

Insights into the growth of Singaporean eCommerce

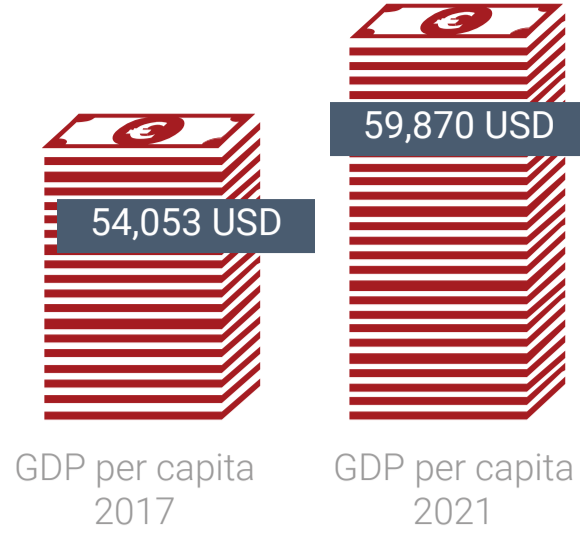
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 5.6 million people with a total GDP of 296.97 billion USD.

GDP per capita is currently 54,053 USD and expected to reach 59,870 USD by 2021.



SINGAPORE IS RANKED AS THE 39TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

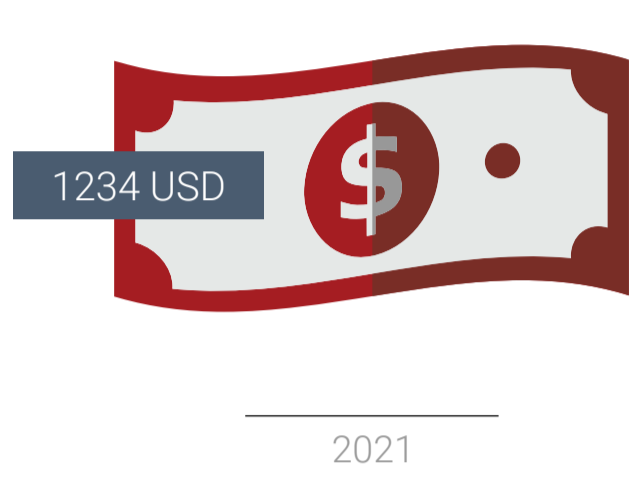
User Insights

There are currently 3.12 million eCommerce users in Singapore, with an additional 998,000 users to be shopping online by 2021.

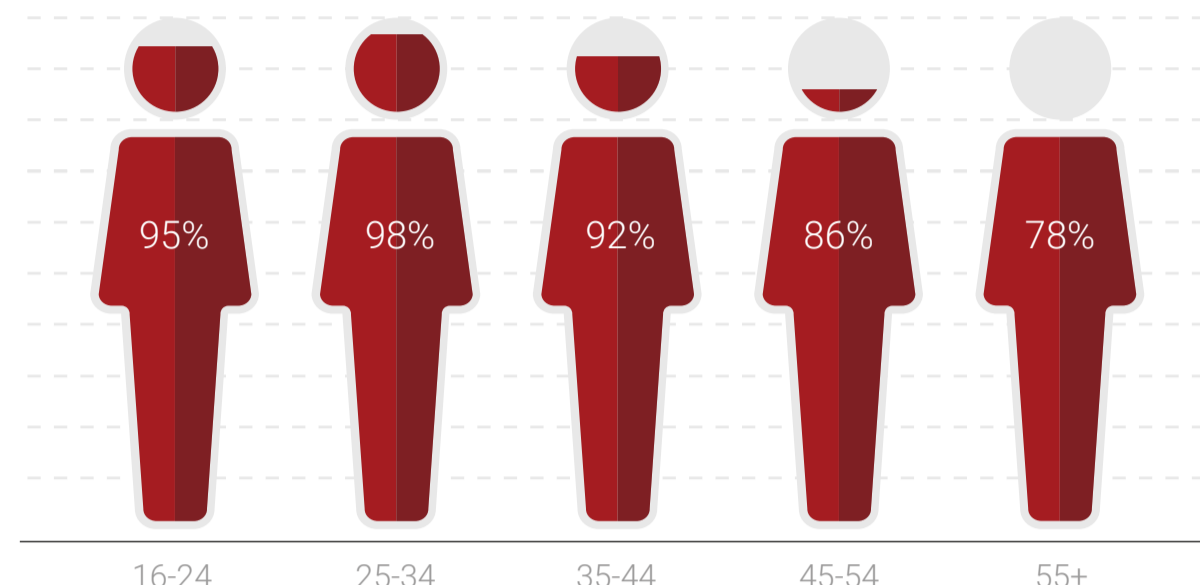
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 3.3 billion USD, expected to reach 5 billion USD by 2021.

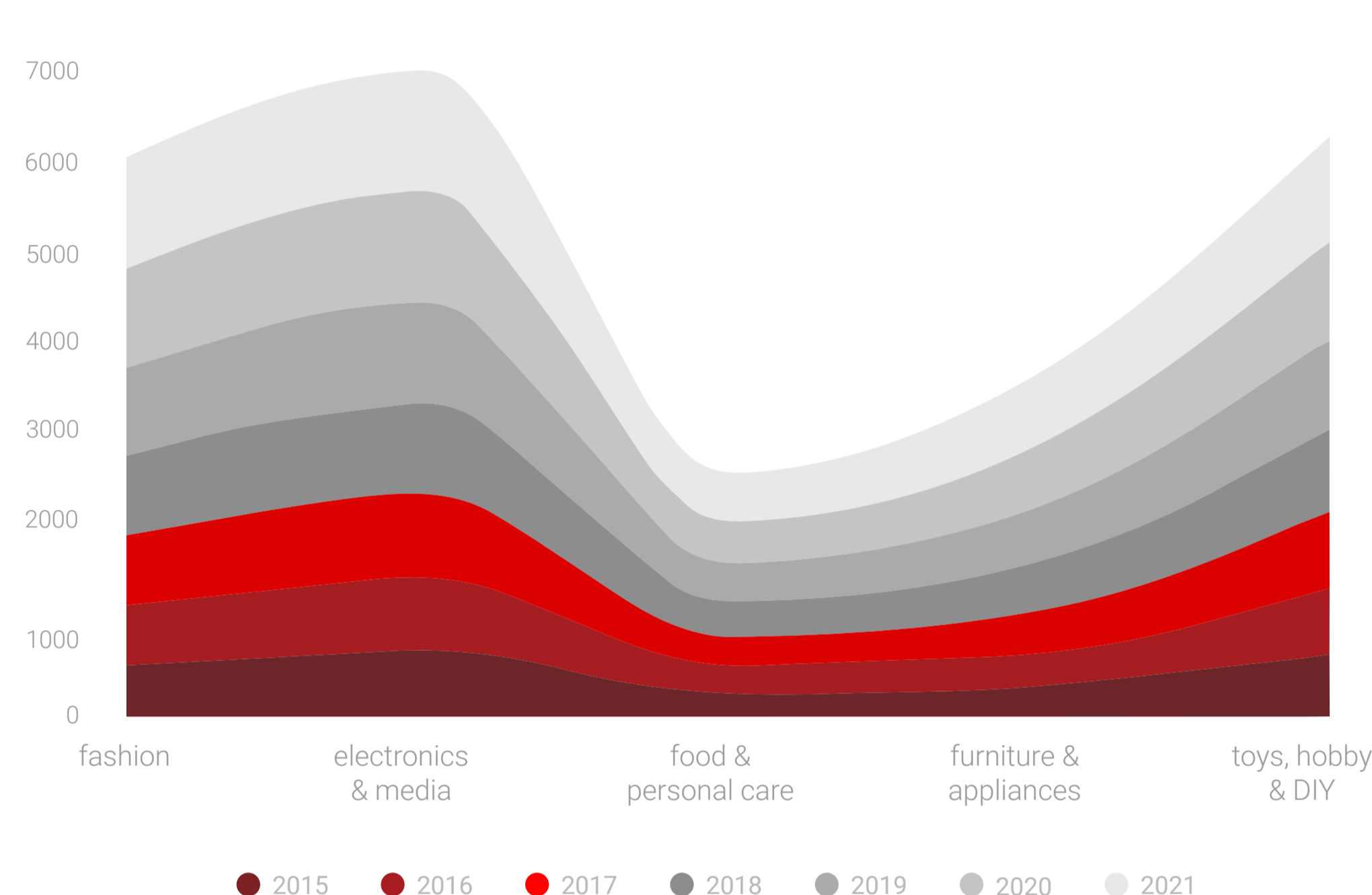


Electronics and Media is currently the leading product category, accounting for 918.1 million USD market share.



Toys, Hobby & DIY is second, accounting for 843.7 million USD.

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



Logistics & Infrastructure



In 2016, Singapore was ranked 5th in the World Bank Logistics ranking.

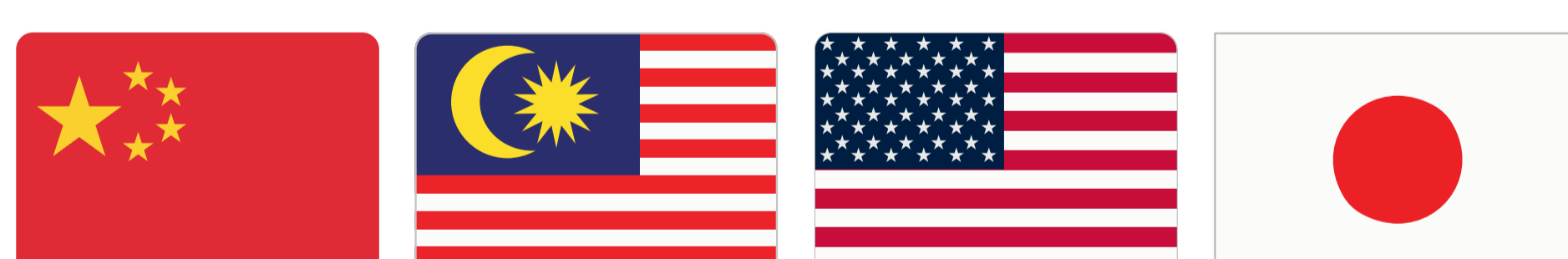
Preferred Online Payment Methods

74% of Singaporean shoppers use credit cards. Bank transfer, cash-on-delivery, direct debit and eNETS are also popular.



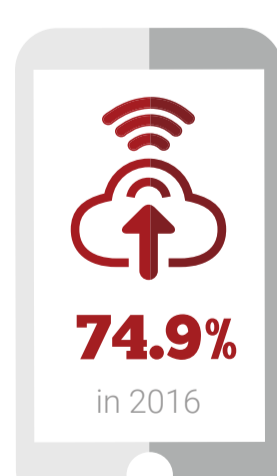
Where does Singapore buy from?

China supplies Singapore with 46.8 billion USD in imports. Other key import partners are Malaysia (32.1 billion USD), the US (31.4 billion USD), greater Asia (23.2 billion USD) and Japan (19.8 billion USD).



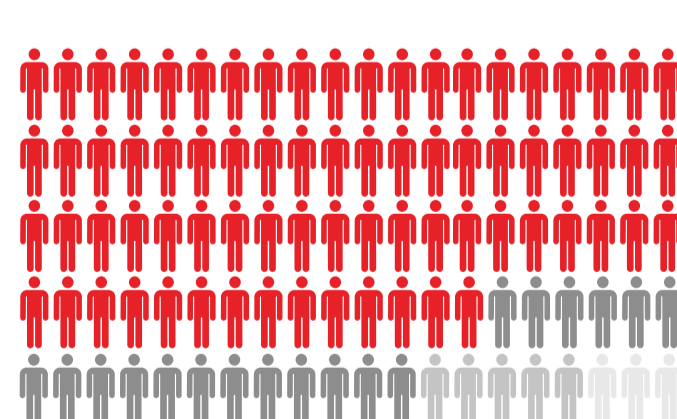
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



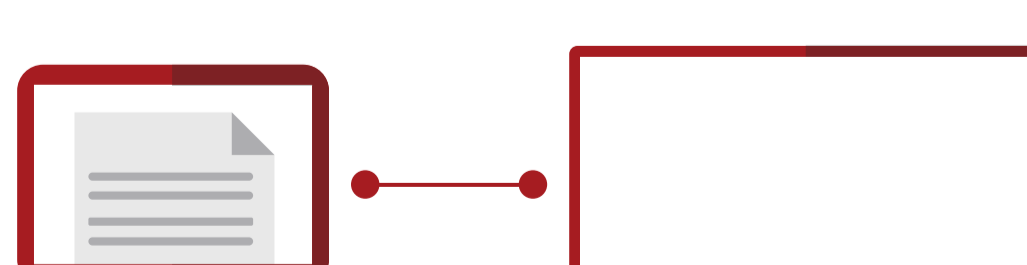
Internet penetration is currently at 79%, and should reach 84.8% by 2021.

Smartphone penetration is 74.9% and is projected to grow to 79.3% by 2021.



Marketing

Marketing spend in Singapore has risen in recent years, as advertisers steadily invest more in digital advertising. In 2017 ad spend reached 1.9 billion USD.



Singapore has 3.54 million social network users, a figure expected to increase to 3.93 million by 2021. YouTube, Facebook, WhatsApp, Instagram, and Messenger are the leading social networks.

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.