

WHERE TO PLAY

in a New Digital and eCommerce World

MARKET SIZE



WHERE THE GROWTH COMES FROM?

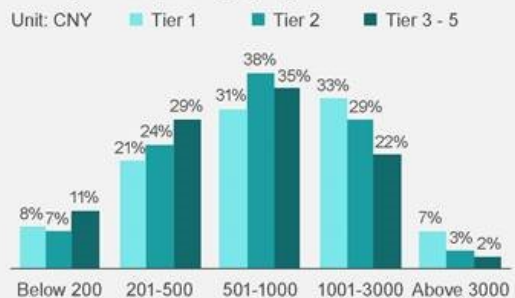
Explore New Shopper

Online Shopper Age Distribution in 2018



Low Tier City online shoppers also show strong online purchase power

Monthly Online Spending by city tier



Male online shoppers' proportion is increasing across platforms



Explore New Business Model

Cross-border eCommerce



Cross-border eCommerce has shown obvious importance to certain categories already and grew shares across all.

Social Commerce



Social Commerce with great potential is expanding rapidly and reach out to more shoppers.

Go Abroad



Leading eCommerce players are competing to seize untapped eCommerce opportunities in SEA.

O2O

O2O is the new blue ocean for brands. Channels will fully integrated in the future to provide seamless shopping experience.



B2B

FMCG B2B Market is becoming more mature and gains popularity among store owners.

