

# State of Cross Border

Consumer Insights



## Health & wellness

### Overview

If you're a merchant or 3PL navigating global growth, this report is your playbook for what's happening now in cross-border commerce. We analyzed cross border shipments of \$100M+ in GMV to surface key trends

### Key Findings and Recommendations

- Health and wellness is seeing the highest growth across all verticals, both in peak season surges and year-over-year growth.
- While not always the top-selling category by region, wellness products are rapidly becoming a consistent fixture in the top three products purchased internationally.
- Health and wellness products are also showing strong resiliency amid tariff volatility, with consumer demand remaining steady despite rising landed costs.

### YoY increase over 2024



**+132%**  
Q1 to Peak

**+201%**  
YoY growth

#### Health & Wellness

Health & Wellness is leading the charge, with a 132% increase from Q1 2024 to peak season 2024 and a staggering 201% year-over-year growth. This reflects a rising global consumer focus on longevity, preventative care, and direct access to nutraceuticals and supplements across borders. US Health and wellness products command a lot of trust around the globe and merchants are capitalizing on this by offering and expanding international shipping options.

### Top 3 categories by region in 2024



Health and wellness is rapidly emerging as one of the fastest-growing product categories in global ecommerce, particularly in Europe and the Middle East. Consumers in these regions are demonstrating high buying power and increasing demand for products that support holistic well-being—from supplements and skincare to fitness gear and sustainable personal care. This trend is driven by rising health awareness, aging populations, and a growing interest in preventative care.

## Industry Highlights

### Conversion rate decreases in Q1 2025



23%  
Jan 2025

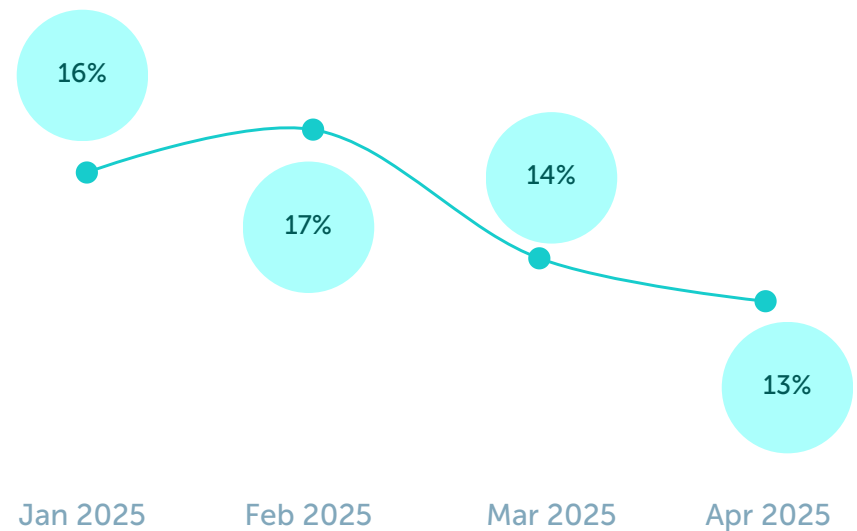
20%  
Mar 2025

#### Health & Wellness

Health & Wellness surprisingly showed resilience, decreasing slightly from 23% to 20% March 2025. This could reflect strong perceived value, replenishment behavior, or more robust DDP adoption and product classification accuracy or bundling or tariff engineering that cushions against sticker shock at checkout. This category again was insulated from manufacturing in China, Canada or Mexico.

### Compared to all verticals

To maintain conversion rates amid rising landed costs, merchants must rethink how prices are presented. Localized market pricing, a strategy where product prices are adjusted per country and displayed with duties, taxes, and fees already included—can help offset the impact of new tariffs.



With over 80+ data point from merchants like:

**NOVOS**  
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- 30+ country expansion
- 27% increase in cross border GMV
- 30% in international AOV

Based on 100M+ GMV shipments • Used by 500+ ecommerce brands • Backed by real carrier and customs data

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