



# Unlocking global e-commerce opportunity

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**\$3.2 B**

**\$3.2 B**

**Greek e-commerce 2013**

**\$105 B**

# \$105 B

## Cross-border e-commerce 2014

# \$307 B

## Cross-border e-commerce 2018

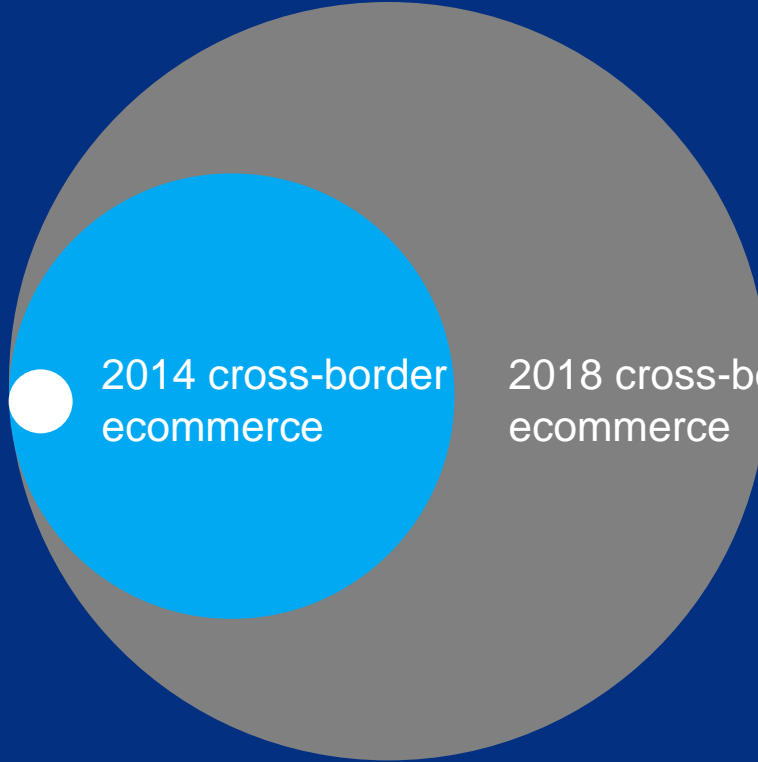
GR domestic  
ecommerce



GR domestic  
ecommerce



GR domestic  
ecommerce



2014 cross-border  
ecommerce

2018 cross-border  
ecommerce

# Global ecommerce sales in 2015 will be >\$1,7 trillion

PayPal can help you get in on the action

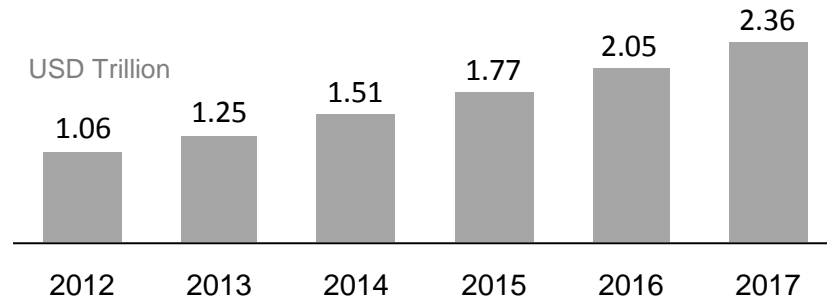
**>\$100 Bn** PayPal enabled  
cross-border trade in 2013

**203** countries

**26** currencies

**1** Brand trusted globally

**Go international Today**



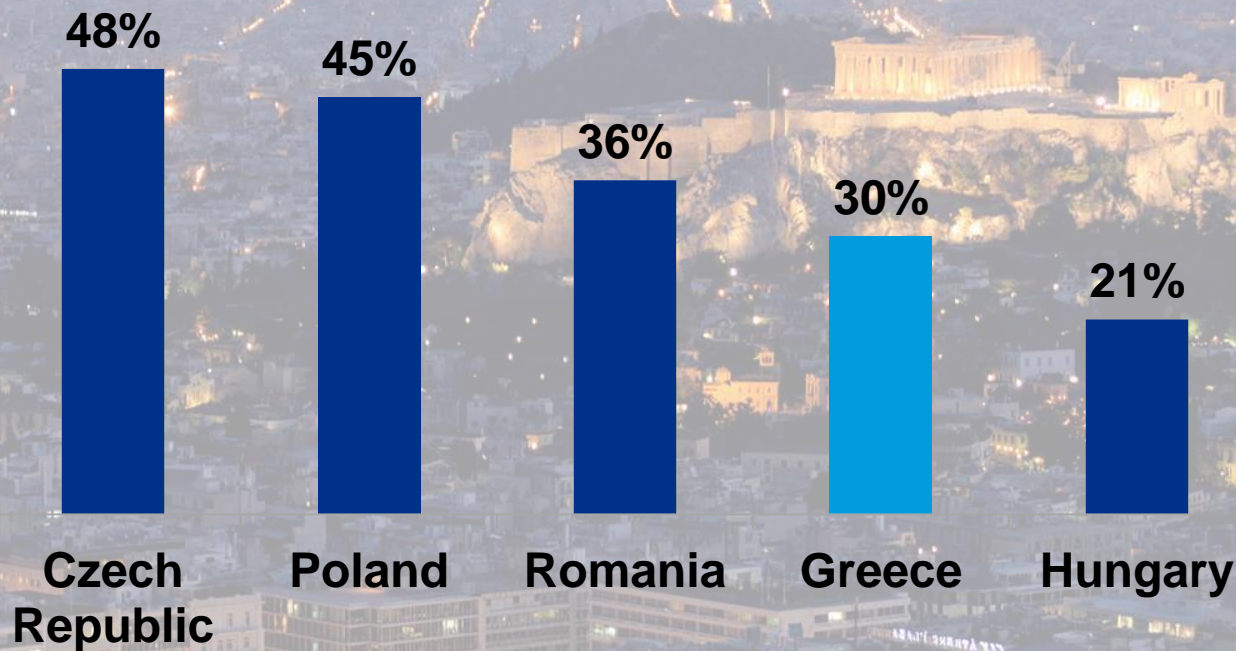
Source: emarketer.com



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# 30% growth in cross-border e-commerce in Greece in 2014

Based on PayPal data – GR merchants selling abroad



# What are your consumers buying abroad?

Fashion & Accessories is the most popular category



Fashion &  
Accessories

**\$12.5B**



Health &  
Beauty

**\$7.6B**



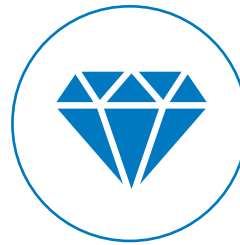
Personal  
electronics

**\$6.0B**



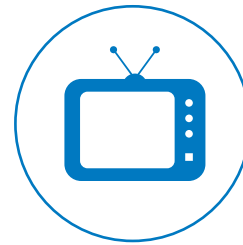
Computers  
and parts

**\$6.0B**



Jewelry, Gems,  
Watches

**\$5.8B**

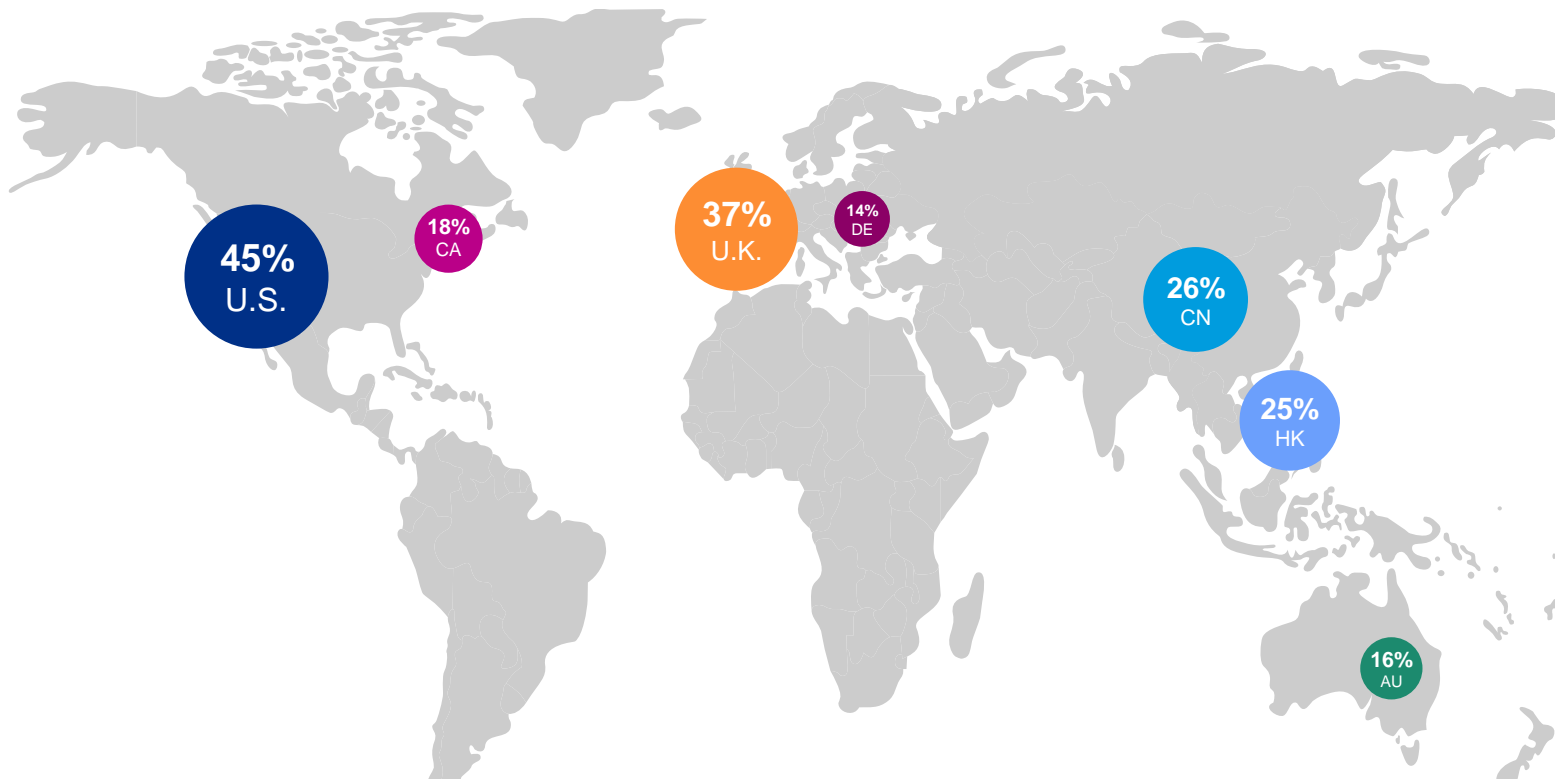


Home  
electronics

**\$5.4B**

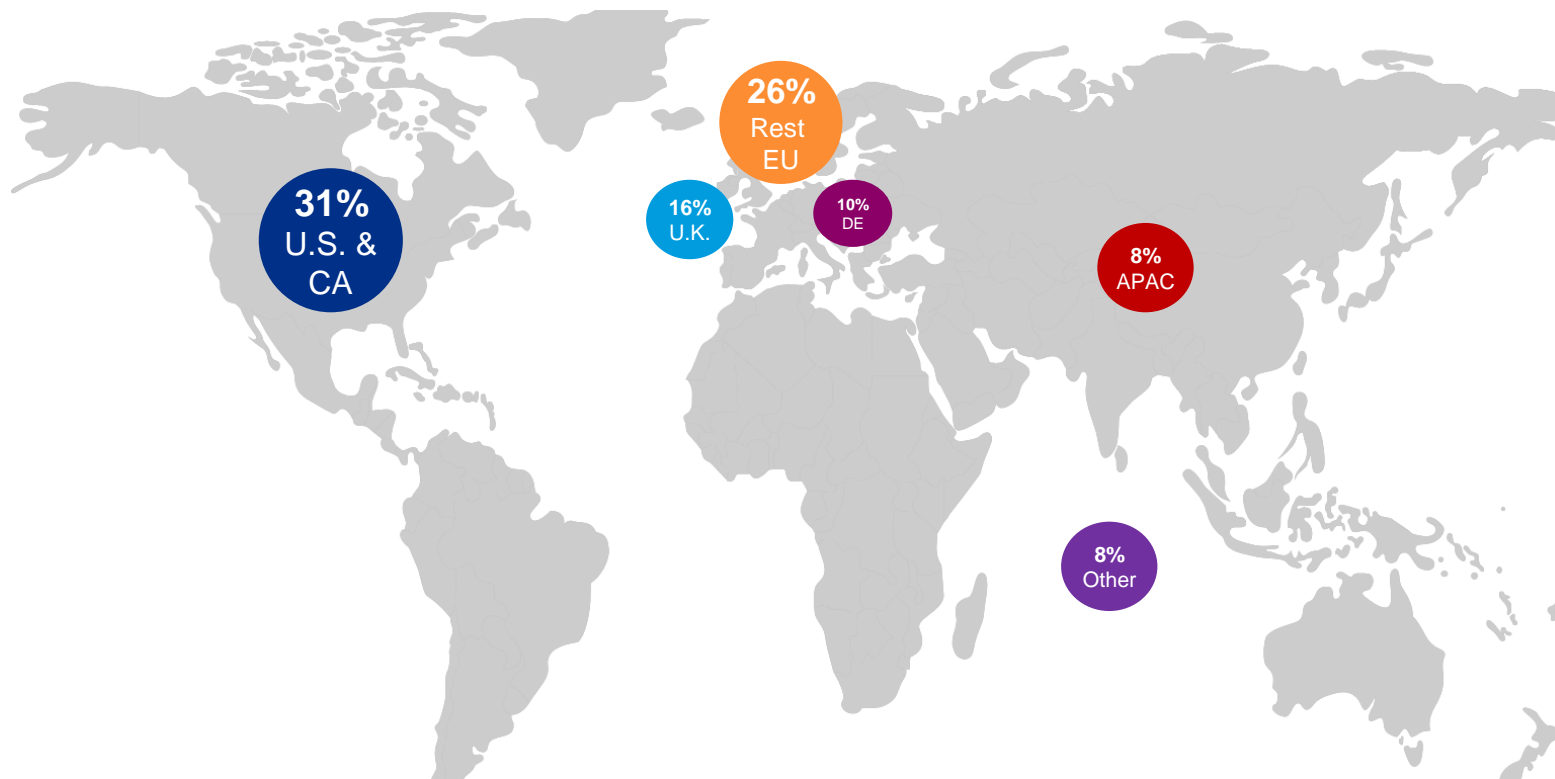
# Global shoppers still favor U.S. retailers

Top destinations for Greek cross-border shoppers



# Greek sellers more popular in EU

Top destinations for Greek cross-border sellers



# Choice and Price are drivers of cross border...

Logistics and Security are the main barriers

## Top drivers for cross border purchase



Up to **70%**  
Choice



Up to **65%**  
Price



Up to **13%**  
Currency



Up to **5%**  
Send a gift

## Top barriers for cross border purchase



**40%**  
Return costs & easiness



**34%**  
Shipping & non-delivery



**32%**  
Incurring extra costs



**30%**  
Security/ concerns

# Even payment not yet frictionless



**Marc Andreessen** ✓

@pmarca



Following

Every time I buy something online from outside US via credit card or wire transfer --> Slack-jawed at problems, issues, barriers, delays.

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS  
**33**

FAVORITES  
**73**



2:18 AM - 21 Sep 2014



# What can we grow together internationally?



**Worldwide customer and marketing base**

# PayPal Buyer Protection

We protect international buyers

**PayPal guarantees your purchase and returns you the cost if ...**

1. your order never arrives
2. Your order arrives, but is not as described
3. You are charged for something you didn't purchase



# PayPal Seller Protection

We protect international sellers

**PayPal guarantees your sale and protects against claims if ...**

- You accepted payment with PayPal
- You sold physical goods
- You have proof of shipping / delivery
- Shipping address matches customer address



# How important are free returns to your customers?

**75%** Greek buyers would shop more online  
If cost of returns was free



# NEWS: PayPal refunds your return costs

One less thing to worry about.  
Your return costs refunded.

Shop online with PayPal and if your purchase isn't quite right, return it. Your postage will be refunded\*. Worldwide. Activate it and enjoy the service on your very next purchase with us.

**Activate for Free**

Already activated this service? **Ask for a refund**

\* Until 31 December 2015. The Refunded Returns service is offered by PayPal Pte. Ltd, in partnership with TELUS International Europe, the service manager. See [conditions](#) and [privacy policy](#).

# Ready to unlock the international ecommerce opportunity?

# Thousands of Magento merchants already grow internationally with PayPal



MADE.COM

*missguided.co.uk*  
® ♥ & FASHION



*mytheresa.com*



BrandAlley



Brille24.de  
Zieht Blicke an





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