

# APAC e-commerce Retail Market Research and Forecast 2018-2023

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## Abstracts

Asia-pacific e-commerce retail market has been growing modestly during the forecast period (2018-2023). This growth has been attributed to variety of pivotal factors which includes rising internet users, cohesive government policies and growing e-commerce industries. The number of internet users are rising significantly in the Asia Pacific region due to improving standard of living and growing disposable income. Growing partnership and exclusive launching of innovative products online are boosting the market growth. For an instance, in 2018, Asus partnered with Flipkart and Shopclues for launching smartphone exclusively. Improved infrastructure in many APAC countries such as China, Japan and South Korea allows the e-commerce companies to expand their business operations.

However, majority of the countries such as Pakistan, Indonesia, North Korea, Myanmar, Nepal, and Sri Lanka lacks quality infrastructure and road connectivity. Additionally, the e-commerce companies have to deal with the cost and expenditure incurred in replacement and return of the products. China has the largest market share in APAC e-commerce retail market due to quality infrastructure, huge e-commerce consumer base, and highest number of internet users across the globe. E-commerce market in India is growing significantly, however, rural population has limited access to road connectivity due to under developed infrastructure. The increasing internet penetration in india can play a significant role into the growth of e-commerce retail market.

Moreover, cohesive government policies and economic workforce attracts e-commerce retail market players to invest in Asia Pacific region. The companies contributing in the Asia Pacific market includes JD.com Inc, Lazada, Rakuten, Amazon.com Inc., Wal-Mart stores Inc., Snapdeal and Alibaba Group Holding Limited. Currently companies are focusing on expanding its reach and connecting the unpenetrated market in the region.

Major companies are also focusing on providing smooth and hassle-free payment option to its customers.

### **MARKET SEGMENTATION:**

Asia-pacific e-commerce retail market and analysis, by end user

Asia-pacific e-commerce retail market and analysis, by device used

Asia-pacific e-commerce retail market and analysis, by products

### **THE REPORT COVERS:**

Comprehensive research methodology of APAC e-commerce retail market

This report also includes detailed and extensive market overview with key analyst insights.

Exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the APAC e-commerce retail market

Insights about market determinants which are stimulating the APAC e-commerce retail market

Detailed and extensive market segments with regional distribution of forecasted revenues.

Broad profiles and recent developments of market players.

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7.10. ELEVENIA

7.11. WAL-MART STORES INC.

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2. ALIBABA GROUP HOLDING LIMITED
3. XIAOMI INCORPORATION
4. FLIPKART INTERNET PVT LTD
5. EBAY
6. JD.COM INC
7. LAZADA
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10. ELEVENIA
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