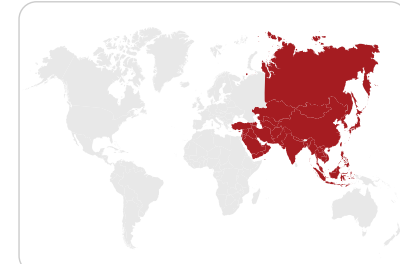


Insights into the growth of Asian eCommerce

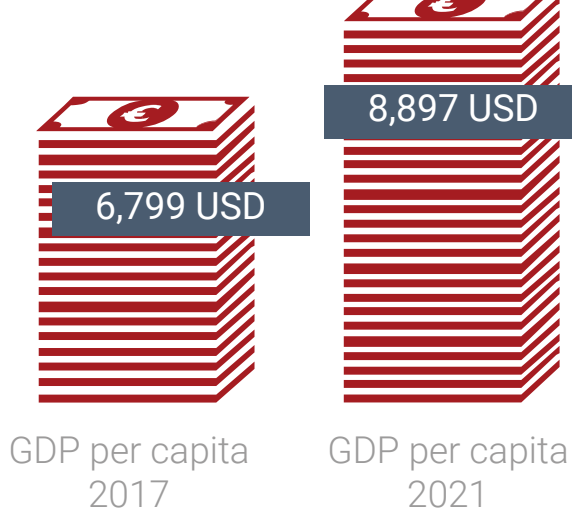
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 3.5 billion people.

GDP per capita is currently 6,799 USD and expected to reach 8,897 by 2021.

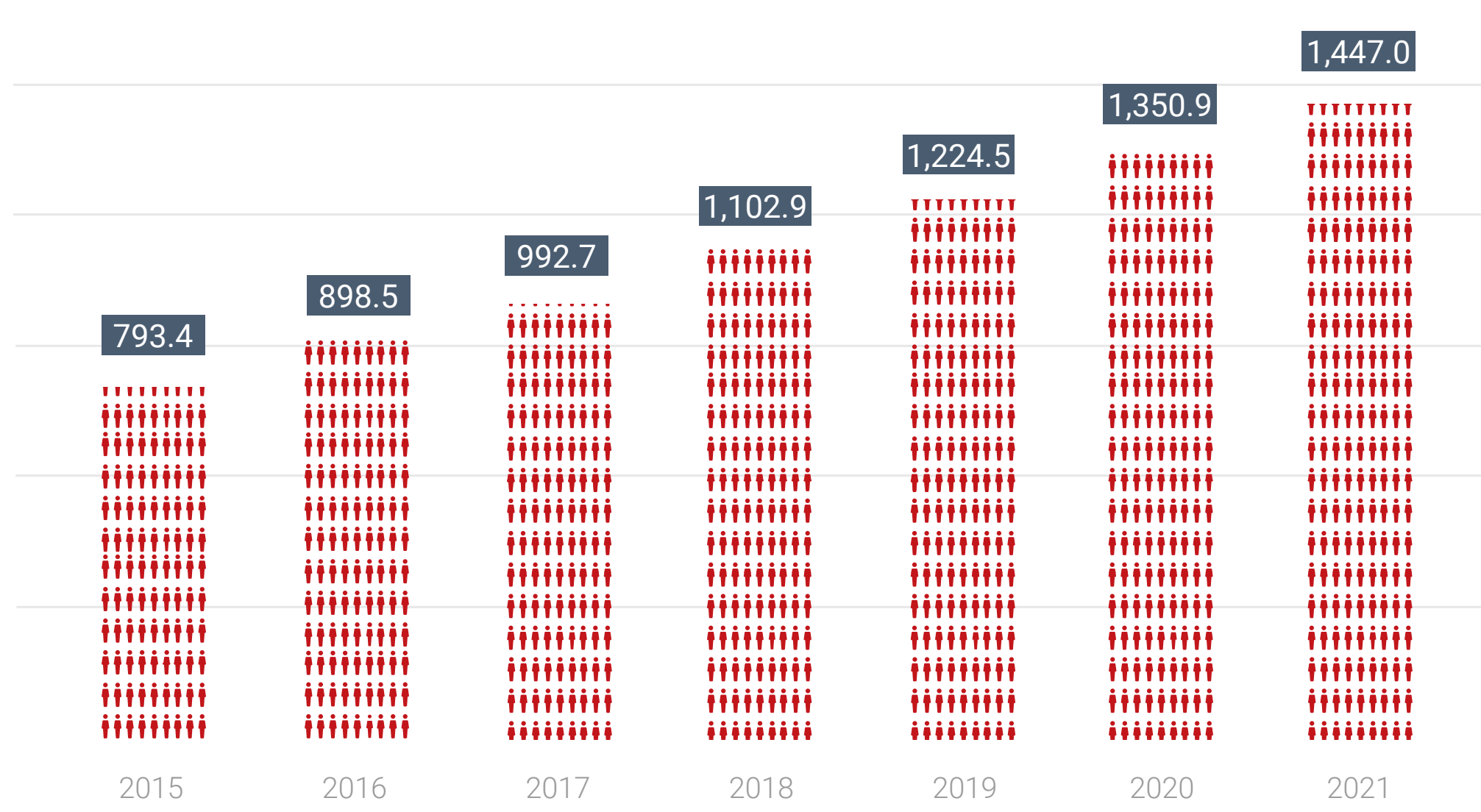


THERE ARE A NUMBER OF ATTRACTIVE ECOMMERCE MARKETS IN ASIA, INCLUDING LESS OBVIOUS OPPORTUNITIES LIKE MALAYSIA AND THE PHILIPPINES

User Insights

There are currently 993 million eCommerce users in Asia, with an additional 454 million users to be shopping online by 2021.

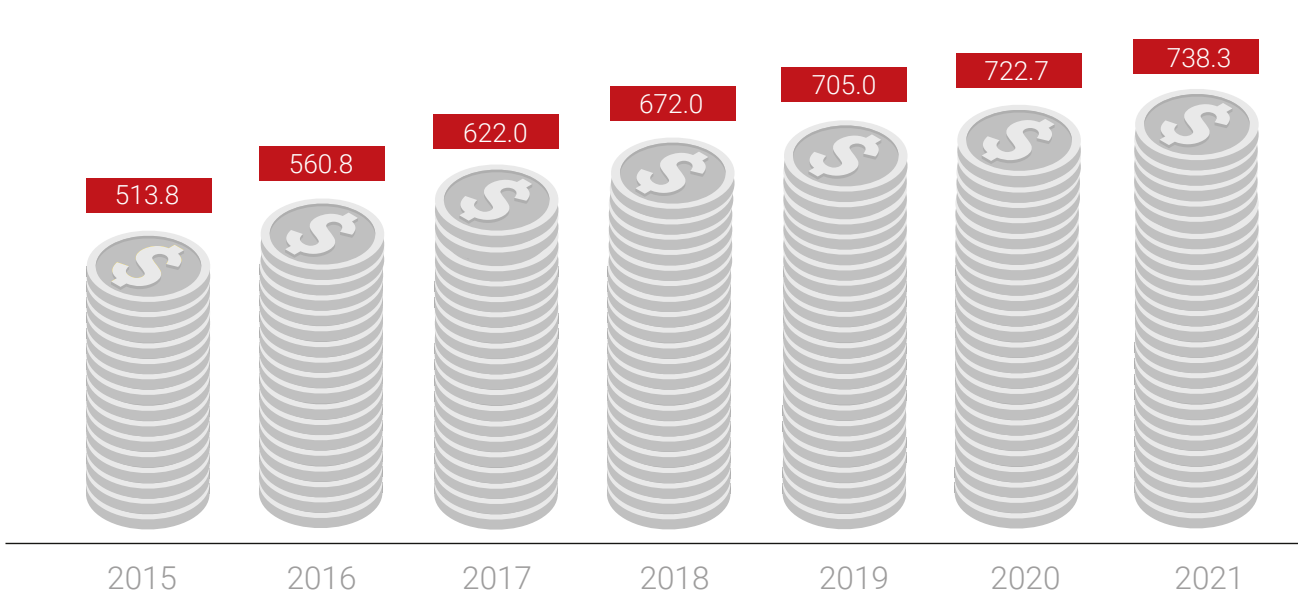
NUMBER OF USERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



AVERAGE REVENUE PER USER IN USD



Shopping Categories

Total eCommerce revenue across all product categories is 617 billion USD, expected to surpass 1 trillion USD by 2021.

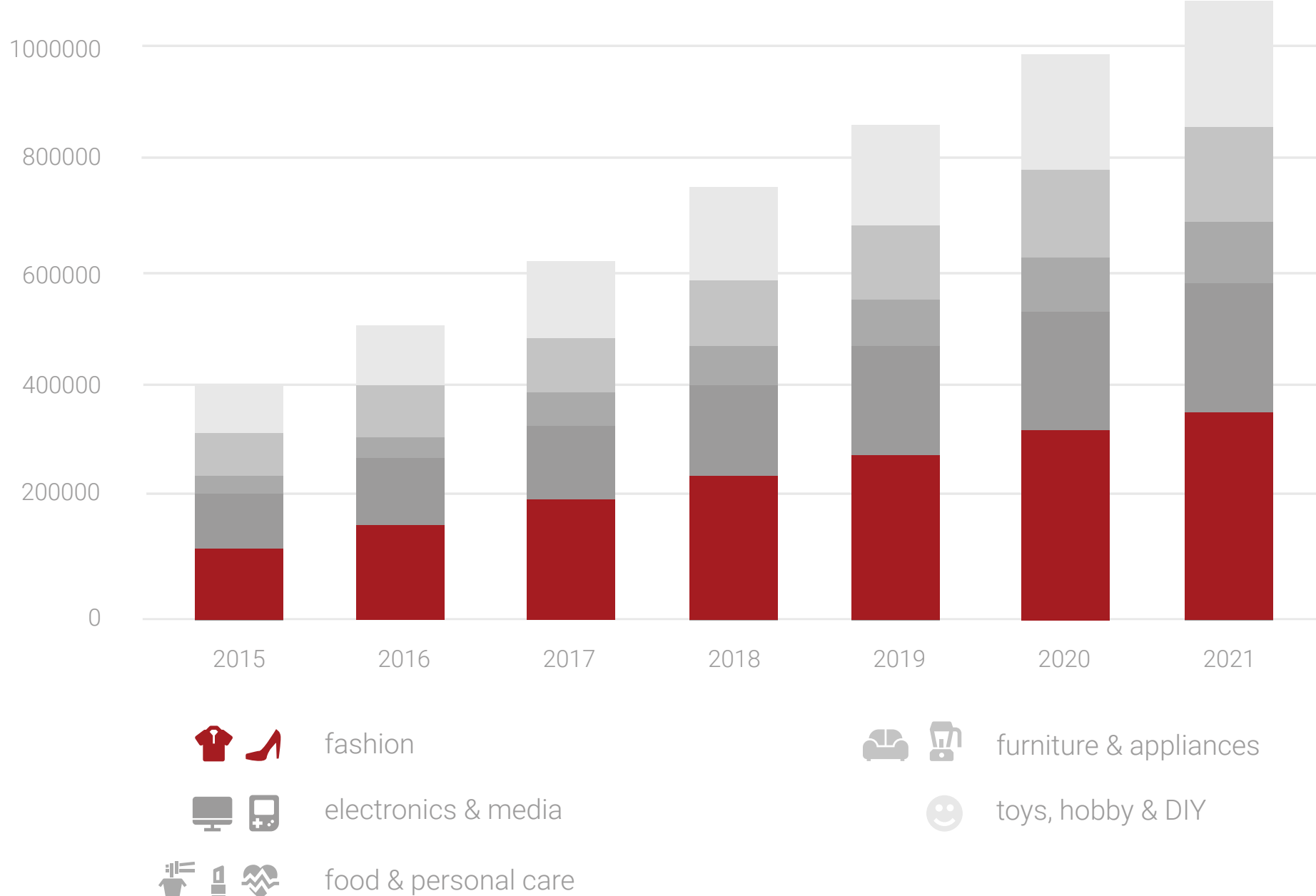


Fashion is currently the leading product category, accounting for 201 billion USD market share.



Electronics is second, accounting for 137 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



The World Bank rates Asian logistics as average, with the region scoring 3.04 in the 2016 LPI index.

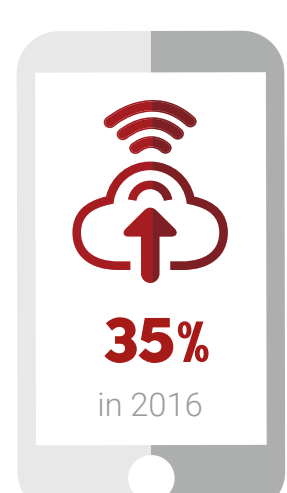
Preferred Online Payment Methods

57% of Asian online shoppers selected credit card among their preferred online payment options. 37% said they used a payment wallet such as Alipay or PayPal. Cash on Delivery was preferred by 34% of online shoppers.



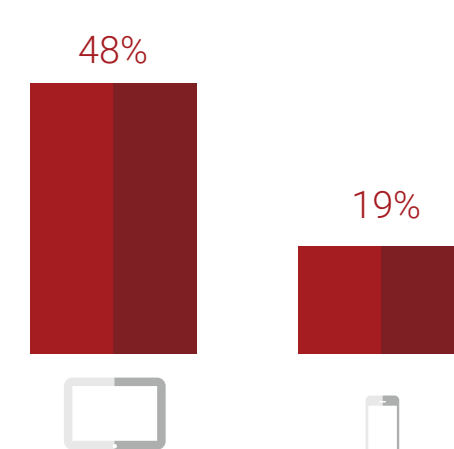
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



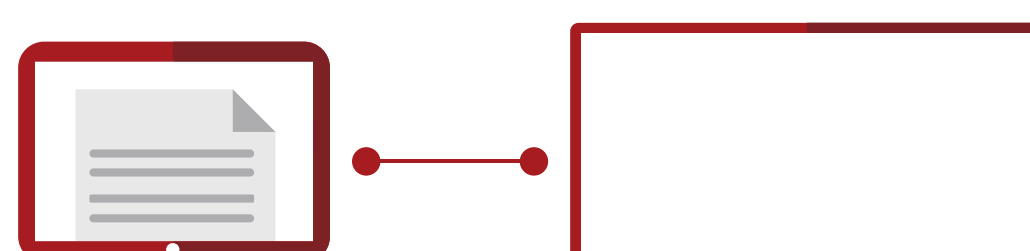
Internet penetration is currently at 48%, and should reach 59% by 2021.

Smartphone penetration is 35% and is projected to grow to 44% by 2021.



Marketing

Advertising spend in Asia is expected to bypass 275 billion USD in 2020. Digital advertising continues to show strong growth reaching 57 billion USD in 2017, and is expected to reach 62 billion USD by 2018.



Asia social media penetration is 66% of the total population.

Japanese use LINE, South Koreans use KakaoTalk and the Chinese prefer WeChat.

Facebook is also a popular network across many of the other markets such as India, the Philippines, Thailand and Malaysia.

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.