

SHOPIFY GROWTH

# Shopify Markets: International Expansion Handbook

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Multi-currency, localized checkout, shipping, duties, and translation workflows for global selling.

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2026 Edition

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# Going Global with Shopify Markets

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Shopify Markets simplifies international selling by managing currencies, languages, domains, and duties from a single store. This handbook covers every step from market research to launch.

Key capabilities: automatic currency conversion, localized checkout experiences, duty and import tax calculation, market-specific pricing, language translations, and per-market analytics.

## Market Research & Prioritization

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Start with data: analyze your existing international traffic in Google Analytics. Identify countries with high traffic but low conversion rates, these represent your biggest international opportunities.

- Analyze traffic by country in Google Analytics
- Identify top 5 countries by revenue potential
- Research local payment method preferences
- Understand shipping logistics and costs per market
- Check regulatory requirements (VAT, data privacy)

## Configuration Guide

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Setting up Shopify Markets involves configuring currencies, languages, shipping, duties, and market-specific pricing adjustments.

- Enable Shopify Markets in your admin settings
- Configure currencies for target markets
- Set up market-specific pricing adjustments
- Enable duty and import tax calculation
- Configure language translations
- Set up market-specific domains or subfolders
- Configure local payment methods per market

# Localization Best Practices

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True localization goes beyond translation. Adapt your product descriptions, marketing copy, imagery, and promotional calendar to each market's cultural context.

Invest in professional translation for product descriptions, not just machine translation. Localize your email marketing sequences for each market. Adjust promotional calendars for local holidays and shopping events.

# About Creative Labs

Creative Labs is a global eCommerce agency specializing in Shopify development, SEO, conversion optimization, and digital growth strategies. We help brands build online stores that convert and scale.

## Get in Touch

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