

*GOING GLOBAL, SMARTER*

# The Ecommerce Leader's Guide To Scaling Internationally (Amid Rising Tariffs)



Insights by  drive research





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## Background & Methodology

All figures in this report are drawn from an online survey conducted by [Drive Research](#), a global market research company located in New York. The area of interest was to understand market trends and challenges with US-based ecommerce brands expanding internationally.

The survey took an average of 9 minutes to complete and included 43 questions. The survey received 100 responses. Fieldwork for the survey began on February 13 and lasted until March 7, 2025.

With a probabilistic sample, a total of 100 responses at the 95% confidence level offers a 10% margin of error. If the survey were conducted with another random pool of respondents, the results would yield within +10% or -10% of the stated totals in the reports.

The margin of error can be used as a guideline to understand the reliability of these results.



# Introduction

In today's global economy, international expansion is no longer just a growth opportunity—it's a necessity for ecommerce brands looking to scale. With **91% of ecommerce brands viewing international sales as a profitable revenue source**, the potential for reaching new markets is undeniable. However, this path is not without its challenges.

Shifting trade policies, rising tariffs, complex customs regulations, and logistical hurdles continue to create significant obstacles for brands looking to grow globally. Despite these barriers, the drive for international expansion is strong. Most ecommerce decision-makers are planning to **scale up in-country and cross-border fulfillment in the next five years**, driven by business growth, faster shipping, and enhanced customer experiences. To succeed, companies must navigate these complexities with a strategic, informed approach.

This white paper, based on a survey of senior ecommerce, marketing, and operations professionals, provides key insights into the challenges and opportunities of global expansion. [Passport](#) conducted this study to be a valuable resource for ecommerce decision-makers, offering actionable takeaways and strategies to help brands overcome obstacles and thrive on the global stage.

By focusing on compliance, in-country operations, and fulfillment models, we'll show how working with the right partner can **simplify international selling and position your organization for long-term success**.

**Alex Yancher**

CEO & Co-Founder





# Key Findings

## 94% of Ecommerce Leaders Expect to Scale Up In-Country Fulfillment in the Next 5 Years

A strong majority of international merchants recognize the growing need for localized fulfillment to support business expansion and improve customer satisfaction, especially amid rising tariffs. This trend indicates that brands must act swiftly to localize their operations and stay competitive in an increasingly customer-centric global market.

## 86% of Ecommerce Leaders Plan to Scale Up Cross-Border Fulfillment in the Next 5 Years

Nearly 7 in 8 ecommerce professionals anticipate a substantial increase in their cross-border fulfillment operations, signaling a strong belief in the growth potential of international markets and the necessity of robust global logistics. Businesses should seek partners to help navigate international complexities, simplify processes, and accelerate growth.

## 8 in 10 International Merchants Fear Proposed Tariffs Will Disrupt Global Strategy

While 91% of ecommerce decision-makers regard international sales as a profitable revenue source, 81% are concerned that shifting tariffs and regulatory changes could threaten their global strategy. To ensure sustained growth in uncertain times, businesses must seek out flexible partners who can adapt quickly to regulatory changes and minimize risk.

## 44% of Ecommerce Decision-Makers Share Concern with Navigating Complex Regulations

Ecommerce leaders are prioritizing strategies to manage regulatory challenges. Navigating shifting tariffs, customs rules, and compliance standards is essential to maintain smooth international operations, reduce risk, and support long-term growth in a highly competitive ecommerce landscape.

## Nearly Half of Ecommerce Professionals Value Partner Flexibility Over Price

As ecommerce expands globally, 44% of professionals prioritize flexibility in choosing partners, particularly for cross-border, in-country, or multi-channel support. Flexible partners allow businesses to quickly adapt to market changes, scale operations efficiently, and maintain a competitive edge in dynamic, fast-evolving global markets.



01

# Strategies Currently Shaping Global Ecommerce

## 9 in 10 merchants believe international sales are a profitable revenue source

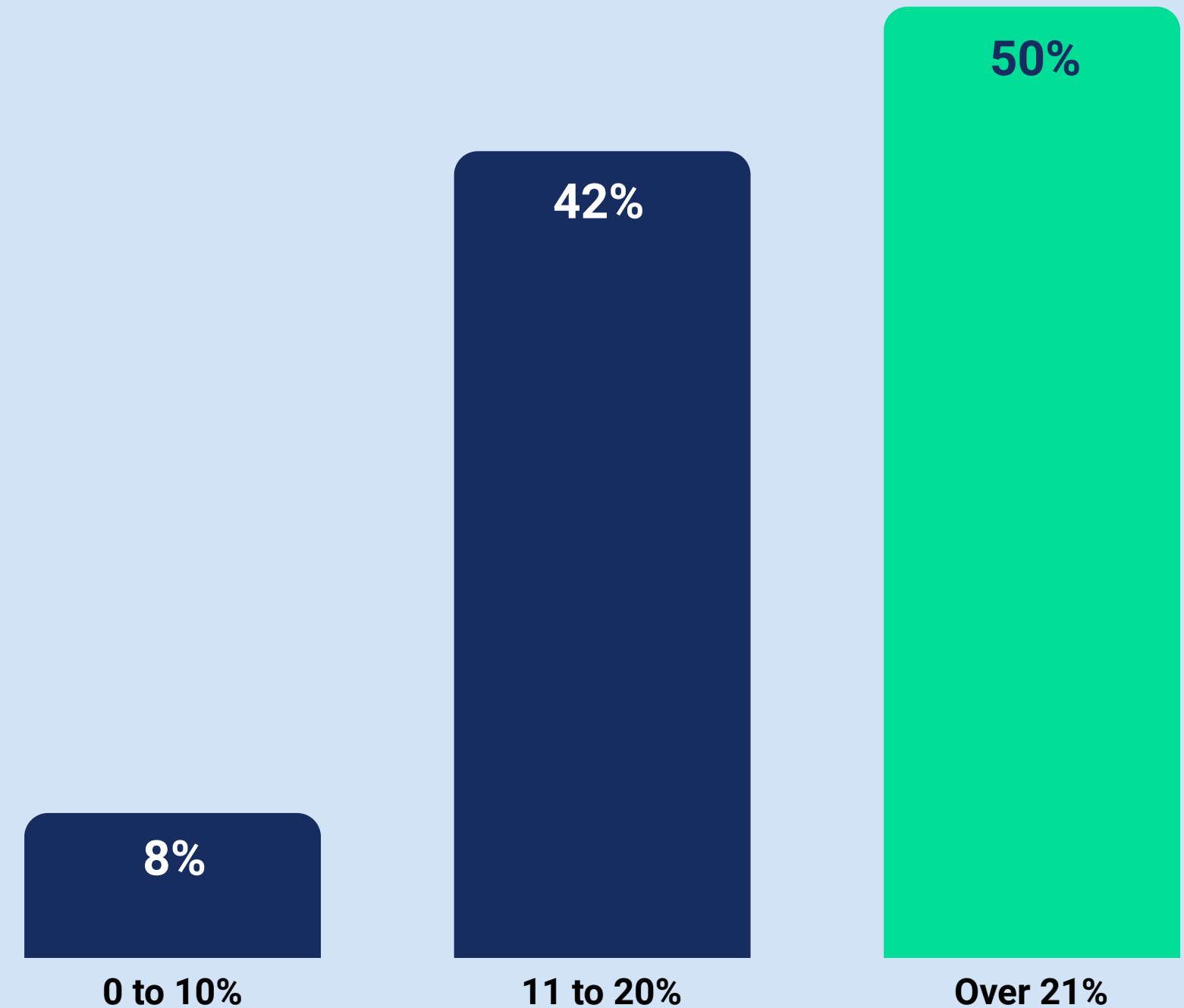
The [global expansion](#) of ecommerce continues to drive significant revenue, with 91% of international merchants agreeing that international sales represent a profitable revenue stream.

This widespread confidence underscores the critical role that global sales play in the future growth of businesses. For half, international sales are a key driver of profitability, contributing at least 21% of revenue from foreign markets (50%).



## Going global pays off

How much of total revenue came from international sales in 2024





# Amazon (88%) and brand-owned websites (75%) lead as top sales channels for international ecommerce

% of respondents who say their international customers buy through the following channels



As businesses look to capture this growth, it's essential to focus on the most effective sales channels. Our survey reveals that **Amazon** (88%) and **brand-owned websites** (75%) continue to dominate as the primary platforms for international purchases.

However, **social commerce** is quickly gaining ground—Instagram (55%), Facebook (55%), and TikTok (50%) are emerging as meaningful sales drivers for global audiences.

## For ecommerce leaders, this data presents key strategic considerations:

- ✓ Prioritize optimization of brand websites to maximize direct-to-consumer (DTC) sales.
- ✓ Leverage the reach of marketplaces like Amazon, which still plays a major role in international ecommerce.
- ✓ Embrace social commerce by integrating seamless purchasing experiences on Instagram, Facebook, and TikTok.
- ✓ Enhance fulfillment and logistics to support a frictionless customer experience across multiple sales channels.

*Passport supports brands wherever they sell—but we're built to help you own the customer relationship, scale DTC internationally, and turn your online store into a global growth engine.*

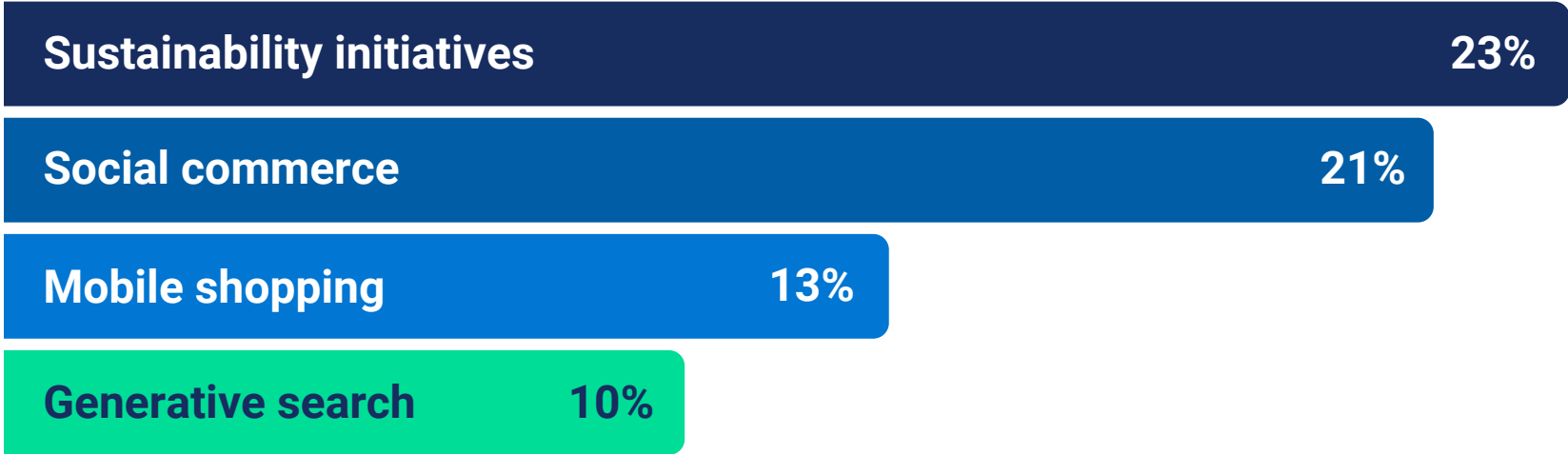


# Sustainability emerges as the top ecommerce shift from the last year

While optimizing sales channels should be a key focus, it's equally important for ecommerce brands to understand and adapt to the broader trends shaping global shopping behaviors. As consumer priorities and technologies evolve, the brands that stay agile will lead the charge in international growth.

In our 2025 survey, ecommerce leaders reflected on the most significant changes that shaped the industry in 2024. **Sustainability** took center stage, with nearly a quarter (23%) of decision-makers citing eco-friendly initiatives as the most significant industry shift.

From carbon-neutral shipping to recyclable packaging, brands are responding to growing demand for responsible retail practices. At the same time, **social commerce** (21%) continued to gain traction, reflecting the growing influence of platforms like TikTok Shop and Instagram Shopping. The seamless integration of product discovery and checkout within social media has reshaped how consumers browse and buy. **Mobile shopping** (13%) also remained a critical driver, underscoring the importance of optimizing the shopping experience across all devices.



**Why it matters:** These consumer-led changes are not just trends—they're strategic imperatives. Forward-thinking ecommerce brands are already aligning their technology, fulfillment, and marketing strategies to meet these evolving expectations.



02

# Top Priorities for Global Expansion



## How ecommerce brands are prioritizing profit, growth, and service

What are the key goals that ecommerce businesses are prioritizing as they expand globally? To better understand the priorities shaping global expansion, we asked decision-makers to identify the core objectives their companies are working toward.

Here's a look at the most prevalent aspirations:



Profitable growth



Expanding into new country(ies)



Improving service to existing customers



Growing order volumes

These goals reflect the focus on scalability, market entry, and customer experience — critical elements for brands seeking long-term success in an increasingly globalized and competitive ecommerce landscape.



## 94% plan to scale in-country fulfillment and 86% expand cross-border by 2030

As ecommerce businesses focus on achieving scalable growth and expanding into new markets, their operational strategies must align with these objectives. One of the key areas where companies are prioritizing change is their **fulfillment strategies** — with 94% of decision-makers planning to scale up **in-country fulfillment** and 86% expecting to grow cross-border fulfillment.

Currently, most companies (63%) choose to fulfill internationally from a **U.S.-based 3PL**, relying on the established infrastructure and expertise of centralized fulfillment.

This approach simplifies logistics by consolidating inventory in a single location, reducing the need to manage operations across multiple countries.

Others have taken different routes by fulfilling orders **domestically within the foreign country (35%) or self-fulfilling and shipping from the U.S. or Canada (29%)**. The advantages? Faster shipping times, lower duties and tariffs, and improved customer experience.

## Most choose to fulfill internationally from a U.S.-based 3PL

% of brands that use the following methods to ship products internationally

Fulfilled via US-based 3PL & shipped internationally

63%

Fulfilled & shipped within the destination country

35%

Self-fulfill & shipped from the US or Canada

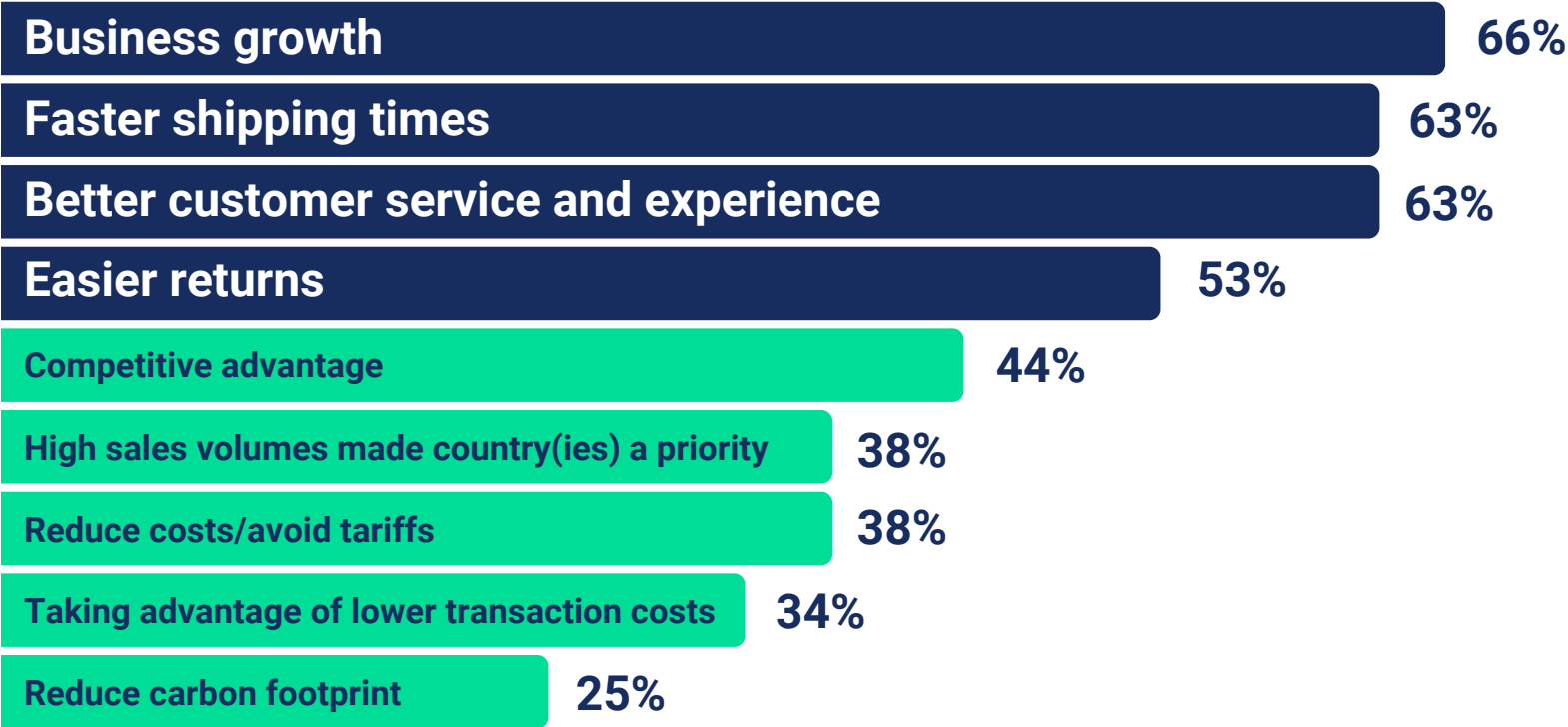
29%





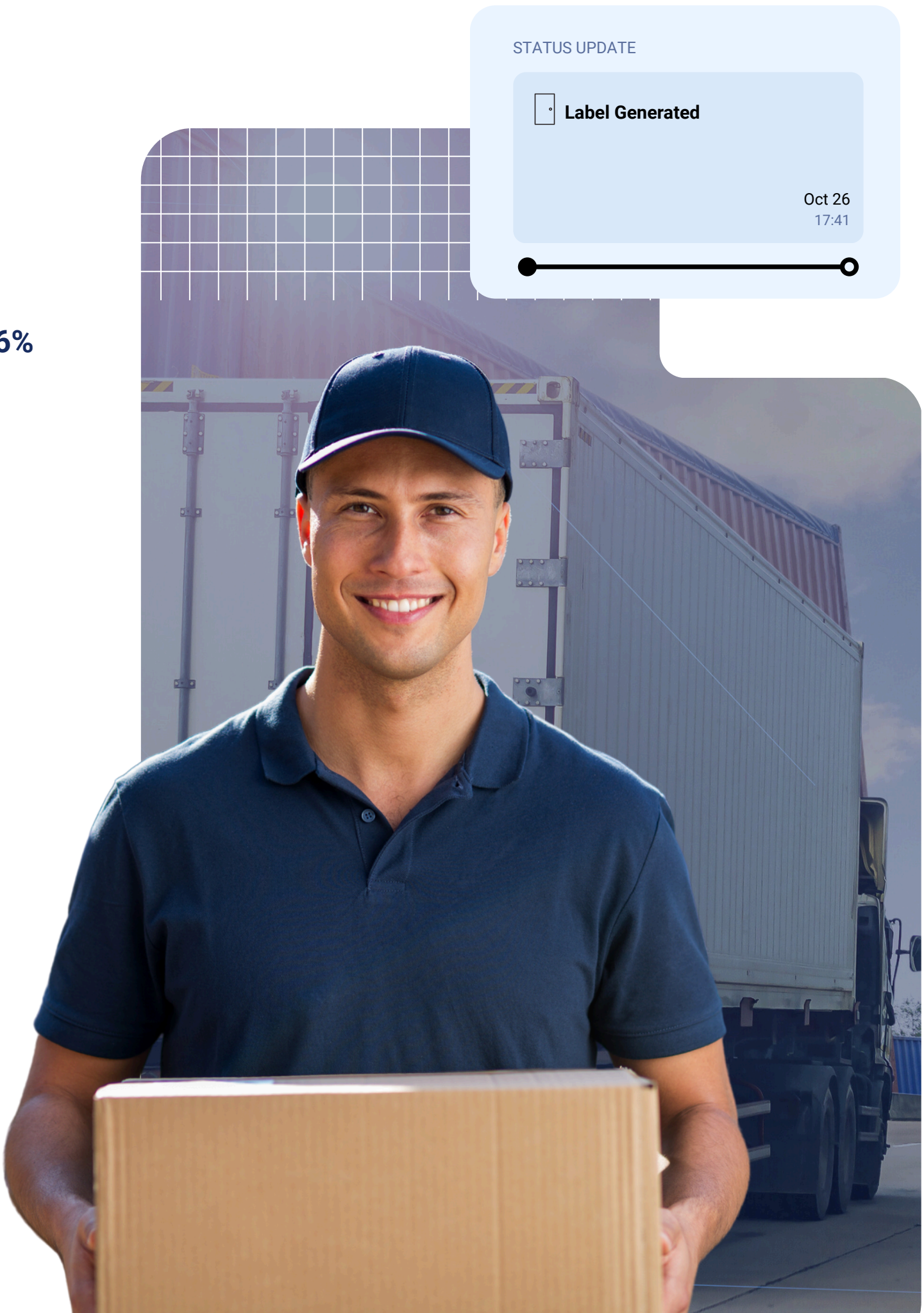
# In-country fulfillment is gaining momentum for good reason

Brands see it as a way to accelerate last-mile delivery, reduce costs, and elevate service—citing business growth (66%), faster shipping times (63%), and better customer experience (63%) as top motivators.



Cross-border shipping remains the core of global ecommerce, providing brands with access to international markets without the need for local infrastructure. For some brands, beginning fulfillment in another country makes the most sense, particularly when product size or weight make it the most efficient approach from the outset.

**This dual trend highlights a key insight:** Successful international expansion doesn't hinge on one model over the other. Instead, it requires a strategic blend of both to optimize reach, speed, and customer satisfaction.



When powered by a reliable partner like Passport—which specializes in both **fast, affordable cross-border shipping and in-country fulfillment**—brands don't have to choose one strategy over the other.

Together, these approaches enhance international growth and help meet rising consumer expectations across the globe.



[Request a Demo](#)



## Advertising campaigns that cross continents

As brands scale their fulfillment strategies to meet global demand, the next critical step is amplifying their presence in international markets through targeted advertising.

With 69% of ecommerce professionals planning to increase their investment in international advertising, the opportunity to tap into emerging regions has never been greater.

Brands are recognizing the need to focus on diverse markets, particularly those where demand for online products is rapidly increasing.

## 7 in 10 decision-makers plan to increase their investment in international advertising in 2025

% of ecommerce professionals who want their international ad spend to...

**Increase**

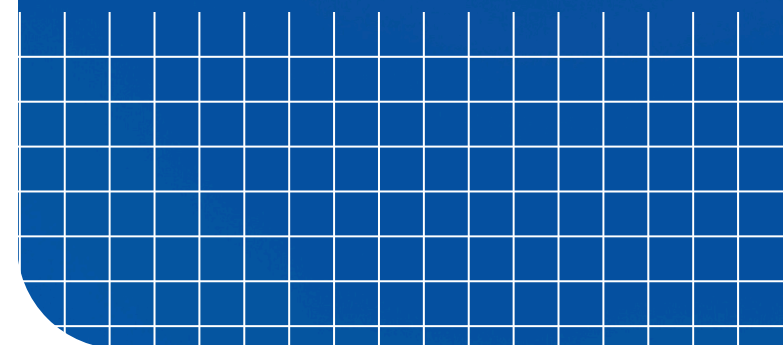
69%

**Stay the same**

27%

**Decrease**

4%



# 03

## Barriers to Achieving Growth Goals



Kasper Kubica  
Co-Founder  
Carpe

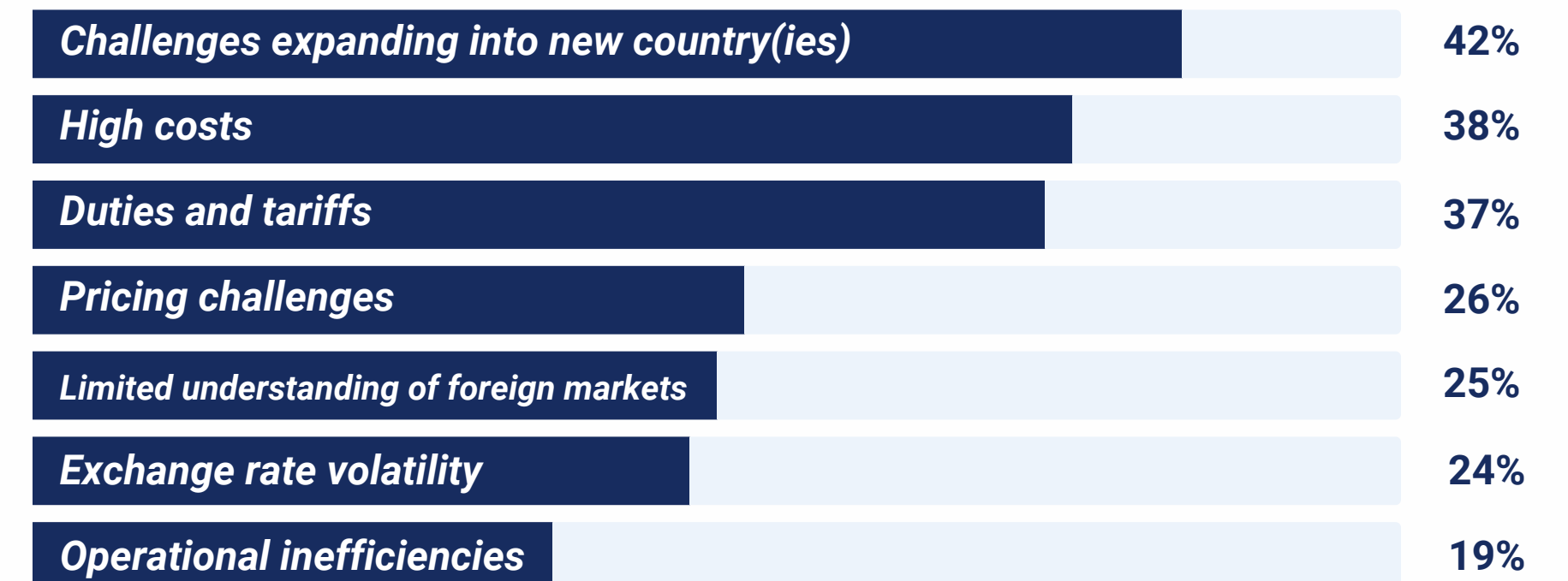


**What was really appealing about Passport's solution was that it wasn't just shipping.** The duties, compliance, and everything else that makes entering a new country difficult were managed from day one, with minimal paperwork, ensuring our products reached consumers without creating friction for either the brand or the customer.

[Read the case study](#)

### 2 in 5 report country expansion challenges as the top barrier to international profitability

While international sales are widely recognized as a profitable revenue source, numerous obstacles **hinder ecommerce brands from fully capitalizing on their global expansion** strategies. The most significant challenges include difficulties expanding into new countries (42%), high costs (38%), and navigating duties and tariffs (37%). These barriers are **exacerbated by the complexity of international trade**, where factors such as customs regulations and political instability can slow down or even halt expansion initiatives.





## For ecommerce brands aiming to tap into the profitability of international markets, challenges with international sales channels must be strategically overcome

As we've shared, expanding advertising efforts in foreign markets remains a major goal for most decision-makers, yet they face barriers that hinder investment.

At least a third of ecommerce leaders cited the following as key reasons preventing them from investing more in international advertising: high advertising costs (40%), low return on investment (37%), economic and political stability concerns (37%), and lack of brand recognition in foreign markets (33%).

To maximize your return, Passport can assist with running A/B tests to determine which configurations **drive higher conversion rates and pricing strategies to increase margins and profitability** in each regional market. While you monitor sales performance through your store and Passport Portal, our expert team works behind the scenes to continuously **optimize your online store to make your international advertising and sales more profitable**.

## What's stopping brands from investing in more international advertising?



“

**Our international peak sales have increased 10X since implementing Passport Global.**

Instantly, we went from doing lower six-figure months to seven figure months, overnight. Passport allowed us to reach new international markets due to the ease and cost reduction of shipping to customers outside the US.

This allowed us to start running ads internationally, which gave us a big boost in key markets.

**Read the case study** 



**Alex Stark**  
CMO  
Ogee

## Ogee scaled international sales 10X with Passport Global



For brands looking to take more control of their international growth, Passport’s direct-to-consumer model makes a measurable impact. Take Ogee, a luxury organic skincare company. After partnering with Passport, they saw a **370% increase in GMV, 632% growth in shipments, and 2X the number of markets served** during their peak season year-over-year.

Their DTC store is now their most powerful international growth engine—unlocking a **19% higher return on ad spend** and a 25% higher contribution margin from international buyers compared to U.S. customers.

With Passport, Ogee transformed a previously complex, high-cost cross-border operation into a seamless, high-converting customer experience. Now, they’re **doubling down on international advertising and continuing to scale efficiently**.



# 47% of international merchants say inventory management is their top concern

Even with the right sales and marketing approach, operational friction can hold brands back. Nearly half of companies relying on U.S.-based 3PLs and self-fulfillment **face major pain points**, including inventory management (47%), complex customs (45%), and compliance issues (45%).

These barriers tend to intensify by category. Those in the **beauty and skincare** industry were more likely to be concerned about finding a reliable in-country 3PL partner. While, those in the apparel industry were more likely to be concerned with damage risks and costs.

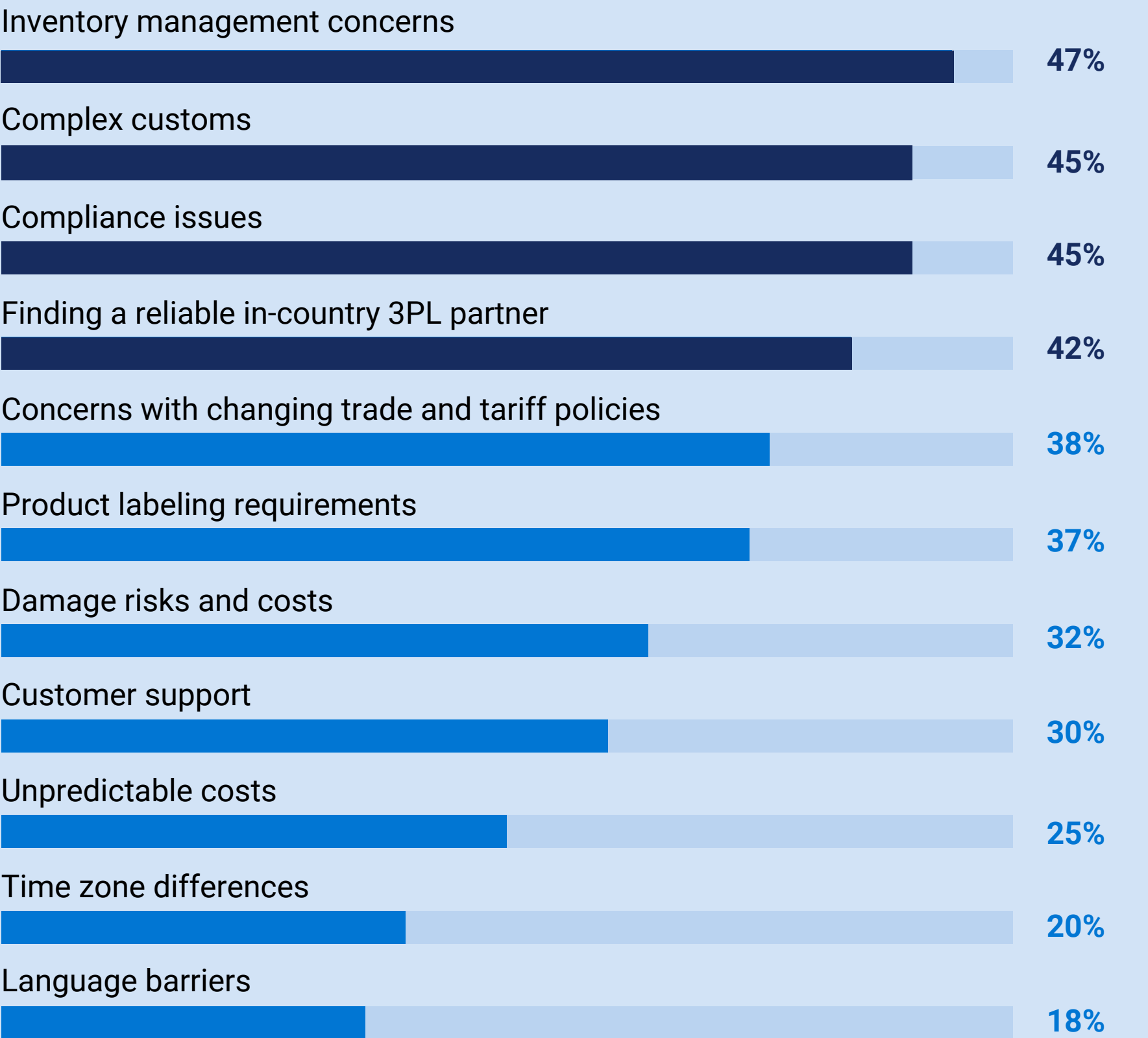
At Passport, we offer a comprehensive suite of compliance, cross-border shipping, and in-country enablement services to help you **navigate the complexities of global selling**. Our team of growth advisors and licensed customs brokers simplifies trade compliance, ensuring smooth clearance and minimizing shipment delays.

**Passport helps you ship smarter. Learn more about Seller of Record solutions for seamless cross-border compliance.**



**Learn More**

# Top concerns with fulfilling locally within a foreign country





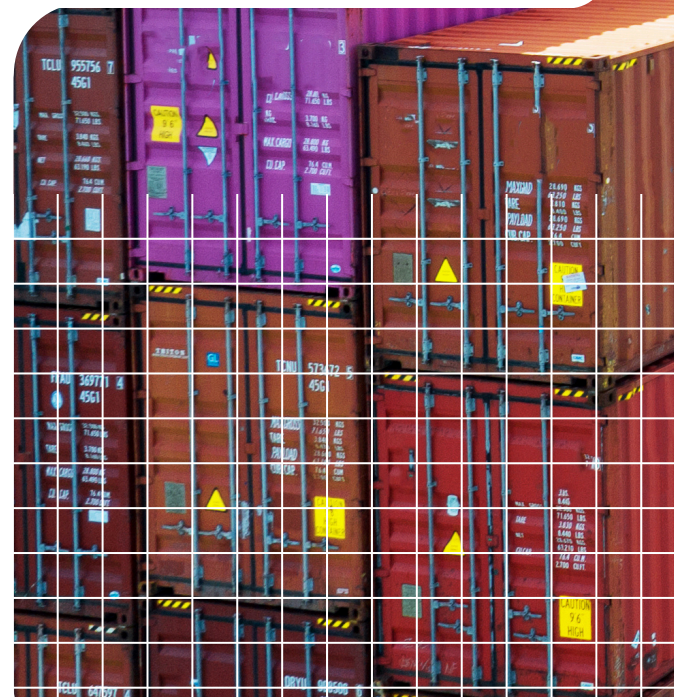
# 04

## Navigating Tariffs & Trade Compliance Amid Political Uncertainty

Navigating the complexities of international sales, advertising, and operations are only a piece of the puzzle for ecommerce brands looking to expand globally. From fluctuating trade tariffs to intricate tax compliance requirements, the global landscape of trade presents a growing challenge for businesses aiming to scale internationally.

In particular, recent trade policies, including those implemented during the **Trump administration**, have reshaped the dynamics of international trade, especially with neighboring markets like Canada.

These regulatory shifts, combined with unpredictable tariff changes and the demand for tax compliance, highlight the importance of **staying informed and agile** to avoid costly delays and compliance issues.





## 71% of ecommerce leaders see Canada as a top priority for global expansion

One significant barrier frequently encountered by businesses engaged in international trade is the **unpredictable fluctuation of tariffs**. For example, tariffs on goods crossing the U.S.-Canada border can introduce unforeseen costs and create disruptive delays within carefully planned international strategies.

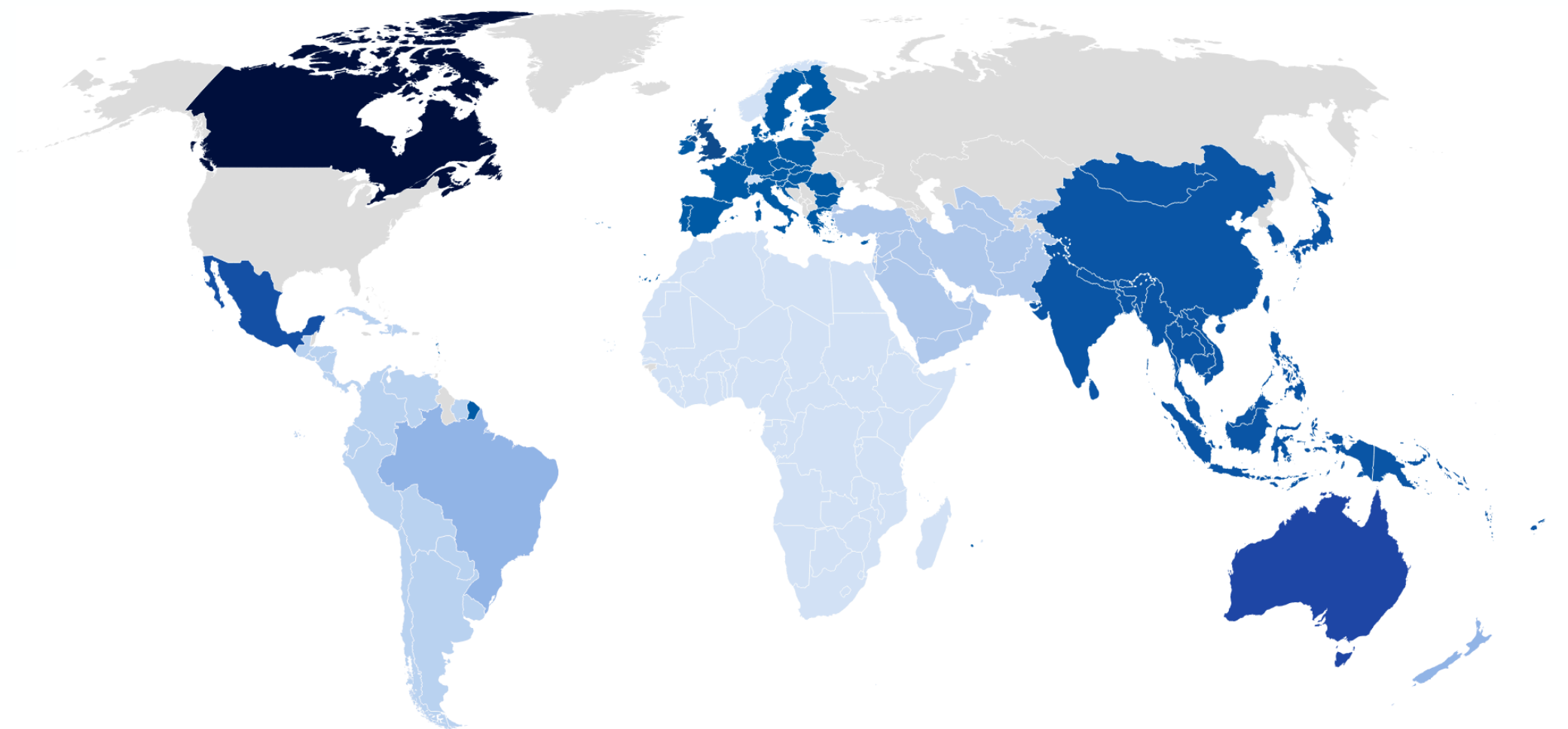
However, tariffs represent only one facet of the challenge.

The ever-shifting terrain of **local regulations** means that achieving and maintaining tax compliance can be a complex and resource-intensive undertaking, particularly in countries with unique and often intricate tax laws, including Canada, which stands as the top priority for expansion among our survey respondents (71%).

Following Canada, other high-growth regions drawing significant interest include the United Kingdom (52%), the European Union (48%), Asia-Pacific excluding Australia and New Zealand (46%), and Mexico (43%).

As businesses target these diverse markets, they face not only changing trade policies and tariff challenges but also the critical need to **maintain tax compliance** across different countries. Without the implementation of robust and streamlined systems, navigating these multifaceted regulatory requirements can significantly slow down or even completely **derail ambitious global expansion** initiatives in these key areas.

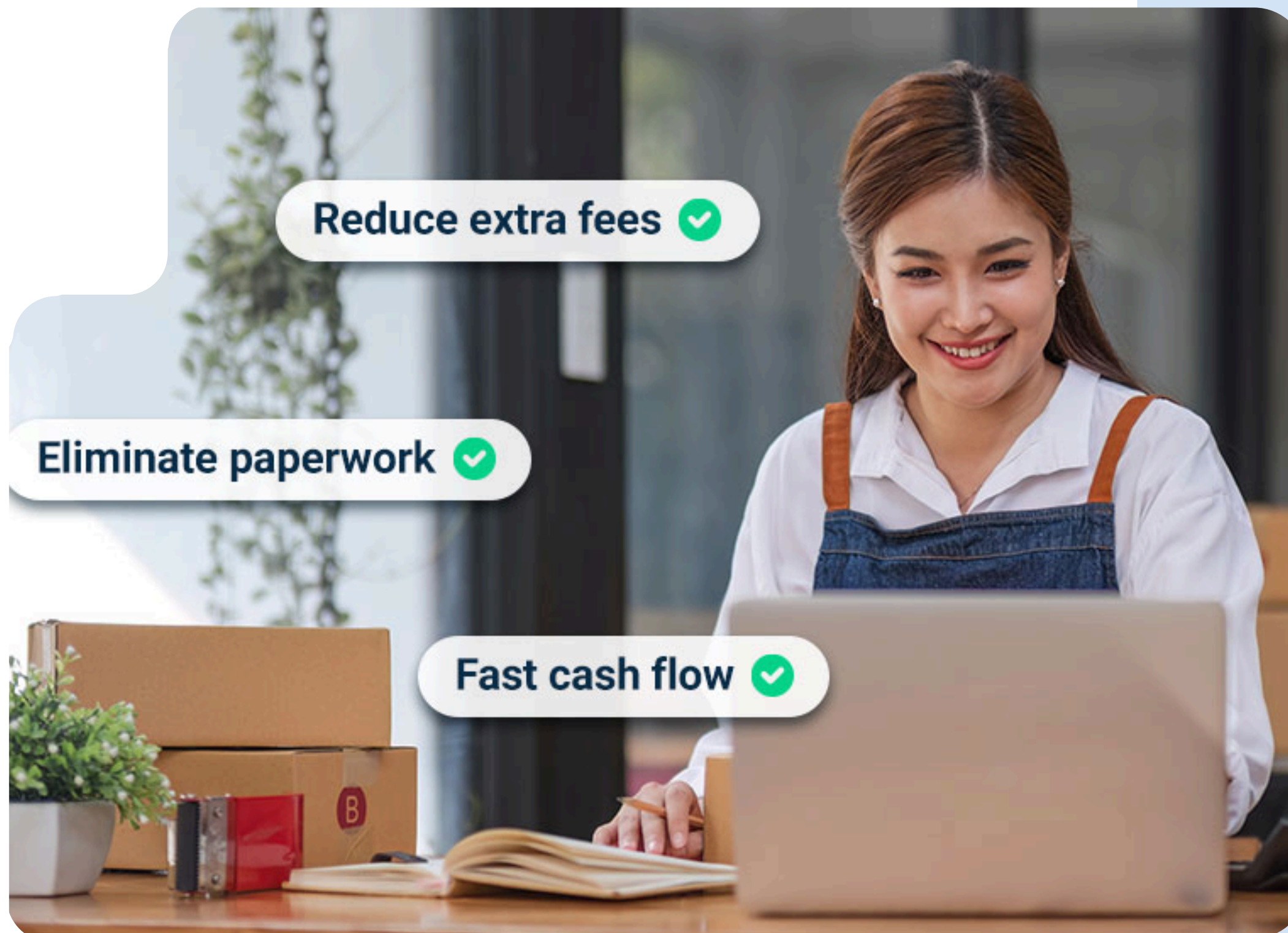
## What markets outside the US are a priority for ecommerce leaders?



## A smarter way to manage international tax obligations

To simplify this often-daunting aspect of global expansion, Passport offers its patent-pending [Seller of Record](#) solution. This service takes on the **heavy lifting of international tax** remittance, collection, and reporting, ensuring full compliance without the need to manage foreign tax IDs or navigate complicated tax rules in each market.

Plus, with this crucial service you only pay taxes when required, maintain direct cash flow, and retain full control of your store experience. It's a smarter, **more efficient way to stay compliant**—while keeping your team focused on growth.



“

**Seller of Record has made global tax compliance something we don't have to think about.**

For example, Passport has been so proactive about reaching out when we've needed to enroll in Passport Seller of Record® for the EU, UK and Australia. As soon as we pass a specific threshold, someone from the Passport team is already reaching out to make sure that we're maintaining global compliance. Passport is doing a good job of keeping us compliant, which takes something off my plate and one less thing to think about. The touches like that have been amazing.



**Vanessa Nguyen**  
Operations Manager  
The Wander Club





## 4 in 5 see Trump's tariff policies as a threat to international growth

Despite growth opportunities in regions like Canada, the UK, and the EU, 81% of ecommerce decision-makers express concern about the [impact of changing trade policies](#), including tariffs. This concern is especially relevant in light of Trump-era policies, which have created a more **dynamic and complex environment for global ecommerce operations**.

Understanding tariffs and ensuring compliance is just the start. The greater challenge is maintaining [trade compliance](#) across a shifting web of duties, customs regulations, and geopolitical changes. Missteps can result in added costs, delays, and poor customer experiences.

That's why **choosing the right partner is essential**. Your logistics provider should offer more than operational support—they should deliver deep expertise in international trade compliance and strategy.

Passport Global supports both cross-border to 180+ countries and in-country fulfillment in Canada, the UK, the EU, the US, and Australia. For brands prioritizing Canada, in-country fulfillment is especially strategic, **helping avoid double tariffs**—such as those paid when importing from Asia to the US, only to export again. Our licensed customs brokers provide hands-on guidance to **keep your expansion plans on track**, no matter how trade policies evolve.

## Get the latest updates on Trump's trade tariffs

[TrumpTradeTracker.com](https://TrumpTradeTracker.com) helps you stay informed about the latest developments in trade policies and tariffs, enabling you to adapt your strategy and mitigate risks effectively. By accessing real-time insights, you can ensure that your business remains compliant while optimizing your global sales efforts.

Learn More





# 05

## Choosing the Right Ecommerce Tools & Vendors

### Ecommerce leaders agree:

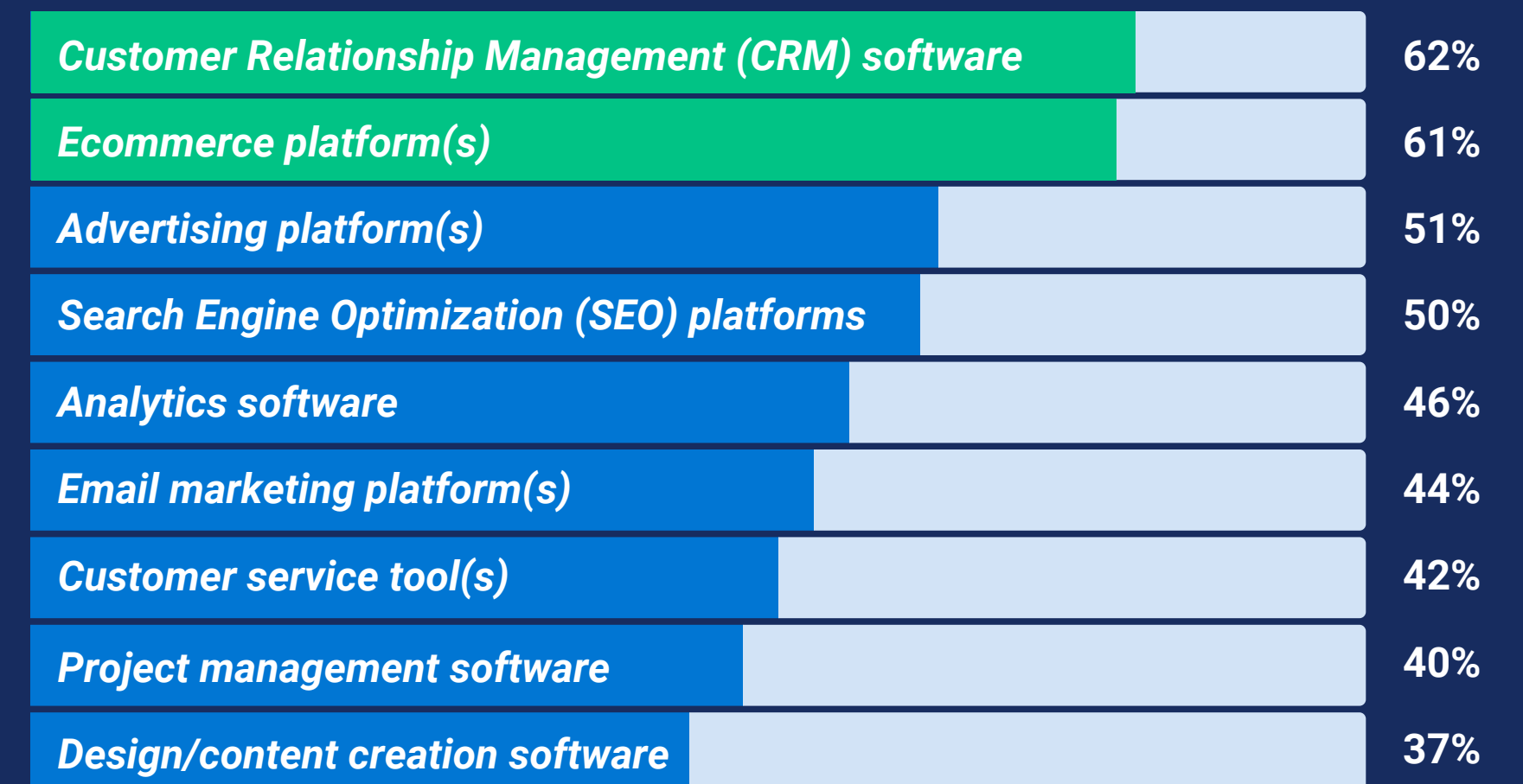
International expansion is full of promise—but also full of complexity. From cross-border compliance to in-country fulfillment, the barriers to global growth are real. What separates brands that scale from those that stall isn't luck or budget—it's their tech stack and the partners they choose.

Rather than going it alone, top brands are assembling smart ecosystems of tools and vendors that enable growth across borders, channels, and customer journeys.

### Most ecommerce leaders are investing in CRM software (62%) and ecommerce platforms (61%)

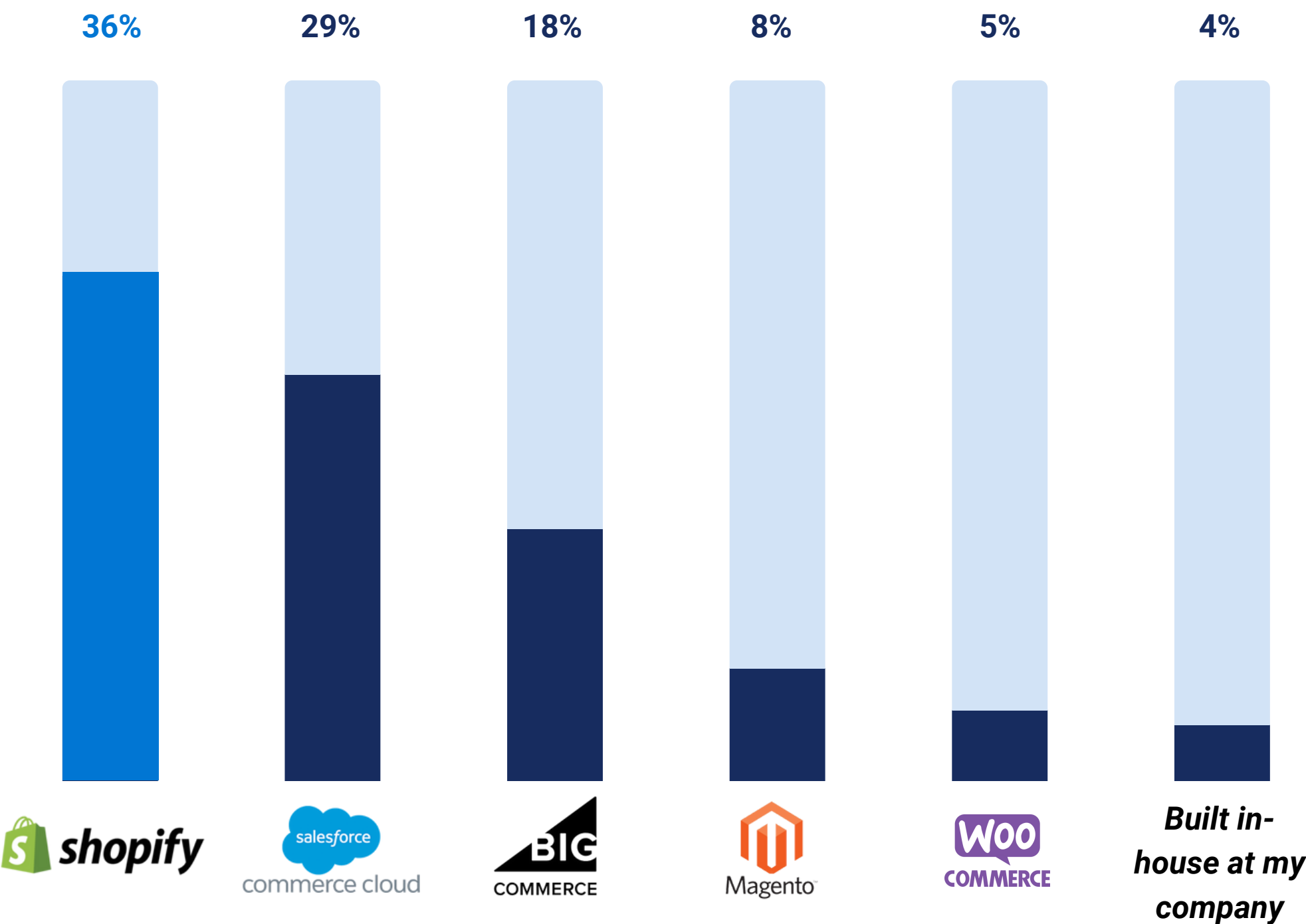
With your tech stack playing such a pivotal role in international growth, it's no surprise that ecommerce leaders are investing heavily in tools that streamline operations, optimize performance, and enhance customer experiences. From CRM systems to SEO tools, here's a look at the platforms today's top brands are leveraging to expand globally and efficiently.

% of ecommerce leaders that invest in the following tools



# Over 1 in 3 ecommerce decision-makers built their online store on Shopify

% of ecommerce brands that built their online store on the following platforms



Of all the tools in your global tech stack, none are more foundational than your ecommerce platform. It's the engine powering your storefront, transactions, and customer experiences. And for international brands, it's also a launchpad for cross-border growth.

With 36% choosing **Shopify**, it remains the industry leader. Other platforms, such as **Salesforce Commerce Cloud** (29%) and **BigCommerce** (18%), also offer compelling solutions.

But selecting a platform isn't just about popularity—it's about finding the **right fit for your business goals**. The ability to handle cross-border transactions, integrate with your existing tech stack, and scale efficiently are all essential factors.

*Passport is a trusted Shopify partner, offering deep platform integrations to support global growth. We also work across a wide range of ecommerce platforms—ensuring merchants have the flexibility to scale internationally, no matter their setup.*

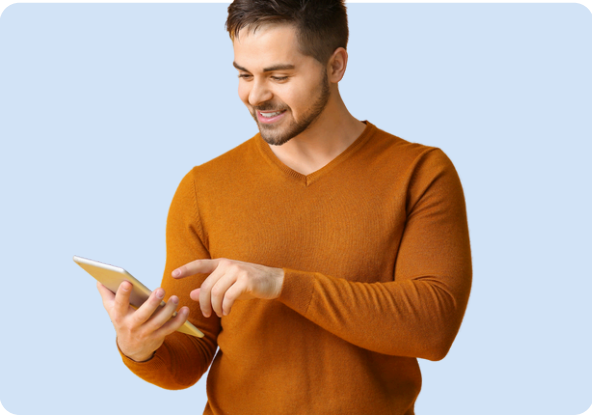


# 75% of ecommerce leaders rely on third-party vendors for in-country fulfillment

Global selling isn't just about shipping a product—it's about navigating customs, [tax obligations](#), and in-market customer expectations. The smartest ecommerce companies know that trying to handle it all in-house can be a costly mistake. In fact, 3 in 4 ecommerce leaders now **rely on third-party vendors for in-country fulfillment**.

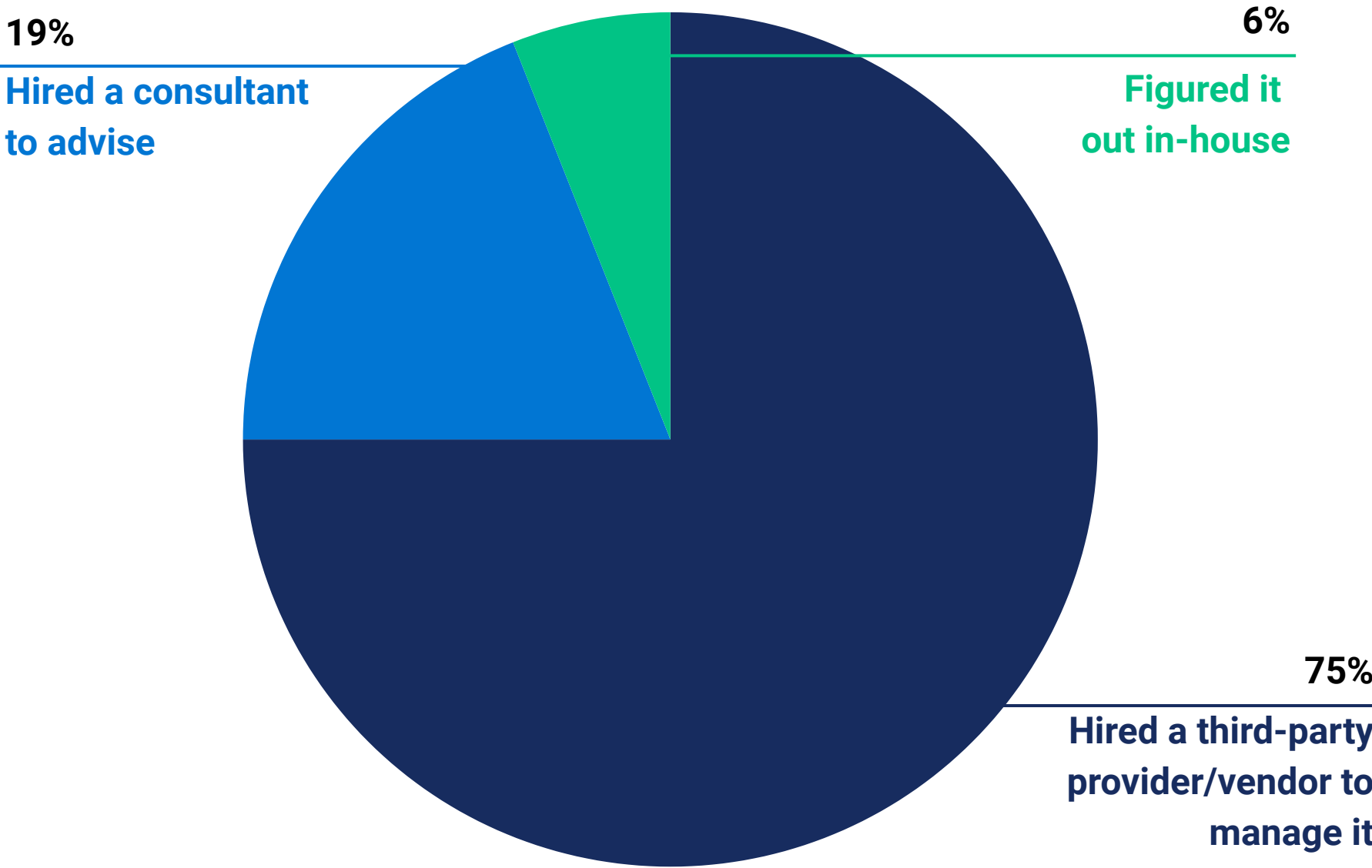
An additional 19% bring in consultants to guide their international strategy. These brands aren't avoiding complexity—they're just outsourcing it to trusted experts like Passport, who streamline and fully manage the process end to end.

See why local execution is the key to scaling internationally—efficiently and effectively



[Read blog](#)

# How are ecommerce companies fulfilling products domestically within a foreign country?














# Flexibility outweighs price as a top factor for selecting ecommerce partners

Your tech stack is only as strong as the partners behind it. The right ones don't just support your business—they accelerate it. But what makes a partner the right fit?

For 44% of decision-makers, **flexibility**—specifically support for cross-border, in-country, and multi-marketplace solutions—is the top priority. But that's not all.

A truly effective partner must also **scale with growth** (34%), deliver a seamless customer experience (29%), and offer an **all-in-one solution** (29%). More specifically, those in the apparel industry tend to prioritize customer experience, while businesses in healthcare/wellness value compliance and regulatory support.

# Ecommerce vendor selection checklist

Primary Decision-Making Selection Criteria	% Cited as Key Factor	
 Flexibility for cross-border, in-country & multi-marketplace sales	44%	<input type="checkbox"/>
 Ability to scale as your business grows	34%	<input type="checkbox"/>
 Good customer experience	29%	<input type="checkbox"/>
 All-in-one solution	29%	<input type="checkbox"/>
 Simple technical integration	23%	<input type="checkbox"/>
 Reliable shipping and costs	20%	<input type="checkbox"/>
 Compliance and regulatory support	18%	<input type="checkbox"/>
 Ease of partnership	17%	<input type="checkbox"/>
 Fair financial terms and pricing	13%	<input type="checkbox"/>
 Localization capabilities	9%	<input type="checkbox"/>

## Passport checks every box


We help brands unlock global growth with flexible solutions tailored to your stage of international expansion. From cross-border shipping to in-country fulfillment, we are the only provider that supports both DTC and marketplace models end-to-end with everything you need to succeed.



**Max Christman**  
Supply Chain  
& Operations Lead  
OneSkin



Unless you want to hire an international logistics and operations team, which is a huge financial investment and time commitment, Passport has proven to be the most effective as far as getting the product to the customer and providing support, acting as an extension of our company and enabling our growth.

[Read the case study](#) 



# Profitable Global Growth Made Simple with Passport Global

Navigating international ecommerce is complex—but Passport Global makes it easy. Our all-in-one solution helps brands manage cross-border logistics, in-country fulfillment, and global marketplaces with ease. From fast shipping to tax compliance and localization, we handle the heavy lifting so you can focus on growth.

## Smart solutions for every market and stage of growth

### Cross-Border Management

Reach customers anywhere with high converting localized digital stores, full tax compliance via our Seller of Record solution, and fast, reliable shipping through Passport’s network.

### In-Country Enablement

Get closer to your international customers by localizing your operations and inventory, reduce shipping and operational costs, and minimize your exposure to duties and tariffs.

### Marketplace Management

Stand out on top marketplaces with optimized listings, tailored merchandising, full compliance—including labeling and Responsible Person support—and seamless fulfillment.

## Trusted by leading ecommerce brands across the world



**2.5M+**  
Parcels  
delivered / year

**200M+**  
Worth of goods  
delivered / year

**1000+**  
Brands  
served

**180+**  
Countries  
delivered to

**130+**  
Localized  
currencies

**100+**  
3PL & partner  
integrations

[Request a Demo](#)

# 06

## Trends Shaping Ecommerce in 2025 & Beyond

As we continue through 2025, the trends shaping global ecommerce are becoming clearer, building upon the foundations of international expansion we've already discussed.

While AI-powered personalization and automation remain significant talking points, the evolving expectations of global shoppers are driving other crucial shifts that demand attention.

### Flexible payment options

The predicted drive for flexible and multiple payment options directly addresses the need for a frictionless customer experience across borders. Just as optimizing website speed and mobile experience is crucial, offering familiar and convenient payment methods caters to diverse international preferences, potentially boosting conversion rates and reducing cart abandonment – a key goal for profitable growth.

### Sustainability and carbon-neutral commitments

Simultaneously, the growing consciousness around sustainability and carbon-neutral commitments aligns with the increasing consumer demand for responsible retail practices highlighted earlier (Page 8). This isn't just an ethical consideration; it's becoming a competitive differentiator, influencing purchasing decisions and brand loyalty in the global market.

### Platform monetization

The rise of platform monetization, like TikTok Shop, further emphasizes the importance of diversifying sales channels beyond brand-owned websites and marketplaces like Amazon, requiring brands to adapt their strategies to these new, integrated shopping environments.

### Localized experiences

Finally, the increased emphasis on [localized experiences](#) directly echoes the point that connecting locally is essential for expanding globally (Page 15). Ensuring seamless, [region-specific shopping experiences](#) – from currency and language to culturally relevant marketing – is no longer a secondary consideration but a fundamental requirement for building trust and driving conversions in new international markets.



## Navigating the next five years

Looking further into the future, the next five years promise a continued evolution of the global ecommerce landscape, presenting both opportunities and challenges that Passport is strategically positioned to help brands navigate.

While AI personalization at scale is anticipated to become a fundamental aspect of the online shopping journey, the increasing importance of **sustainability initiatives** aligns with a growing global consumer demand for responsible practices. The anticipated increased **price sensitivity** underscores the ongoing need for competitive value in international markets, where Passport's solutions for optimized tax-inclusive pricing can be a crucial advantage.

Ecommerce decision-makers also predict a growing focus on **local fulfillment**. This directly speaks to the strategic imperative for optimized delivery and enhanced customer satisfaction in international markets, a core area of **Passport's expertise**. Our services for scaling in-country fulfillment are designed to help brands meet this growing demand for faster shipping times and a better customer experience, key motivators highlighted earlier.







## Conclusion

The data is clear—international expansion is no longer an option; it's a necessity for brands seeking sustainable growth. While challenges like shifting tariffs, complex regulations, and fulfillment hurdles remain, companies that invest in localized strategies, **flexible partnerships**, and smart technology will be best positioned for success.

The next five years will be a defining period for global ecommerce. With nearly all decision-makers planning to scale up in-country fulfillment and invest in international advertising, the **race is on to capture new markets** and build long-term customer loyalty worldwide.

To navigate this evolving landscape, ecommerce leaders must **stay agile, informed, and strategic**. By leveraging expert partners like Passport, brands can overcome trade complexities, optimize fulfillment, and maximize international sales potential—turning global challenges into lasting opportunities.

**Ready to expand with confidence? Let Passport help you navigate the path to international success.**



# Expand Globally with Confidence

Navigating international ecommerce can be complex, but [Passport Global, an all-in-one internationalization solution](#), makes it simple. We provide brands with a streamlined, high-performance means of conquering global expansion effortlessly and profitably.

## With Passport, you gain:

- High-converting localized buying experiences
- Fully managed compliance and tax coverage
- Reliable cross-border and in-country logistics
- Support for DTC and marketplace channels

Join the 75% of ecommerce leaders leveraging third-party partners and take your global strategy to the next level.

**Ready to grow your international sales?**



[Request a Demo](#)



