

# E-Commerce Trends: South East Asia and Beyond

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## ASEAN-6 digital population 2015

### Indonesia

Population	255.5 M
Internet users	88.1 M
Social media users	79.0 M
Mobile connections	318.5 M
Mobile social users	67.0 M

### Thailand

Population	65.1 M
Internet users	35.0 M
Social media users	38.0 M
Mobile connections	97.1 M
Mobile social users	34.0 M

### Malaysia

Population	30.8 M
Internet users	20.6 M
Social media users	18.0 M
Mobile connections	41.9 M
Mobile social users	16.0 M

### Singapore

Population	5.54 M
Internet users	4.65 M
Social media users	3.70 M
Mobile connections	8.10 M
Mobile social users	3.40 M

### Philippines

Population	102.4 M
Internet users	47.1 M
Social media users	48.0 M
Mobile connections	114.6 M
Mobile social users	40.0 M

### Vietnam

Population	90.7 M
Internet users	45.6 M
Social media users	36.0 M
Mobile connections	136.1 M
Mobile social users	29.0 M

Source: WeAreSocial Nov 2015



## MALAYSIANS RANK AMONG THE WORLD'S MOST AVID ONLINE SHOPPERS

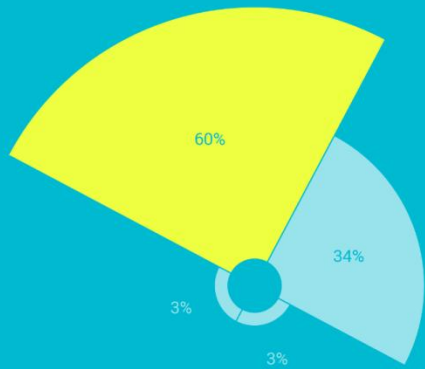
CONSUMER | 27-08-2014



**Kuala Lumpur - Aug. 26, 2014** - The growth of connected device ownership across Southeast Asia is laying the foundation for a booming online retail sector, with the number of consumers making online purchases increasing significantly in the past two years, according to an e-commerce report released today by global information and insights company, Nielsen.

The survey findings revealed that travel services are the most commonly purchased items online in Southeast Asia, along with tickets for events such as movies, live performances, exhibitions and sports games. More than 6 in 10 Malaysian consumers plan to go online to purchase flight tickets (67% and third highest globally) and make hotel and tour reservation (62% and second highest globally) within the next six months while 58 percent of Malaysian consumers would go online to purchase event tickets such as movie, performance and exhibition (third highest globally).

"The results really dispenses any misconception that Malaysians are not open to online shopping and in fact

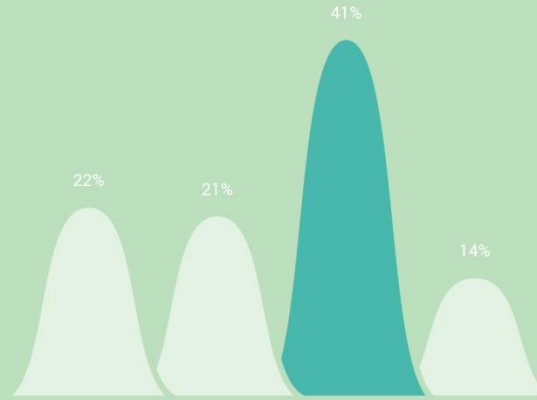


- 60% Customer Became Aware Online
- 34% Customer Became Aware in Store
- 3% Customer Became Aware via Phone
- 3% Consumer Became Aware via Other Method

### First Source of Product Awareness During Pre-Purchase Research

Online information sources are key in introducing consumers to products and offers.

## SINGAPORE

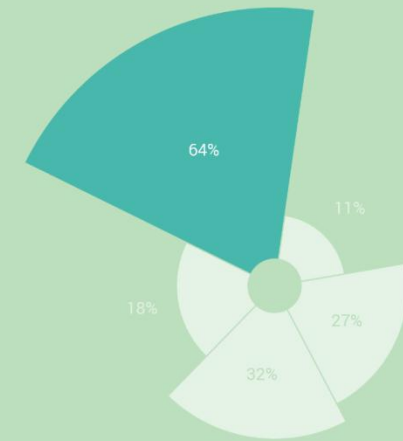


- 22% Cosmetics, beauty or health products
- 21% Books, CDs, DVDs or video games
- 41% Clothing, accessories or footwear
- 14% Computer hardware, software or peripherals

### Products Bought Online from Abroad

Clothing, books, cosmetics and computer hardware/software are among the products most often purchased online from abroad.

## MALAYSIA



- 27% It wasn't available in my country
- 18% Broader range of products
- 11% I found the offer appealing
- 32% Better conditions (service, terms of payment or price)
- 64% Better quality of products

### Motivation for Online International Purchase

International e-commerce is driven by the discovery of appealing offers, a broader range of products and better payment and service conditions.

## INDONESIA

<https://www.consumerbarometer.com/>

1

Global Online Shoppers will Grow by 50% by 2018

2

Multi-Channel Shopping

3

Beacons and IoT the next Big Thing

4

Mobile payments and loyalty programs

5

Delivery Times Determine the Purchase

6

#1 2<sup>nd</sup> Income Generator

7

Big Data will potentially increase 60% more business

8

Emergence of the Virtual Sales Person



**SILVERLINE**  
SOLUTIONS

TECHNOLOGY VENTURE PARTNER  
FOR THE NEXT BIG THING

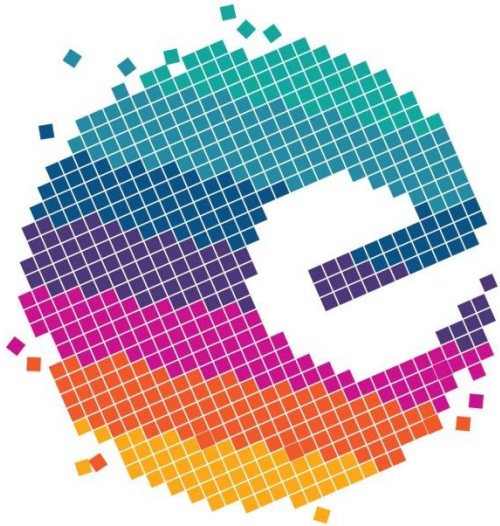


**eBAM**

eBusiness Association Malaysia

Representing a Voice to Inspire and Engage Young  
Entrepreneurs to Efficiently Go Online





**eBAM**

eBusiness Association Malaysia

Current First Year Membership Fee = **RM500/year**  
Access to workshops throughout the year = **RM20,000/year**  
Half Year Membership = **RM150**  
3 Month Free Warehousing at KLIA = **RM6000**  
+ Access to other benefits

**TOTAL VALUE = RM26,650**

**TODAY: RM500**



**eBAM**

eBusiness Association Malaysia

**TODAY ONLY:** Initiation Fee of RM100 is **WAIVED!** For the first 100 people at the booth

**TODAY ONLY:** ~~RM500~~

**RM400!**

For **FIRST 100** Only

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