

# A Strategic Approach to Global D2C E-commerce Expansion

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A Dive Into the Global E-commerce Market Trends



May 2024



# Global<sup>e</sup>

## COMPANY AT A GLANCE

The world's leading platform  
to enable and accelerate  
global, direct-to-consumer  
cross-border ecommerce



**> 1,000**

**> 300  
ENTERPRISES**

Clients across Europe,  
the USA and Asia



**> 1,000**

Employees  
20 locations worldwide



**> \$4.7B**

Forecasted GMV  
in 2024

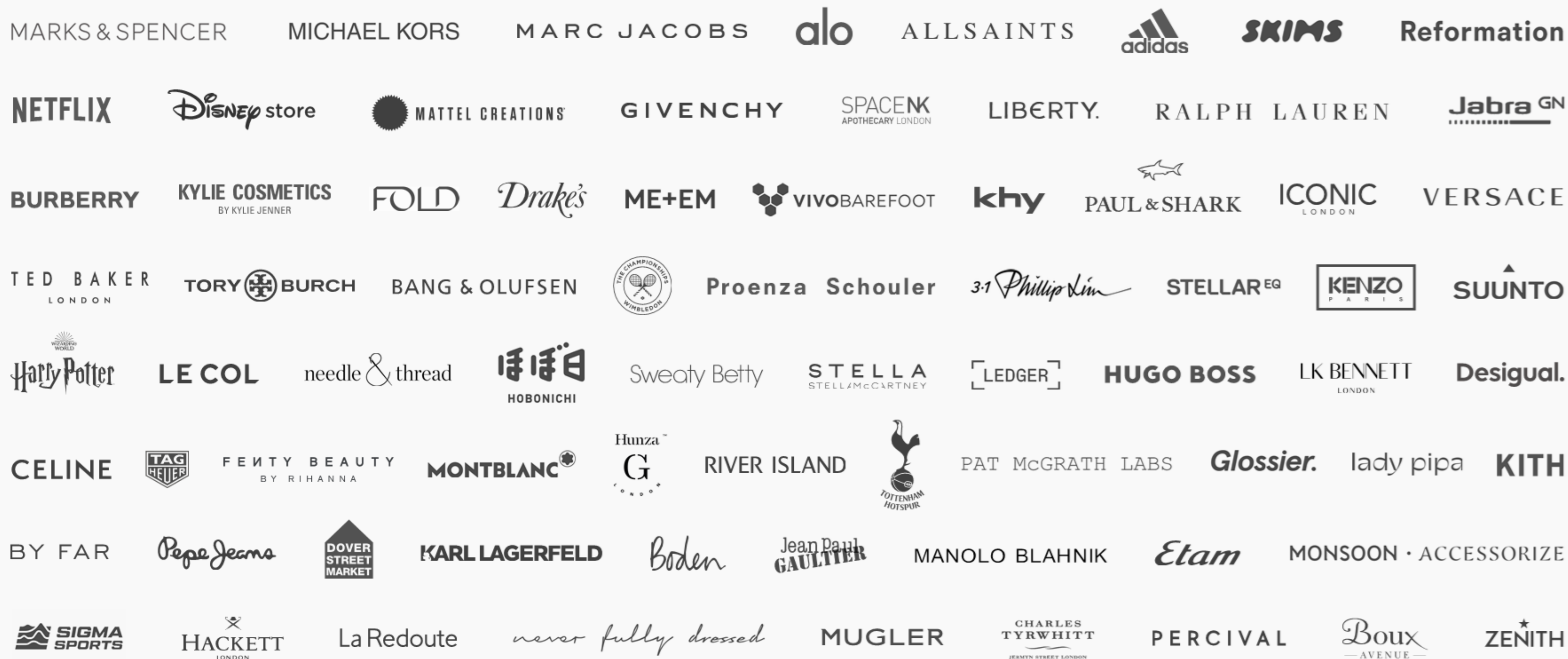


**GLBE**


Publicly traded  
on the Nasdaq



# We are the chosen partner to some of the world's most iconic brands







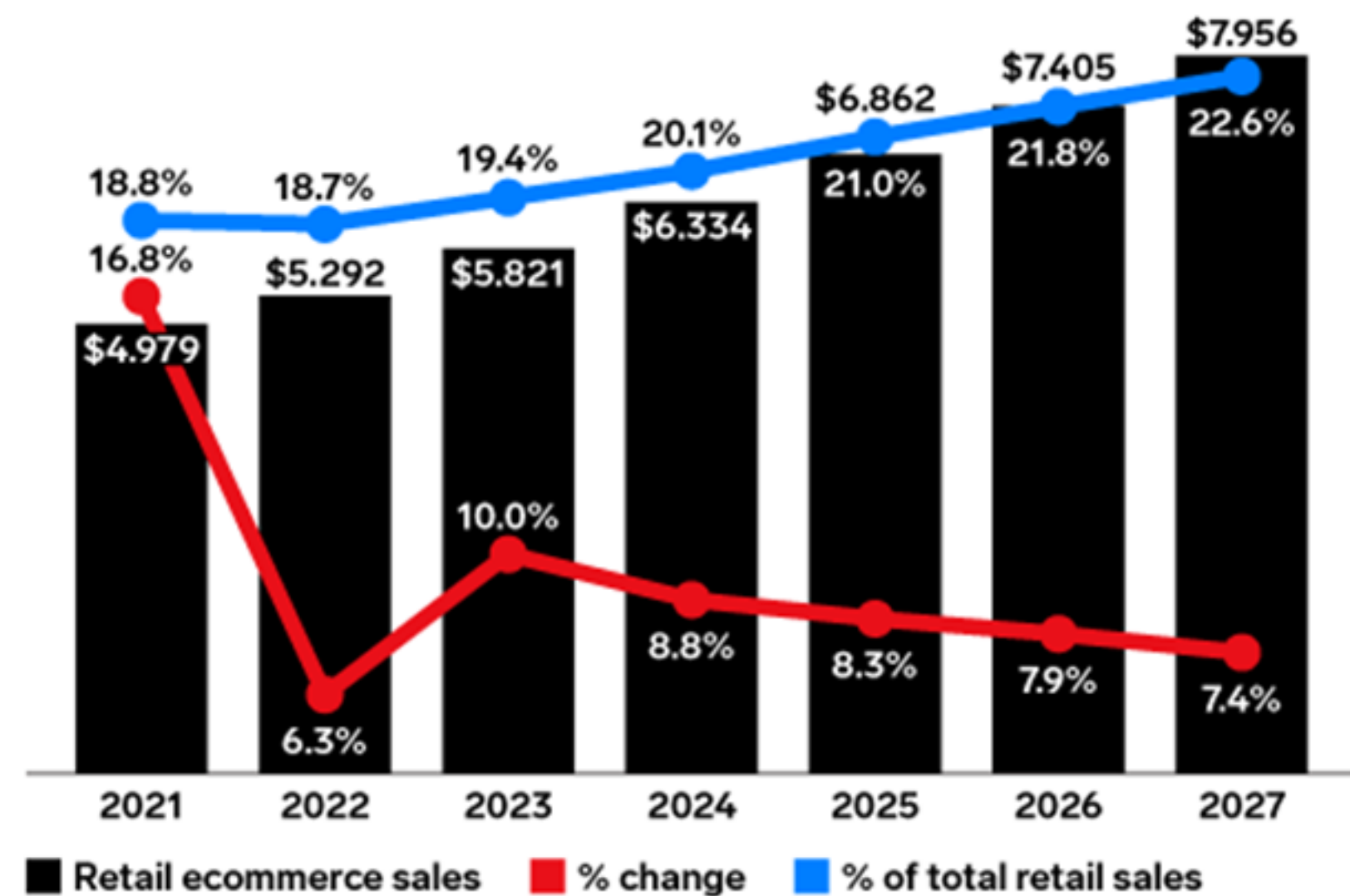
# **D2C Global E-commerce Opportunity**



# Stability has gradually returned to the global e-commerce market following turbulent times pre and post Covid

Digital sales increased by 10% in 2023 and are predicted to increase by 8.8% this year

**Retail Ecommerce Sales Worldwide, 2021-2027**  
trillions, % change, and % of total retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

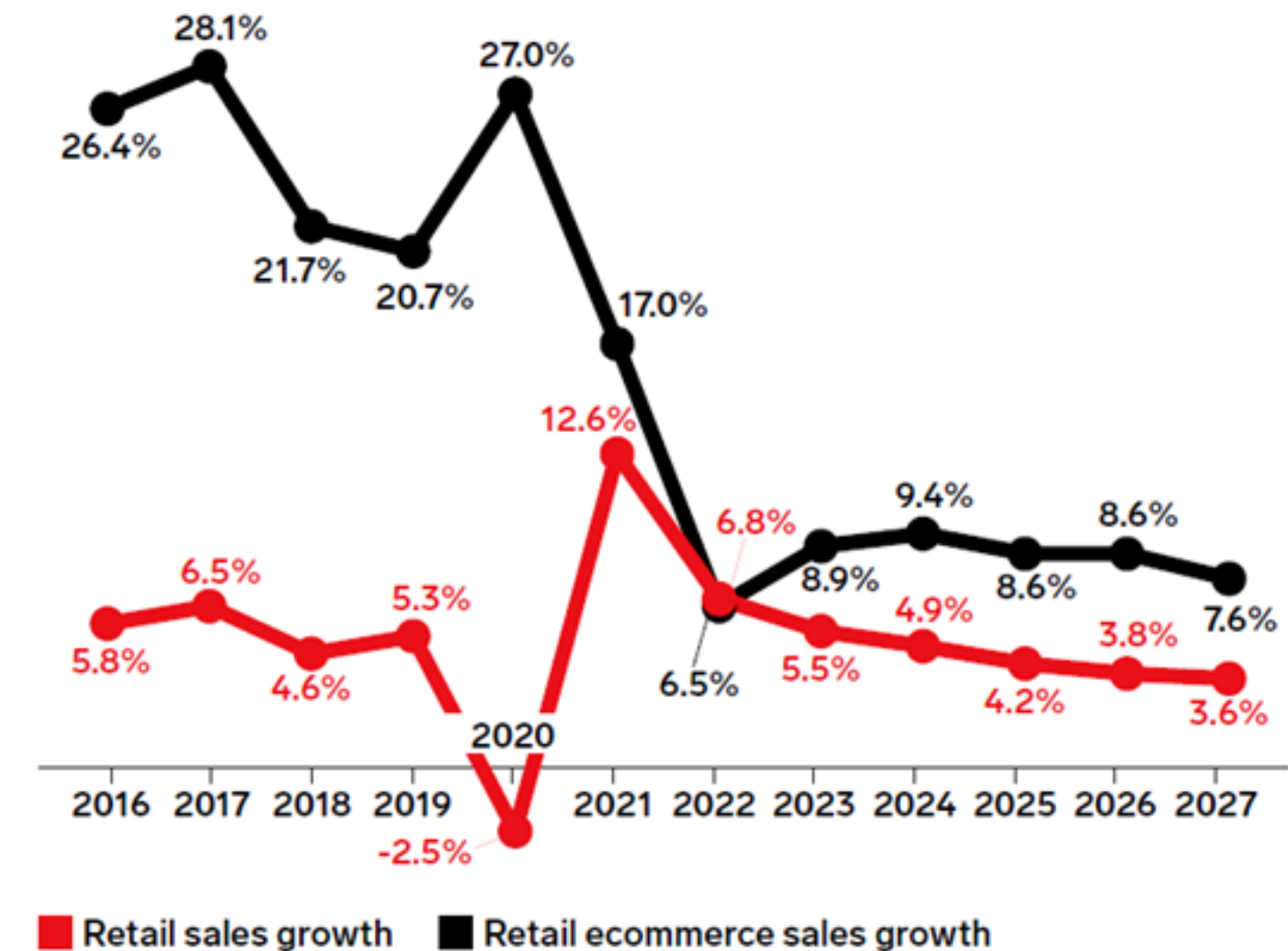
Source: Insider Intelligence | eMarketer Forecast, Jan 2024

284586

Insider Intelligence | eMarketer

Ecommerce's share grab to resume as of 2023, as its growth rate back to exceeds the total retail rate

**Retail Sales Growth and Retail Ecommerce Sales Growth Worldwide, 2016-2027**  
% change



Note: excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales; retail ecommerce includes products or services ordered using the internet, regardless of the method of payment or fulfillment

Source: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

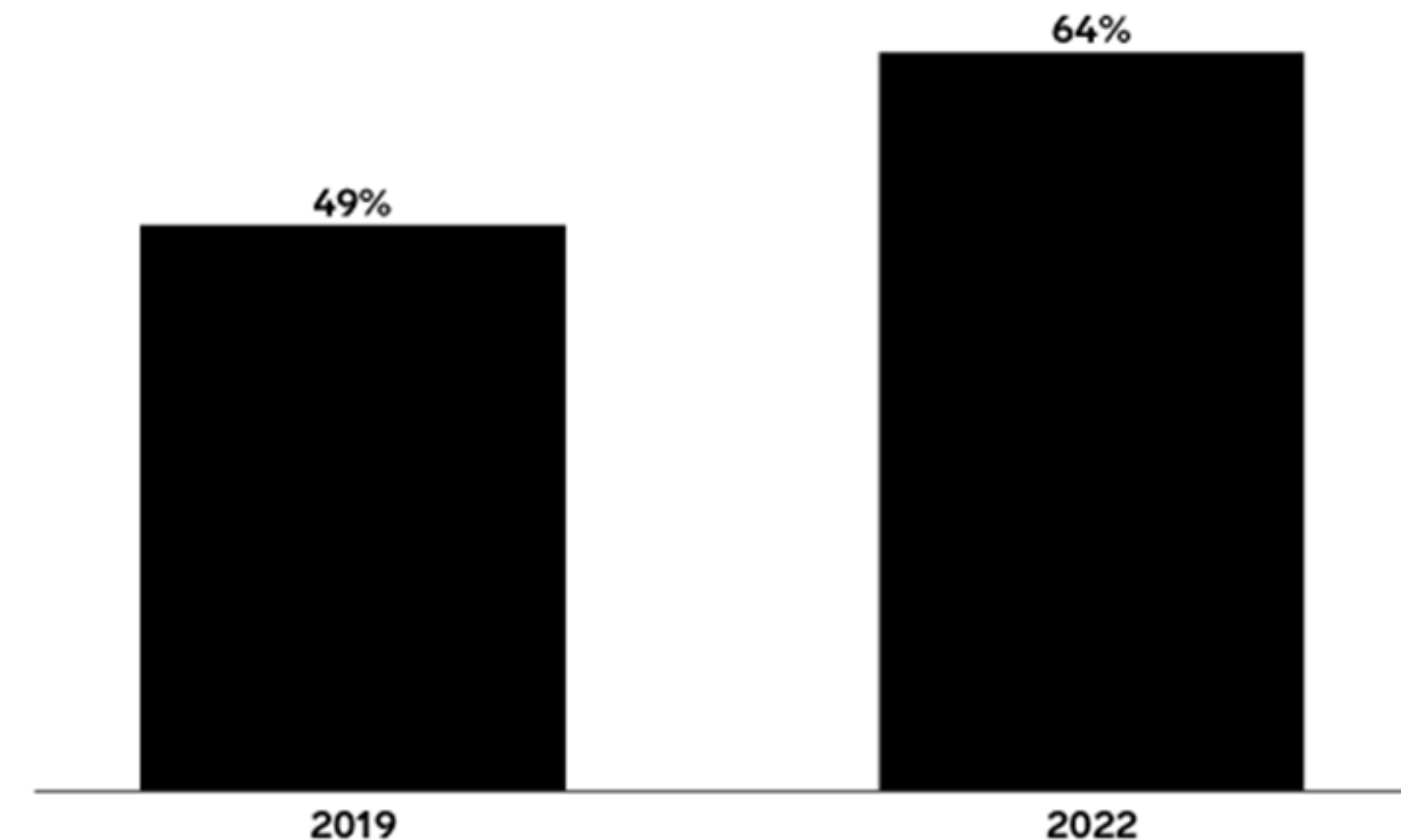
# Shift of merchants and shoppers towards D2C

## Global D2C holds significant benefits to merchants over alternative channels

- ✓ Higher margins (retail pricing based)
- ✓ Direct relationship with shoppers
- ✓ Full control over global pricing and discounts
- ✓ Full assortment
- ✓ Coherent brand identity controlled worldwide

### Consumers Worldwide Who Regularly Buy Directly From a Brand, 2019 & 2022

% of respondents



Note: ages 10-58

Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

275543

eMarketer | InsiderIntelligence.com

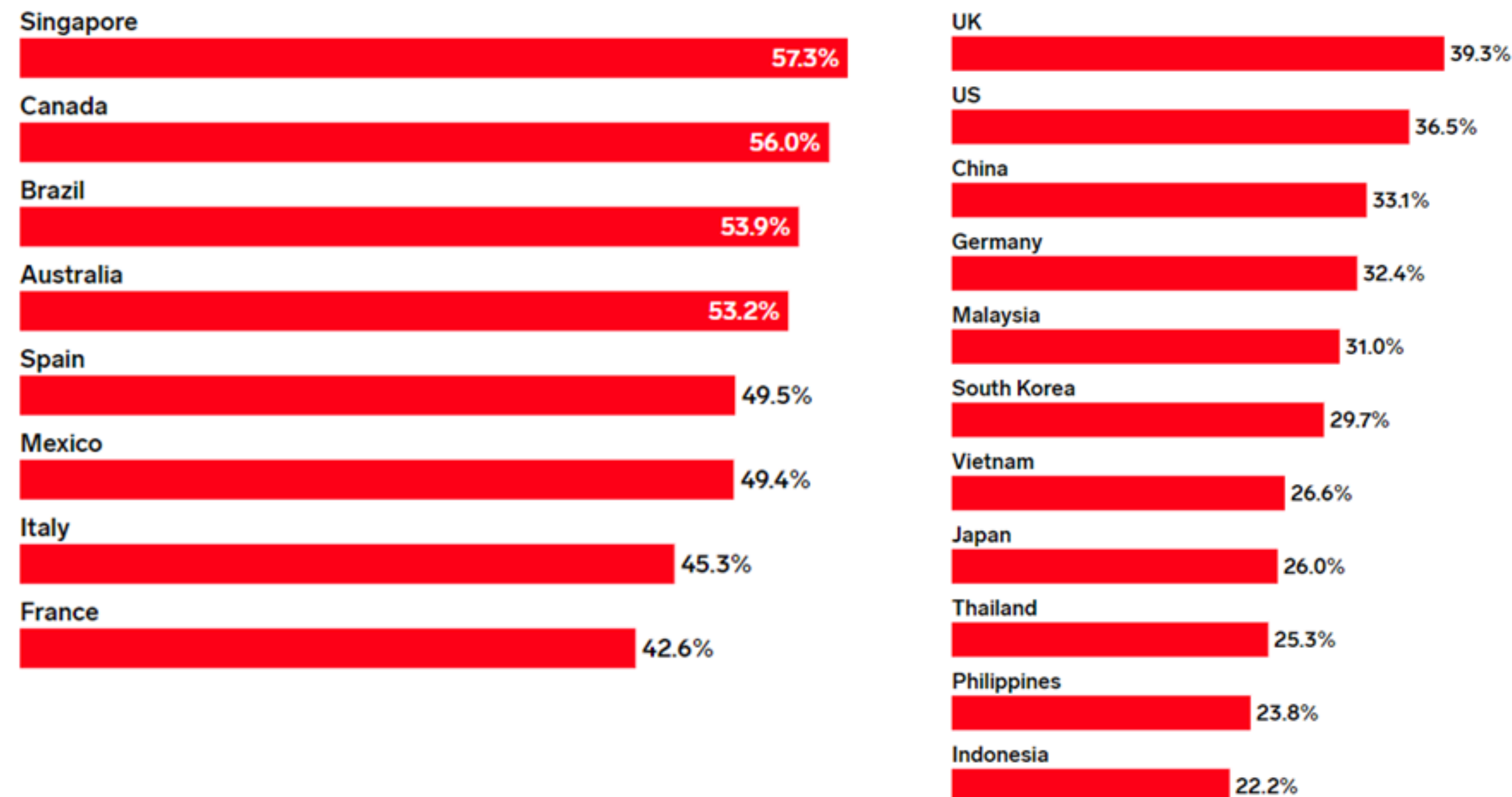


# Strong willingness of consumers to buy cross-border

High rates of cross-border shoppers around the globe, present a massive growth opportunity worldwide

## Cross-Border Retail Ecommerce Buyer Penetration, by Country

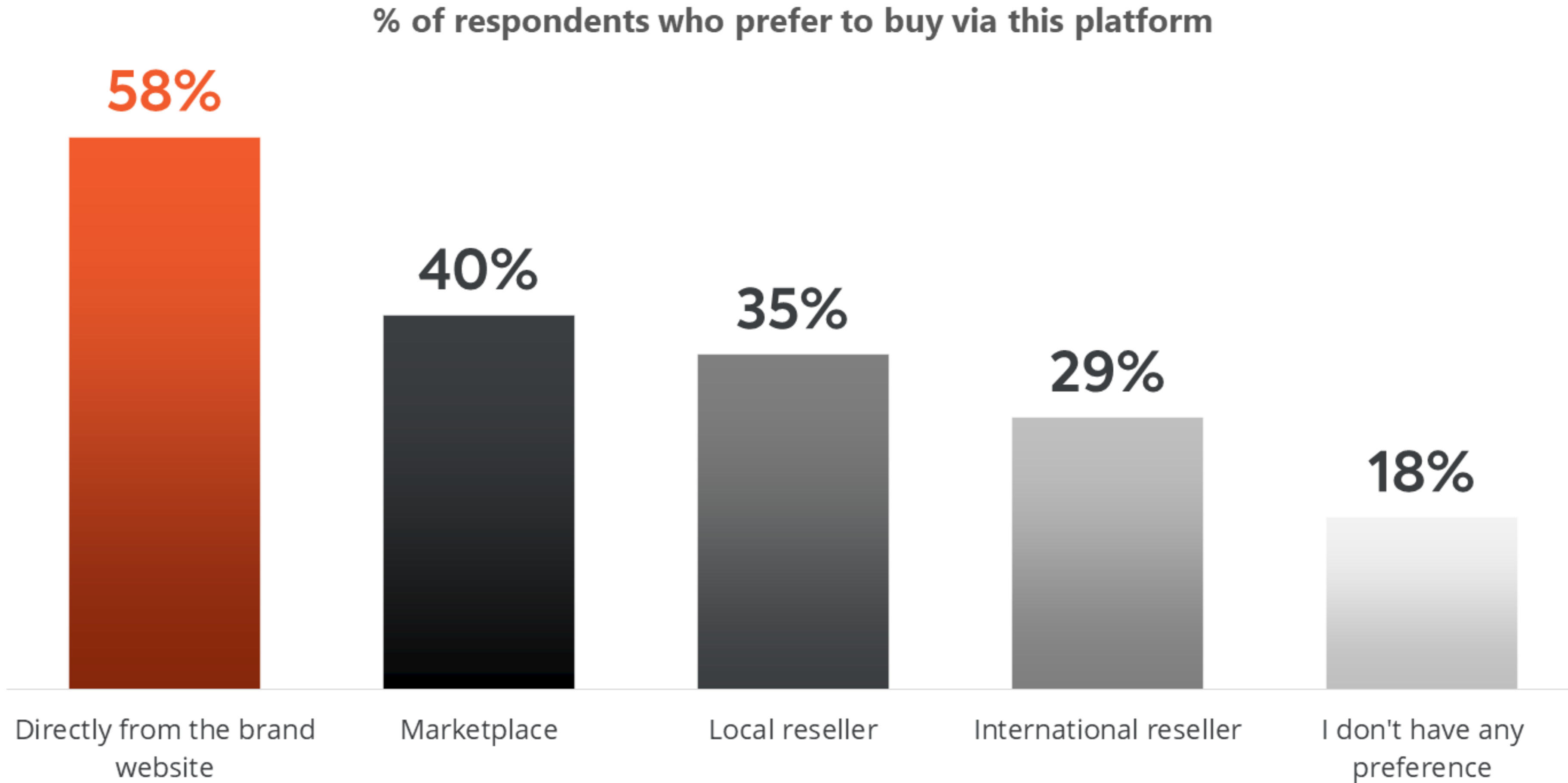
2024, % of digital buyers



The global B2C cross-border e-commerce market is expected to reach by 2030 a value of

**7.9**  
trillion US\$

# Global online shoppers around the world prefer to purchase directly from the brand



Source: Global-e, *The Cross-border Ecommerce Consumer Survey Report*, November 2022





# Global E-commerce Market Trends



# Foreign Exchange markets were relatively stable in 2023, except Australia

Currency Fluctuations  
% Change - 2023 vs. 2022



American  
Shopper



**3%**  
more  
expensive

Buying  
from EU



**1%**  
more  
expensive

Buying  
from UK



British  
Shopper



**2%**  
more  
expensive

Buying  
from EU

**1%**  
cheaper



Buying  
from US



German  
Shopper

**2%**  
cheaper



Buying  
from UK

**3%**  
cheaper



Buying  
from US



Australian  
Shopper



**7%**  
more  
expensive

Buying  
from EU



**4.5%**  
more  
expensive

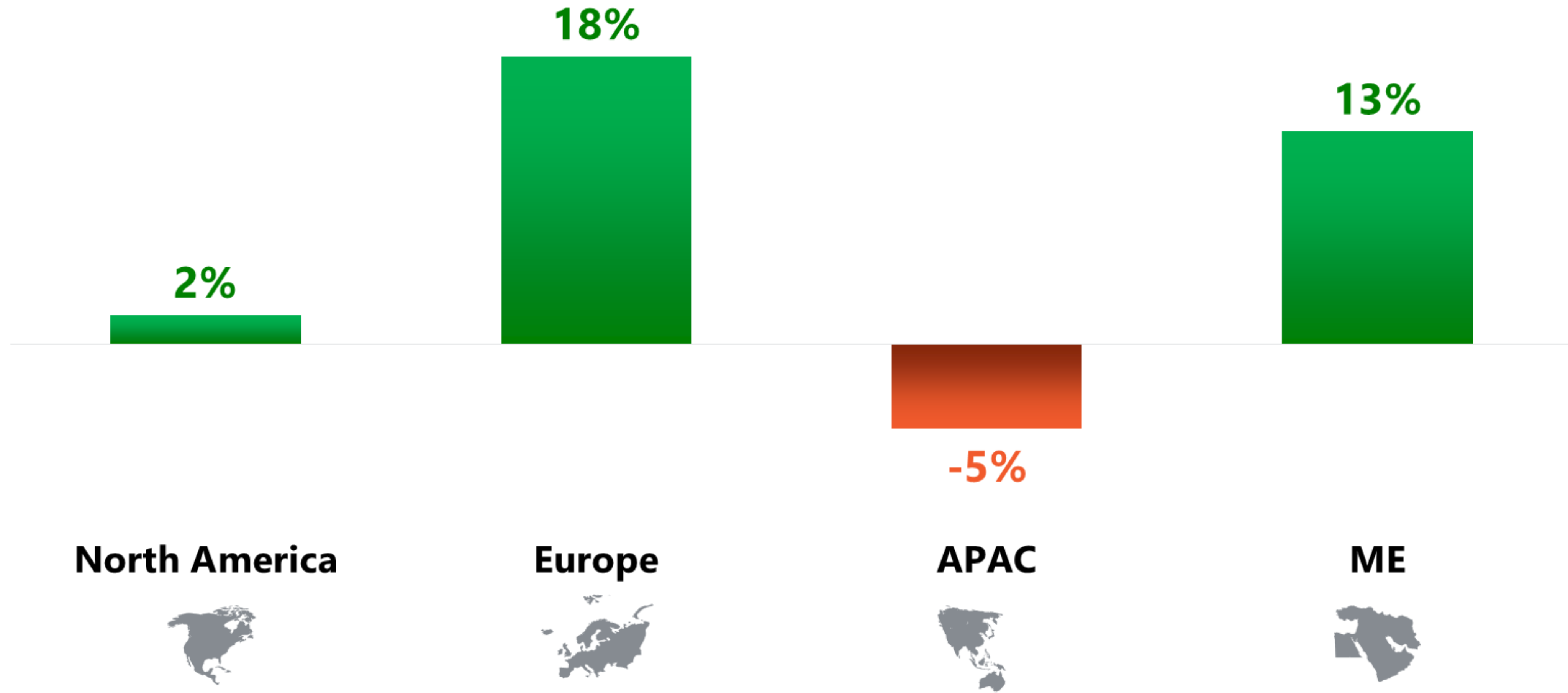
Buying  
from US



# 2023 Global E-commerce Market Trends

## Regional Overview

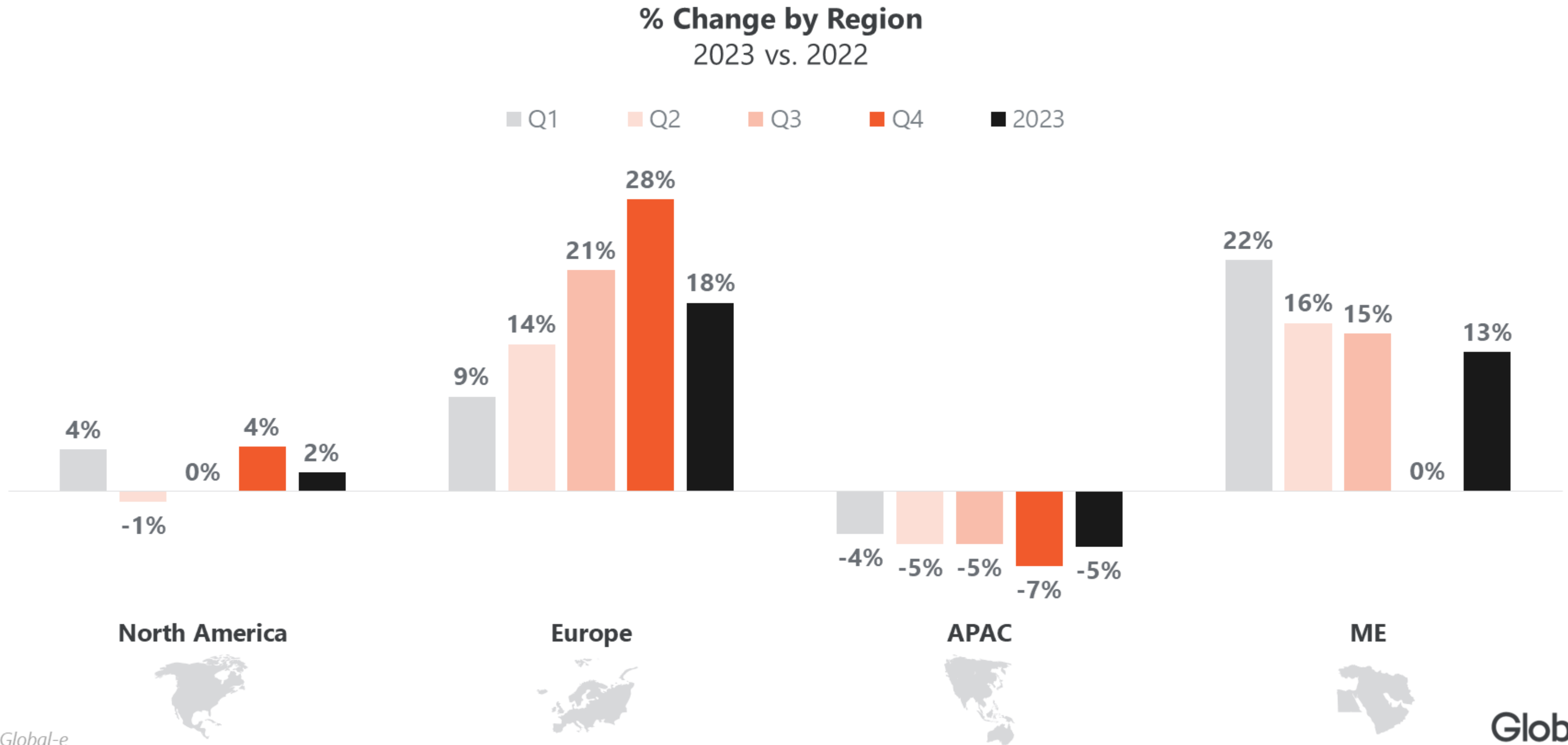
% Change by Region  
2023 vs. 2022





# 2023 Global E-commerce Market Trends

## Regional Overview – By Quarter

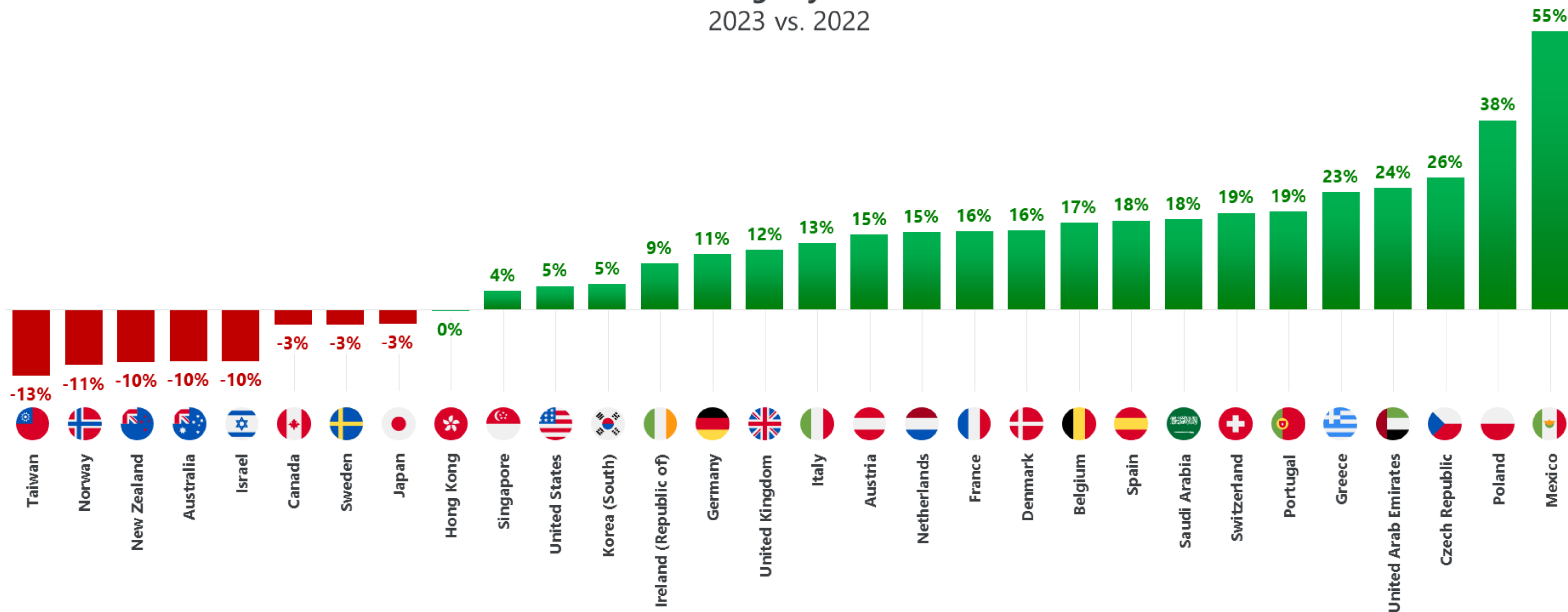




# 2023 Global E-commerce Market Trends

## Market Overview

% Change by Market  
2023 vs. 2022



# Sales Trends: Verticals

2023 vs. 2022



**Consumer  
Electronics**

**+9.8%**



**Sports &  
Fitness**

**+9.3%**



**Apparel &  
Accessories**

**+9.2%**



**Beauty &  
Cosmetics**

**+8.6%**





**Q1 2024**

**Global E-commerce  
Sales Trends**

# Currency Fluctuations

% Change  
Q1 2024 vs. Q1 2023



American  
Shopper



British  
Shopper



German  
Shopper



Australian  
Shopper



Japanese  
Shopper



1%  
more  
expensive

4%  
more  
expensive

3%

cheaper



4%

cheaper



1%

cheaper



3%  
more  
expensive



5%  
more  
expensive

4%  
more  
expensive



12%  
more  
expensive

11%  
more  
expensive

Buying from  
EU

Buying from  
UK

Buying from  
EU

Buying from  
US

Buying from  
UK

Buying from  
US

Buying from  
EU

Buying from  
US

Buying from  
EU

Buying from  
US

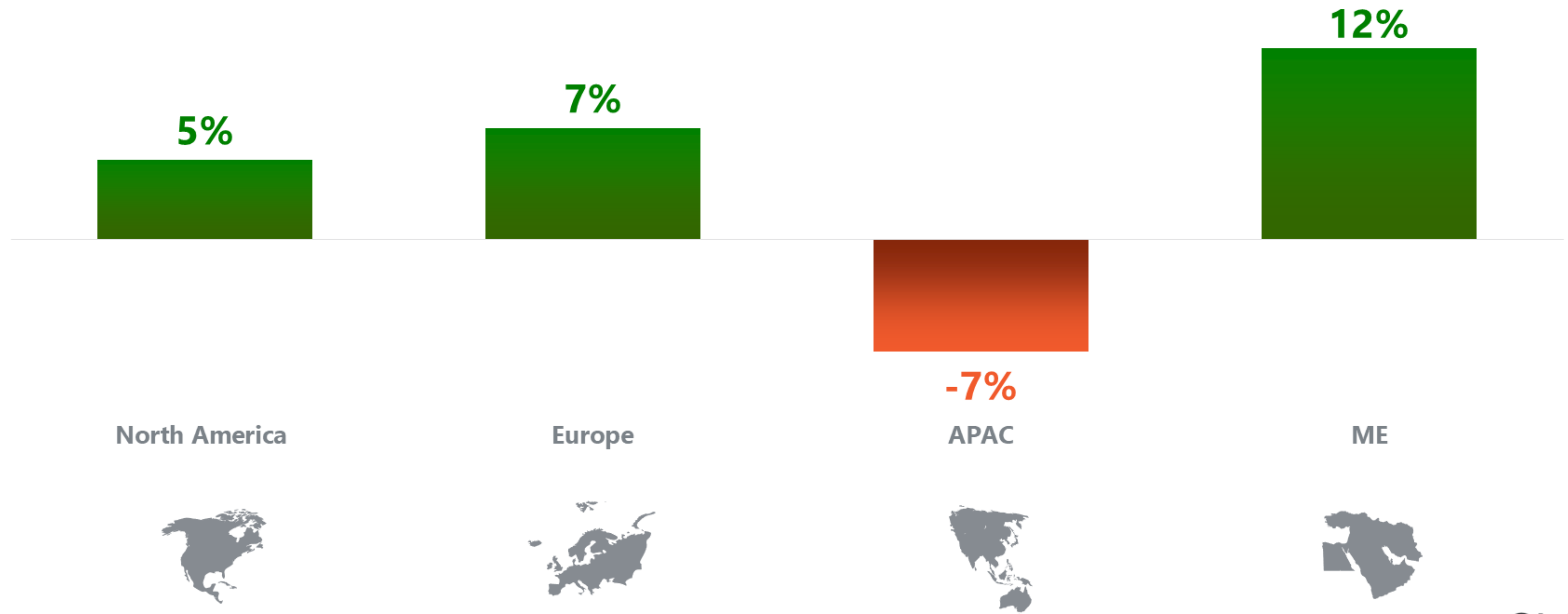




# Global E-commerce Market Trends

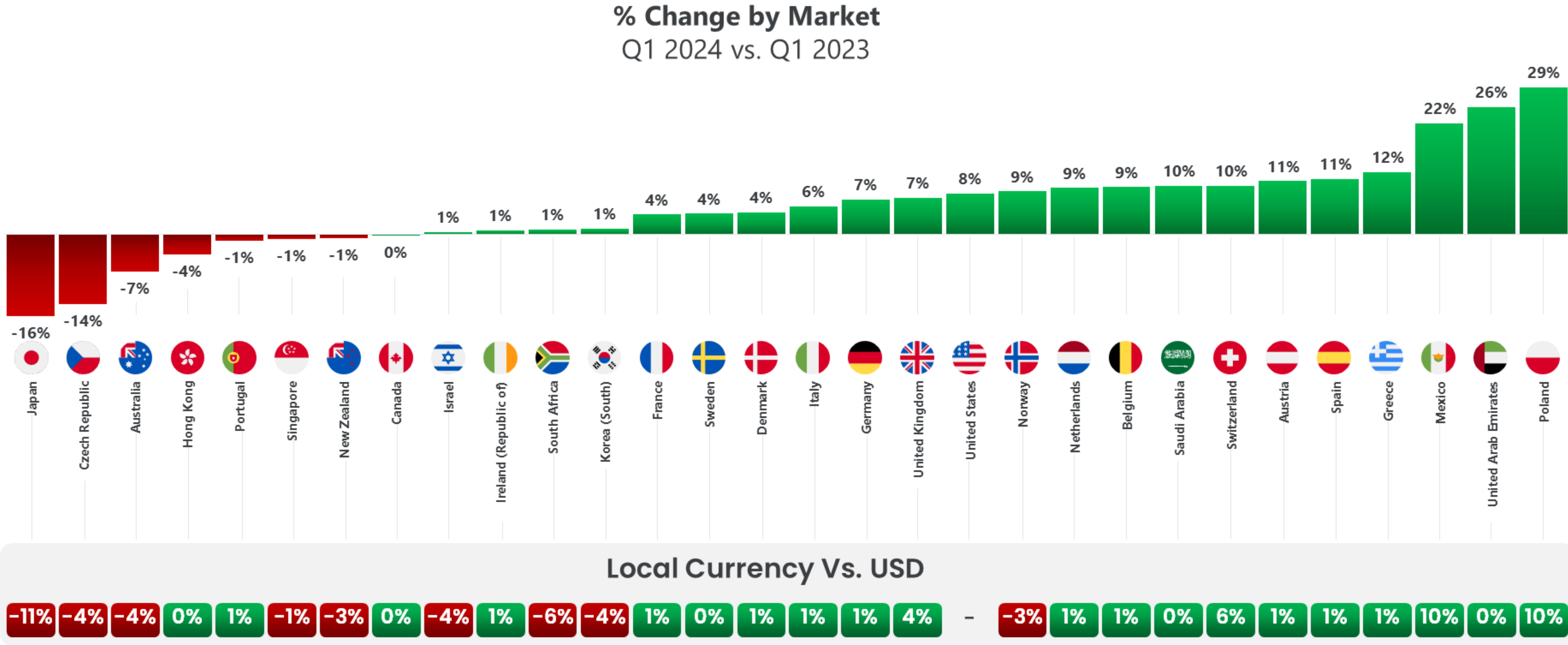
## Regional Overview

% Change by Region  
Q1 2024 vs. Q1 2023



# Global E-commerce Market Trends

## Market Overview







Global

Thank you.  
Questions?