

E-commerce in Asia Pacific

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Abstracts

Asia Pacific houses the biggest country market for e-commerce (China) and the nation with the second highest e-commerce per capita consumption in value terms (South Korea). As a region, it therefore houses highly developed e-commerce countries, but also others, such as India, with major potential for growth. Although growth rates were generally slowing in 2022, as most countries emerged from the pandemic, e-commerce will continue to see healthy annual sales increases over the forecast period.

Euromonitor International's E-commerce in Asia Pacific global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Retail E-Commerce, Retail Offline.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Retail market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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