



Global Fulfillment Models

There's no one-size-fits-all approach to international fulfillment. Cross-border and in-country models each offer distinct advantages. Use this comparison to choose the right solution or a hybrid strategy based on each market.

CROSS-BORDER

IN-COUNTRY

- Lower operational overhead
- Minimal upfront investment
- Greater tariff exposure
- Higher shipping cost per order
- Less cost-efficient at scale



- Higher operational overhead
- Moderate upfront investment
- Reduced tariff exposure
- Lower shipping cost per order
- More profitable at scale

- Longer delivery times
- Complex, costly, or slow returns
- Less predictable delivery performance



- Faster delivery times
- Simplified returns
- More consistent and reliable delivery performance

- Centralized inventory model
- Straightforward inventory management
- More complex return logistics



- Distributed inventory model
- More advanced inventory management required
- Localized and more efficient return logistics

- Best suited for small, lightweight products with AOV under ~\$350
- Ideal for brands with a high SKU count, avoiding multi-warehouse complexity



- Most effective for heavy or bulky products with higher AOV
- Better fit for premium goods and brands with established B2B presence in key markets
- Works best with a lower SKU count (ideally ~500 or fewer)

- Standard customs processing (potential import responsibilities)
- VAT/GST registration only required when thresholds are met (or where no exemptions apply)
- Limited exposure to local business taxes and regulations



- Full customs processing and importation responsibility
- VAT/GST registration required in most cases, with potential permanent establishment risk
- Additional product testing and local labeling may apply

- Quicker to launch in markets
- Slower delivery speeds and returns
- Limited control over localized operations



- Takes longer to implement across markets
- Faster delivery speeds and returns
- Greater control over localized operations

- Best for testing demand in new markets and serving regions with low or inconsistent sales



- Best for high-demand markets with an established presence

Fast-Growing Brands Going Global with Passport

CROSS-BORDER

Comfrit
cocokind
PROMIX
Tommy John®
carpe

IN-COUNTRY

RIDGE™
HEXCLAD
Tumble
GLAMNETIC
wildflower

Explore cross-border management solutions



Learn more about in-country enablement



Need help selecting or building a hybrid fulfillment approach?

TALK TO AN EXPERT