WorldFirst survey of 110 United States-based ecommerce sellers from October 17, 2017 to November 15, 2017.
²Data from Statista, "Retail e-commerce sales worldwide from 2014 to 2021"