



Department for  
Business & Trade

# Digital Exporting Programme

June 2025

# DIGITAL COMMERCE OVERVIEW

- Selling via digital touchpoints
  - Website
  - Social media
  - Marketplaces
- According to Statista:
  - “The global B2C cross-border e-commerce market is expected to reach a value of 7.9 trillion U.S. dollars by the year 2030.”\*
  - The global B2B eCommerce market valuing US\$20.4 trillion in 2022 is over 5 times that of the B2C market.\*
  - Currently, Asia Pacific is leading the way with a market share of almost 78%, leaving North America and Europe far behind. Amazon and Alibaba are the two most prominent players on the market.\*

# THE DIGITAL EXPORTING PROGRAMME

We've done the hard work for you



- **50,000+** companies helped
- Key sectors include
  - **Retail & consumer goods, fashion, luxury**
  - **Food & drink**
  - **Beauty**
  - **B2B Ecommerce**
  - **Digital Commerce, Immersive & Retail Tech**
  - **Sustainable fashion / circular economy**
- Webinars, workshops, masterclasses, events
  - Collaborating with Export Academy
- Ecommerce Trade Commission
- Strategic Alliances – LVMH, PIF, B2B Ecommerce TA

# SOME OF OUR MARKETPLACE PARTNERS & MORE

 **amazon**

 **JINGDONG**

**Walmart**  Marketplace

**ebay**™

 **Kaufland**

**allegro**

*NYKAA* FASHION

  
**NORDSTROM**

 **Rakuten**

F A I R E

**coupang**

**mumzworld**  
#1 mother, baby & child site in the Middle East

  
**Alibaba**

 **Lazada**

**ankorstore**

  
**noon**

**RANGE**  **me**

O N C E • I T

**tiendamia**

**L'ART  
DOU  
TEU**



## KEY MARKETPLACES FOR BEAUTY

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ALLEGRO

AMAZON

DOUGLAS\*

FAIRE

FLACONI

JD.COM

MACY'S

MUMZWORLD

MYNTRA\*

NAMSHI

NOON

NORDSTROM

NOTINO\*

NYKAA\*

ONCEIT

RAKUTEN

RANGE ME

THE BAY

THE ICONIC

THE MARKET

TIRA\*

VOGACLOSET

WALMART

ZALANDO\*

ZALORA

\* Not yet an official DBT partner, but we can advise you about this platform



## KEY MARKETPLACES FOR FASHION

---

AMAZON

CERQULAR

CULT MIA\*

EBAY

GOXIP

JD.COM

LAZADA

LA REDOUTE

MACY'S

NAMSHI

NOON

NORDSTROM

NYKAA\*

MYNTRA\*

ONCEIT

RAKUTEN

SHOWROOM PRIVE

SPARTOO

THE BAY

THE ICONIC

THE MARKET

VOGACLOSET

WALMART

WOLF & BADGER \*

ZALANDO\*

ZALORA



\* Not yet an official DBT partner, but we can advise you about this platform



## KEY MARKETPLACES FOR FOOD & DRINK

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ALLEGRO

AMAZON

ANKORSTORE

BOL

CDISCOUNT

EBAY

EUROPAGES

FAIRE

FOODIST\*

GOOD SIXTY\*

JD.COM

LAZADA

MIGHTY SMALL\*

MUSCLE FOOD\*

NOT ON THE HIGH STREET\*

RANGE ME

THE FOOD MARKET\*

WALMART

YUMBLES\*

\* Not an official DBT partner, but we can advise you about this platform



## KEY MARKETPLACES BY REGION



### AFRICA

AMAZON (RSA)

JUMIA\*

TAKEALOT\*



### ASIA-PACIFIC

COUPANG

EBAY

LAZADA

ONCEIT

RAKUTEN

THE ICONIC

THE MARKET

TRADE ME

ZALORA



### AMERICAS

AMAZON

CERQULAR

EBAY

MACY'S

NORDSTROM

RANGE ME

THE BAY

TIENDAMIA

WALMART

WAYFAIR



### CHINA

DOUYIN (TIKTOK)\*

JD.COM

TMALL

PINDUODUO\*

XIAOHONGSHU (LRB)\*

\* Not an official DBT partner, but we can advise you about this platform





### **EASTERN EUROPE**

ALIBABA  
ALLEGRO  
AMAZON  
EMAG\*  
TRENDYOL\*



### **EUROPE**

AMAZON  
ANKORSTORE  
BOL  
CDISCOUNT  
EBAY  
FAIRE  
FNAC & DARTY  
LA REDOUTE  
MANO MANO  
SPARTOO  
ZALANDO\*



### **MIDDLE EAST**

AMAZON  
EBAY  
MUMZWORLD  
NAMSHI\*  
NOON  
VOGACLOSET



### **SOUTH ASIA**

AMAZON  
FLIPKART  
MYNTRA\*  
NYKAA\*  
PURPLLE\*  
TIRA\*

# GLOBAL SERVICE PROVIDER PARTNERSHIPS & MORE



# TRADE MISSIONS AND EVENTS





# THE BENEFITS

Access tailored support from industry experts to grow your business internationally through digital and mobile routes to market including ecommerce. How can we support you:

- Free impartial advice by our specialists
- Discover the **marketplaces** most relevant to your target markets
- Save time and money by connecting to **service providers** that support your global expansion
- Learn about from **B2B Ecommerce**
- **Webinars, events and trade missions**

**JOIN TODAY:** Scan the QR code or contact your local ITA to ask for information on accessing the marketplaces **partner preferential rates**.





Department for  
Business & Trade



# Enable your e-commerce B2C Journey

*Unlock growth and  
navigate opportunities in  
the fast-changing global  
economy.*







# You Are The **Experts** of Your Business

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And you don't need to be alone on your **exporting** journey!



**Morgan Rivers**  
Partnerships manager  
**UPS UK Ltd**

**Book a Free UPS  
Virtual Consultation**



Scan the QR Code

# E-Commerce evolves

at breakneck speed in 2025

1 IN 5

Retail purchases globally will be made online in 2025

*E-commerce Statistics 2025*

1 IN 4

Retail purchases in Europe was cross-border in 2024

*E-commerce Statistics 2025*



82%  
of the West  
Europeans  
shop online  
(EU E-comms Report)

**\$1,209B**

Global cross border e-comms value  
forecast for 2025 (Statista)

# UK in the Cross-border e-commerce trade

## ESTABLISHED MARKET

27.5 billion euros in cross-border turnover for UK online stores in 2023

Cross-border e-commerce Europe 2024

## CONTINUED GROWTH

UK cross-border e-commerce sales rose by 57% in 2020

IMRG Global e-commerce for 2022

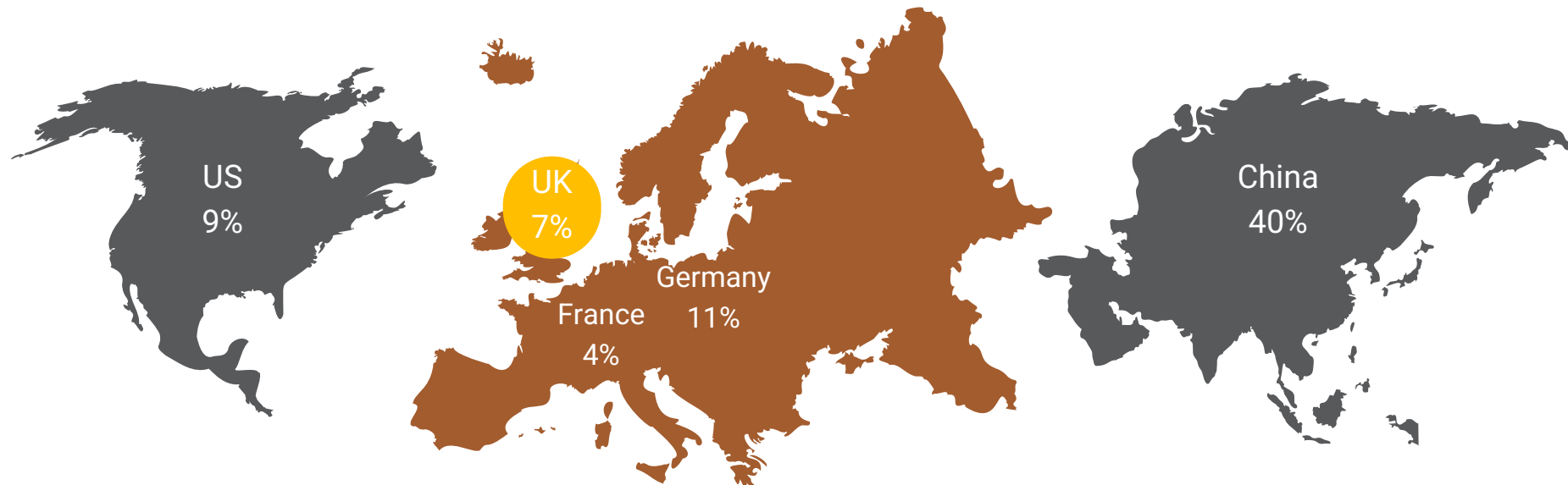
## 71% ARE READY

71% of the UK online retailers offer international delivery

Cross-border e-commerce report UK

## Points of sale of most recent cross-border online purchase worldwide in 2024.

Most Popular countries to make online cross-border purchases according to Statista





# UK Global Export destinations

## ESTABLISHED MARKETS

### **US: UK's single largest export market**

- Large population, high disposable income
- \$800 de minimis threshold (UK made goods only)

### **EU: UK's Biggest local market**

- **Germany** is largest e-commerce market in the EU and a key importer of UK goods

## EMERGING MARKETS

### **China: Massive market**

- Demand for certain UK luxury goods, health products, and niche items

### **India: The new Trade Agreement**

- Tariffs on UK exports will be cut by over £400 million rising to £900 million in 10 years.
- Rising middle class to reach 60M.

## COMMONWEALTH

### **Australia, Canada, NZ: Strong affinity for UK products**

- English Speaking
- Cultural relevance
- Many expats
- Reduced tariffs and simplified customs procedures for UK Imports

**Testing the waters: Start with one or two key markets, learn, then expand.**

# Customers: It's about the entire 'experience'

## Top Takeaways:

Customers expect to see clear and consistent information about:

- ✓ Shipping prices with alternative delivery options
- ✓ Buyer protection policy
- ✓ Return policy
- ✓ Clear final cost (including duties and taxes)

84%

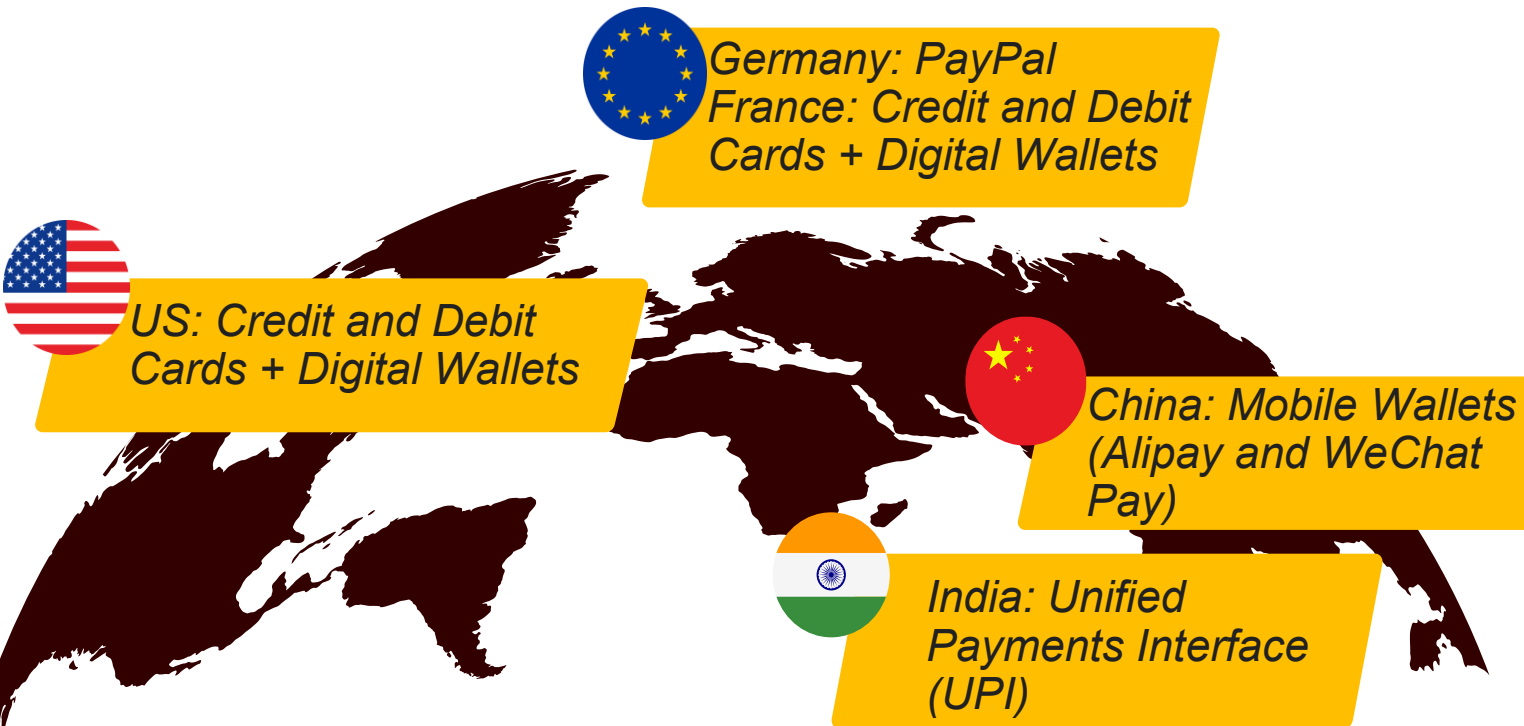
shoppers say experience  
is as important as  
products and services

*Salesforce, Changing Standards of Customer Engagement*



# 'Localise your shop'

**Help international customers spend more**



*Examples of local payments preferences*



Show prices in local currency



Offer local payment method



Consider page in local language



Understanding restrictions



# Looking for more info on Exporting to India?

Don't miss our free webinar  
on July 4<sup>th</sup>!

[Register Now!](#)

FREE WEBINAR

## Exploring New Horizons: Exporting to India



4 July 2025 | 11am - 12pm BST

Join us to discover the exciting opportunities and practical considerations of expanding your business into one of the world's fastest-growing economies.

### Guest speakers:



**Pratik Dattani**  
Managing Director  
EPG Economic and  
Strategy Consulting  
and ex-FICCI Director



**Sarah Bell**  
Director - Public  
Affairs  
UPS



**Heta Shah**  
Country Marketing  
Manager - India  
UPS



**Vinayak Rane**  
Brokerage Compliance  
Manager - ISMEA  
UPS



**Sanjay Nichlani**  
Senior  
Transportation  
Manager - India  
UPS



**Ajay Singh**  
Country Sales  
Manager - Sales &  
Solutions - India  
UPS



**Vishwanathan S**  
Group Manager –  
Customer Solutions -  
EMEA  
UPS

REGISTER NOW

# The 3 'C's of the e-commerce shipping



**Choose a shipping partner that can be with you through the entire process.**



## Choice

Letting customers choose how and when to get their goods.

**SPEED VS. COST**

**LANDING COST**



## Control

Letting customers track and control their delivery.

**NOTIFICATION**

**DELIVERY LOCATIONS**



## Convenience

Letting customers manage their returns and access information.

**EASY RETURNS**

**LOCALISATION**

# Summary: Five Steps Strategy

## Research



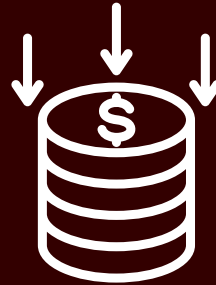
Assess the impact of Tariffs, Trade agreements, Duty Drawback, Exemptions, etc.

## Compliance



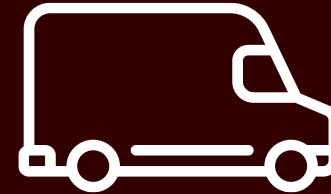
Verify your product classifications, origin & valuation.

## Packaging



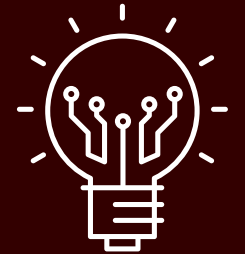
Reduce cost with good packaging. Check the labelling and packaging rules.

## Shipping



Optimize transportation modes, shorten your supply chain.

## Technology



Examine technology solution, ensure visibility and transparency.



# Shipping: Speed vs Cost for choice and convenience

## International

### UPS Economy

- International lightweight
- Final mile postal/courier delivery
- Reach 88 countries and territories

### UPS Expedited

- An economical choice with a date commitment
- Reach over 200 countries/territories
- In-house standard customs clearance

### UPS Trade Direct

Consolidate all your shipments into a single freight at origin, clear customs, deconsolidate, deliver directly to destination.

### UPS Cross-Border Solutions

-WorldEase Single Clearance

### UPS Express Services

- Money-back guaranteed
- Date and time-committed delivery worldwide
- Speed to compete with the biggest e-commerce players

### UPS Express Critical

#### Next Flight out

Best available flight, 24 hours a day, 7 days a week, 365 days a year

Typically, 2-12 hours delivery

#### Delivery Service Levels

- 9:00
- 10:30, 12:00 or 14:00
- End of day
- End of day for palletised shipments above 70kg

### UPS Economy

- Intra-European lanes
- Final mile postal/courier delivery
- Within UK and Europe

### UPS Standard

- Balance speed with price and reliability.

### UPS Cross-Border Solutions

Reduce customs complexities for your imports/exports to Europe with our integrated solutions:

-Hybrid  
-WorldEase Split Clearance



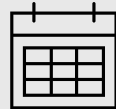
Time-Definite



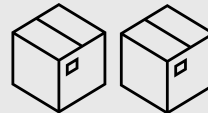
Time Critical



Low Cost



Day- Definite

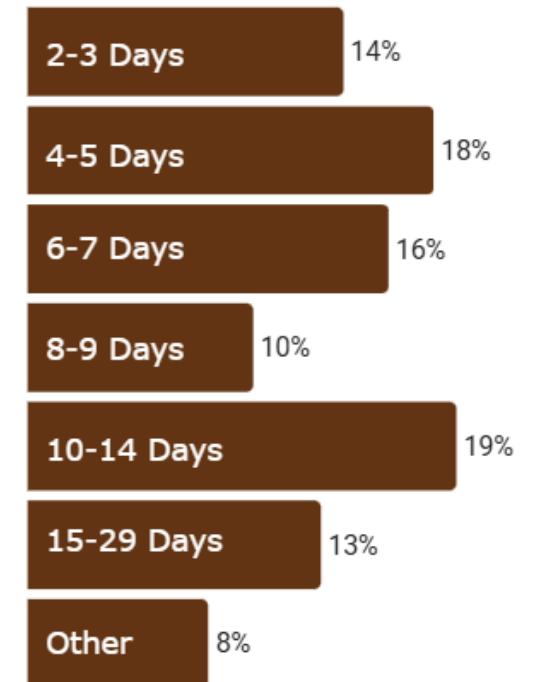


Consolidated



## Europe

Average Delivery time of cross-border delivery purchases in 2023



Sources: Statista, Cross border E-commerce study 2022



# Shipping: Tracking & Visibility

## What the Consignee sees:

- When shipment has been tendered
- Estimated delivery windows
- Time & date of delivery
- Redirect options



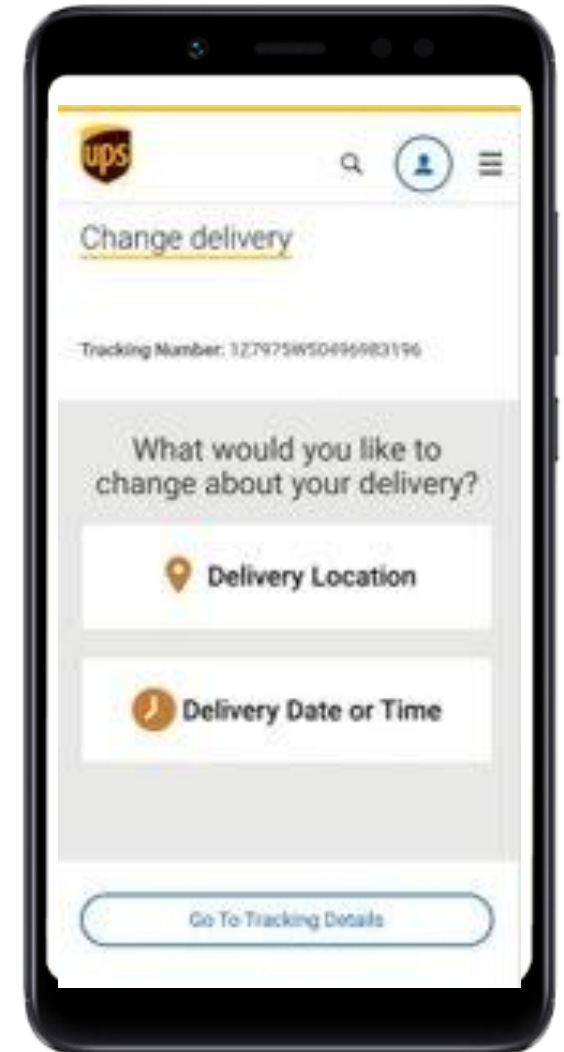
## What the Consignee gets:

- Shipment Confirmation
- Day Before Delivery Notification
- Delivery Confirmation



## What the Consignee can do:

- Redirect to a custom address
- Save delivery preferences
- Consolidate delivery notifications
- Hold parcels when on holiday



Being mobile-friendly is essential for positive customer experience.

# Shipping: Manage delivery & Returns



Do you know about these options?



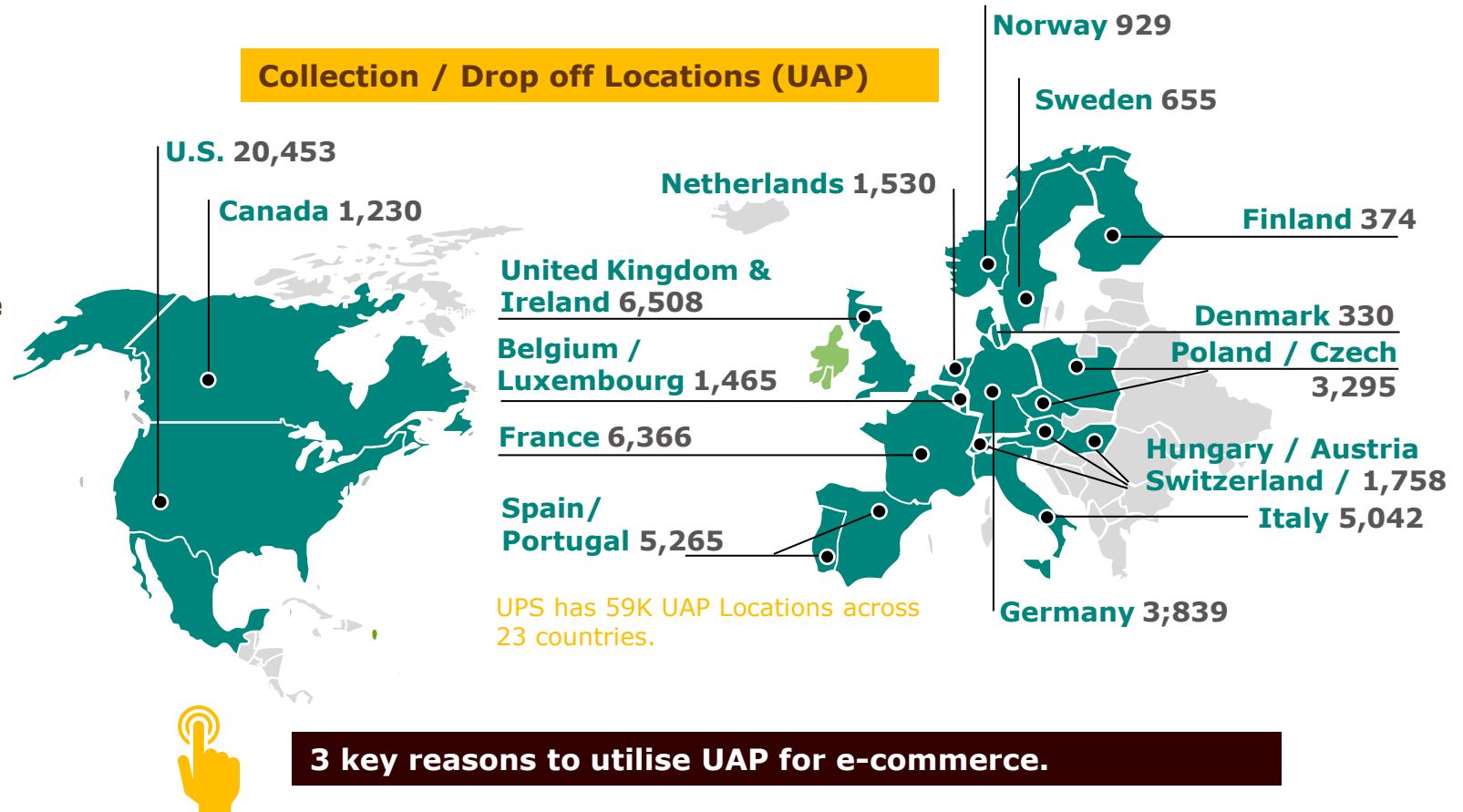
## Saturday Delivery Services in Europe



## Cash on Delivery (COD)

- Recipients pay in cash for their package's worth upon delivery including relevant fees.
- The service is available in US and most of Europe.
- The recipients can inspect the package before making a payment and the package is not released without payment.

## Collection / Drop off Locations (UAP)



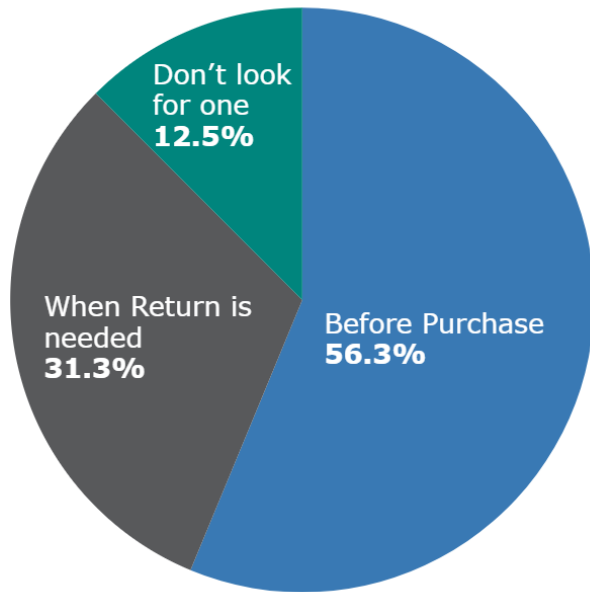
## 3 key reasons to utilise UAP for e-commerce.

1. It is convenient for your customers: they can go at their chosen time.
2. It saves then money by lowering transportation cost.
3. It is environmentally friendly reducing the carbon footprint.

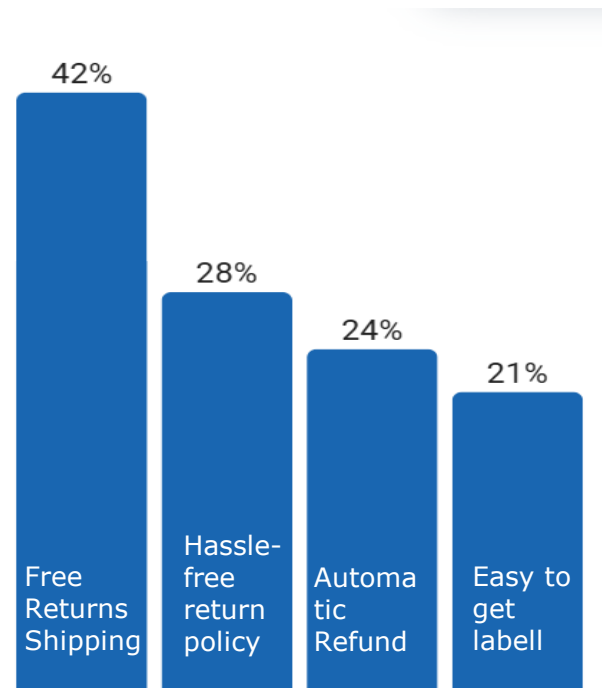
# Shipping: Managing Returns

A clear returns policy builds confidence.

## When do you look for return policy?



## Top factors contributing to best return experience:



UPS Pulse Of the Online Shopper 2019 survey

**Unique & free:** tools let you set and manage your policy including service levels, returns period and data collected

### Returns Manager

UPS branded returns process with no IT required

### Returns API

Integrate UPS returns into your website

## Simple & Digital label options

### Mobile barcode

- Convenient with no printing
- Barcode to be scanned at drop-off location

### Physical label options

- Electronic return label printed by customer
- Label included in original shipment



# Useful Solutions & Practical tools

*Saving time, effort and improving customer experience*

## Customs documentation

Tool that can assist you in completing customs documentation such as:

- Commodity description
- Import/Export compliance
- Forms

(such as [UPS Export Assure®](#))



## Document Exchange

Customer information exchange portals, where customers can safely and easily submit required information or documentation to clear customs and avoid delays.

(such as [MyChoice](#) and [UCIX](#))



## Guaranteed Landed Cost

Solutions that calculate and manage payment for all duties, taxes, and fees required for international purchases (landed cost) at the checkout.

(such as [UPS Global Checkout®](#))





# 3 'Take Aways'



Export is the key growth opportunity for you as an e-commerce business



You don't have to do it alone; there are lots of platforms out there to help you



The whole experience is key





# Smart Shipping strategies

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Strategies for a faster and cost-efficient supply chain to reduce extra work and minimise delays.

# SHIP TO EU

Strategies to provide reliable and affordable shipping experience minimising red tape impact.



# Consolidated Cross-Border Service for Europe

*Shipment integrity end to end*



## 6 Simple Steps 1 Integrated Service for hassle free 'customs compliance'



**Reduce customs complexities with our new and integrated solution >**



**1** Shipment  
number



**1** Customs  
clearance



**1** Transport  
company



**1** Invoice





# Exporting to EU: checklist

*Understand and implement the right procedures*

## Which ones apply to your business?

- Customs Declarations
- GB EORI number
- Qualifying for Zero Tariffs / Rules of Origin (RoO)
- Sanitary and Phytosanitary / Health Certificates
- Exit Summary Declarations (EXS)
- Import VAT in the EU
- Conformity Assessments
- The General Product Safety Regulation (GPSR)



# Case Study: Europe Distribution by UK Company

How the Leading Supplier and Manufacturer of Action Sports And Lifestyle Goods managed **to simplify** and **stabilise their Europe distribution post Brexit**

## The Desire



- **Reduce delays** and operating **costs**
- **Regain control** back to UK head office

## The Solution



- Taking control of **customs clearance** process
- Allowing **free circulation of goods** at destination

## The Results



- **No need to manage** a distribution centre in the Netherlands.
- **Cost-effective & efficient** solution

# What they said

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“It was very hard to control what was going on in our warehouse in Rotterdam. It wasn’t efficient, customers weren’t getting the service that we have come to expect and have been receiving prior to Brexit. By utilising UPS WorldEase® service, we were able to give our customers those efficiencies and those guarantees again.”

**- Head of Logistics & Distribution**  
***UK’s leading action sports and lifestyle goods supplier***





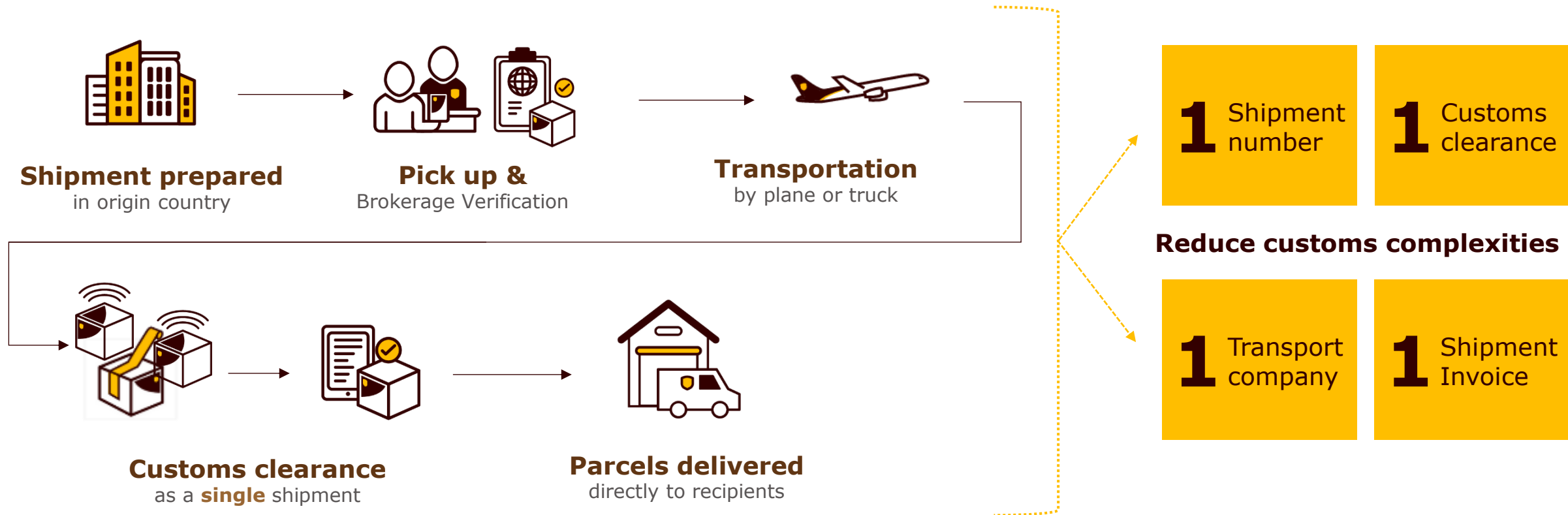
# SHIP TO US

Strategies to mitigate the uncertainty and tariffs and utilise the UK advantages in the trade with US.





# Consolidated Cross-Border Service to US





## Before April 25<sup>th</sup>

- Low Tariffs, averaging around 2.2%
- No Baseline Tariff
- Universal De Minimis under \$800
- Less Complexity

## Current UK to US Tariffs

### De Minimis still in place for UK origin goods only:

- No tariff for shipments value under >\$800 UK origin
- Tariff on CN/HK origin shipped from the UK



### Baseline 10% tariff on top of existing duties, fees & taxes

- Harmonized System (HS) Codes rate
- Different categories of goods have different duty rates.



### Postal Items CN/HK origin 120% of the order value or \$100 per postal item for (increasing to \$200 per item on June 1, 2025).



**Some goods are exempt from the reciprocal tariff**

Such are pharmaceuticals, critical minerals, semiconductors, lumber, and energy products.



# Impact of New U.S. Tariffs by Origin



Plastic Water Bottles (FDA Regulated) Example



	Origin GB
Previous Tariff	3.40%
New Tariff	13.40%
Trade Agreement / Exemption	No
De minimis Impact	No
\$250 Value: Duty and Tax Due (Previous)	\$0
\$250 Value: Duty and Tax Due (New)	\$0
\$1000 Value: Duty and Tax Due (Previous)	\$34
\$1000 Value: Duty and Tax Due (New)	\$167
\$1000 Value: Brokerage Fees (Previous)	\$40
\$1000 Value: Brokerage Fees (New)	\$40
\$1000 Value: Increase	\$133

*\*Last Updated 4/10/2025*



# RULES OF ORIGIN

## Substantial transformation

in the context of trade and customs, refers to a significant change in a product's nature or classification that occurs during a manufacturing or processing operation in a particular country.

**Assembling your goods in the UK DOES NOT change the origin,** as there is no substantial transformation.

- **Country of origin remains China.**
- Must be marked "Made in China" when imported into the U.S.

## Example of change of origin: Substantial transformation

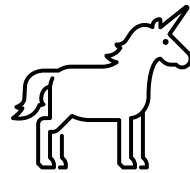


### Chinese origin inputs:

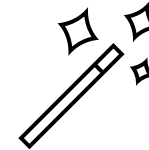


- Generic sensors
- Basic microcontrollers
- Wiring, casings, PCBs.

### UK processing:



- UK engineers **design and program bespoke software** for industrial automation.
- UK factory integrates sensors and circuits into a **specialized panel** for monitoring chemical plant operations.
- Final product is **calibrated and tested** for regulatory compliance in the UK.



### CBP Determination:

- **YES: substantial transformation**
- Raw components have been engineered into a new and functionally different article.
- There's a change in character and use – from generic parts to a customized industrial control system.
- **Origin is UK.**

# Case Study: Reaching the US with lower cost service

Supporting a British Confectionary Company as they continue **to grow**

## The Desire



- **Offer a low cost**, fully tracked delivery option with reliable time in transit
- Reduce **cart Abandonment**
- Multiple **checkout options**

## The Solution



- **Simpler shipping process** easy to set up
- Low cost, low value B2C **E-commerce solution**
- **More choice** within product portfolio
- **Easy compliance** with local regulations

## The Results



- Sales have skyrocketed with **80,000 additional orders** within a year.
- **Reduction in cart abandonment** resulting in an increase in revenue
- **Increase in returning customers** and enhanced customer experience. Cost savings of circa \$6 per parcel.

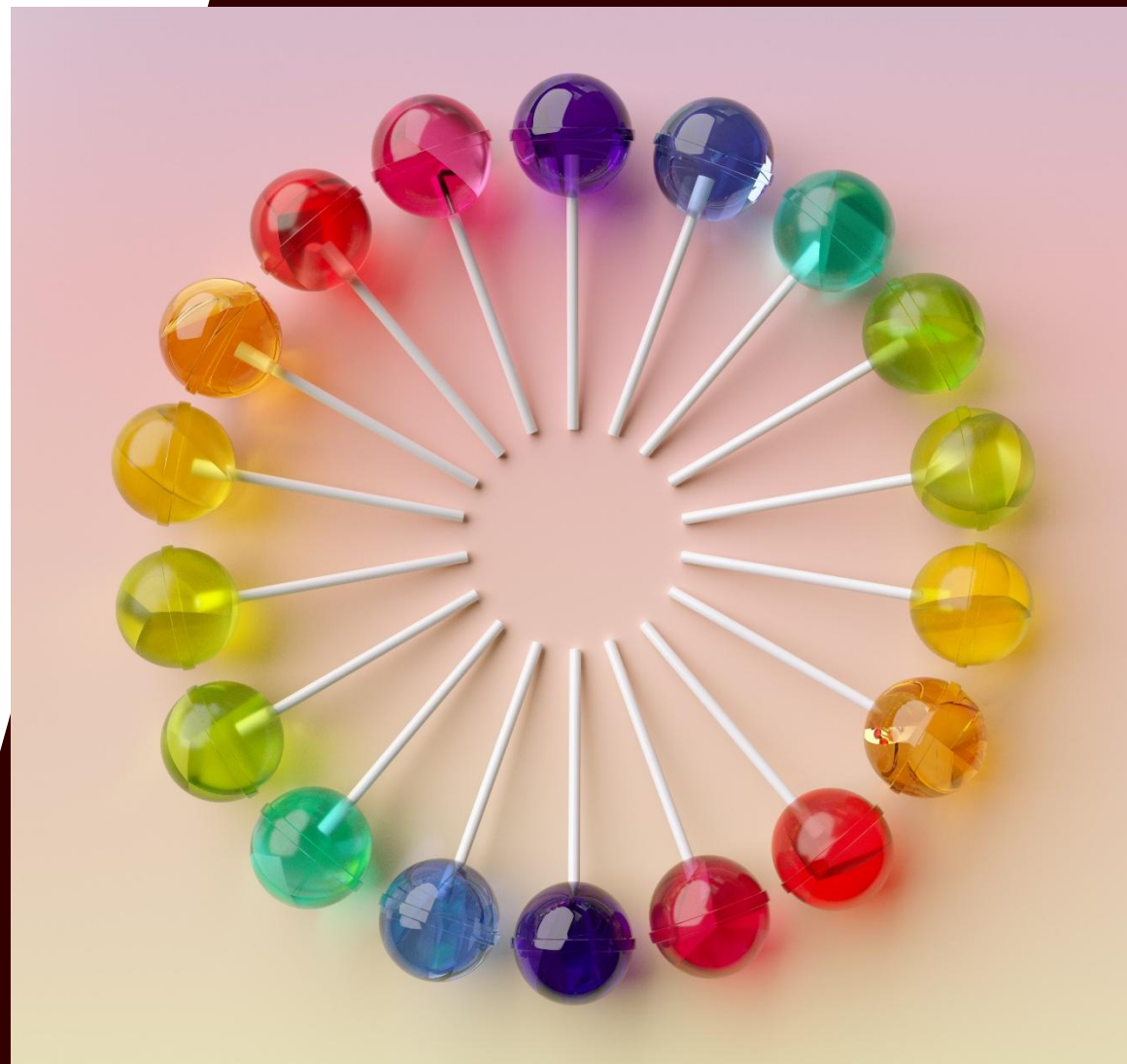


# What they said

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“We’re a pandemic-born business and we didn’t expect this growth so soon. Higher shipping costs, meant more cart abandonments. That’s when the low-cost Worldwide Economy service changed the game! It offered customers a cheaper option at checkout, helped increase our sales, made us venture into new markets and accelerated repeat purchases. Plus, it was plug-and-play, so we could get it up and running fast and keep up with demand. In a span of one year, we have hired more resources and invested in a larger warehouse to fulfil the influx of orders. I couldn’t be happier!”

**- Owner & Founder**  
***British Confectionary Company***





# In Summary

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It is not a simple process, but the result is worth the efforts.

## Shipping Tip: Opt for low-cost services to enter new markets

If your product is **lightweight** and of **low value**, opt for a solution without having to compromise on speed or cost.



Affordable rates to save on shipping costs



Reliable shipping within just 6-8 days



Easy processing on shipping platforms



No hassle of preparing export documentation

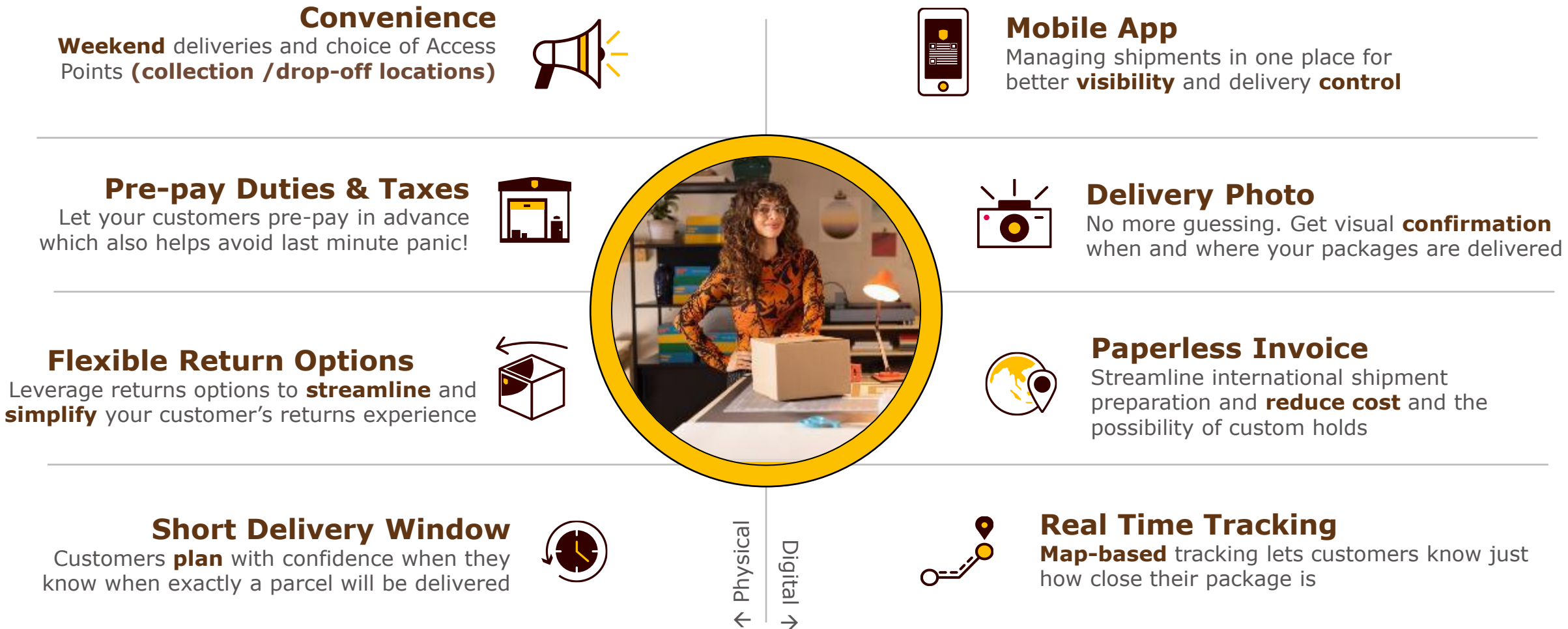


Tracking visibility so you don't have to worry



**Don't let those cart abandonments break your exporting heart!**

# A premium delivery experience, encourages customers to buy more from you. **Who you ship with matters!**



Source: DBT Nov 2024

Source: DispatchTrack 2022 Big and Bulky Last Mile Delivery Report; Descartes, Buying Habits 2022 White Paper | 3. UPS Pulse of the Online Shopper™ 2019



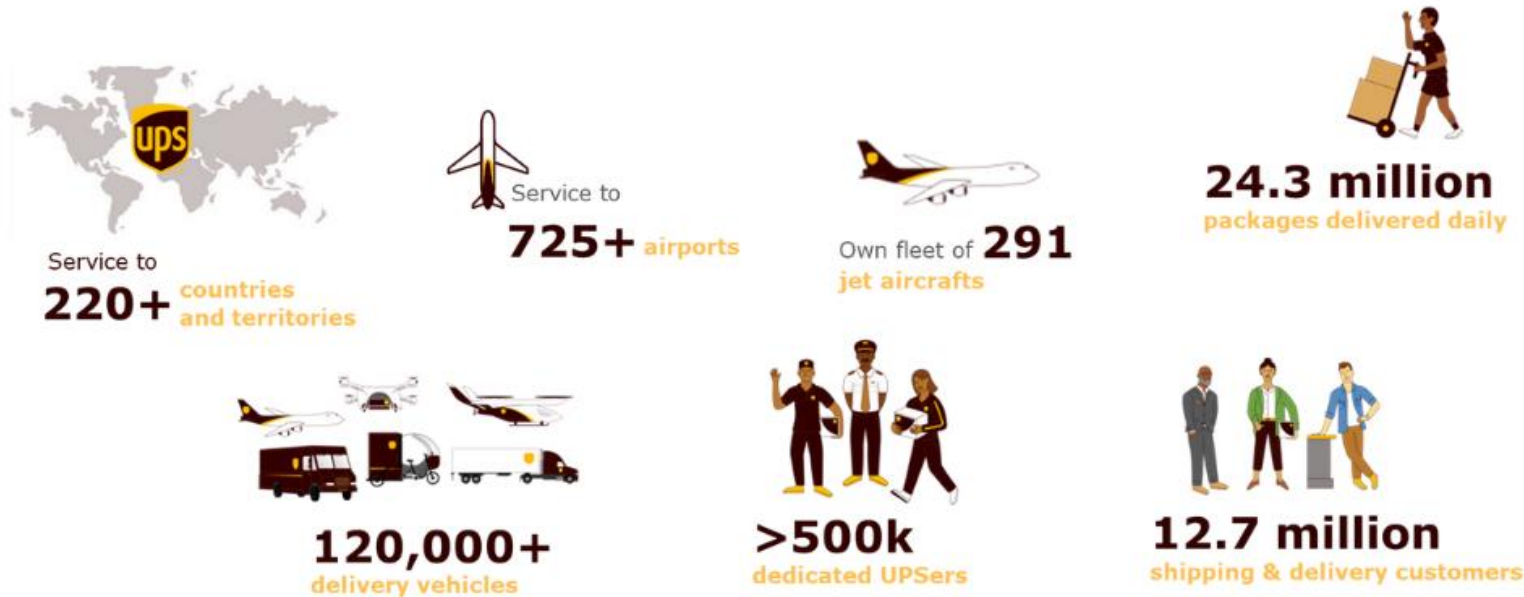
Choosing an **experienced shipping partner** is important when you plan to expand your business horizons.

It's like a **friend you can count on**, one with a solution to your every problem.





# UPS Global Footprint



## Resources

- [Cross-Border Shipping Rules and Regulations](#)
- [Nearshoring Guide](#)
- [UPS Global Checkout](#)
- [UPS International Shipping Services](#)
- [Forms Needed for International Shipping](#)
- [Office of the United States Trade Representative](#)
- [U.S. Customs and Border Protection](#)
- [Federal Register \(Official Government Notices on Tariffs\)](#)
- [United Kingdom | United States Trade Representative](#)



**Level up**  
**your shipping now!**

**Book a Free  
Virtual Consultation**



Scan the QR Code

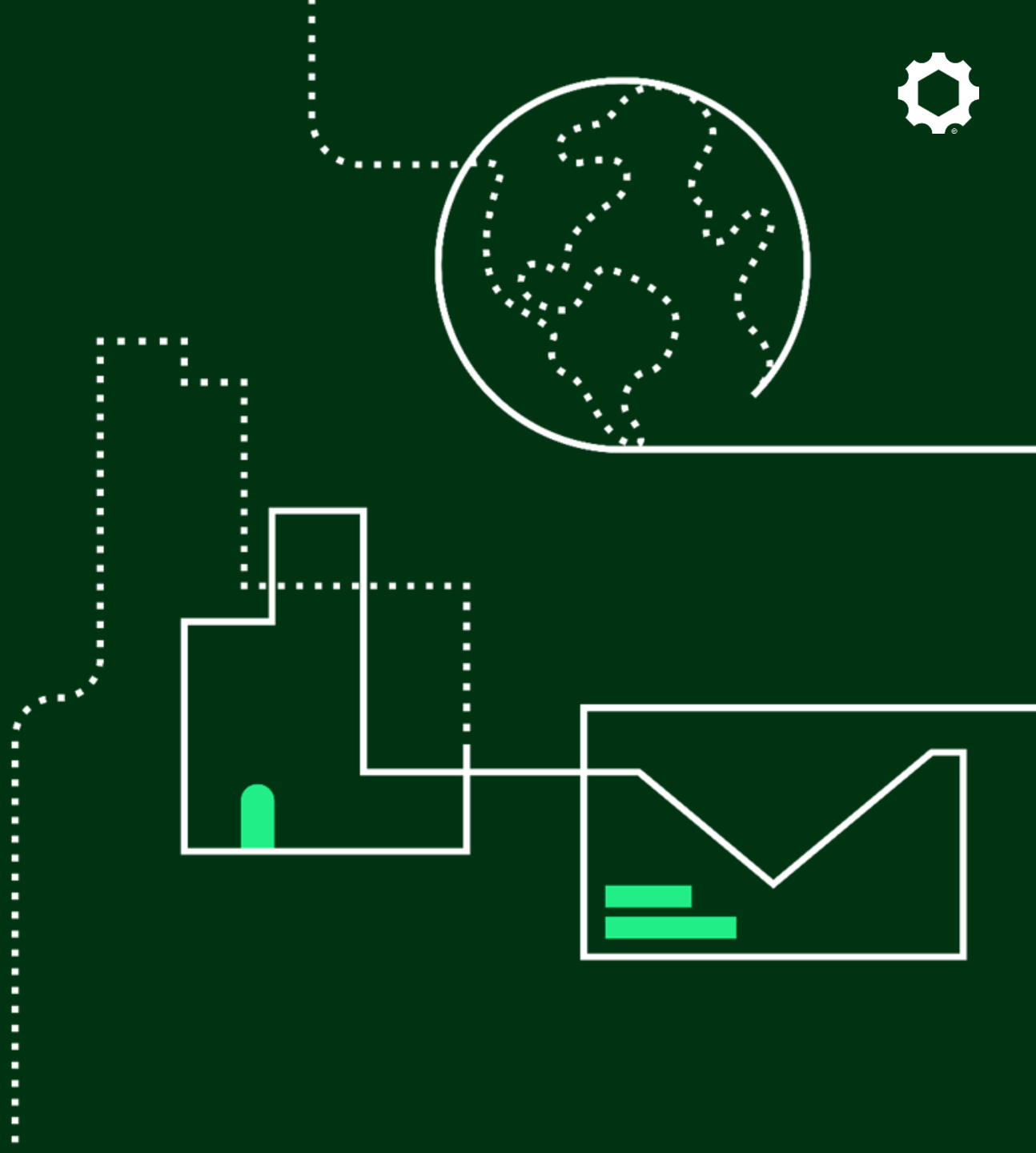


**THANK YOU**



# ShipStation

Overview & Capabilities



# Latest research conducted by Auctane and RetailEconomics

<https://www.shipstation.com/ecommerce-delivery-benchmark-report-2025/>

AUCTANE

RetailEconomics

Based on data from 8,000 consumers and 400 ecommerce business executives.



US



Canada



UK



Germany



France



Spain



Italy



Australia

Participants

total  
8,000+

The Auctane family of products

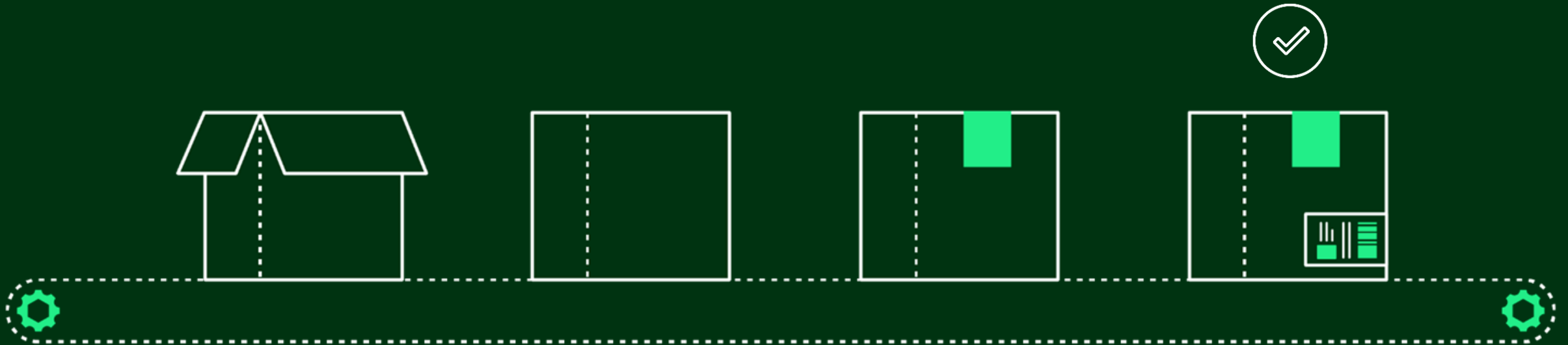






# ShipStation lays the foundation for scalable growth

Centralize. Automate. Save. Grow.



## All Your Orders in One Place

Manage and ship orders from a single app with our 200+ integrations

## Ship More Orders, Faster

Automate repetitive tasks to reduce human error and create 15x more labels per hour

## Save Money

ShipStation saved businesses \$4M last year by surfacing the best shipping rates

## Grow Your Business

Customers report scaling operations over 40x with ShipStation



Most Popular

Startup

£25/mo.

No commitment. No credit card needed.

Start Free Trial

What's Included:

- 👤 3 users
- 💳 £0.05 shipment fee, applies to your own carrier labels
- 📦 500 shipments/mo.

Accelerate

£75/mo.

No commitment. No credit card needed.

Start Free Trial

Includes all Starter features plus:

- 👤 5 users
- 💳 £0.04 shipment fee, applies to your own carrier labels
- 📦 3,000 shipments/mo.

Scale

£175/mo.

No commitment. No credit card needed.

Start Free Trial

Includes all Growth features plus:

- 👤 Up to 10 users
- 💳 £0.03 shipment fee, applies to your own carrier labels
- 📦 10,000 shipments/mo.

Enterprise

Contact Us

10,000+

Get In Touch

No commitment. No credit card needed.

- 👤 10+ users
- 💳 Custom shipment fee
- 📦 10,000+ shipments/mo.

Table Styles

### Table Options

- ☒ Title
- ☐ Caption

## Headers & Footer

1 1 0

Rows 53  

Columns 25


Table Font Size

### Table Outline

0,35 pt

☐ Outline Table Title

### Gridlines

☐ Alternating Row Colour 

Row &amp; Column Size

Height 20 pt   Fit

Width 20.00 ^ 100 ft

# Let's Get Started!

Centralise. Automate. Save. Grow.

ShipStation simplifies multi-channel, multi-carrier logistics so that online retailers can grow confidently.

*“Let's schedule a call to tailor your account and drive greater results for your business.”*

[support@shipstation.co.uk](mailto:support@shipstation.co.uk)

