

Rising Costs and Shipping Challenges Are Reshaping International Shopping

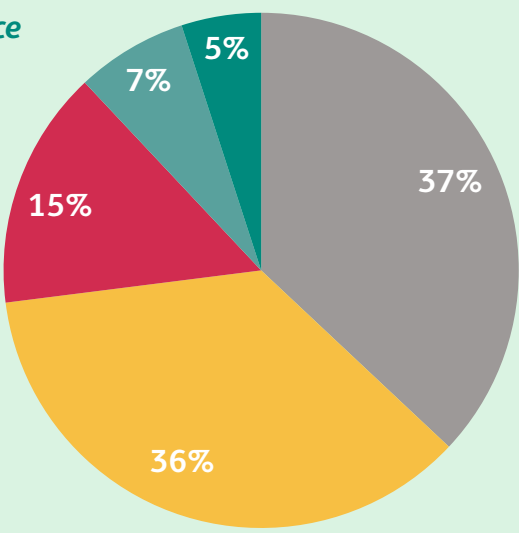
Consumers are growing cautious about international purchases, with rising tariffs and shipping costs driving shifts in behavior. Retailers must adapt by offering competitive shipping options to retain cross-border shoppers.

Control and Transparency Lead Consumer Shipping Preferences

Consumers are becoming increasingly wary of the rising costs associated with international shopping. **Nearly half (46%) have noticed an increase in international shipping fees over the past year, and 43% cite higher product prices due to tariffs as their biggest concern.**

How concerned are you that tariff-related price increases will affect your ability to purchase international products?

- Very concerned
- Somewhat concerned
- Not too concerned
- Not concerned at all
- I don't but international products



If costs continue to climb, **37% say they are very likely to shift their purchasing habits** toward domestic retailers, secondhand marketplaces, or subscription services. As international shopping becomes more expensive, retailers may struggle to maintain cross-border sales unless they address these concerns.

Shifting Consumer Behavior in Response to Tariffs and Shipping Challenges

Rising tariffs and shipping challenges are already reshaping consumer behavior, leading many to rethink their purchasing decisions. In response to concerns about shipping mishaps and costs, **21% of consumers now prefer shopping with domestic retailers, while 18% are cutting back on international purchases altogether.**



Key Insights

- 36%** would shop internationally less if shipping times increase.
- 21%** are shopping more with domestic retailers.
- 18%** are making fewer international purchases.
- 16%** are looking for retailers that offer free or discounted shipping.

Additionally, **31% expect to spend less on international products over the next six months**, signaling a potential downturn in cross-border sales. As these trends take hold, brands relying on international customers will need to find new ways to retain their audience.

Adapting to Evolving Consumer Expectations

Retailers Must Adapt to Keep Cross-Border Shoppers Engaged

Despite rising costs and logistical challenges, international shoppers are not entirely lost—retailers just need to meet them where they are.



52%

Say lower-cost or free shipping would make them more comfortable shopping internationally



31%

Expect to spend less on international purchases in the next six months.



36%

Say they are likely to shop internationally less often if shipping times increase



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