

# ASEAN e-commerce retail Market Research and Forecast 2018-2023

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## Abstracts

The ASEAN e-commerce market is expected to grow significantly during the forecast period (2018-2023). The ASEAN market has been driven by some pivotal factors such as increasing internet and smartphone users, inexpensive workforce in majority of the countries and less cost for investment in capital expenditure. The use of internet and smartphone have been increased significantly in the ASEAN countries which gives the larger target market to the e-commerce companies. Whereas the major countries in the region such as Malaysia and Singapore have well established infrastructure which enables the e-commerce market players to expand their market and explore new opportunities in the ASEAN countries. The infrastructure of ASEAN countries is also improving and is expected to create opportunities for the e-commerce industry. The e-commerce industry of ASEAN region is expected to grow significantly due to cohesive government policies, inexpensive capital expenditure and workforce. It also provides wider scope for forward as well as backward integration for companies in the region. Growing population of potential customers and rising online sales provide considerable potential to the e-commerce retailers.

However, underdeveloped infrastructure in majority of the countries and cost for reverse logistics are concern for the market. Political instability in some countries such as Cambodia, Myanmar and Vietnam effects the operations of e-commerce retailers. The under developed infrastructure of many countries in the region also restricts the companies in expanding its reach and connectivity to different areas. One of the major issues which always arises with the e-commerce companies includes cost for reverse logistics which affects the e-commerce retail market.

Indonesia, Singapore and Malaysia have the largest market share among the ASEAN countries due to cohesive government policies, competitive environment, improved

infrastructure and inclusive growth of economies. Malaysia has well developed infrastructure and better road connectivity which helps e-commerce companies in reaching to the masses and provide opportunity for expansion to all the retail companies. Singapore has more than 75% of internet users and significant infrastructure that enables the e-commerce companies to boost the e-commerce retail market. ASEAN market players such as Qoo10, Lazada, eBay, EZbuy, Shopee, RedMart, Courts, Tokopedia, Amazon.com Inc., contributes significantly into the growth of ASEAN e-commerce retail market.

## **MARKET SEGMENTATION:**

ASEAN e-commerce retail market research and analysis, by end user

ASEAN e-commerce retail market research and analysis, by device used

ASEAN e-commerce retail market research and analysis, by products

## **THE REPORT COVERS:**

Comprehensive research methodology of ASEAN 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 ASEAN e-commerce retail market.

Insights about market determinants which are stimulating the ASEAN 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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5. ASCEND GROUP CO. LIMITED
6. BLIBLI.COM
7. BUKALAPAK
8. CAROUSELL
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