

Unlocking global growth: How merchants can seize the future of e-commerce payments

Foreword



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The global e-commerce landscape is undergoing an extraordinary transformation. With sales globally set to soar from \$5.13 trillion in 2022 to \$8.09 trillion by 2028, merchants find themselves at the forefront of a vast and expanding global opportunity. But while the potential is immense, success in international markets hinges not just on ambition, but on strategy, insight, preparation and adaptability.

Expanding across borders is no longer a luxury – it's a necessity for growth. However, it's a path lined with complexity. From navigating regional payment preferences, complex regulatory requirements and tax regulations to building robust fraud prevention frameworks, the road to global success demands more than a simple translation of a business model. It requires true localisation – of payments, of customer experience, and of operational infrastructure.

This guide explores exactly that. Drawing on insights from leading global brands such as Booking.com, Wayfair, Mastercard, and Bolt, it highlights the critical role that localisation and innovation play in unlocking new markets. It demonstrates how aligning with local expectations – from website interfaces to fulfilment logistics – can significantly boost conversions and deepen customer loyalty.

This guide isn't just about expanding globally – it's about doing it right. By focusing on localising payment methods, offering diverse currencies, streamlining logistics, and staying on top of financial data and compliance, businesses can create seamless, customer-centric experiences that resonate on a global scale.

Navigating the maze of regional laws, integrating fraud protection, and optimising fulfilment processes are just a few of the areas where merchants need expert guidance. The world is ready for the next wave of success stories, and with the right partners by your side, the rewards are within reach. So, whether you're just starting to consider international expansion or looking to sharpen your global strategy, this guide offers the insights you need to thrive. The global e-commerce revolution is here – and now is the time for merchants to seize it.

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01

The global e-commerce boom

The global e-commerce surge is fuelled by several key factors. Technological advancements, a boom in mobile commerce, and changing consumer behaviours are driving the digital shopping revolution. Geographical borders no longer constrain consumers – they can access products from anywhere in the world and expect convenience, localised payment options, and swift, reliable delivery.

Asia-Pacific is leading the charge in e-commerce growth. China alone accounts for more than 40% of global e-commerce spending, while emerging markets such as India, Indonesia, and Vietnam are set for significant expansion in the coming years. This presents an unprecedented opportunity for businesses to tap into regions with rising consumer purchasing power.

For merchants, these regions represent untapped gold mines. However, success depends on understanding local payment preferences, cultural differences, and consumer behaviours – areas where a skilled partner can make all the difference.



“ The biggest challenge for us has been trying to identify the right partner, one that has good market penetration and can balance performance and cost, because payments are a significant cost in the financial planning of any company. ”

Ricardo Argenta

Global Payment Senior Lead Manager at Back Market

02

What's driving e-commerce growth?

2.1 Tech innovation: The key to scaling

Technological advancements are enabling businesses of all sizes to scale rapidly across borders. E-commerce platforms such as [WooCommerce](#) and [BigCommerce](#) are simplifying the process for UK merchants to sell globally, offering built-in tools to manage multi-currency payments, ensure compliance, and automate customer engagement.

A key milestone in Europe's digital payments evolution is the launch of the [European Payments Initiative's](#) mobile-first wallet, [Wero](#). Focused initially on person-to-person transactions, Wero allows users to make instant account-to-account transfers using a phone number, QR code, or email – all in just 10 seconds, with no IBAN required.



Wero, with its pan-European sort of functionality, is definitely going to be something very interesting for the German market, for the European market.

Antony Jordan

Head of Payments & KYC at Oddset Sportwetten

2.2 Changing consumer habits: The rise of cross-border shopping

The shift from physical retail to e-commerce has been steadily growing, and the COVID-19 pandemic accelerated the transition. In 2020, 145.7 million new shoppers embraced online shopping, bringing the global total of digital buyers to 2.26 billion – a 6.9% increase from 2019. Cross-border shopping is one of the standout trends. Consumers are increasingly seeking unique products, better prices, and goods unavailable in their local markets. A 2023 study found that 55% of online shoppers made a purchase from another country in the past year.

Cross-border e-commerce is growing at twice the pace of local e-commerce, presenting a significant opportunity for merchants to attract international customers. Even after lockdowns, shoppers continued favouring online stores over physical ones. Research by [Global-e](#) analysed 350+ brands and found a 21% year-over-year increase in cross-border discretionary sales during the pandemic, with Q2 sales soaring by 53%.

02

What's driving e-commerce growth?

2.3 Think local: Localisation boosts conversion rates

Localisation plays a crucial role in boosting conversion rates. Research shows that shoppers overwhelmingly prefer browsing and paying in their local currency and using regional payment methods – such as Swish in Sweden or AliPay in China. Merchants who adjust their websites to align with local market conventions and preferences see significant improvements. By offering a seamless, culturally relevant experience, businesses can build loyalty and improve customer satisfaction.

With physical stores experiencing long-term decline, e-commerce merchants have an opportunity to focus on direct-to-consumer models that are optimised for local markets. This approach not only helps businesses tap into global growth opportunities but also ensures they maintain their brand identity and customer loyalty.



It varies region by region, and if the player is not well known in the region, sometimes users are just not so willing to use the payment method... it's very important to kind of find that good balance between ensuring your funds are secure, the product is robust versus providing seamless payments within the platform.

Simas Simanauskas

Chief Business Officer at ConnectPay

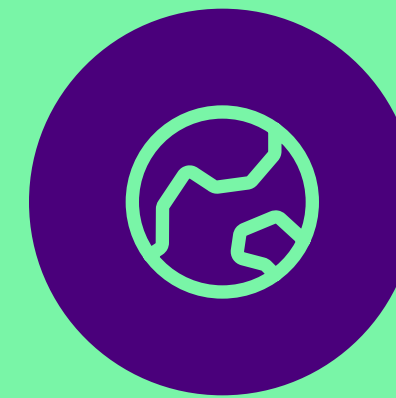
03

Navigating the challenges of global e-commerce

We've highlighted the exciting opportunities, but what about the challenges? Let's take a closer look at the key hurdles and how businesses can overcome them with the right solutions.

3.1 Payment preferences & currency choice

We've already touched on this, but the primary obstacle when expanding internationally is understanding payment preferences. Consumers in different regions have distinct preferences for how they pay; failing to offer these can lead to cart abandonment. 42% of global consumers said they were more likely to complete a purchase if they were offered their local currency. Furthermore, 54% preferred paying with local payment methods. So, it's clear that consumers are more likely to complete purchases when they can pay using their preferred method and currency. For example:



Local payment methods

Different regions have different payment preferences. In the UK, credit and debit cards (e.g., Visa, Mastercard) are widely used, while in countries like Singapore and the Philippines, mobile wallets like PayNow QR and GCash dominate.



Currency familiarity

Displaying prices in the local currency helps customers feel more comfortable and confident. It avoids confusion or concerns about exchange rates or additional fees.

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Navigating the challenges of global e-commerce

3.2 Regulatory compliance: A moving target

Different countries have varying regulatory requirements for payment processing. Some nations may require specific payment options or impose regulations that affect which payment methods are available. For example, the European Union has regulations like the Payment Services Directive 2 (PSD2), which impacts payment methods such as 3D Secure and Strong Customer Authentication (SCA).

3.3 The push for tokenization: A safer, smarter way to pay

Tokenization – replacing sensitive payment details with unique identifiers – is transforming online transactions, enhancing security for both merchants and their customers.

Tokenization not only increases security; it helps merchants prevent fraud, streamline payment systems, and boost consumer confidence. Integrating tokenization will be crucial for merchants aiming to remain competitive in the global marketplace.



A key trend we're seeing is the on-going drive towards online payment solutions, with our push for 100% tokenization by 2030. This will enhance the online customer journey and reduce transaction abandonment.

Anne-Marie Dentz

VP for Acceptance and Channel Partners at Mastercard



Tokenization is something that enables multi-PSP setup. That is something that helps you to drive improvements in terms of uptime, in terms of auth rate performance, and cost.

Matteo Gamba

Head of Product, Global Payments and Fraud at Wayfair

03

Navigating the challenges of global e-commerce

3.4 Global competitiveness

Merchants who fail to cater to local payment preferences or currencies risk losing customers to competitors who do. Research by PPRO found that 20% of consumers will abandon their purchase if their preferred payment method is not offered. This is especially critical when entering markets dominated by local players, such as Asia or Europe, where there may be different region-specific payment systems.

3.5 Currency exchange & fees

When merchants sell internationally, they may need to handle currency conversion, which can be complex and costly. Merchants should consider offering dynamic currency conversion (DCC), where the customer sees the price in their currency and is charged accordingly. Not only does it help to avoid confusion; it also builds confidence for the consumer to complete the purchase. Ecommpay found that successful transactions were boosted by a whopping 8% when implemented.

Ecommpay found that with **currency exchange implemented, successful transactions are boosted by a whopping**

8%

3.6 Localisation beyond payments

Payment localisation is part of a broader strategy that should also include language, marketing, customer support, and shipping. By combining local payment methods and currencies, companies can enhance their reputation and customer satisfaction in international markets.

O4

Payment orchestration empowers global expansion

Payment orchestration is a unified software solution that empowers merchants to efficiently manage multiple payment service providers (PSPs), alternative payment methods (APMs), acquirers, fraud prevention tools, and financial services through a single platform. It streamlines key payment functions – such as transaction routing, authorisation, reconciliation, payouts, and analytics – driving operational efficiency and improving payment performance across global markets.

Payment orchestration offers valuable advantages for e-commerce merchants looking to expand into global markets. Here's how it can help:



Streamlined payment management: Orchestration consolidates multiple payment service providers (PSPs), acquirers, and payment methods into a single platform, simplifying cross-border transactions.



Enhanced flexibility: Merchants can easily add new providers, handle local currencies, and manage different payment preferences, improving customer satisfaction.



Cost reduction: By optimising transaction routing, merchants can reduce processing fees and avoid high cross-border charges, increasing profit margins.



Scalability: As businesses expand globally, payment orchestration supports multiple markets with different payment regulations, improving efficiency.



Improved approval rates: Intelligent routing ensures payments are processed by the most suitable provider, enhancing the likelihood of successful transactions.



Compliance and fraud prevention: Helps navigate complex international regulations, while offering robust fraud protection tools to safeguard customer data.



Analytics and reporting: Provides unified insights into payment performance, allowing businesses to make informed decisions and optimise their global strategies.



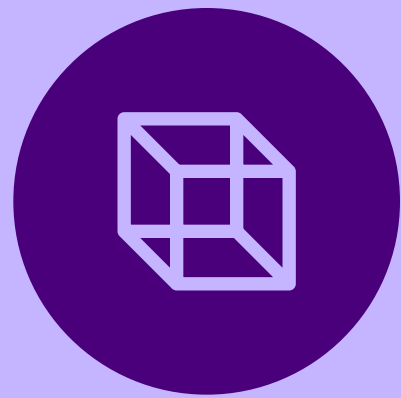
“ We integrated a payment orchestration platform... this gives us the opportunity to connect PSPs quicker or better use the PSPs that are already connected. ”

Stefan Weyl

Senior Payment Manager at TeamViewer

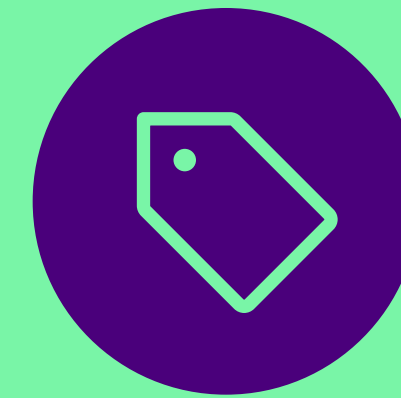
05 Issuing global payouts

For a company aiming to expand globally, collaborating with international affiliates, and establishing connections with overseas suppliers doesn't come without its challenges:



Technical complexity

Implementing and maintaining mass payout systems is costly and requires robust infrastructure. Businesses must ensure system performance and data security, which demands a dedicated technical team to handle issues, monitor systems, and maintain efficiency.



Cost transparency

Predicting costs is difficult due to fluctuating bank and foreign exchange (FX) fees. Payments across multiple currencies and regions increase costs, making it hard for businesses to control and manage expenses.



Compliance

Navigating the complex regulations of each country is challenging, and failure to comply can result in significant fines. Most businesses lack the resources to adhere to the diverse compliance requirements across jurisdictions.



In-country knowledge

Understanding local market conditions, including banking regulations, fraud prevention, and consumer preferences, is critical. Without in-country expertise, businesses risk errors or must rely on third-party providers to manage this complexity effectively.

06

Fraud prevention & high authorisation rates



▀ Frictionless checkout is like rolling out the red carpet for fraudsters... if you go in the opposite direction and apply friction very bluntly, you're going to experience drop off. ▹

Zahava Dalin Kaptzan

Product Marketing Manager at Riskified



▀ Merchants face the challenge of ensuring smooth transactions, avoiding fraud, and keeping customer satisfaction high. There's a need for them to evolve their payment methods to stay competitive and improve the customer journey, especially with the rise of omnichannel solutions. ▹

Anne-Marie Dentz

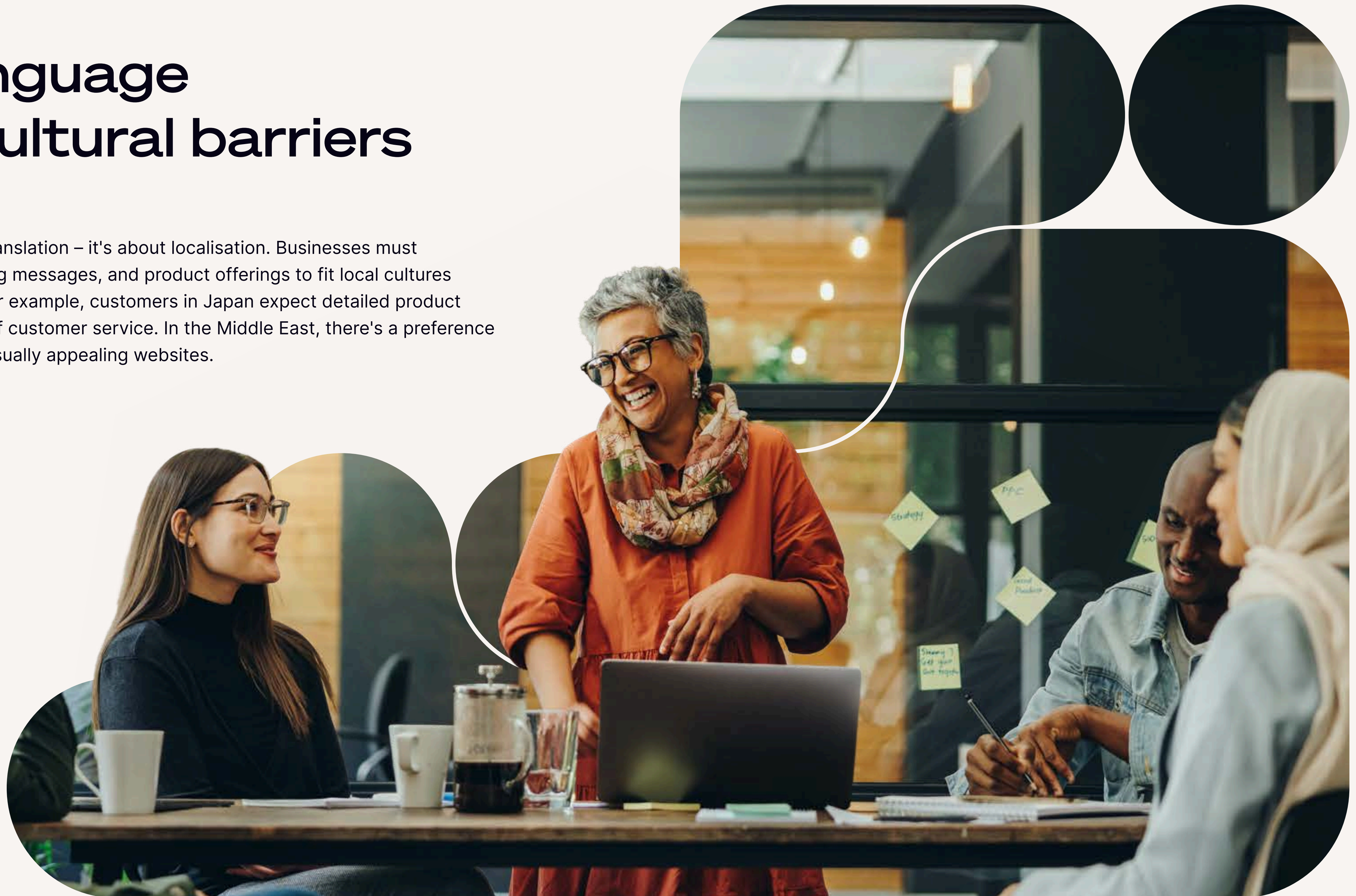
VP for Acceptance and Channel Partners at Mastercard

Fraud prevention is a major concern for businesses expanding into international markets. Different payment partners have varying standards for detecting and preventing fraud, making it crucial for merchants to understand these risks, take proactive measures and select a trusted provider with robust fraud detection and prevention mechanisms. According to Statista, the cumulative merchant losses to online payment fraud worldwide are predicted to exceed \$343 billion between 2023 and 2027. But, for the customer, it's all about balance.

07

Language & cultural barriers

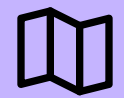
Going global isn't just about translation – it's about localisation. Businesses must adapt their websites, marketing messages, and product offerings to fit local cultures and consumer preferences. For example, customers in Japan expect detailed product descriptions and a high level of customer service. In the Middle East, there's a preference for mobile-first designs and visually appealing websites.



08

Logistics & fulfilment: Local vs. centralised

As merchants scale internationally, efficiently fulfilling orders becomes crucial. They must decide whether to manage fulfilment from a central location or establish local distribution centres in key markets.



Local fulfilment: Offers faster delivery and lower shipping costs but requires local infrastructure.



Centralised fulfilment: This can be more cost-effective but may result in longer shipping times.

To help businesses streamline their global fulfilment strategies, specialists like [Global-e](#) and [eShopWorld](#) offer end-to-end cross-border fulfilment solutions. By tapping into their global logistics networks, merchants can fulfil orders quickly and cost-effectively, ensuring timely delivery for customers. These services also handle taxes, customs clearance, and compliance with local regulations, making it easier for businesses to scale rapidly in new markets.



09

Navigating tax complexities

Expanding globally can be challenging for e-commerce businesses, especially when navigating complex financial regulations, payment processing requirements, and tax obligations. One effective solution is partnering with a Merchant of Record (MoR). A MoR assumes key responsibilities such as payment processing, compliance, and managing financial risks, allowing businesses to focus on growth and customer experience. Additionally, navigating the complexities of global tax regulations is crucial for businesses selling internationally, and a MoR can simplify this process.

Here are the main benefits of using a MoR for international expansion:



Simplified compliance: MoRs handle complex regulatory requirements, including PCI DSS, GDPR, and PSD2, ensuring businesses remain compliant with global financial regulations.



Streamlined payment processing: No need for businesses to set up their own merchant accounts or payment infrastructure. MoRs manage transactions, tax collection, and payment processing, easing operational burdens.



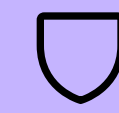
Risk management: MoRs assume liability for chargebacks, fraud, and financial disputes, protecting businesses from unexpected financial losses.



Efficient cross-border expansion: MoRs support international sales by managing currency conversion, offering multiple local payment methods, and adhering to global tax regulations, simplifying global transactions.



Tax compliance: MoRs can also help businesses navigate sales tax, VAT, digital taxes, and customs duties across different regions, ensuring compliance with local laws and avoiding costly penalties.



Financial security: MoRs manage refunds, chargebacks, and fraud prevention, ensuring better financial risk management, especially for businesses with frequent transaction issues.



Administrative relief: By outsourcing payment processing, tax compliance, and dispute resolution to the MoR, businesses can focus on core operations without being bogged down by operational complexities.

09

Navigating tax complexities

Partnering with expert providers like [1D3 DIGITECH](#) and [Xsolla](#) can further simplify tax compliance for merchants, particularly in industries like gaming, by staying on top of VAT/GST rules and digital tax regulations. These partners allow businesses to optimise tax processes, reduce red tape, and ensure smooth global expansion.

In short, using a MoR can help e-commerce merchants expand globally while managing legal, financial, and operational risks more effectively.



“ We do follow the mixed model... we still lack the company's local establishment in some major markets... that's where we are using the Merchant of Record model. ”

Kestas Saulis

Head of Payments at Nord Security



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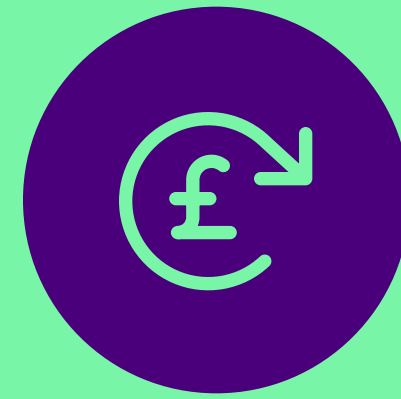
Establishing a local legal entity

While setting up a local entity can involve more complexity and costs, it can pay off in the long term for businesses looking for rapid growth and competitive pricing. Here's why:



Better tax rates

Many countries offer tax incentives for local businesses, which can lead to reduced VAT or corporate tax rates.



Lower transaction fees

Local payment processors often offer better rates than international ones.



Increased trust

A local presence can improve customer trust, especially in markets with strong national identities.



Streamlined compliance

Operating a local entity simplifies compliance with local laws and regulations.

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How brands are successfully going global

Big brands are already making waves on the global stage. Here are some great examples:



ASOS

With over 200 international markets and 60+ payment methods, ASOS generates over 60% of its revenue from international sales.



Boohoo

With flexible payment options like Klarna and Afterpay, Boohoo has tapped into markets like the US and Australia, growing rapidly in these regions.



Gymshark

Gymshark has turned fitness apparel into a global phenomenon, shipping to over 180 countries with a strong presence in the US and Australia.



Zalando

Based in Germany, Zalando is a top European online fashion platform. Its localised shopping, multi-language support, and smooth cross-border logistics have driven success in 25+ European markets, making it a standout EU e-commerce leader.



Deliveroo

Expanding into markets like Australia, France, and Spain, Deliveroo has adapted to local tastes and built a loyal customer base.

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Conclusion: The world is your oyster, *with the right partners*

The e-commerce landscape continues to evolve, presenting merchants with an exciting opportunity to tap into rapidly growing international markets. Online shopping is more popular than ever, and businesses are perfectly positioned to capitalise on this growth. However, succeeding on the global stage requires a well-informed, strategic approach. From understanding local payment preferences to navigating tax laws, merchants need the right partners and tools to thrive.

Ecommpay provides the expertise and innovative solutions UK merchants need to overcome these challenges and seize global opportunities. With seamless integration of local payment methods, multi-currency options, and advanced 3D Secure 2 (3DS2) fraud protection, Ecommpay helps businesses offer a smooth, secure, and localised shopping experience to customers worldwide.

By focusing on localisation, choosing the right payment strategies, optimising fulfilment, and partnering with experts to stay on top of regulations, UK merchants can confidently grow their brands internationally. The world is ready for the next wave of UK businesses to succeed – and with Ecommpay, that success is within reach.



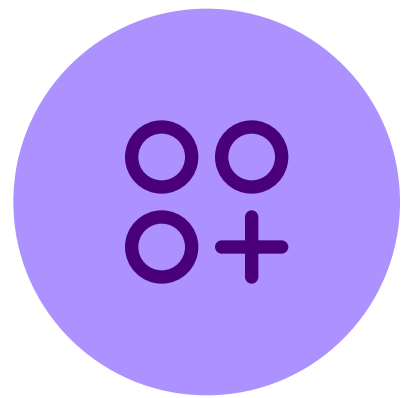
There is no single partner that can cater to the whole globe. We've invested in strong partnerships to help us succeed.

Jüri Laur

Director of Product for Payments, Billing and Fraud at Bolt

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Key takeaways for successful expansion:



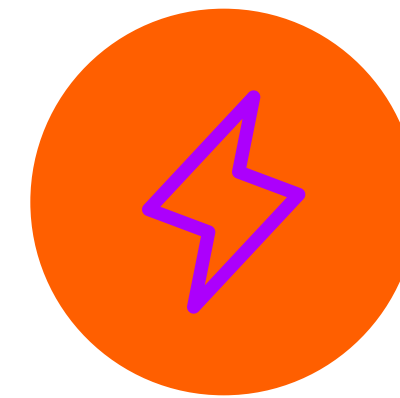
Offer a range of local payment methods and multi-currency options.



Use fraud prevention tools and smart routing to maintain high authorisation rates.



Localise your website and product offerings to resonate with international customers.



Optimise fulfilment strategies with the help of providers like Global-e or eShopWorld.



Stay compliant with local tax regulations and partner with experts like 1D3 DIGITECH and Xsolla.

The world is ready for the next wave of businesses to succeed – and with the right partners, that success is within reach.

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How to expand your business globally: a practical checklist

1

Understand global e-commerce trends

Keep an eye on emerging markets with growing consumer spending, like China, India, and Vietnam. Look out for cross-border shopping trends, especially the demand for unique products.

2

Embrace new technologies

Use e-commerce platforms like WooCommerce or BigCommerce that support multi-currency payments and international scaling. Explore mobile wallets (like Wero in Europe) and tokenization for better security and smoother customer experiences.

3

Localise your business

- 👉 **Payment options:** Offer payment methods that locals prefer, such as PayNow in Singapore or AliPay in China, and support local currencies.
- **Website & user experience:** Make sure your site speaks the local language and matches cultural expectations to boost trust and conversions.
- 👉 **Customer support:** Offer customer service that's tailored to the local time zone and language.

14

How to expand your business globally: a practical checklist

4

Stay on top of regulations

Keep up with international and local regulations, for example, PSD2 or Strong Customer Authentication, as well as data privacy and consumer protection rules. Using a Merchant of Record (MoR) can simplify compliance across different regions.

5

Manage currency exchange and fees

Consider dynamic currency conversion (DCC) to show local prices. You can also use payment orchestration platforms to reduce transaction fees and streamline payments.

6

Keep fraud in check

Integrate fraud detection tools and use tokenization to secure payments. Work with payment providers that focus on high authorisation rates and fraud prevention to minimise risk.

7

Optimise your fulfilment strategy

Decide whether centralised or local fulfilment works best for your market. Third-party providers like Global-e or eShopWorld can help you manage cross-border deliveries smoothly and compliantly.

14

How to expand your business globally: a practical checklist

8

Build a global brand with local flair

Create a strong global brand but adapt your marketing to fit local cultures. Pay attention to regional preferences and make sure your messaging resonates with different audiences.

9

Use payment orchestration to simplify things

A payment orchestration platform can help you manage multiple providers, reduce processing fees, and improve authorisation rates, making it easier to scale globally.

10

Get a handle on taxes and finances

Understand local tax laws, VAT, and customs duties. Using experts or a Merchant of Record (MoR) can help you manage tax calculations and simplify cross-border transactions.

11

Consider setting up a local entity

In key markets, a local entity can give you better tax rates, lower fees, and help build trust with customers. Plus, it makes complying with local laws easier.

14

How to expand your business globally: a practical checklist

12

Keep an eye on trends and adapt

Stay in the loop on global e-commerce trends and changing customer preferences. Adapt your strategy to meet shifting demands and stay ahead of the competition.

13

Partner with trusted payment providers

Choose reliable payment providers like Ecommpay that can handle fluctuating foreign exchange fees, ensure data security, and offer a solid infrastructure for international payouts.

14

Tailor your marketing and products to local tastes

Adjust your website, products, and marketing to match regional preferences. For example, in the Middle East, mobile-first design is key, while in Japan, detailed product descriptions are crucial.

15

Minimise risk with expert help

Outsource tasks like fraud prevention, chargebacks, and refunds to experts who can reduce your exposure to financial risks. Use local payment methods and smart routing to improve authorisation rates.

14

How to expand your business globally: a practical checklist

16

Learn from global success stories

Look at how brands like ASOS, Boohoo, and Gymshark have grown globally. Take inspiration from their strategies and adapt them to your own business and target markets.



Speak to one of our
payments experts and unlock
your global growth today.

Let's chat!

