

International Sending Playbook

Essential tips to help bring your
business to the world stage



Australia Post

Contents



Why expand overseas?

03

What international shoppers want

04

Sending internationally with MyPost Business

06

Most popular export categories

07

Where to from here?

09

6 tips for selling your products overseas

12

Your path to successful international sending

15

International sending tips from a Post Office manager

18

More resources

19

Why expand overseas?

The growth opportunities available from attracting international shoppers are compelling. The number of Australian merchants looking to sell online to new countries overseas has almost doubled to 39%, up from 20% in the previous year.ⁱ

As eCommerce booms, Aussie businesses have the opportunity to dramatically expand their markets and grow their businesses beyond Australian shores.

eCommerce is expected to increase from USD\$5.8 trillion in 2023 to

USD\$7.9 trillion by 2027ⁱ

International shoppers love Aussies

Australian brands are in demand, as a result of our unique point of view, innovation and reputation for having an easy-going culture.

Ozzie Collectables, an online store specialising in action figures, board games and more, has an established customer base in the USA, Canada and the UK, with an ever-expanding market of new collectors throughout Asia.

Innovative Australian cosmetics brand All Shades Matter Cosmetics is known for its MATTERfying Foundation® which caters to a broad range of skin tones, specifically darker tones. “Ever since we were young, we were always asking each other why no one had ever thought about extending the range of make-up shades available,” says co-founder Shaanti Wallbridge.

“Then we thought, why not us?” The successful start-up now ships across the world, including to New Zealand, the USA, Sri Lanka, South Africa, Singapore and more.

Aussie expertise in outdoor lifestyle puts us ahead of the pack. “Americans respond really well to Australian lifestyle brands because they know that we’re all about sun and beaches. We have this lifestyle connotation around the world - that’s why lifestyle brands are so successful here,” says Steve Philpott, CEO, bond-eye Australia Group.

Top 5 barriers to expanding overseas

Shipping costs	48%
Longer delivery times	25%
Duties and taxes	24%
Offering returns to customers	22%
Customs/legal ⁱⁱ	18%

We’re here to help

The first step in preparing to expand your business overseas is research. From identifying the right regions to target, to understanding cultural nuances, market trends, and even seasonal differences, careful planning is key to ensuring your international launch is a success.

In this playbook we share our own expertise, plus learnings from leading Australian brands who’ve successfully unlocked overseas markets. They share what led them to expand overseas, what they’ve learned and what they’d do if they were starting out again.

Our team is here to help. Visit your local Post Office, or take a look at our [international sending options here](#).

What international shoppers want

Almost half of cross-border shoppers say they selected a product from overseas because the product was more affordable.

Other shoppers prioritise variety or better quality. Low shipping costs are a key deciding factor too, and around a quarter of customers identify speed of delivery and returns as important.

Top 5 reasons for shopping internationally online

Price	47%
Variety	37%
Quality	28%
Low shipping costs	27%
Reliability and speed of delivery and returns ⁱⁱⁱ	26%

Transparent pricing is essential

The performance of the Australian dollar against the buyers' local currency can make your products more (or less) affordable for your customers.

TIP

Display prices in the shoppers' local currency. This will make the price easier to understand and will highlight great deals if they're from a region where their currency is stronger than the AUD.

Australian products are in demand

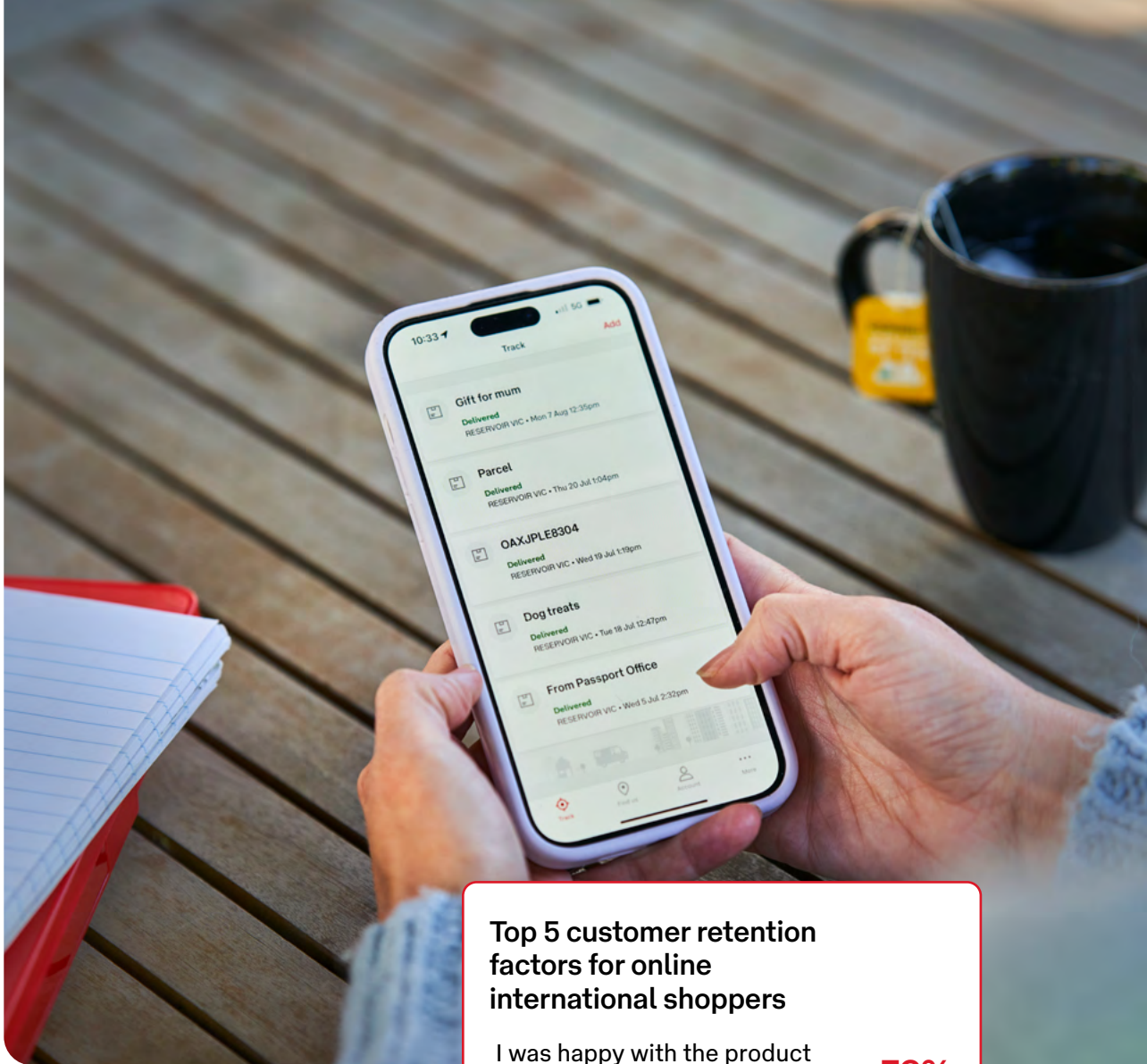
Products from Australia are renowned for being high-quality. Dianne Biviano, Head of Marketing, [Viktoria & Woods](#) explains, "We do things differently. Our cardigans use high-quality Merino wool. They're beautifully made and designed. Customers are looking for that, they're quite discerning. There are other markets in the world that mass produce. The Australian market has something really special."

TIP

Help your customers understand your product is high-quality by including key information on your website and in product listings:

- Materials and place of manufacturing for fashion products
- Ingredients and testimonials for beauty products
- Components and any safety regulations complied with for electrical products
- Highlighting well-known brands you stock or create
- Recommendations from other shoppers





Give customers choice in shipping and delivery

Revise your product listings, checkout experience and FAQs to ensure customers can easily understand shipping options and pricing. Shipping has a serious impact on cart abandonment – 50% of shoppers will abandon cart if shipping is too expensive.^{iv}

TIP

- If you offer free shipping for a certain cart value, include this information early in the shopping experience to increase conversions and cart value.
- Consider offering two speeds for customers who need their product quickly and those who would prefer to pay lower shipping costs for standard delivery.

Top 5 customer retention factors for online international shoppers

I was happy with the product I received	59%
Delivery time matched my expectations	45%
The final cost of purchase was clear	43%
The shopping experience was easy and streamlined	43%
Efficient customer service ^v	28%

Once you've attracted new overseas customers, it's important they have a great experience, so they come back again and again. Satisfaction with your product is the number one reason people will come back, but delivery time matching expectations has a huge impact too – 45% of customers say this is important.

TIP

Help manage customer expectations by highlighting their ability to track deliveries via the AusPost app.

Sending internationally with MyPost Business

MyPost Business takes the guesswork out of the equation when it comes to sending your parcels internationally.

We provide smart sending tools to get your items to customers as smoothly as possible, including:

- **One account for shipping domestically and overseas**
Create an international shipping label and enter your customs declaration from the same online sending portal, so you're ready to scale globally right from the start.
- **Stay updated with notifications**
Tracking notifications can give you and your customer more visibility of the item in transit.*
- **Address validation tool**
So you don't have to worry about how to format overseas addresses.
- **HS tariff code lookup**
Generated using your item description, this six-digit tariff code helps speed up the destination country's inbound customs process.
- **Add up the savings**
Any spend on international parcels also counts towards your overall savings band in MyPost Business, meaning you could save 7.5% - 35% on your international and domestic postage.**

*Free tracking available on express and standard post options. Tracking not available for all countries. For more information, check our international post guide <https://auspost.com.au/sending/parcels-overseas/international-post-guide>. **Your savings band will be based on your spend on products and services over specific periods using your MyPost Business account, with certain exceptions. Savings are calculated on standard postage rates, and apply to MyPost Business products with certain exceptions. For more information on the spend requirements of each savings band and for a full list of MyPost Business products including the list of exceptions, visit auspost.com.au/mpbprices.

Low volume parcel shipping

Easily ship parcels to your customers overseas with our choice of delivery speeds and range of international prepaid satchels.

[Learn more](#)

Medium volume parcel shipping

With smart sending tools and great savings, MyPost Business is ideal if your business spends \$50+ over four weeks on domestic and international parcels.

[MyPost Business](#)

Large volume parcel shipping

If your business sends 10+ international parcels a week, an international contract can reduce your sending costs and make sending easier.

[International contract](#)



Most popular export categories

Most products can find a market overseas, but it's worth considering where your product category sits in the mix. A survey of over 30,000^{vi} respondents found:

39%

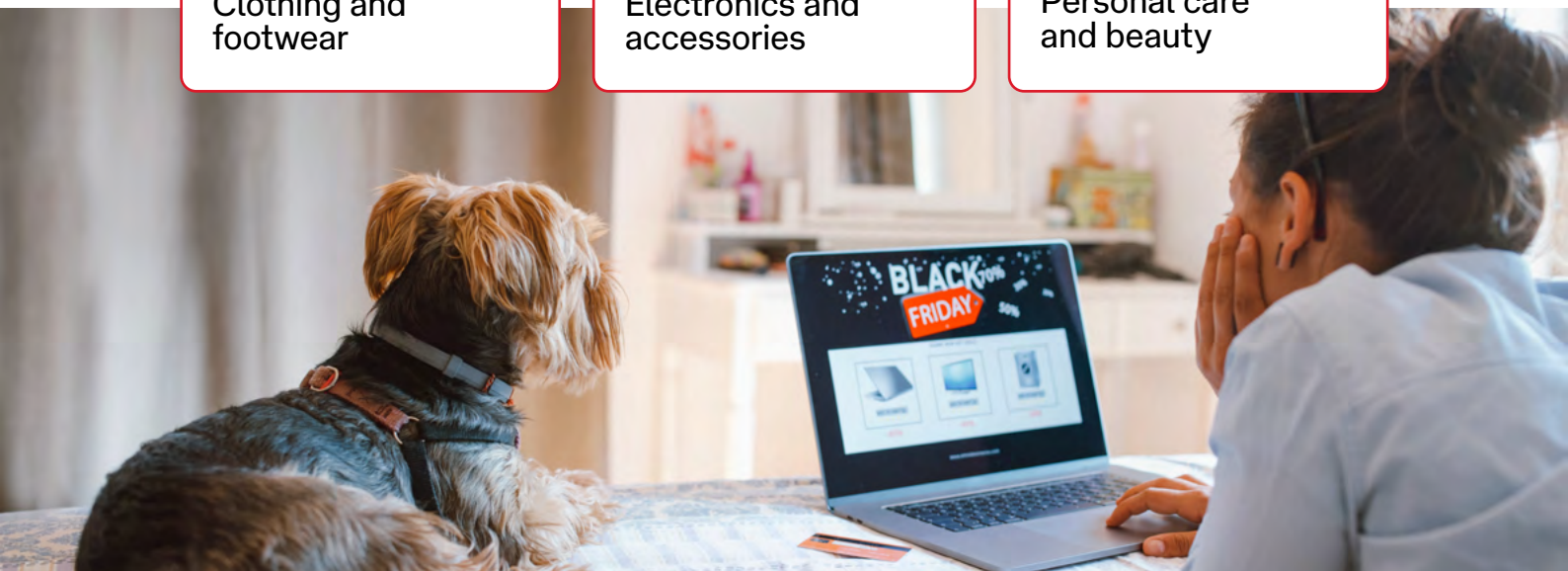
Clothing and footwear

20%

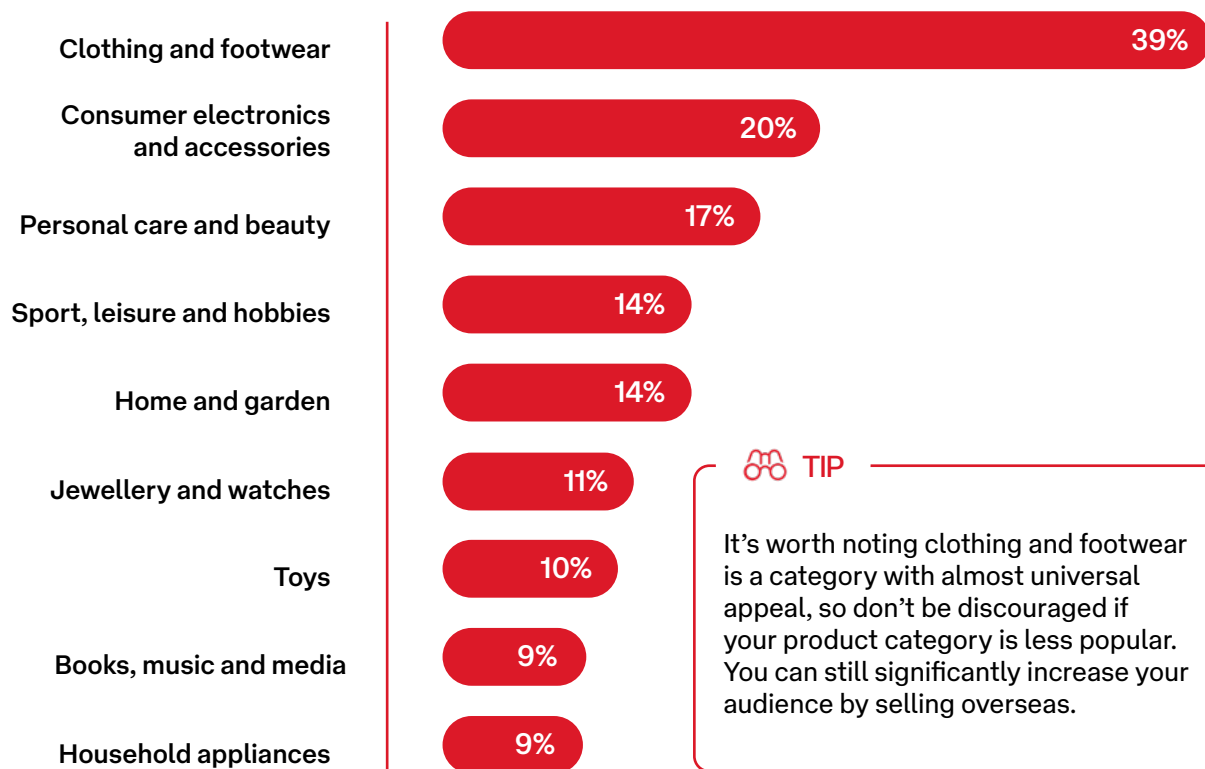
Electronics and accessories

17%

Personal care and beauty



Most popular cross-border online shopping product categories worldwide in 2023^{vi}



Three categories on the rise

Clothing and footwear, beauty products and hobbies feature in the top five most popular categories attracting international shoppers. Let's take a look at some key facts on these categories.

Fashion

- In 2024, the online share of fashion revenue reached 31% and it's expected to rise to 40% by 2029.^{vii}
- 'Enhanced online shopping experience' had the largest impact on fashion eCommerce revenue change in 2024.^{vii} Customers expect a consistent brand experience across social media, website and in-store.
- Technology continues to evolve with offerings like virtual try-ons. Delivery options are evolving too, with more options at checkout from delivery speeds, to 24/7 Parcel Lockers and more.

Beauty

- Beauty sales are on the rise with all regions achieving over 10% increases in sales in the first half of 2024. Europe and APAC saw the most growth.^{viii}
- Overall, 6.2% of beauty sales occurred via social selling with TikTok Shop (2.6%) leading the charge.
- The skincare market is projected to generate USD\$196.70 billion worldwide in 2025.^{ix}
- Online sales are growing at a faster rate than in-store sales. 41% of beauty and personal care sales occurred online in the first half of 2024.^{ix}

Hobbies

- The worldwide sports, leisure and hobbies market is projected to generate USD\$367 billion in 2025.
- The largest segment of this market is sports equipment, with an anticipated revenue of USD\$182 billion in 2025.^x



READ MORE

[International shipping solutions for Aussie brands](#)



Where to from here?

Selecting where to expand overseas can seem overwhelming. It's often best to start with a market where shoppers are similar to your local customers.

New Zealand, the USA and UK are top contenders, with established sending lanes. There are many rapidly-growing markets to consider. Here are just a few:

Canada

Population: 39.9 million
(0.49% of the total world population)

Currency: Canadian Dollar (CAD)

Popular eCommerce sites:
[Amazon.ca](https://www.amazon.ca), [Walmart.ca](https://www.walmart.ca), [Costco.ca](https://www.costco.ca)^{xi}

Popular social media sites:
[Facebook](https://www.facebook.com), [Pinterest](https://www.pinterest.com), [X \(previously Twitter\)](https://twitter.com)^{xi}

China

Population: 1.4 billion
(17.2% of the total world population)^{xiii}

Currency: Chinese Yuan (CNY)

Popular eCommerce sites:
[taobao.com](https://www.taobao.com), [douyin.com](https://www.douyin.com), [pinduoduo.com](https://www.pinduoduo.com)^{xiv}

Popular social media sites:
[WeChat](https://www.wechat.com), [Weibo](https://www.weibo.com), [Douyin \(TikTok\)](https://www.douyin.com)^{xv}

New Zealand

Population: 5.3 million
(0.06% of the total world population)^{xvi}

Currency: New Zealand Dollar (NZD)

Popular eCommerce sites:
[chemistwarehouse.co.nz](https://www.chemistwarehouse.co.nz), [temu.com](https://www.temu.com),
[kmart.co.nz](https://www.kmart.co.nz)^{xvii}

Popular social media sites:
[Facebook](https://www.facebook.com), [WhatsApp](https://www.whatsapp.com)

The China opportunity

The size of the China market makes it an attractive destination for expansion, but that size presents its own challenges.

Steve Philpott, CEO of [bond-eye Australia Group](https://www.bond-eye.com) explains, “We have looked at China. The scale is attractive. There is an opportunity for Australian brands to hit that market, but you really do need to do it in a pretty significant way. We don't have the resources right now to focus on that.”

[Viktoria & Woods](https://www.viktoriamerino.com) have been selling in China for more than six years. “We use high-quality Merino wool in our knitwear range and that type of product is resonating really well with our Chinese customers,” says Dianne. “It's mainly through our social media channels [WeChat](https://www.wechat.com) and Red Book [[Xiaohongshu](https://www.xiaohongshu.com)], where you can sell directly to customers in mainland China.”



South-East Asia

Indonesia

Population: 278.7 million
(3.46% of the total world population)^{xxi}

Currency: Indonesian Rupiah (IDR)

Popular eCommerce sites:
[Shopee](#), [Tokopedia](#), [Lazada](#)^{xxii}

Popular social media sites:
[WhatsApp](#), [Instagram](#), [Facebook](#)^{xxiii}

Malaysia

Population: 35.7 million
(0.44% of the total world population)^{xxiv}

Currency: Malaysian Ringgit (MYR)

Popular eCommerce sites:
[Shopee](#), [Lazada](#), [Mudah](#)^{xxiii}

Popular social media sites:
[WhatsApp](#), [Facebook](#), [Instagram](#)^{xxiii}

Philippines

Population: 116.3 million
(1.42% of the total world population)^{xxv}

Currency: Philippine Peso (PHP)

Popular eCommerce sites:
[Shopee](#), [Lazada](#), [Carousell PH](#)^{xxiii}

Popular social media sites:
[Facebook](#), [TikTok](#), [Instagram](#)^{xxiii}

Singapore

Population: 5.8 million
(0.07% of the total world population)^{xviii}

Currency: Singapore Dollar (SGD)

Popular eCommerce sites:
[shopee.sg](#), [Lazada](#), [Amazon](#)^{xix}

Popular social media sites:
[Instagram](#), [Facebook](#), [TikTok](#)^{xx}

Thailand

Population: 71.6 million
(0.87% of the total world population)^{xxiii}

Currency: Thai Baht (THB)

Popular eCommerce sites:
[Shopee](#), [Lazada](#), [Kaidee](#)

Popular social media sites:
[Facebook](#), [Line](#), [TikTok](#)^{xxiii}

Vietnam

Population: 101.3 million
(1.23% of the total world population)^{xxvi}

Currency: Vietnamese Dong (VND)

Popular eCommerce sites:
[Shopee](#), [Lazada](#), [Tiki.vn](#)^{xxiii}

Popular social media sites:
[Facebook](#), [Zalo](#), [TikTok](#)^{xxiii}

“I wish I’d known...”

the costs involved to maintain your presence within markets. You need to have a good amount of budget to fuel your digital and affiliate programs. Know realistically what you need to make an impact.”

Dianne Biviano, Head of Marketing,
[Viktoria & Woods](#)





“I wish I’d known...

more about the state tax thresholds in the USA. We had a manager at the time who ignored the Shopify pop ups and we accumulated a significant debt in 19 states that we’re now paying off. That was a big one - and all the compliance things that you just don’t know. There’s always a learning curve.”

Steve Philpott, CEO,
bond-eye Australia Group

United Arab Emirates (UAE)

Population: 11.1 million
(0.14% of the total world population)^{xxvii}

Currency: United Arab Emirates Dirham (AED)

Popular eCommerce sites:
Amazon.ae, namshi.com, noon.com^{xxviii}

Popular social media sites:
WhatsApp, Facebook^{xxix}

United Kingdom

Population: 69 million
(0.84% of the total world population)^{xxx}

Currency: British Pound (GBP)

Popular eCommerce sites:
Amazon.co.uk, Tesco.com, Sainsburys.co.uk^{xxxi}

Popular social media sites:
WhatsApp, Facebook, Instagram^{xxxii}

United States of America (USA)

Population: 346.4 million
(4.22% of the total world population)^{xxxiii}

Currency: United States Dollar (USD)

Popular eCommerce sites:
Amazon, Walmart, Apple^{xxxiv}

Popular social media sites:
Facebook, YouTube, Instagram^{xxxv}

6 tips for selling your products overseas

1. Engage influencers

Each region has trusted influencers with their own audiences. “People find us through both paid and organic methods via all our social media channels – [Instagram](#), [Pinterest](#) and [TikTok](#),” explains Bronte Ranford, Marketing Manager at [bond-eye Australia Group](#).

“We have a big pool of influencers that we work with globally. We have a PR agency in the UK and the USA.”

Bronte Ranford, Marketing Manager, [bond-eye Australia Group](#)

Influencers’ terms and fees vary from region to region. “The USA is more strict. For example, in Australia when you send gifts to influencers they often let you use their content across all channels paid or unpaid. In the USA they’re more across what they could be making.”

“Choosing the right influencers can sometimes make or break you,” says Dianne from [Viktorija & Woods](#). “We have a social media team that’s carefully curating the talent, monitoring engagement and assessing their potential rate of return.

“We’re really trying to get that consistent brand storytelling across all markets, internationally. You have to give influencers a really clear brief on what your brand’s about. It’s a lot easier if they love the brand. You get that authentic piece of content.”

TIP

- Keep in mind that influencers with smaller, highly engaged audiences can be just as effective as those who have large audiences and lower engagement.
- Take a look at platforms like [Tribe](#), [Modash](#) or [Shopify Collabs](#) to identify influencers who might be a fit for your brand.

2. Show you’re Australian

Australian brands are popular overseas. “We have a different point of view,” explains fashion designer [Mariam Seddiq](#). “I think because we’re so far away, we’re kind of exotic in their eyes.”

The Australian lifestyle also plays a part. “We know how to do swimwear well. We know what we need from a swimsuit because we live in swimsuits. You sell that Australian summer,” says Bronte from [bond-eye Australia Group](#).

TIP

Find a brand-appropriate way to signal that your brand is Australian. Some brands highlight their Australian roots by including Aussie animals in advertisements, whilst others include iconic landscapes in photoshoots. Others say G’day with Aussie vernacular.



3. Use social selling

Social selling platforms are growing in popularity. Viktoria & Woods have been in the China market for over six years and have had great success selling via WeChat and Red Book (Xiaohongshu).



TIP

Dianne of Viktoria & Woods recommends: “Invest in great content that really sells the collection. There’s a lot of content fatigue. Craft a story that’s unique using social media content and test many different iterations of creative.”

4. Consider style and seasonality

Different regions not only have their own styles and trends but can have significantly different temperatures to Australia.

Viktoria & Woods have experience selling worldwide. “If you’re selling to the northern hemisphere, they’re in a different season,” explains Dianne. “There’s a lot of trans seasonal garments within our winter collection that can be worn within a summer season. It’s just a matter of finding and curating them.”

Styles can be different from country to country too. “When I first started I had more clients in the UAE [United Arab Emirates] than Australia. My clothes are quite dramatic and suited to that market,” explains fashion designer Mariam Seddig. As her audience and collection have expanded she’s found certain regions are attracted to different styles. “There’s high drama and then, I wouldn’t say boring pieces, but I’d call it commercial,” she says.

Bronte at bond-eye Australia Group has a similar experience. “I find the USA and northern hemisphere influencers have totally different style to our Australian influencers. Australians are a little bit more minimal, classic and our USA influencers go for bolder brighter styles,” she says.



TIP

Create a collection with pieces that will work across cultures, geographies and seasons.



5. Localise

Bronte at [bond-eye Australia Group](#) explains localisation is essential, “It’s being super, hyper aware of what is happening in each region. We all have different holidays, we have different seasons. We have different databases for the USA, the UK and Australia and New Zealand.

“Look at what’s selling because every region has different product preferences. For example, the USA generally like the brighter, bolder, a little bit more statement styles, whereas in Australia generally we’re a little bit safer. Really be on top of the trends, watch what’s selling and react quickly to each region. Whether that’s front page, emails or socials.”

TIP

- Feature top-selling products for each region on the home page for that region. Consider local events and holidays, for example Chinese New Year, Thanksgiving and prom. Take a look at our [eCommerce sale event calendar](#) for ideas.
- Another place to find inspiration for localisation is search results. Use tools like [Google Trends](#) to find relevant keywords that can boost traffic to your website for each region.
- Taking time to localise the content across all your communications from spelling to currencies, increases confidence in your brand and makes buying from you easier.

6. Optimise customer care

Providing support to customers in different time zones who may speak different languages requires an intentional approach. Dianne explains [Viktoria & Woods](#) leverage modern innovations.

“We have invested a lot in AI technology. It’s giving people help in real time. We’ve done a lot of work around scripting and making sure that they’ve got 24-hour care. We see a lot of efficiencies with the customer care AI bot. We also have a customer care team who work full time throughout the week.”

TIP

Before entering a new market, consider how you’ll approach customer care in a way that delivers on your brand promise:

- How can you provide prompt assistance in another time zone? Can chatbots or AI work for your business?
- Do you have customer care available in the target market’s language?



Your path to successful international sending

Successfully sending parcels internationally requires some extra steps to ensure the customs, size and weight specifications of each country are met. There are also some clever optimisations you can implement to boost sales conversions at checkout.

Delivery costs

In a 2023 survey of shoppers from over 41 countries, 57% of Australian exports were delivered for free (the global average was 66%). Shoppers received free shipping via a range of offers.

Retailer offered free shipping	24%
Specific free shipping promotion	12%
Free due to high item value	16%
Free due to loyalty program ^{xxxvi}	5%

Offering cost-effective or free shipping can decrease cart abandonment. Laura Hall, founder of [PHYLLI Designs](#), uses [MyPost Business](#) to help stay in control.

“With a good bit of business savvy and a fantastic freight company, you can do anything and send it anywhere. We can send a hat to a tiny country town in Australia or a location anywhere in the world,” she says.

Customs

“Every country has different import laws which need to be respected from the moment the goods are picked and packed.” says Robin Losson, Group Head of E-Commerce, [bond-eye Australia Group](#).

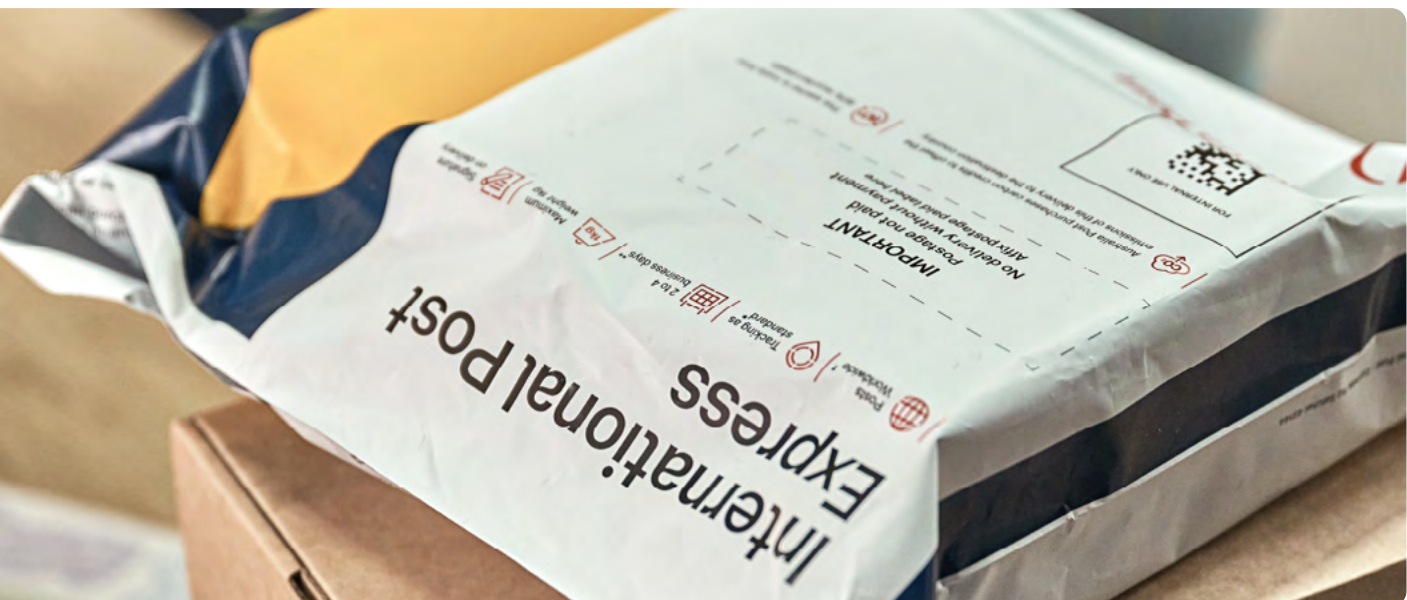
If customs details aren’t completed accurately, destination countries can reject parcels, seriously impacting speed of delivery and customer satisfaction.

Tali Mason, cofounder of [All Shades Matter Cosmetics](#) explains, “MyPost Business is foolproof. You can’t create a label unless you have all elements required, and if anything is missing, you can easily check the FAQs or pop-ups for more information.”

[MyPost Business](#) automatically looks up tariff codes for you, so no more scrolling through lengthy lists to find the best match!

TIP

Make life easier with a shipping partner that does the heavy lifting for you. [MyPost Business](#) includes an automatic [HS tariff code](#) lookup, dangerous goods identification and in-platform tips for successful sending.



Tracking

Setting expectations for estimated delivery can have a significant impact not only on cart abandonment but overall customer satisfaction. “Being able to click a link to see where their parcel is, that’s the most important part for them,” says Austin Ludwik, Supply Chain Specialist at [Hismile](#)—an Australian company that sends its smile care products to the USA, Canada, New Zealand and South-East Asia.

TIP

Include a link to the [AusPost app](#) at checkout and in confirmation emails so customers can easily self-serve to track their parcels’ progress.

READ MORE

[How Aussie businesses set themselves up for international success](#)

Integration

Australia Post integrates with an [extensive list of eCommerce partners](#). Integrations, for example, with Starshipit, Shippit or SellerDash, enable you to automate many of the processes involved in shipping parcels, including generating shipping labels and sending tracking details to customers. eParcel customers can also integrate directly via [Australia Post APIs](#).

“Our integration speeds things up at least 50%, which means we can get orders out quicker and keep growing,” says Joel Twyman, Cofounder of [The Marshmallow Co](#) who has found an enthusiastic audience of s’mores-loving shoppers in the USA.

“Our integration speeds things up at least 50%.”

Joel Twyman, Cofounder,
[The Marshmallow Co](#)



Returns

26% of people who shop online with an Australian retailer abandon cart if the returns policy isn't clear.^{xxxvii}

"Returns are a big part of our eCommerce business. It gives customers a lot of confidence, particularly if the brand is relatively new to them. It's great for customer acquisition. It drives people to order and if they like it, that's fantastic, but if they don't, then the returns policy we have is a really great way to provide that benefit to the customer," says Dianne from [Viktoria & Woods](#).

Robin at [bond-eye Australia Group](#) adds, "Returns policy is always in the top three highest selling points for the customer when shopping online - especially when buying for the first time. With so many retailers and stockists, it's hard to align our returns policy with theirs because they obviously have a local advantage and volumes, which makes their reverse logistics process much more cost efficient and easier for the customer. We also have the challenge of tax refund and duty drawback when getting a return back to Australia because we ship all our orders from here in Australia.

We approach returns for international customers on a country-by-country basis. We estimate shipping, profitability and rate of returns and calculate the cost associated to operate in the country and how feasible it is for us."

TIP

- Make your returns policy clear on your website for customers to find before they make a purchase.
- Outline how returns can be accessed from each country for particular product types, payment types, full price and sale items, and any costs for using return postage labels.

Checklist for selecting a shipping partner

There's a lot to consider when selecting an international sending partner, including:

- Which countries and regions do they deliver to, and what is their network like in these regions?
- How will they take care of any fragile or bulky products end-to-end?
- Do they offer different delivery speeds and costs to suit different customer needs?
- Are there any hidden fees or surcharges on top of their quoted delivery rates?
- How are parcels tracked through the network? Is it easy for customers to track their deliveries?
- What's their track record for on-time deliveries?
- How can they support you with returns?
- What kinds of integrations are available?
- How easily can you access customer support?



International sending tips from a Post Office manager

Ashley Pace, Postal Manager at the Canberra GPO shares her tips for successful international sending.



Ask for the information needed on the customs form (for example, the recipient's phone number and email address) at checkout. That way you won't need to chase information afterward.



Declare items correctly and accurately including weight, value and description. Use one HS tariff code per item (don't bundle items). That way, parcels won't be rejected by the destination country.



Use enough packaging to keep the item safe on its long journey but avoid excessive packaging. Packaging is included in the item weight, so if a parcel is one gram over a weight bracket, you will need to pay the price for the next bracket.



Purchase insurance (for the amount declared) on items over \$100 so if something does go wrong, you're covered.



Always use a sending option that includes tracking, so your customers can self-serve to see their parcel's journey via the AusPost app or website.



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^{xxix} <https://www.statista.com/statistics/1391532/uae-most-used-social-media-platforms/>

^{xxx} [U.K. Population \(2025\) - Worldometer](#)

^{xxxi} [eCommerce in the United Kingdom | Statista](#)

^{xxxii} <https://www.statista.com/statistics/284506/united-kingdom-social-network-penetration>

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^{xxxvi} International Post Corporation, IPC Cross-border eCommerce shipper survey 2023 Country Report: Australia

^{xxxvii} Statista Cross-Border Consumer Behaviour, June 2024

MORE RESOURCES

- [Australian Government Go Global Toolkit](#)
- [Department of Foreign Affairs and Trade](#)
- [Australian Government Treasury](#)

