

The background features a series of concentric circles in shades of blue and orange. A prominent semi-circle is positioned in the upper left quadrant, colored in a vibrant orange. The rest of the background is composed of concentric circles in various shades of blue, creating a sense of depth and movement.

THE WORLD IS YOUR MARKET

A guide to global
ecommerce expansion

Avalara

BIGCOMMERCE

GUIDE

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Gain access to new markets and customers while managing international compliance and logistics.

1 trillion and growing

According to Expert Market Research, the global cross-border market size reached approximately \$1.01 trillion in 2024 and is estimated to grow at a CAGR of 23.1% in the forecast period of 2025–2034, reaching a value of around \$6.72 trillion by 2034.

Why do brands shy away from the cross-border opportunity?

It can be tricky to expand your reach into the cross-border ecommerce market. Expanding internationally introduces issues like currency variations, customs duty and tax complexities, and logistical hurdles. You'll have to reach new customers in ways that fit their language and culture. Plus, every new market comes with logistical obstacles and a widening supply chain.

Ecommerce brands and retailers typically expand their tech stack to address these challenges, but it can be difficult to find a reliable platform that helps rather than puts your business at risk in thousands of tax jurisdictions.



EVERY NEW MARKET COMES WITH LOGISTICAL OBSTACLES



80%

of surveyed enterprise businesses (with \$1 billion+ revenue) are impacted by **cross-border compliance requirements**.



44%

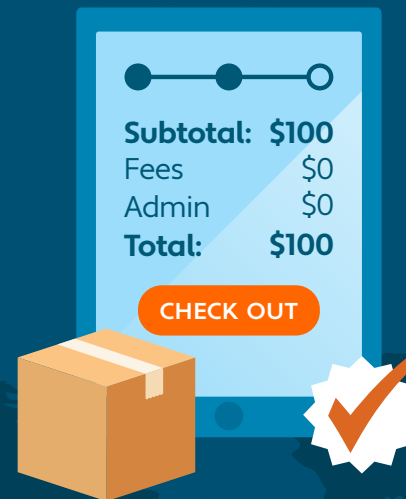
of surveyed businesses are struggling to comply with **HS codes** and 34% of sales are delayed due to misclassification.

Cross-border challenges

HIDDEN

60%

of consumers surveyed **abandon carts due to hidden costs**, proving transparency is key for **customer service**.



94%

of businesses surveyed say showing the **landed cost** at the browsing stage will provide a **transparent customer experience**.

The entire experience must connect with the customer

BigCommerce makes it easy to localize your online store.

More people are shopping online than ever before. Ecommerce shoppers tend to be hungry for global brands, niche products, and goods not available in their local markets.

Reaching these customers and expanding into growing markets requires more than just translating your website into another language. To truly connect with new customers, businesses must adapt their entire ecommerce experience to meet local expectations while highlighting the uniqueness of their global brand.

The BigCommerce **Multi-Storefront** feature lets you tailor your content for different regions – adjusting for language, currency, product listings, even personalized emails. You can tweak messaging, create region-specific pricing, and offer customized experiences that fit local preferences.





Localization means more than just language

Cultural nuances

In Germany, for example, shoppers may be price-sensitive when it comes to clothing and food but view items like phones and shoes as worthy luxury purchases. High return rates in a market might call for more customer service or adjusted return policies. In China, offering payment options like Alipay and WeChat Pay is key to winning over shoppers. For U.S. consumers, preferences include fast shipping and no hidden fees. Many shoppers will choose to abandon their carts when faced with high shipping costs.

Fast load times

Fast load times are critical for international sales, and the BigCommerce content delivery network helps ensure your site performs seamlessly worldwide, facilitating more impulse buys.

Checkout process

Meanwhile, providing a checkout process that's intuitive, transparent, and compliant with local tax laws can prevent cart abandonment and help build trust with international customers.

Avalara tax automation makes it easy to deliver a smooth and transparent checkout experience for international shoppers. With highly accurate duty and tax calculations based on your customers' locations, you **provide clear cost transparency**, build trust, and simplify their purchasing journey.



As Tom Armenante, Director of Ecommerce at U.K.-based GTSE, notes: "We are expecting exponential growth in the U.S. in the next 12 months, so it's safe to say that we'll need to register in a lot more states. With Avalara, we feel more than ready."

Social selling

Integrating BigCommerce and Avalara also offers you capabilities to push product data and sales options to your social channels. So if your next global expansion prioritizes Instagram, TikTok, or Amazon, your business can be localized, optimized, and ready to sell with a consistent experience in just a few clicks.

Get your goods from point A to point B with ease



Navigate evolving regulations, duties, and tariffs with confidence.

Logistics often present a significant challenge when expanding into international markets. Customs duties and import taxes, rejected shipments, as well as managing longer delivery times and getting products across borders can all be fraught with complications.

As more and more online shoppers get accustomed to purchasing from retail websites in other countries, governments are stepping up scrutiny of the billions of largely low-value parcels arriving at their borders each year. Retailers and brands must comply with **rapidly evolving cross-border regulations, duties, and tariffs** to make sure their customers' orders arrive in a timely way.

Establishing partnerships with knowledgeable experts instead of trying to figure it all out yourself can speed your time to new markets and make a difference in satisfying customers.

Working with local logistics experts can make compliance with customs regulations less complicated, by moving your products smoothly through borders without unnecessary delays.

Avalara AvaTax Cross-Border connects the pieces of the global tax and tariff puzzle by delivering real-time calculations for customs duties and import taxes while automating tariff code classification. It seamlessly integrates with **Avalara Tariff Code Classification** and its managed services, automating Harmonized System (HS) code assignment to streamline customs processes and help prevent delays or unexpected last-mile costs that could be passed on to the customer.

Third-Party Logistics

Third-party logistics companies (3PLs) offer strong partnerships by providing local expertise and an on-the-ground presence near import locations. These professionals know local rules and have experience managing common exceptions, such as how to find trucks and dry vans in the event of a rail shortage or congestion. Product and order information can be pulled automatically from Avalara and BigCommerce to share the right details with your partners at every step in a package's journey.

It's also worth considering working with local warehousing and distribution partners to reduce delivery times and improve efficiency. A 3PL with a regional warehouse can also help you store inventory ahead of sales, allowing you to offer faster delivery and more consistent sales of goods on hand. BigCommerce's **existing lineup of partners** includes 3PLs, carriers, and other companies to get your goods where they need to go.

Improving your logistics not only enhances your brand's reputation for fast and reliable service but also makes it more cost-effective to serve customers in international markets.

Your business can quickly gain a reputation for only having to reach out when an order has arrived.



REDUCE DELIVERY TIMES AND IMPROVE EFFICIENCY

One of the most complex aspects of international expansion is tax compliance

82% of surveyed businesses worldwide report that the complexities of cross-border compliance influence their decision to enter new markets.

Each country comes with its own set of HS codes, duty and tax rates, regulations, and reporting requirements, which can become overwhelming without the proper systems in place.



Intex Ecommerce Director Royce Suzuki highlighted how managing nexus taxes – those tied to operating in multiple regions – used to be a painstaking, manual process involving spreadsheets and constant updates before they adopted Avalara. Our accounting team loves how easy Avalara is to configure. They're number crunchers, not tech wizards, so that's really saying something."

For businesses like Intex, automation isn't just a time-saver – it's a game changer. Ecommerce businesses can simplify their international compliance processes by integrating solutions like Avalara with platforms such as BigCommerce. This allows businesses to easily calculate and display the correct duty and tax rates at checkout. Customers see the fully landed cost of a sale, while the business collects and remits the proper taxes, for compliance without the headache of manual calculations.

Getting those nuances right, through the use of smart platforms and tech, can give you a leg up by helping you reach more markets than less savvy competitors.

Ecommerce businesses can mitigate complexities by automating their international compliance processes, including

the functionality to calculate and display the correct duty and tax rates at checkout. By integrating BigCommerce payment and shopping cart tools with the Avalara cross-border platform, businesses stay compliant with local tax laws without the hassle of manual calculations.

Calculate the fully landed cost for every transaction

The Avalara duty and tax engine is a critical component to calculating the fully landed cost for every transaction, helping businesses avoid costly mistakes at checkout and ensuring compliance across borders. Customers see the fully landed cost of a sale while you collect and remit the proper funds for each transaction.

Whether you're selling in the U.S., Europe, or Asia, Avalara manages **complex value-added**

taxes (VAT) and goods and services taxes (GST), providing tax rates calculated based on the customer's location and the type of goods sold. That takes compliance work off your team's plate, without it increasing for each new market.

Adopting Avalara also gives you access to its HS code classification system, which helps you properly designate each type of good in each country where you sell. Using the correct HS codes can help you stay compliant and avoid fines.

Avalara helps improve compliance across jurisdictions, no matter where you're selling, emphasizing automation to simplify processes and support your team's growth. This allows your finance team to focus on strategic initiatives while delivering a smooth, transparent experience to customers at checkout.

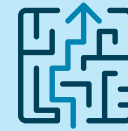


AUTOMATE TAX COMPLIANCE SO YOU CAN FOCUS ON GROWTH

Going global doesn't have to be daunting

Join the businesses already leveraging automation and real-time reporting to stay ahead in an evolving global market.

With shifting trade regulations and new tariffs emerging, having the right expertise by your side is more critical than ever. Avalara for BigCommerce helps you navigate complexity with confidence – so you can focus on growth.



**NAVIGATE
COMPLEXITY
WITH
CONFIDENCE**



Build a global-ready tech stack for seamless expansion

By combining Avalara's international compliance automation with BigCommerce's robust platform and partner network, you'll be able to:

- **Break into new markets**, reaching more customers and driving higher revenue.
- **Localize your offerings**, boosting customer satisfaction and retention.
- **Diversify your revenue streams**, reducing dependence on any single market and building long-term stability.
- **Streamline tax collection** with built-in compliance for sales and use tax, VAT, GST, customs duties and import taxes, and other financial challenges in new markets.
- **Enhance brand recognition** with a unified omnichannel presence, making your business more competitive globally.
- **Expand at your pace** by adding countries while utilizing your existing connectors.

With the right tech stack in place, you can confidently expand, knowing you're ready to handle the complexities of international ecommerce.

Ready to cross the border into opportunity?

Don't let duty and tax compliance, HS code classification, localization, or logistics hold you back from global success. Your ecommerce business can thrive in new markets with the right tech stack and support. Contact us today to finalize the products and partnerships you need to make international expansion a reality.



Avalara



Avalara for BigCommerce: A powerful partnership for seamless global growth

Avalara for BigCommerce delivers a seamless solution to global ecommerce challenges by combining Avalara's industry-leading compliance automation with BigCommerce's powerful open SaaS and composable ecommerce platform. This integration empowers brands and retailers of all sizes to build, innovate, and grow their online businesses while simplifying global tax compliance. Automating duties, taxes, and HS code classification helps ensure accurate, transparent pricing at checkout. Whether you're managing high-volume B2B transactions or creating exceptional B2C shopping experiences, Avalara for BigCommerce enables access to tax content across 190+ countries, accelerates market entry, and delivers a consistent, customer-centric experience. Together, Avalara and BigCommerce drive global scalability while minimizing risk and operational complexity.

[EXPLORE MORE](#)

Disclaimer: Tax rates, rules and regulations change frequently. We hope you find this information helpful, however, this resource is for informational purposes only and does not provide legal or tax advice.

About BigCommerce

BigCommerce is a leading open SaaS and composable ecommerce platform that empowers brands and retailers of all sizes to build, innovate, and grow their businesses online. BigCommerce provides its customers sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries rely on BigCommerce. For more information, please visit www.bigcommerce.com.