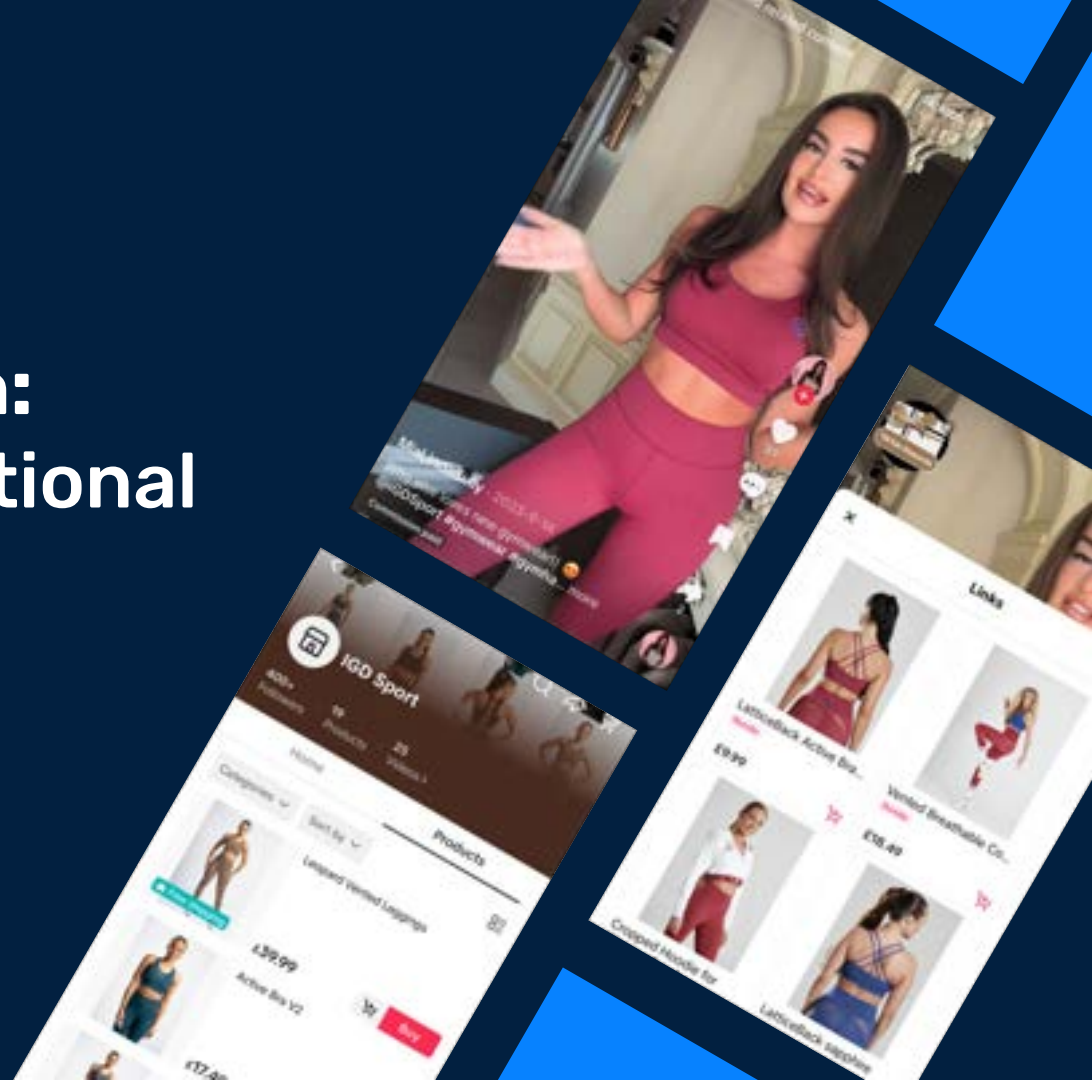


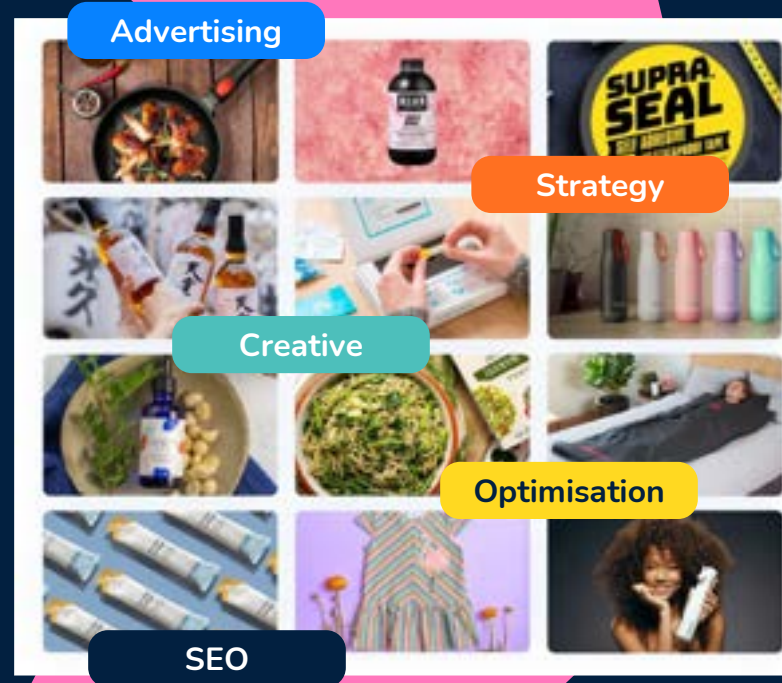
FORDEBAKER

**Borderless growth:
Navigating international
expansion through
marketplaces**



FORDEBAKER

We are a **one-stop** marketplace agency that helps ambitious brands achieve **best-selling performance** on a global scale.



FORDEBAKER

Founded in 2019

Full service marketplace agency

Multi-national team

Specialising in unlocking rapid growth through marketplace expansion


new balance

MERRELL

sea MAGIK[®]
MINERAL SKINCARE

Wilson's
FEED THE DOG

SPOTS & STRIPES

CAT

HELIOCARE

MARRIAGE'S

amtech[®]

Topics

Marketplace Landscape

Website or Marketplaces

Amazon or TikTok Shop

How Brand/Product Influences Choice

The Case for Both

European Marketplace Landscape



amazon

UK, IE, DE, FR, IT,
ES, SW, PL, NL, BE



TikTok Shop

UK, IE, DE, FR,
IT, ES



zalando

Vertical
Specialists

Etsy

ManoMano







Cdiscount

All-Rounders
but Country
Specific

bol.com

allegro

Amazon Europe is a Behemoth

					
Penetration	52%	64%	58%	61%	50%
Average Spent	860 €	1,377 €	999 €	1,064 €	785 €
Average Basket	43 €	36 €	27 €	46 €	43 €
Purchase Frequency	20	39	37	23	18
Share of Wallet	35%	50%	40%	69%	57%
Amazon Revenue in 2022	\$5.4 billion	\$33.6 billion	\$30,074 billion	\$5.28 billion	\$5.55 billion

Source: Foxintelligence panel, October 2022 - October 2023

Amazon is the Incumbent... but there's a New Marketplace in Town

🇬🇧 United Kingdom (2023)

TikTok Shop launched in the UK in **September 2023** after beta testing began in late 2022. A limited seller version rolled out in May 2023 before opening to all users. The UK was TikTok Shop's first Western market and served as a key testing ground for its e-commerce strategy.

🇪🇸 Spain (2024)

Spain also launched in **December 2024**, alongside Ireland. TikTok onboarded local merchants in advance, marking Spain as a high-priority market due to strong user engagement and setting the tone for wider EU expansion.

2023

2024

2024

2025

🇮🇪 Ireland (2024)

TikTok Shop launched in Ireland in **December 2024**, with initial sellers including Chapters Bookstore and Cocoa Brown. Backed by Guaranteed Irish, the rollout began with select access and expanded into early 2025, gaining broader traction by May.

🇫🇷 France, 🇩🇪 Germany & 🇮🇹 Italy (2025)

TikTok Shop expanded to France, Germany, and Italy in **March 2025**. Merchant access opened in February, with public availability starting **31 March 2025**. These rollouts marked a major milestone in TikTok's European e-commerce push.

Website or Marketplace Expansion First?

	Pros	Cons
Website	<ul style="list-style-type: none">'Own' customer dataAllows for multi-channel marketing strategy	<ul style="list-style-type: none">Upfront infrastructure investment (website, 3PL)International payment solutions complexityHave to 'find' the audience
Marketplaces	<ul style="list-style-type: none">Ready-made audienceConsumer familiarity and trustFaster to get to marketSolves for FulfilmentDon't have to handle customer service	<ul style="list-style-type: none">Relatively limited marketing optionsCold start in hyper-competitive categories can be very difficultDon't own customer relationship

Marketplaces Offer a **Faster, Lower Cost, More Agile Way to ENTER New Markets**

**A Low Barrier to Entry Allows for More Testing,
Greater Learning and a **Lower Risk, High Gain**
Way to Reach your Target Audience**

Amazon or TikTok Shop?

What is Our Consideration Framework?

AUDIENCE INSIGHTS?	DOES OUR TARGET AUDIENCE HEAVILY SKEW TO AMAZON OR TIKTOK?
HOW STRONG IS OUR RANGE AMONGST THE COMPETITION?	PRICE POINT IS OUR RANGE INNOVATIVE OR COMMODITISED? ARE PEOPLE AWARE OF OUR PRODUCTS? HOW COMPETITIVE IS THE CATEGORY ON EACH MARKETPLACE?
DOES THE PRODUCT SUIT ONE MARKETPLACE OVER THE OTHER?	CREATE OR CAPTURE DEMAND? SIMPLE OR MORE COMPLEX BUYER JOURNEY? RELIANT ON VISUAL EXPLANATION/DEMONSTRATION?
WHICH MARKETPLACE DELIVERS BETTER SKU ECONOMICS?	IS THERE SIGNIFICANT DIFFERENCE IN MARGIN BETWEEN THE TWO?

Not Always Either/Or, but a Question of Which First? Amazon or TikTok Shop?



Go To Market



Rich Search Behaviour



Point of Sale

Expand Through Amazon or TikTok Shop?

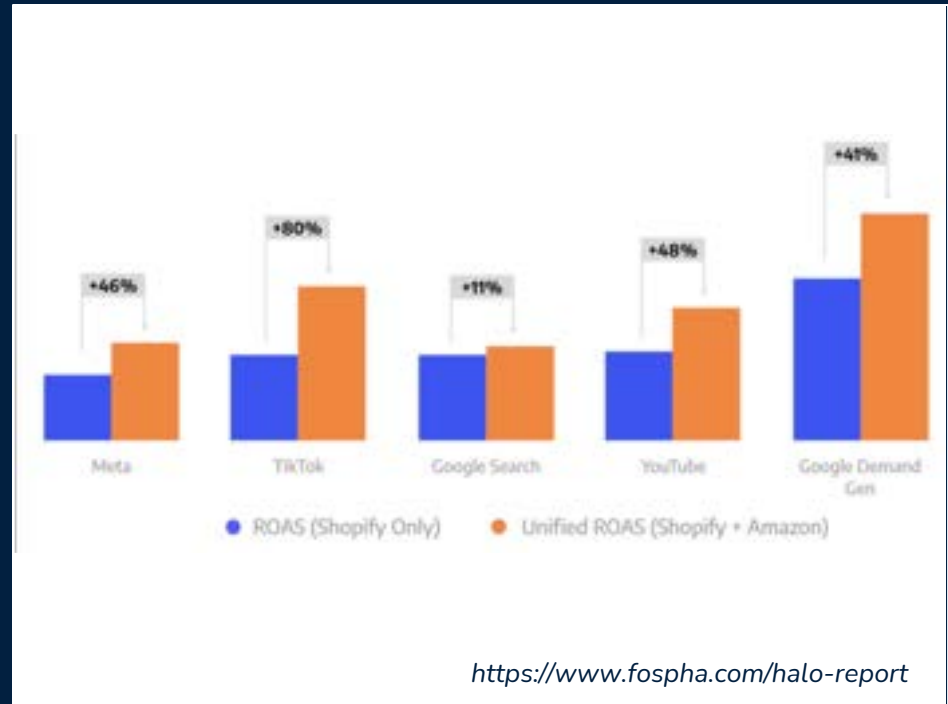
	Amazon or TikTok Shop	Why?
WonderSkin	TikTok Shop	Innovative product that needs to be seen to be sold Competing for Amazon search traffic with incumbents (without product awareness) would be difficult
SeaMagik	Amazon	The business has a strong Amazon UK presence (reviews/ratings will transfer to new markets) Broad range of products ✗ broad range of keywords per product = LOTS of search opportunity
CAT Footwear	Amazon	Higher price point Awareness isn't a problem Brand marketing necessitates availability

The Case for Both (But only in One Direction)

If TikTok Shop is designated as the launch marketplace - the one where you'll focus the majority of your marketing efforts. Then it could make sense to also open up Amazon.

Why So?

TikTok activity drives sales across channels. The relationship between TikTok and Amazon is stronger than any other platforms influence on Amazon sales. Use Amazon as a point of sale.



FORDEBAKER

**Thanks for tuning
in. Let's keep the
conversation going!**

tom@fordebaker.com



amazon ads

Verified
partner

amazon
global selling

Solution
Provider
Network



TikTok Shop
Partner