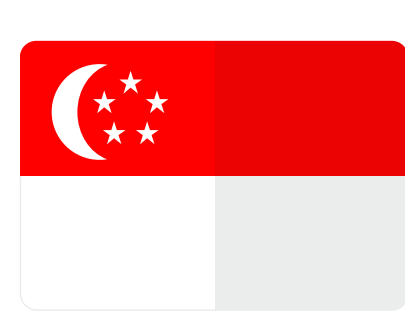
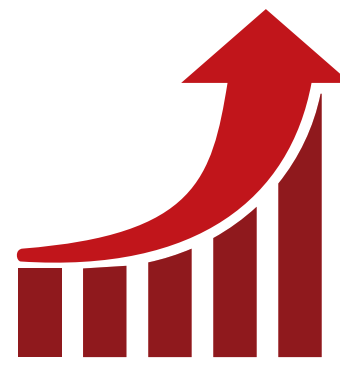


# All international retailers need to know to enter the Singapore eCommerce Market



## Economy

The World Bank ranks Singapore as the **7<sup>th</sup> wealthiest country in the world** with a **GDP per capita of USD 52,841**.



STEADY GROWTH RATES PREDICTED



2016

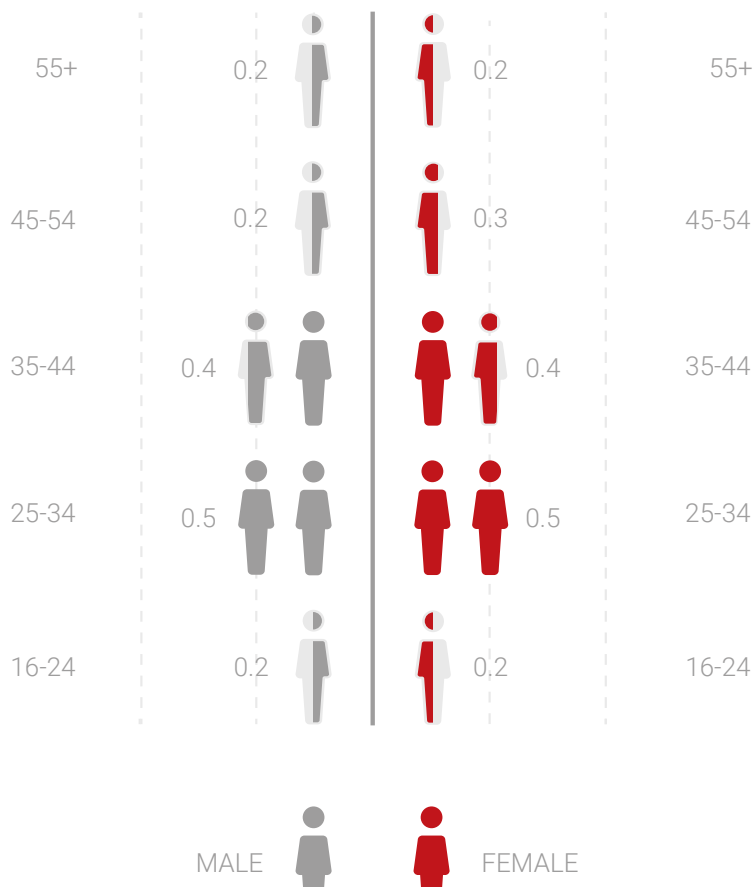
## User Insights

The Singapore eCommerce market is forecast to be worth **mUSD 4,131 in 2016**. This market value is projected to grow at a rate of almost **12% year on year**.

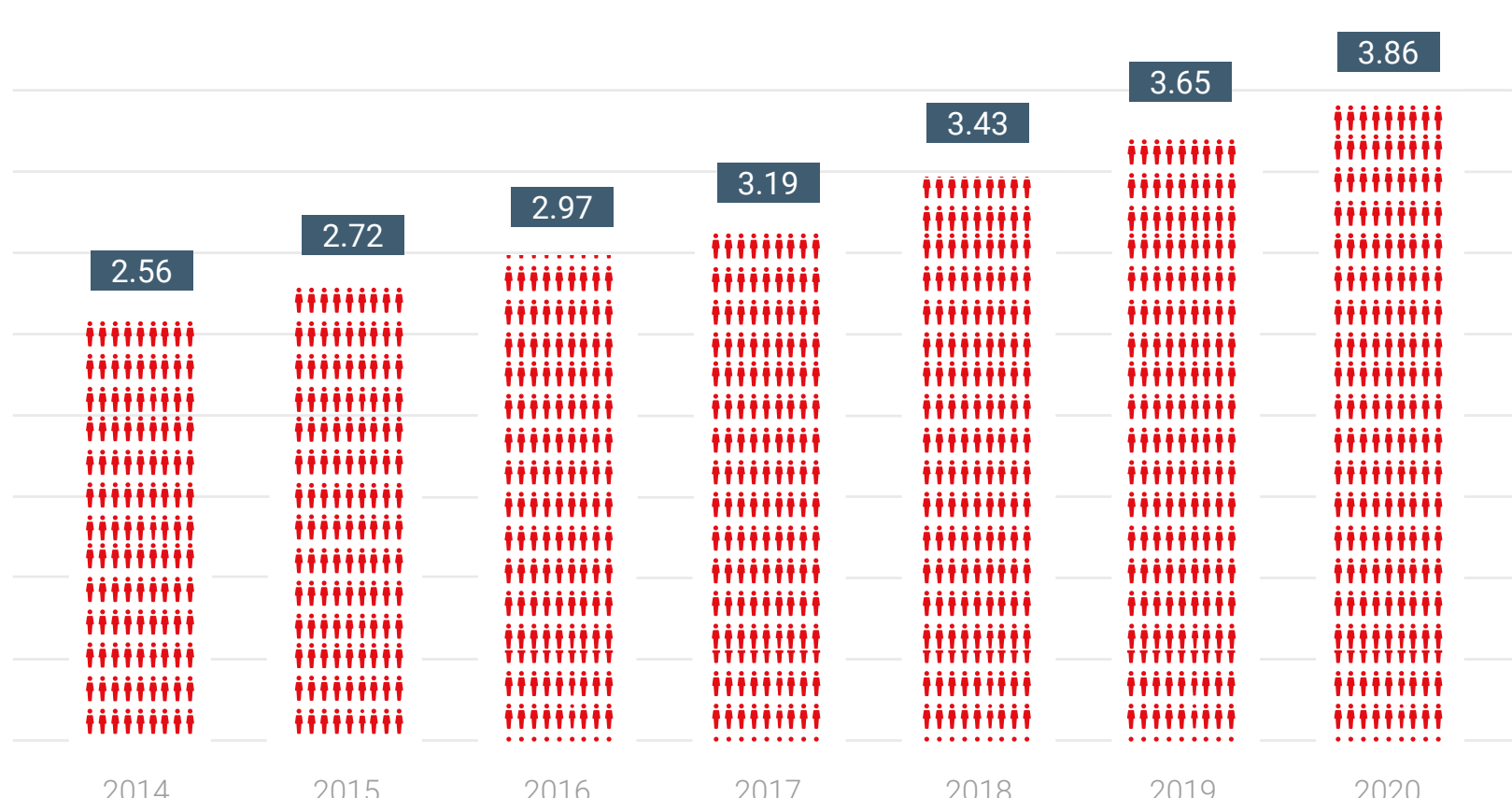
Digital buyer penetration shows room for growth, with just **61.33%** currently using eCommerce in Singapore. The average amount spent by digital buyers on physical products is **USD 1,390** and is expected to be **USD 1,665 by 2020**.



## USERS BY AGE GROUP AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016

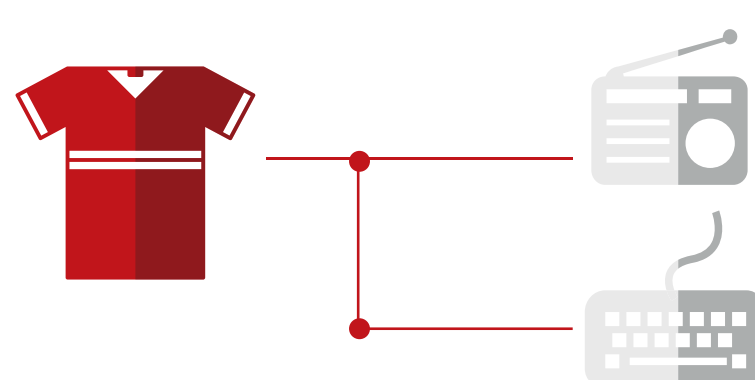


## NUMBER OF USERS (IN MILLIONS)

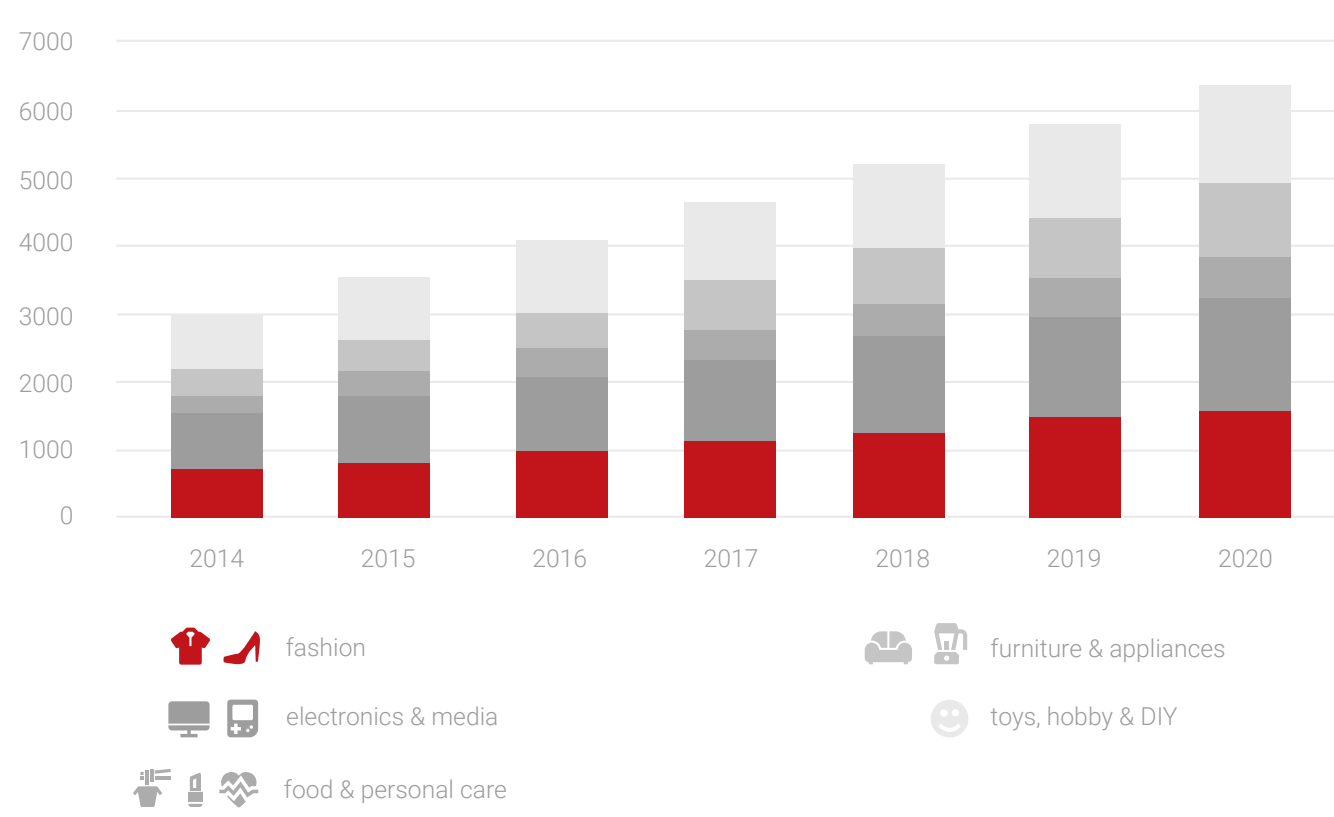


## Shopping Categories

Clothing is the most popular eCommerce category for women, with men mostly buying technology and personal electronics.

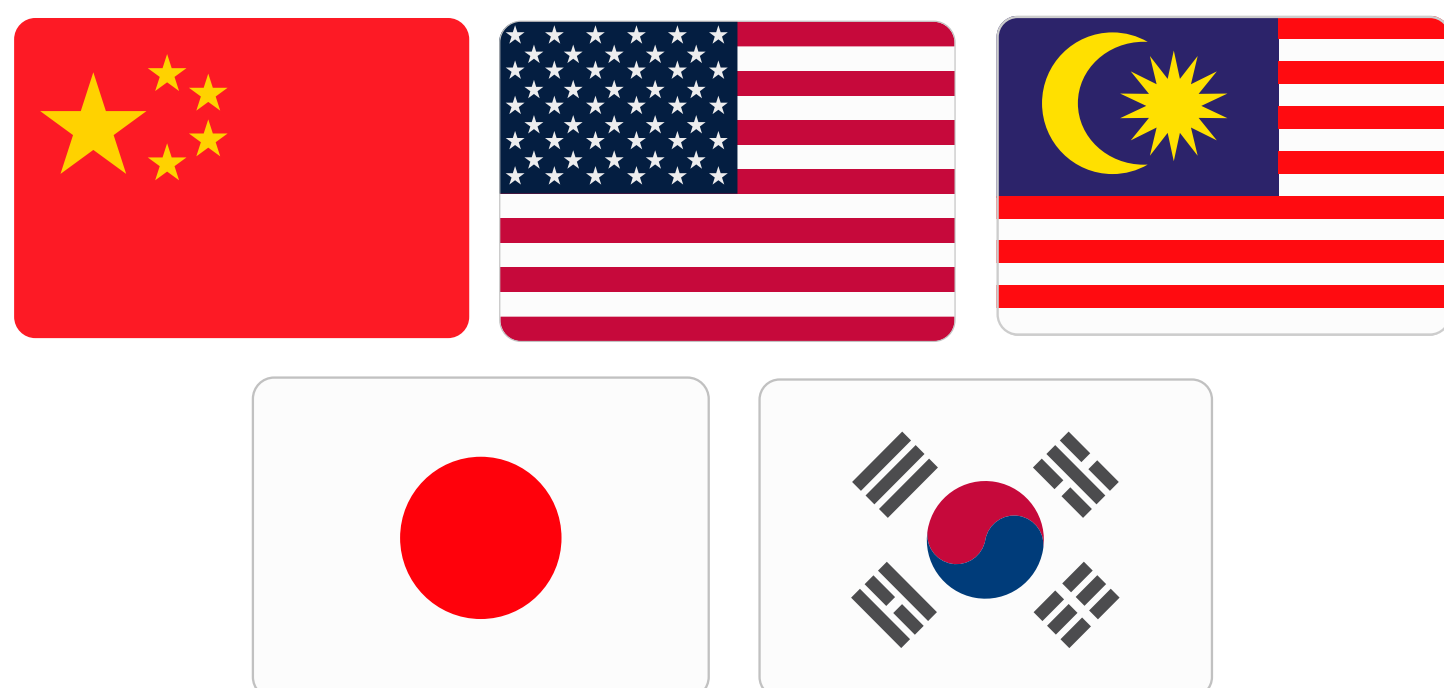


## PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



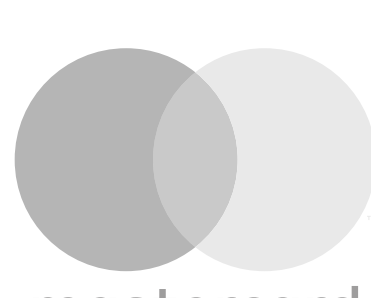
## Where do Singaporeans shop from?

The highest number of imports come from **China, USA and Malaysia**. **Japan, and South Korea** also supply a sizeable share of Singapore's imports.



## Preferred Online Payment Methods

**74%** of online payments are made by **Credit Card**. **Visa** and **MasterCard** are the leading **Credit Card providers**, with **American Express, JCB, and Diners Club Singapore**, all holding a smaller market share.



**Bank transfers, Cash on Delivery, Direct debits, PayPal and eNETS** are all preferred online payment methods.

## Logistics & Infrastructure

**20 of the top 25 global logistics players conduct their operations from Singapore**, housing their regional or global HQs here. Leading manufacturers also base operations here due to its **leading logistics, world-class infrastructure and excellent global connectivity**.



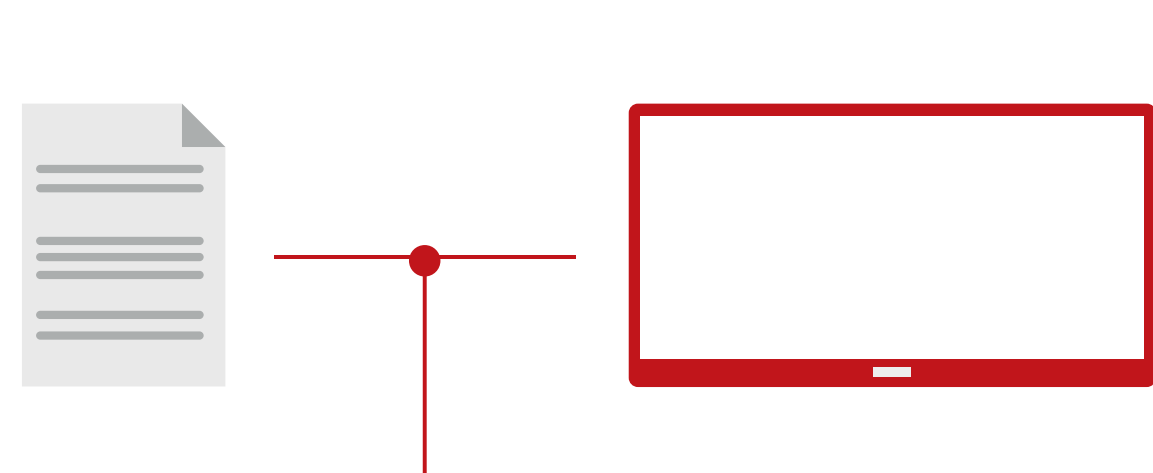
In 2015, the World Bank ranked Singapore as the **5<sup>th</sup> best country for logistics in the world**.

## Device Usage

**Mobile Penetration is extremely high at 148%**. This indicates that a large number of people are using several mobile devices.

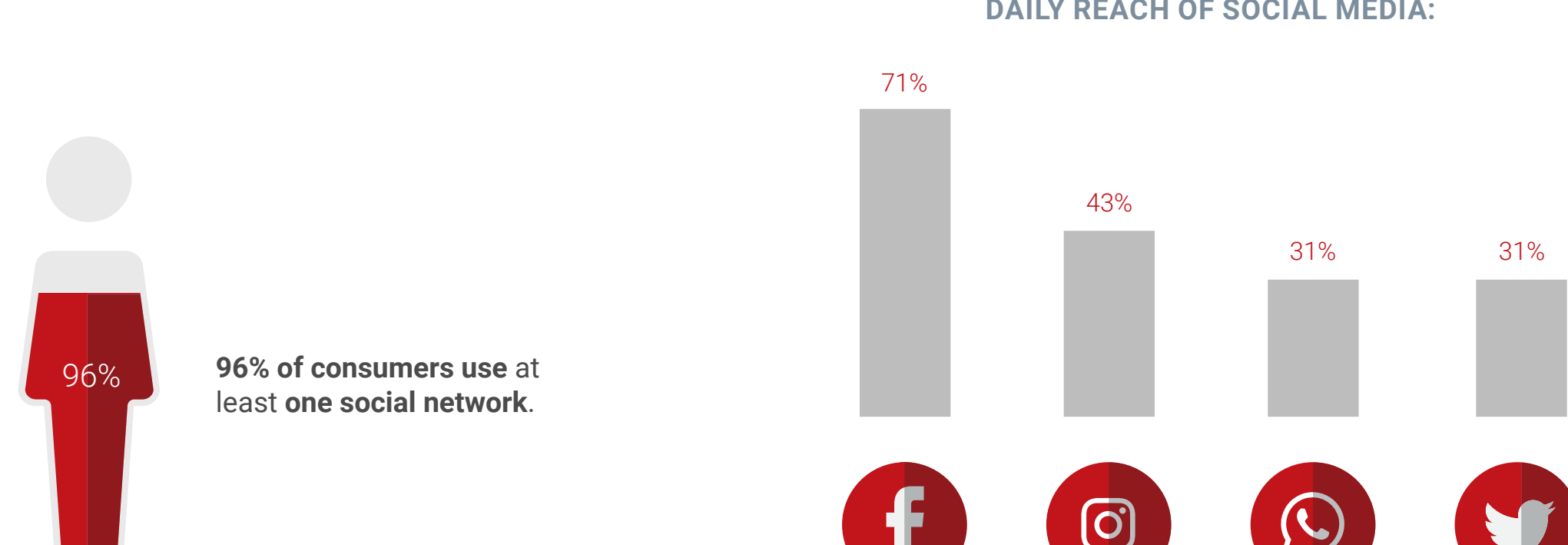


## Marketing



Traditional advertising on television and newspapers lead market spend at a combined value of **one billion USD**. **Digital advertising** spend is currently at **mUSD 200**, bypassing magazine and radio spend.

## DAILY REACH OF SOCIAL MEDIA:



**96% of consumers use at least one social network.**

FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.