

E-commerce in Southeast Asia



Sandeep Raj

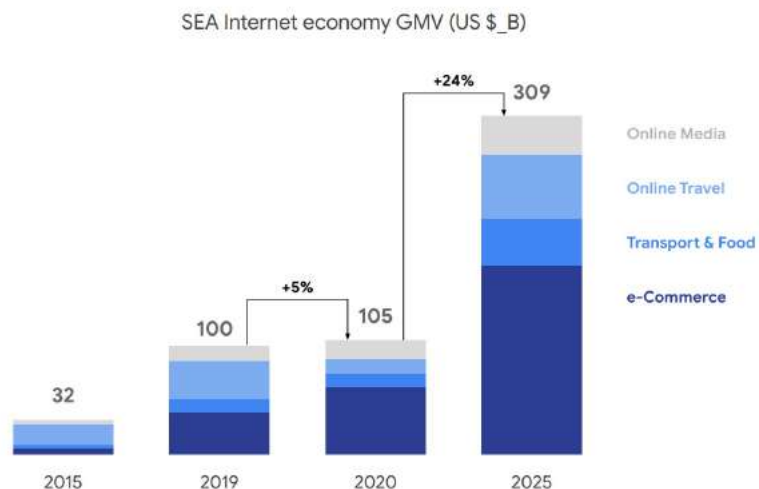
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Southeast Asian E-commerce Market

1



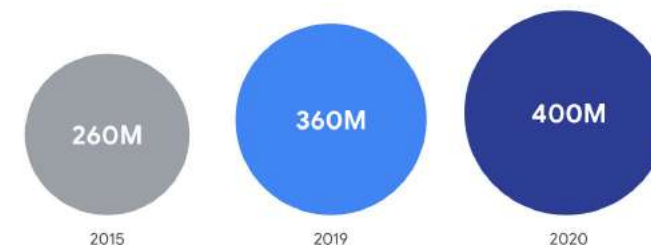
2

New users are coming online at a blistering pace, adding **40M new Internet users** this year alone

40M new users joined the Internet in 2020, compared to 100M between 2015 and 2019

70% of the region's population is now online

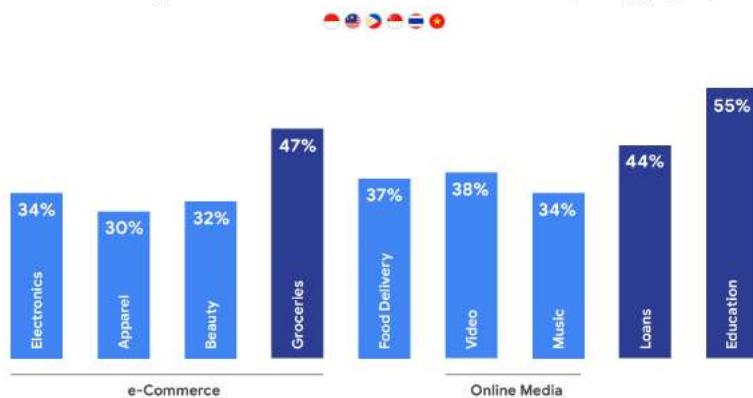
Total Internet users in SEA



3

Education, Groceries, and Lending benefited most from the influx of new digital consumers

% of new digital consumers out of total service consumers (SEA aggregate)



4

On average across SEA, **1 in 3 (~36%) of all digital service consumers are new** to the service due to COVID-19

% of new digital consumers out of total service consumers (SEA aggregate)



Macro factors - What were the contributing factors to increased e-commerce penetration SEA

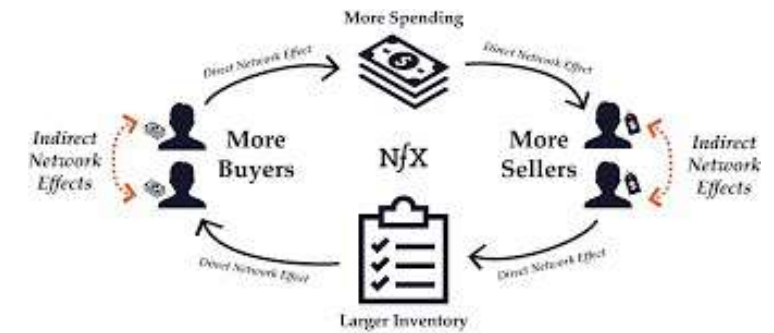
1 More affordable mobile smartphones along with faster and cheaper data plans

- **90 percent of consumers** connecting to the internet through their smartphones
- Users in the Philippines spend over **five hours** each day using mobile internet



2 Network effect the maturation of the leading eCommerce platforms and

- By offering millions of products over a wide range of product categories, best in class mobile and web experience, frequent sales promotions and extensive distribution coverage



3 Shifting consumer behaviour

- Click and collect
- Brick-mortar stores



Micro factors- What were the contributing factors to increased e-commerce penetration in these markets

1

WOMEN COULD ADD \$280 BILLION TO SOUTHEAST ASIA'S ECOMMERCE MARKET, SAYS IFC REPORT



1/3rd in ID and 2/3rd in PH of the platform's businesses are owned by women

3

INMATES IN THAILAND FIND SECOND CHANCE THROUGH ECOMMERCE



2

Rise of e-commerce enablers



4

BEHIND THE SCENES: LAZADA BRAND PROTECTION SWAT TEAM



Building e-commerce supply - Biggest brands to SMB brands trust the ecosystem

LAZADA CAMPAIGNS GIVE BRANDS A 'SUPER' BOOST

ONLINE REVOLUTION: THE STORY OF MEGA SHOPPING FESTIVALS IN SOUTHEAST ASIA

1



SWEET TRANSFORMATION OF A TRADITIONAL FAMILY BUSINESS

3



2



Looking for Advertising & Affiliate partners



Sandeep Raj

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THANK YOU